ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	**School of Humanities and Social Sciences**
Department	Department of Culture, Creative Media and Industries
Study Level	Undergraduate

Course code	ΥΠ111	**Semester**	1

Course Title	Cultural Theory

Autonomous Teaching Activities	Weekly Teaching Hours	Credits
Lectures	3	5
Tutorials	2	

Course Type *Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων*	Scientific area
Prerequisites:	No
Course teaching and evaluation language:	Greek
The course is offered to Erasmus incoming students	
Course Page (URL)	https://eclass.uth.gr/courses/CULT_U_274/

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course students will be able to:
• Recognize the role of theory in cultural analysis
• Understand the key concepts of different cultural theories within their historical context
• Read critically key theoretical texts
• Analyze cultural products using the cultural theory taught

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies
Adaptation to new situations
Decision making
Independent work
Teamwork
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas Project design and management
Respect for diversity and multiculturalism
Respect for the natural environment

Demonstrate social, professional and ethical responsibility and gender sensitivity
Exercising criticism and self-criticism
Promoting free, creative and inductive thinking

The course aims at cultivating the following skills:

- Research, analyze and synthesize data and information, using the necessary technologies
- Independent work
- Exercising criticism and self-criticism
- Promoting free, creative and inductive thinking

3. Course Content

The topics covered in the course include:

Course Description

The course provides a concise introduction to cultural theory aiming to familiarize students with different perceptions of culture and models of cultural analysis in a historical perspective. The purpose of the course is twofold: on the one hand, it aims at presenting various theoretical cultural models and on the other, it seeks to bring out the use of theory for the interpretation of socio-cultural events.

In this context, different currents of cultural thinking (Marxism, Frankfurt School, structuralism, semiotics, cultural studies) are examined through selective literature. The course familiarizes students with critical reading. At the same time, contemporary socio-cultural events are examined, and attempts are made to interpret aspects of contemporary popular culture that emerge within them using the models of cultural analysis taught.

Course Content

1. Introduction: Theory as a tool for cultural analysis.

2. Civilization / Culture in a Historical Perspective

3. Cultural analysis models: The Marxian approach to culture

4. Cultural analysis models: The Frankfurt School: Walter Benjamin, *The work of art in the age of mechanical reproduction*

5. Cultural analysis models: The Frankfurt School: mass society, mass culture, cultural industry according to Adorno & Horkheimer

6. Cultural Analysis of Advertising and Cinema according to Adorno & Horkheimer

7. Cultural analysis models: Structuralism and Semiotic Analysis of Culture

8. Cultural analysis models: Roland Barthes's Semantic Analysis of Culture

9. Analysis of cultural products according to Roland Barthes

10-11. Cultural analysis models: The School of Cultural Studies and Raymond Williams cultural theory

12. Analysis of a contemporary social event according to Raymond Williams's cultural theory

13. Overview

4. Instructive and Learning Methods - Evaluation

Delivery Method.	Delivered by physical presence
Use of IT's in teaching and communication with students	- PowerPoint presentations - Support Learning Process via the e-class platform - Electronic communication with students - Use of MS-Teams

Teaching Structure		
The methods of teaching are described in detail *The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall workload at semester level corresponds to ECTS standards.*	**Methods**	**Semester Work Load**
	Lectures and seminars	39
	Writing an individual final paper	46
	Autonomous study	40
	Course Total ***(25 Hrs. Work Load per Credit Unit)***	125

Student Evaluation	
Description of the evaluation procedure	1. Written exams (40%) - short answer questions 2. Individual final paper (60%) *The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.*

5. Recommended Readings

Advised Bibliography:(in Greek)

Philip Smith, Πολιτισμική θεωρία. Μια εισαγωγή, Κριτική, Αθήνα 2006. (Cultural theory).

Barthes, Roland, *Μυθολογίες- Μάθημα*, εκδόσεις Ράππα, Αθήνα, 1973.

Benjamin Walter, *Δοκίμια για την τέχνη*, Κάλβος, Αθήνα 1978.

Horkheimer M. & Adorno Th., *Διαλεκτική του Διαφωτισμού*, εκδ. Νήσος, Αθήνα 1996.

Marx K. & Engels Fr., *Μανιφέστο του Κομμουνιστικού Κόμματος*, Σύγχρονη Εποχή, Αθήνα 1984.

Williams, Raymond, *Κουλτούρα και ιστορία*, εισ.& μτφρ Βενετία Αποστολίδου, Εκδόσεις Γνώση, Αθήνα 1994.

Journals

- Theory, Culture & Society
- International Journal of Cultural Studies
- Cultural Studies