Course Syllabus

I. General Information

Course name	Popular Culture
Programme	Journalism and Social Communication
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	CA
Form of studies (full-time, part-time)	Full-time
Discipline	Social Communication and Media
Language of instruction	English

Course coordinator/person responsible	Stanisław Dunin-Wilczyński. M.A.

Type of class *(use only the types mentioned below)*	Number of teaching hours	Semester	ECTS Points
lecture			2
tutorial	15	VI	
classes			
laboratory classes			
workshops			
seminar			
introductory seminar			
foreign language classes			
practical placement			
field work			
diploma laboratory			
translation classes			
study visit			

Course pre-requisites	Intermediate English language skills

II. Course Objectives

O1 – indicating the place and role of popular culture in the contemporary world, differences between mass and popular culture, definitions, and features
O2 – presenting theory and main trends of scientific research of popular culture in outline
O3 – characterizing selected occurrences of popular culture based on examples (pop culture icons, Barbie doll, sitcoms, fashion, shopping, tabloids)
O4 – understanding the variety of values promoted by popular culture

III.   **Course learning outcomes with reference to programme learning outcomes**

Symbol	Description of course learning outcome	Reference to programme learning outcome
KNOWLEDGE		
W_01	Knows the most important traditional and contemporary theories on POPULAR CULTURE in the context of social communication, understands its historical and economic determinants and the role of the media	K_W01 K_W03
SKILLS		
U_01	Can observe and interpret social phenomena connected with popular culture; analyzes their connections with various areas of media studies	K_U04 K_U06
U_02	Can use specialized language and communicate in a precise and consistent way using different channels and communication techniques	K_U07 K_U08
SOCIAL COMPETENCIES		
K_01	Responsibly prepares for his work, designs, and performs activities in the field of social communication	K_K05

IV.   **Course Content**

1. Sources, features and definitions of popular culture and mass culture
2. Main theories of popular culture: French school and cultural industry, structuralism, semiology, political economy and ideology, feminism, postmodernism.
3. Popular culture and its context: role of media, consumerism, and free time
4. Selected occurrences of popular culture: global symbols and icons of popular culture, gadgets, important places of popular culture consumption: multiplexes, shopping malls, theme parks, music, fashion, sport, women's press

V.   **Didactic methods used and forms of assessment of learning outcomes**

Symbol	Didactic methods *(choose from the list)*	Forms of assessment *(choose from the list)*	Documentation type *(choose from the list)*
KNOWLEDGE			
W_01	Conversation lecture, Discussion, case study	Oral examination Quiz	Examination assessment sheet Moodle
SKILLS			
U_01	Discussion, case study	Presentation Essay	Assessment sheet Moodle
U_02	Discussion	Presentation Essay	Assessment sheet Moodle
SOCIAL COMPETENCIES			
K_01	Discussion	Presentation	Assessment sheet

VI.   **Grading criteria**

Oral examination and/or written quiz via Moodle (50%)

Multimedia presentation prepared in groups and an essay prepared individually (50%)

Failing Grade

(W) - The student does not know the basic concepts in popular culture studies

(U) - The student cannot observe or analyze discussed popular culture phenomena

(K) - The student does not cooperate in group work or take part in discussions

Satisfactory Grade

(W) - The student knows selected concepts in popular culture studies

(U) - The student can observe and analyze selected popular culture phenomena

(K) - The student understands the need to organize group work and take part in discussions, but cannot do it in a competent way

Good Grade

(W) - The student knows most of the concepts in popular culture studies

(U) - The student can observe and analyze most of the discussed popular culture phenomena

(K) - The student knows how to work in a group when analyzing popular culture phenomena

Very good Grade

(W) - The student knows all the concepts concerning popular culture studies

(U) - The student can observe and analyze all popular culture phenomena

(K) - The student can organize his team's work and actively take part in discussions

VII. Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	**15**
Number of hours of individual student work	**15**

VIII. Literature

Basic literature
Sonia Maasik, Jack Solomon, Signs of Life in the USA: Reading Popular Culture for Writer, 9th edition, 2017. **John Storey, Cultural theory and popular culture: an introduction, edition, The University of Georgia Press Athens 2006.**

Additional literature
John Fiske, Zrozumieć kulturę popularną, Kraków 2010. **John Storey, Inventing popular culture, Oxford: JohnWily&Sons 2003.** **Holt N. Parker, Toward a definition of popular culture, "History and Theory" 50(May 2011), 147-170.**