

# SYLLABUS

## REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027 ACADEMIC YEAR 2024/2025

### 1. BASIC COURSE/MODULE INFORMATION

|  |  |
|--|--|
| Course/Module title                                    | Contemporary Global Culture            |
| Course/Module code *                                   | P4                                     |
| Faculty (name of the unit offering the field of study) | College of Humanities                  |
| Name of the unit running the course                    | Institute of Modern Languages          |
| Field of study   | Media, Visual and Social Communication |
| Qualification level                                    | Bachelors degree                       |
| Profile  | general academic                       |
| Study mode   | full-time                              |
| Year and semester of studies                           | Year 1, semester 1                     |
| Course type  | primary                                |
| Language of instruction                                | English                                |
| Coordinator  | Dr Donald Trinder                      |
| Course instructor                                      | Dr Donald Trinder                      |

\* - as agreed at the faculty

#### 1.1. Learning format – number of hours and ECTS credits

| Semester<br>(no.) | Lectures | Classes | Laboratories | Seminars | Practical<br>classes | Internships | others | ECTS credits |
|-------------------|----------|---------|--------------|----------|----------------------|-------------|--------|--------------|
| 1                 | 20       |         |              |          |                      |             |        | 2            |

#### 1.2. Course delivery methods

- conducted in a traditional way

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

- pass without a grade, exam

- exam

## 2. PREREQUISITES

|      |
|------|
| none |
|------|

## 3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

### 3.1. Course/Module objectives

|                |  |
|----------------|--|
| O <sub>1</sub> | To provide the students with a solid overview of the multifaceted nature of contemporary global culture                              |
| O <sub>2</sub> | To broaden the knowledge of the students in the key areas of contemporary global cultural studies                                    |
| O <sub>3</sub> | To facilitate the development in the students of basic critical reasoning skills, presentation skills and debating skills            |
| O <sub>4</sub> | To equip the students with the basic tools and methods to allow them to conduct research in the field of contemporary global culture |
| O <sub>5</sub> | To generate in the students an enduring interest in the field of contemporary global culture   |

### 3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

| Learning Outcome | The description of the learning outcome defined for the course/module  | Relation to the degree programme outcomes |
|------------------|--|---|
| LO_01            | The student demonstrates a comprehensive understanding of key concepts, theories, and debates in contemporary global culture                               | K_W05                                     |
| LO_02            | The student engages in critical analysis of cultural texts and popular culture artifacts, to identify underlying themes, ideologies, and cultural meanings | K_W05, K_U05                              |
| LO_03            | The student recognizes and respects cultural differences, while also identifying commonalities and connections across cultural boundaries                  | K_U05                                     |

### 3.3. Course content (to be completed by the coordinator)

#### A. Lectures

|  |
|--|
| <b>Content outline</b>                                     |
| The main carriers of contemporary global cultural transfer |

|  |
|--|
| Internet-based cultural phenomena including social media, streaming platforms (music, video TV and Films by both studios and peer-created content), retail, Virtual and Augmented Reality, and online gaming. Special emphasis will be placed on ways in which, despite the predominance of US-based content, many countries have managed to achieve international recognition and shape the narrative of contemporary global culture. |
| The place of the traditional arts in contemporary global culture, and the strange phenomenon of NFTs   |
| Sport  |
| Food/cuisine   |
| Language   |
| Travel and business  |
| The spread of liberal ideologies   |
| The challenges faced by contemporary global culture, including cultural misappropriation, culture clash, US-based cultural hegemony and the marginalisation of many indigenous cultures.   |

### 3.4. Methods of Instruction

Lecture with supporting multimedia presentation.

Supplementary handouts and worksheets, plus a range of internet-based resources.

Discussions

## 4. Assessment techniques and criteria

### 4.1 Methods of evaluating learning outcomes

| 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            | EXAM   | LECTURES                                |
| LO_02            | EXAM/ESSAY   | LECTURES                                |
| LO_03            | ESSAY/OBSERVATION DURING CLASSES   | LECTURES                                |

### 4.2 Course assessment criteria

To gain the course credit the students will have to write a 800-word essay on a topic from a pre-prepared list.

The final exam is in written form and consists of both open-ended and closed-ended tasks. To pass the course, a student must obtain at least 60% of the points allocated for the exam.

Grading scale:  
 60-68% - 3.0  
 69-76% - 3.5  
 77-84% - 4.0  
 85-92% - 4.5  
 93-100% - 5.0

**5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits**

| Activity   | Number of hours |
|--|-----------------|
| Course hours   | 20              |
| Other contact hours involving the teacher (consultation hours, examinations)                     | 6               |
| Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.) | 25              |
| Total number of hours  | 51              |
| 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**

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

**7. Instructional materials**

|   |
|---|
| <p>Compulsory literature:<br/>           Lash, Scott. 2007. <i>Global Culture Industry: The Mediation of Things</i>. Polity<br/>           Pieterse, Jan. 2009. <i>Globalization and Culture: Global Melange</i>. Rowman and Littlefield</p>  |
| <p>Complementary literature:<br/>           Boli, John. 2005. <i>Contemporary Developments in World Culture</i>. [in] <i>International Journal of Comparative Sociology</i> 44(5-6)<br/>           Jarvie, Grant. 2017. <i>Sport, Culture and Society: An Introduction</i>. Routledge</p> |

Approved by the Head of the Department or an authorised person