COURSE OUTLINE

ANTHROPOLOGY OF POPULAR CULTURE IN THE DIGITAL AGE

1. GENERAL

SCHOOL	CLASSICS AND HUMANITIES		
DEPARTMENT/UPS	HUMANITIES / DIGITAL APPLICATIONS IN ARTS AND CULTURE		
LEVEL OF STUDIES	UNDERGRADUATE – LEVEL 6		
COURSE CODE	XXXXX	**SEMESTER**	7TH
COURSE TITLE	ANTHROPOLOGY OF POPULAR CULTURE IN THE DIGITAL AGE		

TEACHING ACTIVITIES *If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.*	**TEACHING HOURS PER WEEK**	**ECTS CREDITS**
	3	5
Please, add lines if necessary. Teaching methods and organization of the course are described in section 4.		

COURSE TYPE *Background, General Knowledge, Scientific Area, Skill Development*	SCIENTIFIC AREA
PREREQUISITES:	NO
TEACHING & EXAMINATION LANGUAGE:	GREEK
COURSE OFFERED TO ERASMUS STUDENTS:	YES
COURSE URL:	https://eclass.duth.gr/courses/XXXXXX/

2. LEARNING OUTCOMES

Learning Outcomes
Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

Upon successful completion of the course, participants will be able to:

- Critically analyze popular cultural expression through anthropological and sociological approaches, understanding its social, cultural, and economic significance.
- Examine the functioning of cultural industries and their role in the production, distribution, and consumption of cultural products.
- Understand the relationship between digital technologies and cultural industries, identifying how these technologies influence the dissemination of popular culture.
- Collect and analyze data related to cultural industries and popular culture using modern digital tools and platforms.
- Utilize digital platforms and social networks to understand and analyze the interaction between cultural communities and trends.
- Create and present digital cultural products (such as comics, GIFs, memes) using digital creation tools.
- Design and organize digital cultural events using specialized tools such as Eventbrite and social media marketing.
- Apply data analysis and digital recording methods to understand the evolution and trends in popular culture.
- Understand the complexity of cultural identities through the study of the relationship between cultural industries and social, political, and economic contexts.

General Skills
Name the desirable general skills upon successful completion of the module

Search, analysis and synthesis of data and information,	*Project design and management*
ICT Use	*Equity and Inclusion*
Adaptation to new situations	*Respect for the natural environment*
Decision making	*Sustainability*

Autonomous work	*Demonstration of social, professional and moral responsibility and*
Teamwork	*sensitivity to gender issues*
Working in an international environment	*Critical thinking*
Working in an interdisciplinary environment	*Promoting free, creative and inductive reasoning*
Production of new research ideas	

- Search, analysis and synthesis of data and information,
- Adaptation to new situations
- Autonomous work
- Teamwork
- Working in an interdisciplinary environment
- Production of new research ideas
- Project design and management
- Critical thinking and self-reflection
- Equity and Inclusion
- Demonstration of social, professional and moral responsibility and sensitivity to gender issues
- Promoting free, creative and inductive reasoning

3. COURSE CONTENT

1. Introduction to Popular Cultural Expression (Pop Culture)
- Introduction to key concepts of popular culture through an anthropological approach. Historical overview.
- Relationship between popular culture, digital media, and society.
- **Workshop:** Using tools like Google Trends to analyze popular cultural trends.

2. Music and Digital Culture
- Evolution of music in popular culture (from rock and pop to electronic music and hip-hop).
- Influence of digital platforms (Spotify, YouTube) on the dissemination and consumption of music.
- **Workshop:** Analyzing audience data using tools like Spotify Analytics.

3. Cinema, Television, and Streaming Platforms
- Transition from traditional cinema to streaming platforms (Netflix, Disney+, Amazon Prime).
- Anthropological analysis of TV series, animation, and reality shows.
- **Workshop:** Collecting and analyzing viewing data from platforms like Netflix.

4. Video Games as Popular Cultural Expression
- The role of video games in modern culture and their anthropological significance.
- Analysis of popular games and the gaming community.
- **Workshop:** Introduction to gaming data analysis tools (Steam Data Tools).

5. Visual Arts in Pop Culture (Graffiti, Memes, GIFs)
- Study of graffiti, street art, and online art (memes, GIFs).
- Examining the influence of social networks on their dissemination.
- **Workshop:** Using tools for creating and analyzing digital artworks (e.g., Adobe Spark, Meme Generator).

6. Comics, Manga, and Literature
- Analysis of comics and literature as forms of popular culture.
- The role of digital platforms (e.g., Webtoon, Wattpad) in their dissemination.
- **Workshop:** Creating and analyzing comics using digital tools (e.g., Canva, Pixton).

7. Fashion and Popular Culture
- Analysis of fashion as a form of expression and its cultural influences.
- The role of social networks (Instagram, TikTok) in spreading trends.
- **Workshop:** Tracking trends using digital tools (e.g., TikTok Trends, Instagram Insights).

8. Social Networks and Online Communities
- The role of social networks (Facebook, Instagram, TikTok) in the creation and shaping of pop culture.
- Anthropological approach to online communities.
- **Workshop:** Creating and analyzing online communities using Facebook Insights and other tools.

