

Subject card

Subject name and code	Popular culture in 21st century, PG_00211077						
Field of study	Cultural Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject			2027/2028	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group Specialty subject group 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	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			4.0	
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	30.0	0.0	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		68.0	100
Subject objectives	To deepen knowledge of the mechanisms of popular culture, with a particular focus on the phenomena inherent in 21st century culture.To refine the ability to apply methodologies from cultural studies, media studies, cinema and television studies to the study of popular culture.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULMU2_K06] systematically and consciously participates in cultural and artistic life, showing interest in current events in culture and art.	Students systematically and consciously participate in cultural and artistic life; they are interested in current events in culture and art, including those related to contemporary popular culture.	[SK1] oral statement/conversation/discussion [SK3] text preparation/written work
	[KULMU2_W08] holds a broad understanding of contemporary cultural and artistic life, as well as the functioning of cultural institutions and the art market.	Students will know and understand advanced contemporary theories and methods of analysis, interpretation and valuation of contemporary popular culture texts.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[KULMU2_W03] holds detailed and up-to-date knowledge about contemporary advancements in cultural and religious studies, art studies, as well as prominent research centers in cultural studies and the research directions pursued there.	Students will have a detailed, up-to-date knowledge of contemporary developments in the sciences of popular culture, as well as about the leading centres of cultural studies and the directions of research on popular culture conducted there.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[KULMU2_U05] utilizes current achievements in cultural and religious studies, as well as art studies, to critically analyze and interpret various cultural and artistic texts.	The student:taking into account current developments in the cultural and religious sciences and the arts sciences, is able to conduct a critical analysis and interpretation of popular culture texts.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
Subject contents	Defining popular culture and the culture industry; presentation of phenomena characteristic of popular culture in the 21st century, with particular reference to the impact of digitisation and the Internet on the ways in which its texts are created, distributed, functioned and received; application of cultural studies methodology to the study of popular culture in the 21st century.		
Prerequisites and co-requisites	Choice of specialisation; obtaining a positive grade in Methodology of Cultural Studies (sem. I and II).Basic knowledge of cultural history, history of the 20th century, evolution of media, ability to analyse and interpret cultural texts; basic knowledge of contemporary cultural discourses and methodologies in cultural studies.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	0.0%	40.0%
	written works	51.0%	60.0%
Recommended reading	Basic literature	J. Burgess, J. Green, <i>Youtube. Online Video and Patricipatory Culture</i> , Polity Press 2009.J. Feuer, <i>Defining Quality Aesthetics, Form, Content HBO and the Concept</i> , [w]: J. McCabe, K. Akass (red.), <i>Quality TV: Contemporary American Television and Beyond</i> . Londyn, 2007.J. Fiske, <i>Understanding Popular Culture</i> , Unwin Hyman 1989.V.E. Frankel, <i>Star Wars Meets the Eras of Feminism</i> , Lexington Books 2019.H. Jenkins, <i>Convergence Culture</i> , New York University 2006.K. Kaczor, <i>SMOK to nie smok. Legendy polskie w XXI w.</i> , w: Literatura i Kultura Popularna", vol. 23, 2017.K. Kaczor, <i>Kiedy dziewczyna staje się Jedi. Między starymi a nowymi Gwiezdnymi wojnami</i> , Literatura i Kultura Popularna vol. 24, 2018.M. Krajewski, <i>Kultury kultury popularnej</i> , Poznań 2005.M. Lindstrom, <i>Buyology. Truth and the Lies About Why We Buy</i> , 2008.L. Manovich, <i>The Language of New Media</i> , MIT Press Cambridge, 2001.S. Reynolds, <i>Retromania: Pop Culture's Addiction to Its Own</i> , Past, 2010.Ch. Tylor, <i>How Star Wars Conquered the Universe</i> , 2014.	
	Supplementary literature	J. Storey, <i>Cultural Studies and Studies of Popular Culture</i> , Edinburg UniversityPress 1996.	
	eResources addresses		
	Example issues/ example questions/ tasks being completed	Compile a reading log using Cornell's method of indicated reading.Interpret a selected film melodrama based on an analysis of its plot scheme.	

Work placement	Not applicable
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