

DEPARTMENT OF CULTURE AND COMMUNICATIONSCIENCES  
COURSE SYLLABUS

Course Details					
<b>Code</b>		<b>Academic Year</b>		<b>Semester</b>	
KKW343		3		5	
<b>Title</b>		<b>T</b>	<b>U</b>	<b>L</b>	<b>ECTS</b>
Event Management in Cultural Industry		3	-	-	4
<b>Language</b>	German				
<b>Level</b>	<b>Undergraduate</b>	x	<b>Graduate</b>		<b>Postgraduate</b>
<b>Department / Program</b>	Cultural and Communication Sciences				
<b>Forms of Teaching and Learning</b>	Face to Face				
<b>Course Type</b>	<b>Compulsory</b>		<b>Elective</b>		x
<b>Objectives</b>	Understanding of cultural mediation in state cultural institutions and private companies; acquisition of knowledge in the theory of the culture industry; insight into the advantages and problems of the globalization of media-mediated cultural products.				
<b>Content</b>	Introduction to the theory of Frankfurt School's culture industry; introduction to the understanding of globalizing culture industry; analysis of the reproducibility of works of art and their historical development; analysis of current products in the field of digital forms of cultural mediation; marketing methods in popular culture (search engines, ambient TV, popular music&video).				
<b>Prerequisites</b>	-				
<b>Coordinator</b>	Assist. Prof. Dr. Ralph Buchenhorst				

<b>Lecturer(s)</b>	Assist. Prof. Dr. Ralph Buchenhorst	
<b>Assistant(s)</b>	Research. Assist. Büşra Sarıkaya	
<b>Work Placement</b>		
<b>Recommended or Required Reading</b>		
<b>Books / Lecture Notes</b>	Walter Benjamin, Das Kunstwerk im Zeitalter seiner technischen Reproduzierbarkeit. Frankfurt/Main: Suhrkamp 1963; Rodrigo Duarte, Die ‚globale‘ Kulturindustrie und ihre Kritik. In: ders., Deplatzierungen, 2. Auflage 2017, Berlin: Springer, S. 121-135; Jürgen Habermas, Die Moderne – ein unvollendetes Projekt, in: ders., dass., Leipzig, Reclam 1994, S. 54-72; Max Horkheimer/Theodor W. Adorno, Kulturindustrie: Aufklärung als Massenbetrug. In: dies., Dialektik der Aufklärung: Philosophische Fragmente, Frankfurt/Main: Fischer, S. 128-176; Kai Lehmann/Michael Scheische (Hg.), Die Google-Gesellschaft: Vom digitalen Wandel des Wissens, Bielefeld: Transkript 2007, S. 17-32; Tobias Plebuch, Musikhören nach Adorno: Ein Genesungsbericht. In: Merkur, August 2002, 56. Jahrgang, Heft 640, 675-687.	
<b>Other Sources</b>	Kayle Chayka, “Emily in Paris” and the Rise of Ambient TV, The New Yorker, 16.11.2020.	
<b>Additional Course Material</b>		
<b>Documents</b>	Literary texts, texts in media theory and cultural sciences	
<b>Assignments</b>	Lecture and analysis of scientific texts, preparation of in-class-presentations	
<b>Exams</b>	Intermediate/final exam, presentation	
<b>Course Composition</b>		
<b>Social Sciences</b>		100 %
<b>Assessment</b>		
	<b>Count</b>	<b>Percentage (%)</b>
<b>Midterm Exam</b>	1	20
<b>Quiz</b>	-	-
<b>Assignments</b>	-	-
<b>Attendance</b>	1	10

Recitations	1	10
Projects	1	20
Final Exam	1	40
<b>Total</b>		100

### ECTS Points and Work Load

Activity	Count	Duration	Toplam İş Yüğü(Saat)
Lectures	14	3	42
Self-Study	14	3	42
Assignments	-	-	-
Presentation / Seminar Preparation	1- 3	6	12
Midterm Exam	1	12	12
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	30	30
<b>Total Work Load</b>			138
<b>ECTS Points(Total Work Load/ 28)</b>			4

### Learning Outcomes

1	Understanding cultural mediation in public institutions and private enterprises
2	Knowledge of the basic principles in the theory of culture industry
3	Insight into the advantages and problems of the globalization of media-mediated cultural products
4	Analytical ability regarding newer marketing methods in popular culture (search engines, ambient TV, popular music&video).
5	Understanding contexts of globalization in the production and marketing of culture.

### Weekly Content

1	Introduction to Critical Theory's analysis of cultural industry
2	Introduction to Critical Theory's analysis of cultural industry
3	Introduction to the process of globalization of media industry
4	Introduction to the process of globalization of media industry
5	Analysis of the historical development and current state of reproductibility in culture.
6	Analysis of the historical development and current state of reproductibility in culture.
7	Analysis of current developments in the field of digital forms of cultural mediation
8	Analysis of current developments in the field of digital forms of cultural mediation
9	Analysis of current developments in the field of digital forms of cultural mediation
10	marketing methods in popular culture (search engines, ambient TV, popular music&video)
11	marketing methods in popular culture (search engines, ambient TV, popular music&video)
12	Preparation for final paper
13	Preparation for final paper
14	
15	

### Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6	P7
1	5	5	5	4	5		
2	4	4	4	5	5		
3	5	5	4	4	5		
4	5	5	5	4	5		

**Contribution Level:** 1: Low 2:Low-intermediate 3: Intermediate 4:High 5:Very High

<b>Compiled by:</b>	Assist.Prof. Dr. Ralph Buchenhorst
<b>Date of Compilation:</b>	21.04.2021

