

DEPARTMENT OF CULTURE AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
KKW343				3	5
Title	T	A	L	ECTS	
Event Management in Cultural Industry	3	-	-	4	
Language	German				
Level	Undergraduate	x	Graduate		Postgraduate
Department / Program	Cultural and Communication Sciences				
Forms of Teaching and Learning	Face to Face				
Course Type	Compulsory		Elective	x	
Objectives	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.				
Content	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).				
Prerequisites	-				
Coordinator	Assist. Prof. Dr. Ralph Buchenhorst				
Lecturer(s)	Assist. Prof. Dr. Ralph Buchenhorst				
Assistant(s)	RA Hatice Zeynep Gürbener Şahin				
Work Placement	-				
Recommended or Required Reading					
Books / Lecture Notes	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.				
Other Sources	Kayle Chayka, "Emily in Paris" and the Rise of Ambient TV, The New Yorker, 16.11.2020.				
Additional Course Material					
Documents	Literary texts, texts in media theory and cultural sciences				
Assignments	Lecture and analysis of scientific texts, preparation of in-class- presentations				

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Exams	Intermediate/final exam, presentation		
Course Composition			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design			%
Social Sciences	100		%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		20
Quiz	-		-
Assignments	-		-
Attendance	1		10
Recitations	1		10
Projects	1		20
Final Exam	1		40
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
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
		Total Work Load	138
		ECTS Points (Total Work Load / Hours)	4
Learning Outcomes			
1	Understanding cultural mediation in public institutions and private enterprises		

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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.
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12	

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	5	4	5		
4	5	5	5	4	5		
5							



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6							
7							
8							
9							
10							
11							
12							
Contribution Level	1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High						
https://obs.tau.edu.tr/oibs/bologna/index.aspx?lang=tr&curOp=showPac&curUnit=04&curSunit=209#							
Compiled by:	RA Hatice Zeynep Grbener Őahin						
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