

## SYLABUS\_CEBS\_40\_II\_EN

### I. General information

1. Course name: Popular Culture: Introduction
2. Course code: PCI
3. Course type (compulsory or optional): compulsory
4. Study programme name: Central European and Balkan Studies
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): 1<sup>ST</sup>
6. Educational profile (general academic profile or practical profile): general academic profile
7. Year of studies (if relevant): II (2<sup>nd</sup> semester)
8. Type of classes and number of contact hours (e.g. lectures: 15 hours; practical classes: 30 hours): 30 classes
9. Number of ECTS credits: 4
10. Name, surname, academic degree/title of the course lecturer/other teaching staff:  
prof. Marcin Telicki, marcin.telicki@gmail.com
11. Language of classes: English
12. Online learning – yes (partly – online / fully – online) / no: no

### II. Detailed information

1. Course aim (aims): Introduction to the main directions of scientific reflection on popular culture, ability to interpret selected works of popular culture, acquiring comparative competence (comparison of popular culture in different regions or cultures).
2. Pre-requisites in terms of knowledge, skills and social competences (if relevant): No
3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes (EK):

Course learning outcome symbol (EU)	On successful completion of this course, a student will be able to:	Reference to study programme learning outcomes (EK)
PCI_01	knows and understands main research areas of media studies and popular culture	K_W04
PCI_02	knows and understands the theoretical concepts of the most important research schools in cultural and literary studies (mainly popular)	K_W05
PCI_03	knows and understands the basic methods of analysis and interpretation of various cultural creations typical for the cultures of Central Europe and the Balkan Peninsula	K_W06
PCI_04	knows and understands the basics of the functioning of cultural institutions of Central European and Balkan Peninsula countries	K_W10
PCI_05	is able to find, analyse, evaluate, select and use information concerning literary communication, social and political life of countries of Central Europe and the Balkan Peninsula, using theoretical and material sources	K_U01
PCI_06	is able to analyse problems concerning literary and cultural studies related to Central Europe and the Balkan Peninsula	K_U02
PCI_07	is able to make arguments and formulate conclusions concerning language, literature, popular culture	K_U06
PCI_08	is ready to participate in cultural life using a variety of media and forms	K_K07
PCI_09	is willing to behave in a professional manner and to reflect on ethical issues	K_K08

#### 4. Learning content with reference to course learning outcomes (EU)

<b>Course learning content:</b>	<b>Course learning outcome symbol (EU)</b>
1. Definition of popular culture	PCI_01, PCI_02, PCI_05, PCI_06, PCI_07
2. State of research on popular culture (criticism and affirmation)	PCI_01, PCI_02, PCI_03, PCI_04, PCI_07
3. Mass communication and the information revolution; features of cyberculture; media poetics	PCI_01, PCI_02, PCI_03, PCI_04, PCI_05, PCI_06, PCI_07, PCI_09
4. Aesthetic and axiological problems of popular culture; postmodern aesthetics; the phenomenon of kitsch	PCI_01, PCI_02, PCI_03, PCI_05, PCI_06, PCI_07, PCI_09
5. Consumerism (globalisation, macdonaldisation, infantilisation)	PCI_04, PCI_05, PCI_07, PCI_08, PCI_09
6. Identity changes and transformations in the approach to carnality.	PCI_05, PCI_06, PCI_07, PCI_09
7. Ludological aspects of popular culture	PCI_01, PCI_03, PCI_05, PCI_06, PCI_07, PCI_08, PCI_09
8. Visual aspects of culture	PCI_02, PCI_03, PCI_05, PCI_06, PCI_07, PCI_09
9. Popular literature - definition, evolution, genres	PCI_01, PCI_03, PCI_05, PCI_06, PCI_07, PCI_09
10. The reception of history in popular culture	PCI_05, PCI_06, PCI_07, PCI_09
11. Fan culture	PCI_05, PCI_06, PCI_07, PCI_08, PCI_09