9. Festivals and Cultural Events, Religious and Folk Celebrations
- Study of local festivals and religious events. Analysis of local and international festivals (e.g., music, film), religious and folk celebrations as cultural events.

- Influence of digital technologies on their organization and promotion.
- **Workshop:** Using event planning tools (e.g., Eventbrite, social media marketing, Google My Maps, ArcGIS).
10. **Cultural Industries and Popular Culture**
- The role of cultural industries (music, film, television, fashion, etc.) in shaping and disseminating popular culture.
- Influence of digital technologies on the functioning of cultural industries.
- **Workshop:** Analyzing the production and distribution of cultural products through digital channels (e.g., YouTube, Spotify).
11. **Digital Media and Interactivity in Popular Culture**
- Examination of interactivity in digital media (e.g., AR/VR) and its impact on popular culture.
- **Workshop:** Introduction to tools for creating interactive experiences (e.g., AR/VR).
12. **Data Analysis and Digital Methods in the Study of Pop Culture**
- Presentation of data analysis methods for understanding trends in popular culture.
- **Workshop:** Using digital tools such as Tableau or Python for data analysis.
13. **Student Project Presentations and Application Discussion**
- Students will present their projects using digital tools learned throughout the course.
- Discussion and feedback.

4. LEARNING & TEACHING METHODS - EVALUATION

<table>
<tr><td>**TEACHING METHOD**
Face to face, Distance learning, etc.</td><td colspan="2">Lectures
Active learning (hands-on learning) - Experiential learning
Collaborative learning</td></tr>
<tr><td>**USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)**
Use of ICT in Teaching, in Laboratory Education, in Communication with students</td><td colspan="2">Use of ICT in teaching and communication with students
PPT presentations
Use of digital tools and platforms
Teaching material, announcements and communication through the eClass platform
Student study of supplementary material related to course content
Communication with students via email</td></tr>
<tr><td rowspan="8">**TEACHING ORGANIZATION**
The ways and methods of teaching are described in detail.
Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.

The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards.</td><td>*Activity*</td><td>*Workload/semester*</td></tr>
<tr><td>Lectures</td><td>29</td></tr>
<tr><td>Laboratory Exercise</td><td>10</td></tr>
<tr><td>Final Project</td><td>30</td></tr>
<tr><td>Weekly Projects / Tests</td><td>38</td></tr>
<tr><td>Bibliographic research & analysis</td><td>40</td></tr>
<tr><td>Written examination</td><td>3</td></tr>
<tr><td>Total</td><td>150</td></tr>
<tr><td>**STUDENT EVALUATION**
Description of the evaluation process

Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report,Clinical examination of a patient,Artistic interpretation, Other/Others

Please indicate all relevant information about the course assessment and how students are informed</td><td colspan="2">Formative

Weekly Projects: 40%

Assignment (mandatory): 30%

Final Exam: 30%</td></tr>
</table>

5. SUGGESTED BIBLIOGRAPHY

1. Getz, D., & Page, S. J. (2019). Event Studies: Theory, Research and Policy for Planned Events. Routledge.
2. Hesmondhalgh, D. (2019). The Cultural Industries. SAGE Publications.
3. Fiske, J. (2010). Understanding Popular Culture. London, UK: Routledge.
4. Shuker, R. (2016). Understanding Popular Music Culture. London, UK: Routledge.
5. Storey, J. (2018). Cultural Theory and Popular Culture: An Introduction. London, UK: Routledge.
6. Παπαδημητρόπουλος, Γ. (2023), Μα τι Είναι Επιτέλους Αυτή η Ποπ Κουλτούρα; Αθήνα: Δόντι.

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	G. TSOMIS
Contact details:	gtsomis@helit.duth.gr
Supervisors: (1)	YES
Evaluation methods: (2)	Assignment / Project (mandatory): 50% Written final exam: 50%
Implementation Instructions: (3)	Written assessments and the final exam will be conducted via eClass on a date and time that will be announced in advance. Students will be informed of the exam duration and content well ahead of the scheduled exam. The assignment must be submitted through eClass by a specified deadline.

(1) Please write YES or NO

(2) Note down the evaluation methods used by the teacher, e.g.
  ➢ *written assignment* or/and exercises
  ➢ written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.

(3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

a) in case of **written assignment and / or exercises:** the deadline (e.g. the last week of the semester), the means of submission, the grading system, the grade percentage of the assignment in the final grade and any other necessary information.

b) in case of **oral examination with distance learning methods:** the instructions for conducting the examination (e.g. in groups of X people), the way of administration of the questions to be answered, the distance learning platforms to be used, the technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the hyperlinks for the examination, the duration of the exam, the grading system, the percentage of the oral exam in the final grade, the ways in which the inviolability and reliability of the exam are ensuredand any other necessary information.

 c) in case of **written examination with distance learning methods**: the way of administration of the questions to be answered, the way of submitting the answers, the duration of the exam, the grading system, the percentage of the written exam of the exam in the final grade, the ways in which the integrity and reliability of the exam are ensured and any other necessary information.

There should be an attached list with the Student Registration Numbers only of students eligible to participate in the examination.