**SYLLABUS**

**regarding the qualification cycle FROM 2023 TO 2024**

1. Basic Course/Module Information

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| Course/Module title | *Popular Culture* |
| Course/Module code \* |  |
| Faculty (name of the unit offering the field of study) | *College of Humanities* |
| Name of the unit running the course | *Institute of Philosophy* |
| Field of study | *Intercultural Communication (&Philosophy as elective)* |
| Qualification level | *BA* |
| Profile | *general academic* |
| Study mode | *stationary* |
| Year and semester of studies | *3rd year, summer term* |
| Course type | *Mandatory (elective as variant)* |
| Language of instruction | *English/Polish* |
| Coordinator | *Adam Kubiak (PhD)* |
| Course instructor | *Adam Kubiak (PhD)* |

\* - as agreed at the faculty

* 1. Learning format – number of hours and ECTS credits

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Semester  (n0.) | Lectures | Classes | Colloquia | Lab classes | Seminars | Practical classes | Internships | others | **ECTS credits** |
| 2 | 15 |  |  |  |  |  |  |  | 2 |

1.2. Course delivery methods

- conducted in a traditional way

- involving distance education methods and techniques

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)

**pass with a grade**

2. Prerequisites

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| Familiarity with history of culture, general culture theories and conceptualisation of the media. |

3. Objectives, Learning Outcomes, Course Content, and Instructional Methods

3.1. Course/Module objectives

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|  | General description:  The purpose of the course is an introduction to contemporary reflection and debates on the ‘popular culture’ phenomenon, that including the problems with defining the issue in the first place. During the course learners will be familiarised with the main differentiations and descriptions of the researched material and selected set of artefacts. The latter will be adjusted to the preferences and an actual participating competences (as viewer, participant, creator etc.) of the learners themselves.  This course requires high level of students’ involvement as an active learner. |
| O1 | *Introduction to general issues within the field of communication ethics* |
| O2 | *Preparation to critical analysis of modes, values and means of communication in practice (including self-reflection)* |
| O3 | *Preparation to further study and critique based on students’ own research of ethical issues and problems in communication (adv. level)* |

3.2. Course/Module Learning Outcomes (to be completed by the coordinator)

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| --- | --- | --- |
| Learning Outcome | The description of the learning outcome  defined for the course/module | Relation to the degree programme outcomes |
| LO\_01 | Student knows and understands main issues and problems in the field of ‘popular culture’ as an element of discourse of (and in) the ‘culture’ itself and specifics of social and cultural distinctions involved. |  |
| LO\_02 | Student has an ability for critical reflection on selected artefacts recognised as belonging to the ‘popular culture’ and is able to debate such recognition within given cultural distinctions and axiology. |  |
| LO\_03 | Student is able to analyse and critique relations and objects involved in interactions between selected fields of cultural production within the context of ‘popular culture’. |  |
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**3.3. Course content (to be completed by the coordinator)**

1. Lectures

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| Content outline |
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1. Classes, tutorials/seminars, colloquia, laboratories, practical classes

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| 1. Definitions and problems – ‘mass culture’, ‘popular culture’ and ‘the culture’ itself; |
| 2. Distinction and recognition of social status by cultural production and participation |
| 3. Participation, alienation and media |
| 4. Modes and means of cultural production in ‘popular’ strata, the market of ‘popular’ |
| 5. Nostalgy marketing and role of repetition |
| 6. Elitary in ‘the popular’; |
| 7. Identifications, objects, activity and interaction – shifting and uncertain boundaries of cultural distintions |
| 8. Work with cases and examples (learners’ selection) |

3.4. Methods of Instruction

e.g.

*Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning*

*Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning*

*Laboratory classes: designing and conducting experiments*

*case studies, discussion, text and object analysis*

4. Assessment techniques and criteria

- exit tickets and reflective notes;

- homework assessments;

- group work

4.1 Methods of evaluating learning outcomes

Direct paraphrasing, One-sentence summary, application cards

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| Learning outcome | Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes) | Learning format (lectures, classes,…) |
| LO-01-03 | *Continuous assessment: Active participation, Homework, Discussion engagement, reflection, final work* | classes |
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4.2 Course assessment criteria

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| 1. Completion of all tasks given (40%)  2. Active participation in activities (30%)  3. Final work (30%)  Grade scale (normalised):  <51% - ndst (F)  51-56 % - dst (D-)  57-64 % - dst+ (D)  65-70 % - db- (C)  71-80 % - db (B)  81-90 % - db+(B)  91-100% - bdb (A) |

5. Total student workload needed to achieve the intended learning outcomes

– number of hours and ECTS credits

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| --- | --- |
| Activity | Number of hours |
| Scheduled course contact hours | 15 |
| Other contact hours involving the teacher (consultation hours, examinations) | 15+(as needed) |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 30 |
| Total number of hours | 60 |
| Total number of ECTS credits | 2 |

\* One ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

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| --- | --- |
| Number of hours |  |
| Internship regulations and procedures |  |

7. Instructional materials

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| Compulsory literature:  Storey J., (2018) Cultural Theory and  Popular Culture. An Introduction, Routledge, https://uniteyo  uthdublin.files.wordpress.com/2015/01/  john\_storey\_cultural\_theory\_and\_popular\_culturebookzz-  org.pdf  (& additional materials online including learners own selection) |
| Complementary literature:  Goc N, (2007), ‘Monstrous Mother’ and the Media,[in:] Monsters And The Monstrous: Myths and Metaphors of Enduring Evil,  (red). N. Scott, Amsterdam-New York, s. 149-167;  online: <https://eprints.utas.edu.au/8453>  Jenkins H. (bdw) Eight Myths About Video  Games Debunked, PBS. http://www.pbs.org/kcts/videogam  erevolution/impact/myths.html  Mukherjea, A, (2011), My Vampire Boyfriend: Postfeminism,  “Perfect” Masculinity, and the Contemporary Appeal of Paranormal Romance [in:] Studies in Popular Culture, 33.2 (red.) Rhonda V. Wilcox,  Popular Culture Association in The South (bmw) https://www.jstor.org/stable/23416381 (free access)  Deng P. (2017) The Evolution of Concept of Popular Culture and Its Significance, Theory and Practice in Language Studies, Vol. 7, No. 5, pp. 389-394, May 2017 DOI: <http://dx.doi.org/10.17507/tpls.0705.09>,(online:) <https://www.academypublication.com/issues2/tpls/vol07/05/09.pdf>  Mitra, Rahul & Fyke, Jeremy. (2017). Popular Culture and Organizations. 10.1002/9781118955567.wbieoc164. (online: <https://www.researchgate.net/publication/314395314_Popular_Culture_and_Organizations>)  Mohammed, Jamila. (2021). CULTURE AND SOCIETY: POPULAR CULTURE IN A CHANGING WORLD. (online:) <https://www.researchgate.net/publication/352479101_CULTURE_AND_SOCIETY_POPULAR_CULTURE_IN_A_CHANGING_WORLD>  Trommler Fr. Mixing High and Popular Culture: The Impact of the Communication Revolution (online:) <https://www.press.umich.edu/pdf/0472113844-ch2.pdf>  (& additional materials online) |

Approved by the Head of the Department or an authorised person