#### 5. Reading list: reading list will be given by lecturers

1. Adorno, Theodor & Horkheimer, Max. "The Culture Industry: Enlightenment as Mass Deception."
2. Althusser, Louis. "Ideology and Ideological State Apparatuses."
3. Barthes, Roland. "Myth Today." in: Mythologies
4. Baudrillard, Jean. "The Precession of Simulacra."
5. Benjamin, Walter. "The Work of Art in the Age of Mechanical Reproduction."
6. Bourdieu, Pierre. Pierre Bourdieu, "Distinction," and "The Aristocracy of Culture"
7. De Certeau, Michel. "Introduction." The Practice of Everyday Life.
8. Fiske, John. "The Popular Economy." Television Culture.
9. Fiske, John. Understanding Popular Culture
10. Hall, Stuart. "Notes on Deconstructing 'The Popular.'"
11. Hebdige, Dick. Subculture: the Meaning of Style.
12. Jameson, Fredric. "Postmodernism, or the Cultural Logic of Late Capitalism."
13. Storey, John. "Cultural Theory and Popular Culture An Introduction".
14. Strinati, "Introduction to Theories of Popular Culture"

### III. Additional information

- Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest different methods)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	
Interactive lecture	
Problem – based lecture	
Discussions	x
Text-based work	
Case study work	x
Problem-based learning	
Educational simulation/game	
Task – solving learning (eg. calculation, artistic, practical tasks)	
Experiential work	x
Laboratory work	
Scientific inquiry method	
Workshop method	
Project work	
Demonstration and observation	x
Sound and/or video demonstration	
Creative methods (eg. brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	
Group work	
Other (please specify) -	
...	

- Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each LO and/or suggest different methods)

Assessment methods	Course learning outcome symbol (PCI_xx)												
	01	02	03	04	05	06	07	08	09	10	11		
Written exam													
Oral exam													
Open book exam													
Written test													
Oral test													
Multiple choice test													
Project													
Essay													
Report													
Individual presentation													
Practical exam (performance observation)													
Portfolio	X	X	X	X	X	X	X	X	X	X	X	X	
Other (please specify) -													
...													

### 3. Student workload and ECTS credits

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		30
Independent study*	Preparation for classes	30
	Reading for classes	30
	Essay / report / presentation / demonstration preparation, etc.	
	Project preparation	
	Term paper preparation	
	Exam preparation	10
	Other (please specify) -	
	...	
Total hours		100
Total ECTS credits for the course		4

\* please indicate the appropriate activity types and/or suggest different activities

### 4. Assessment criteria in accordance with AMU in Poznan's grading system:

#### Skills assessment:

student knows and understands main research areas of media studies and popular culture; knows and understands the theoretical concepts of the most important research schools in cultural and literary studies (mainly popular); knows and understands the basic methods of analysis and interpretation of various cultural creations typical for the cultures of Central Europe and the Balkan Peninsula; knows and understands the basics of the functioning of cultural institutions of Central European and Balkan Peninsula countries; is able to find, analyse, evaluate, select and use information concerning literary communication, social and political life of countries of Central Europe and the Balkan Peninsula, using theoretical and material sources  
is able to analyse problems concerning literary and cultural studies related to Central Europe and the Balkan Peninsula; is able to make arguments and formulate conclusions concerning language, literature, popular culture; is ready to participate in cultural life using a variety of media and forms; is willing to behave in a professional manner and to reflect on ethical issues

5.0 Mastering the knowledge and skills in individual areas to a very high degree

4.5 Good command of knowledge and skills in individual areas, a few substantive errors, competence level requiring correction

4.0 Good command of knowledge and skills in individual areas, some substantive errors, competence level at a satisfactory level

3.5 Satisfactory mastery of knowledge and skills in individual areas, a number of substantive errors, competence level requiring significant correction

3.0 Satisfactory command of knowledge and skills in individual areas, a fairly large number of substantive errors, level of competence requiring significant correction

2.0 Unsatisfactory level of mastering knowledge and skills in individual areas, a large number of factual errors, level of competence indicating that the course material was not assimilated