

Subject card

Subject name and code	Mass Culture and Popular Art, PG_00149674										
Field of study	Russian Philology										
Date of commencement of studies	October 2025	Academic year of realisation of subject		2025/2026							
Education level	Master's studies	Subject group		Obligatory subject group in the field of study Optional 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	1	Language of instruction		Russian							
Semester of study	1	ECTS credits		2.0							
Learning profile	academic	Assessment form		credit							
Conducting unit	Division of Russian Studies, Russian Literature and Culture -> Institute of Russian and Eastern Studies -> Faculty of Languages -> Rector										
Name and surname of lecturer (lecturers)	Subject supervisor		dr Katarzyna Arciszewska-Tomczak								
	Teachers		dr Katarzyna Arciszewska-Tomczak								
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM				
	Number of study hours	0.0	20.0	0.0	0.0	0.0	20				
	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	20		2.0		28.0	50				
Subject objectives	The aim of the course is to provide basic knowledge about popular culture, to acquaint students with various phenomena occurring in popular culture and mass art, as well as developing the ability to analyse the phenomena of popular culture.										

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[FROSMU2_U06] The graduate is able to conduct an in-depth analysis of linguistic phenomena, literary texts, and other cultural artifacts, drawing on specific linguistics and literary methods and using appropriate specialized terminology.	Analyzes the phenomena of Russian popular and mass culture, operating with the correct terminology and using methods, appropriate to their study.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FROSMU2_U05] The graduate is able to appropriately select and adapt existing methods and tools, including advanced information and communication techniques, when working on selected issues in linguistics, literary studies, and related fields.	He is able to properly operate the cultural studies methodological apparatus in the process of decoding the issues of Russian popular and mass culture.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[FROSMU2_U03] The graduate is able to analyze the research of various authors, synthesize different ideas and viewpoints, and present the results of their work in a logical and well-thought-out manner.	He is able to read, analyze and draw conclusions from scholarly works, devoted to the issues of popular and mass culture, and on the basis of them create written works and oral statements on popular and mass culture in the Russian cultural system.	[SU1] oral statement/conversation/discussion [SU3] text preparation/written work
	[FROSMU2_U02] The graduate is able to independently search for, critically analyze, evaluate, select, and integrate information using appropriate source materials.	He is able to define and identify different contexts of popular and mass culture, using a variety of sources and materials, making their own selection.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU3] text preparation/written work
	[FROSMU2_W02] The graduate has an in-depth knowledge and understanding of the significance of literary studies within the system of the humanities, its subject-specific and methodological characteristics, and its connections with selected disciplines in the humanities and social sciences.	Finds cultural contexts and trends in contemporary Russian literature, shaping Russian popular and mass culture at different stages of its development.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report [SW3] text preparation/written work
Subject contents	1. mass culture - definitions, main theories of mass culture. Popular culture versus mass culture. Types of mass culture texts. Popular culture -Basic notions and definitions. Reflective and culture-creating character of popular culture. Areas of functioning of popular culture and its manifestations. Relationships and differences between mass and popular culture. Macdonaldisation. 2. Religious practices and pop culture. Relationships between religion and pop culture. Religious themes in visual pop culture. Models of spirituality of contemporary man and their manifestations in pop culture. 3.3. pop-communism. Mass culture in totalitarian and authoritarian states. The experience of communism in Russian pop culture. Nostalgia for the USSR Gadgets of pop culture. 4. the press and pop culture. Culture of the "front pages". Tabloidisation of contemporary culture. Russian "coloured" women's and trade press. 5. Sport as an element of popular culture. Fighting in pop culture. Fans as a subculture. 6. Serial - soap opera - soap opera. Series and the sense of community of the audience. Series as a source of knowledge. 7. Racism and popular culture. Nation and nationalist ideologies in pop culture. National rituals in popular culture. Anti-racist manifestations in popular culture. 8. leisure culture - consumption practices, cyberspace, global globetrotting. 9. Labelling, the typosphere, pop culture and pop art inspirations in clothing.		
Prerequisites and co-requisites	Choice of classes.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	active participation in classes	51.0%	40.0%
	evaluation of written work	51.0%	60.0%

Recommended reading	Basic literature	J. Fiske, Zrozumieć kulturę popularną, Kraków 2010. M. Krajewski, Kultury kultury popularnej, Poznań 2003. J. Storey, Studia kulturowe i badania kultury popularnej. Teorie i metody, Kraków 2003. D. Strinati, Wprowadzenie do kultury popularnej, Poznań 1998. T. Edensor, Tożsamość narodowa, kultura popularna i życie codzienne, Kraków 2004. D. MacCannell, Turysta. Nowa teoria klasy próżniaczej, Warszawa 2002. Gadżety popkultury. Społeczne życie przedmiotów, red. W. Godzic, M. Żakowski, Warszawa 2007
	Supplementary literature	K. Banaszkiewicz, Nikt nie rodzi się telewizzem, Kraków 2000. W. J. Burszta, Kultura popularna jako wspólnota uczuciowa, w: Kultura Popularna, 2002 nr 1. Bauman o popkulturze. Wypisy, wyb. M. Halawa, P. Wróbel, Warszawa 2008. W. J. Burszta, Od mowy magicznej do szumów popkultury, Warszawa 2009.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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