# 國立東華大學

## 課　　綱　Course Outline
### 藝術創意產業學系碩士在職專班

| 中文課程名稱<br>Course Name in Chinese | 流行文化與應用 | | | | |
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| 英文課程名稱<br>Course Name in English | Popular Culture & Applications | | | | |
| 科目代碼<br>Course Code | ACI_5210Z | 班　別<br>Degree | 碩專班<br>Master's program | | |
| 修別<br>Type | 選修<br>Elective | 學分數<br>Credit(s) | 3.0 | 時　數<br>Hour(s) | 3.0 |
| 先修課程<br>Prerequisite | | | | | |

### 課程目標<br>Course Objectives

深入瞭解流行文化的本質、形成機制、發展趨勢以及對現代社會的影響，並能掌握相關的分析方法、研究工具和應用技巧，提升學生在行業中的競爭力和創新能力。

The objective of the course on Popular Culture is to provide students with a comprehensive understanding of the nature, formation mechanism, development trends, and impact of popular culture on modern society. Through this course, students are expected to acquire relevant analytical methods, research tools, and application skills, enhance their competitiveness and innovative capabilities in the industry.

### 系教育目標<br>Dept.'s Education Objectives

| 1 | 培育藝術中介與管理實務人才。<br>Cultivate talent in arts mediation and management practices. |
|---|---|
| 2 | 研究藝術創意產業與市場<br>Research the creative arts industry and its market. |
| 3 | 創新與發展藝術創意產業。<br>Innovate and develop the creative arts industry. |

| 系專業能力<br>Basic Learning Outcomes | | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |
|---|---|---|
| A | 具備國際視野，並與世界藝術市場發展潮流接軌。<br>Possess an international perspective and align with global trends in the art market development. | ● |
| B | 瞭解在地藝術與藝術市場的價值與多元性。<br>Understand the value and diversity of local art and the art market. | ● |

| C | 分析全球藝術市場現況。<br>Analyze the current status of the global art market. | ● |
|---|---|---|
| D | 研發藝術創新管理模式<br>Research and develop innovative management models for the art industry. | ● |
| E | 強化藝術創作與產業實踐能力。<br>Enhance abilities in artistic creation and industry practice. | |

圖示說明Illustration ：● 高度相關 Highly correlated ○中度相關 Moderately correlated

## 課程大綱
## Course Outline

1.流行文化概念、特點、趨勢的基礎知識。
Basic knowledge of the concept, characteristics, and trends of popular culture.
2.流行文化對社會、文化、經濟、產業等方面的影響、理解和認知。
The impact, understanding, and perception of popular culture on society, culture, economy, industry and other aspects.
3.不同流行文化媒體形式的創作與表現方式，如音樂、電影、電視劇、漫畫、遊戲等。 Creation and expression methods of different forms of popular culture media, such as music, movies, TV dramas, comics, games, etc.
4.流行文化與個人、社會、文化價值觀等方面的關聯，並啟發創新思維。
The relationship between popular culture and personal, social, and cultural values, and inspiring innovative thinking

通過對本地及全球流行文化與潮流趨勢的探索和分析，了解現今社會的多元價值觀和社會現象。課程安排各種性質的個案討論和實作，剖析個人、家庭、社交圈等因潮流文化蛻變帶來的新舊價值觀念更替及轉變，藉此訓練其歸納理解資訊與獨立思辨的表達能力。並鼓勵學生反思趨勢對個人自我觀點的影響，以獲得在更廣泛的背景下擴展和應用個人見解的能力。
Through the exploration and analysis of local and global popular culture and trend dynamics, this course aims to provide students with a deeper understanding of contemporary society's diverse values and social phenomena. By engaging in case discussions and practical exercises of various types, students will critically examine how shifts in popular culture influence the evolution and transformation of values within individuals, families, and social circles. This process will cultivate their ability to synthesize and interpret information while developing independent critical thinking and expressive skills. Furthermore, students will be encouraged to reflect on the impact of trends on their personal perspectives, enabling them to expand and apply their insights in broader contexts.

## 資源需求評估（師資專長之聘任、儀器設備的配合···等）
## Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

## 課程要求和教學方式之建議
## Course Requirements and Suggested Teaching Methods

講述法、分組報告、讀書會、藝術實踐與分組發表
期末展覽發表

## 其他
## Miscellaneous