

Subject card

Subject name and code	East Asian Popular Culture, PG_00178277						
Field of study	Chinese Studies						
Date of commencement of studies	October 2025	Academic year of realisation of subject			2027/2028		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	3	Language of instruction			Polish		
Semester of study	5	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Paulina Andrzejczak				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Additional information: Class attendance is mandatory. Any unexcused absence exceeding 2 sessions (2 × 45 minutes) will result in failure to pass the course. An absence may only be excused with an official document, such as a medical certificate that includes a diagnostic code or an official letter from an institution. Other forms of justification will not be accepted.						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		18.0	50
Subject objectives	The aim of the course is to introduce students to key phenomena in contemporary popular culture of East Asia (with particular focus on China, Japan, and South Korea), and to develop their ability to analyze these phenomena in social, cultural, political, and media contextsboth local and global. The course seeks to deepen students understanding of the mechanisms of production, distribution, and reception of popular culture, and to encourage critical reflection on its role in shaping identities and perceptions of the East Asian region.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[SINL3_K01] Is ready to critically evaluate the knowledge acquired during Sinology studies and the content corresponding to that knowledge.	Student is able to critically assess knowledge about contemporary popular culture of East Asia, gained both during the course and from other sources, and consciously interpret presented content within the cultural and social context of the region.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK3] text preparation/written work [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[SINL3_W04] Knows and understands, at an advanced level, selected issues within the specialized knowledge concerning the culture and religion of China and the Sinic cultural sphere.	Student knows and understands selected issues related to the culture and religion of China and the Chinese civilizational sphere, with particular emphasis on their influence on contemporary popular culture phenomena.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work [SW5] implementation of a problem task
	[SINL3_U05] Is able to present various opinions and positions in both oral and written form, evaluate them, and engage in discussion.	The student is able to formulate and present diverse opinions and viewpoints on selected issues related to East Asian popular culture in both oral and written form, as well as evaluate them and engage in constructive discussion.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU5] implementation of a problem task [SU8] observation of student's independent or team work
Subject contents	The course covers an analysis of the most important phenomena of contemporary popular culture in East Asia, with a particular focus on China, Japan, and South Korea. It discusses forms of mass culture such as popular music (C-pop, J-pop, K-pop), television and online series, donghua, manga and anime, as well as phenomena related to fandom, social media, and digital culture. The classes address both local and global contextsfor example, the impact of censorship, cultural policies, globalization, and social changes on the production and reception of content. Special attention is given to the role of popular culture in shaping identity, gender representation, and the construction of soft power by countries in the region. The course also involves critical analysis of selected source materials such as music videos, series, memes, and fan texts.		
Prerequisites and co-requisites	Credits for the previous semester are required.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	assignment paper	51.0%	100.0%
Recommended reading	Basic literature	The reading list will be continuously adjusted throughout the semester to reflect the course progress as well as the needs and interests of the group.	
	Supplementary literature	Li Z., Sun Y., Zhan Y., From K-pop to C-pop: Feasibility Exploration of Building a Chinese Star-Making System Based on the Korean Local Idol Model, Transactions on Social Science, Education and Humanities Research vol. 4, 2024. MacDonald S, Murray A., Soft power and cultural relations, British Council 2022. Nakamura A., Wirman H., The Development of Greater Chinas Games Industry: From Copying to Imitation to Innovation, Game Production Studies, 2021. C-Pop Music: A Look at the History of Chinese Pop, www.mastercalss.com/articles/c-pop-music-guide . Tudor Daniel, I love Korea. K-pop, kimchi i cała reszta, Wydawnictwo Mova 2024. Mijin Mok, 7736 km. Pomiędzy Koreą Południową a Polską, Wydawnictwo Otwarte 2022. Agnieszka Klessa-Shin, Polka w Korei. Jak się żyje w kraju K-popu, kimchi i Samsunga, Znak Literanova 2023. Simon Clair, K Culture: K-pop, Cuisine, On Screen, And More - Celebrating The Korean Wave, Quadrille Publishing Ltd. 2023. Alt Matt, Czysty wymysł, Znak Literanova 2021. E. Taylor Atkins, A History of Popular Culture in Japan, Bloomsbury Publishing 2017. William M. Tsutsui, Japanese Popular Culture and Globalization, Association for Asian Studies 2010.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Introduction to Popular Culture Studies. Popular Culture in Historical and Social Context. Popular Culture in China, Japan, and South Korea. Popular Culture and Identity. The Role of the State in Shaping Popular Culture. Popular Culture: Local and Global Perspectives.		

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