

Subject card

Subject name and code	Popular Culture - Classes, PG_00189803						
Field of study	Cultural Studies						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2028/2029		
Education level	Bachelor's studies	Subject group			Obligatory subject group in the field of study Subject group related to scientific research 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			3.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Kaczor				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
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	43.0	75		
Subject objectives	Familiarize students with the subject of popular culture research, taking into account the problems of culture and mass communication.						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[KULL3_U03] They are able to communicate using specialized terminology in the fields of cultural and religious studies, as well as the arts.		The student is ready to correctly, responsibly, and ethically resolve issues related to the assessment of phenomena in the field of popular culture.		[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task		
	[KULL3_U04] They are able to participate in debates by presenting and evaluating viewpoints on culture and by promoting knowledge about it.		The student is able to participate in debates, presenting and evaluating positions on popular culture and promoting knowledge about it.		[SU1] oral statement/conversation/discussion [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task		
	[KULL3_W04] They have an advanced knowledge and understanding of methods for analyzing and interpreting various cultural texts.		The student has an advanced knowledge and understanding of methods of analysis and interpretation of popular culture texts.		[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task		
	[KULL3_K04] They are prepared to address issues related to the practice of a cultural studies professional in a proper, responsible, and ethical manner.		Student_ka jest gotów_a prawidłowo, odpowiedzialnie i etycznie rozstrzygać problemy związane z oceną zjawisk z zakresu kultury popularnej.		[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task		

Subject contents	Definitions of popular and mass culture and the culture industry; presentation of phenomena and mechanisms characteristic of popular culture in terms of mechanisms of production, reception and functioning of its texts; methodologies used in the study of popular culture and their impact on its perception; the planes of functioning of popular culture in the context of the evolution of the media and the means of distribution of cultural texts (literature, film, music, press, radio, television, Internet, advertising), taking into account their genre characteristics; the phenomena of convergence and creation of entertainment systems, consumerism, globalization, macdonaldization and Disneyization		
Prerequisites and co-requisites	Credit for the following subjects: contemporary cultural studies discourses, analysis and interpretation of cultural texts. In justified cases, the instructor may waive this rule. Basic knowledge of cultural history, the history of the 20th century, the evolution of the media, the ability to analyze and interpret cultural texts.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Written work - case study	51.0%	30.0%
	Written work - reading log	51.0%	70.0%
Recommended reading	Basic literature	<ol style="list-style-type: none"> 1. A Theory of Mass Culture, New York 1953. 2. E. Morin, <i>Masowy odbiorca</i>, [w:] <i>Nowe media w komunikacji społecznej XX wieku</i>. red. Maryla Hopfinger, Warszawa 2002; 3. G. Stachówna, <i>Niedole miłowania: ideologia i perswazja w melodramatach filmowych</i>. Rabid, 2001, s. 9-30. 4. F. Jameson, <i>Postmodernizm i społeczeństwo konsumpcyjne</i>, [w:] <i>Postmodernizm</i>, red. R. Nycz, Kraków 1997 5. M. Featherstone, <i>Ciało w kulturze konsumpcyjnej</i>, [w:] <i>Antropologia ciała</i>, Kraków 2003, s. 118-126. 6. S. Lash, C. Lury, <i>Globalny przemysł kulturowy</i>, rozdz. <i>Brandowanie wydarzenia</i>, s. 59-89. 7. D. Tapscott, A.D. Williams, <i>Wikinomia</i>, Warszawa 2008 [wybrany rozdział] 8. H. Jenkins, <i>Kultura konwergencji</i> Warszawa 2007, rozdz.: <i>W poszukiwaniu papierowego jednorożca</i>, s. 93-129. 9. Th. Adorno, <i>Sztuka i sztuki</i>, Warszawa 1990, rozdz.: <i>O fetyszyzmie w muzyce i o regresji słuchania</i>; 10. W. J. Burszta, W. Kuligowski, <i>Miłosny dotyk rocka</i>, [w:] <i>Kultura Popularna nr 4</i>. 11. J. Szyłak, <i>Kino Nowej Przygody. Jego cechy i granice</i>, w; J. Szyłak et al., <i>Kino Nowej Przygody</i>, Gdańsk 2011. 12. M. Filiciak, <i>Media, wersja beta. Film i telewizja w czasach gier komputerowych i internetu</i>, Wydawnictwo Naukowe Katedra, Gdańsk 2013 [wybrany fragment] 13. M. Krajewski, <i>Kultury kultury popularnej</i>, Poznań 2005, rozdz.: <i>Kultura druga: kultura okrucieństwa (Przemoc w TV. Przemoc TV)</i>. 14. J. Burgess, J. Green, <i>Youtube. Video online a kultura uczestnictwa</i>, Warszawa 2001 [wybrany fragment]. 	
	Supplementary literature	<ol style="list-style-type: none"> 1. W. Godzic, <i>Znani z tego, że są znani</i>, Warszawa 2007, rozdz.: <i>Celebrities w kulturze kultura celebrities, Od gwiazd filmowych poprzez celebrities do celetoidów, Celetoidzi I, czyli celebry ci w objęciach kultury tabloidowej, Ceteloidzi II czyli jak tabloidy kochają swoich czytelników</i>. 2. N. Klein, <i>No Logo</i>, Warszawa 2004, rozdz.: <i>Wszystko się zmienia. Rynek młodzieżowy i coolerski marketing</i>; 	
	eResources addresses		
Example issues/ example questions/ tasks being completed	Please compile a reading log using Cornell's method. Please draw up a case study of a selected phenomenon of Polish popular culture.		
Work placement	Not applicable		

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