

Course title:	CULTURAL PRODUCTION AND IDEOLOGY
Course code:	AAVC 430
Type of course:	Required
Level of course:	Bachelor
Year of study:	4th
Semester when the course is delivered:	7 th
Prerequisites:	AAVC230
Number of ECTS credits allocated :	6
Hours:	3
Name of lecturer(s):	
Learning outcomes of the course:	<p>Upon completion of the course, students should be able</p> <ol style="list-style-type: none"> 1. to discuss competently in academic terms on cultural production; 2. to analyse cultural content; 3. to compare and contrast ideological and cultural forms, their inter-relation and antagonisms; 4. to place cultural products in their historical context and evaluate their social impact.
Course content:	<p>Theory: Ideology and culture as battlefields</p> <p>Religion and superstition, modernism and rationalism. Ideology and consciousness. High culture and popular culture. Culture as a field of struggle. Commercialization, mass society and the culture industry revisited. Counter culture, alternative cultures and subcultures.</p> <p>Analysis: Post modern aesthetics and cultural hybridity</p> <p>Postmodern logics and aesthetics in film and television. Globalisation and cultural hybridity. The reconstruction of tradition and the traditional. Collective cultural identities. Consumerism and social movements. Codes in advertising and public communication. Branding and subvertising.</p>
Essential reading:	Reader: Selected texts.
Recommended reading	<ul style="list-style-type: none"> - Debord, G. (2000) <i>The society of the spectacle</i>, Detroit: Black and red - Gramsci A, (1998) <i>Selections from the prison notebooks</i>, London: Lawrence and Wishart - Klein, N. (2010) <i>No Logo</i>, New York: Picador - Lull, J. (2000) <i>Media, communication, culture</i>, 2nd edition, New York: Polity - Harman, C. (1998) <i>The fire last time: 1968 and after</i>, 2nd edition, London: Bookmarks
References:	Adorno, T. (2001) <i>The culture industry</i> , London: Routledge
Planned learning activities and teaching methods:	Lectures, demonstrations and screenings present the main concepts and induce students to discuss aspects of the culture-ideology nexus. Lectures address some basic theories on hegemony, cultural production and ideological manifestations while demonstrations and screenings offer examples and case studies for analysing and interpreting specific issues. This process is supported by individual student study and research through directed and independent learning. Students become acquainted with more complex and advanced theoretical perspectives which are employed in the analysis of cultural products. They also present their project work in class and discussion follows in which they receive feedback.
Assessment	<ul style="list-style-type: none"> • Mid-Term / Quiz 30%

techniques and Assessments criteria:	<ul style="list-style-type: none"> • Individual Project 20% • Final exam 50% <p>Assessment Criteria for the project are:</p> <p>Conceptual understanding and analytical skills - 40%</p> <p>Structuring and developing argumentation - 30%</p> <p>Presentation and Communication - 30%</p>
Language of instruction:	English
Work placement(s):	None