

Subject card

Subject name and code	Popular Culture - Lecture, PG_00130803						
Field of study	Cultural Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
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							
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		43.0	75
Subject objectives	To familiarize Students with the problems and methodologies of popular culture research, taking into account the problems of culture and mass communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_W02] Student is familiar with the terminology in the field of cultural and religious studies, as well as art studies.	The student knows the terminology of popular culture and scientific reflection on it.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[KULL3_W05] Student has specific knowledge in the areas of cultural anthropology, cultural history, popular culture, indigenous cultures, regional studies, museum studies, and religion. Additionally, they have specialized knowledge in a chosen professional field.	The student has a structured detailed knowledge of popular culture.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
	[KULL3_K05] Student actively participates in cultural and artistic life.	The student consciously participates in popular culture, using various media and forms of activity.	[SK1] oral statement/conversation/discussion [SK4] test/exam - oral or written
	[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student correctly recognizes and solves problems related to the profession of cultural studies scholar as an animator, commentator, critic and researcher of popular culture phenomena.	[SK1] oral statement/conversation/discussion
	[KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.	Students are able to analyze and select information about popular culture.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[KULL3_U05] Student demonstrates the ability to present well-substantiated arguments (utilizing the views of other authors) and formulating conclusions.	The student has the ability to make substantive arguments in reflecting on popular culture.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[KULL3_U06] Student prepares written papers in Polish and a chosen foreign language on issues related to culture and art, based on various sources and current literature in the field.	Students will prepare written papers in Polish and in a selected foreign language on issues of popular culture.	[SU1] oral statement/conversation/discussion
Subject contents	Problems of lecture and exercises: 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 media and modes 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	Obtain a passing grade in the subjects: contemporary cultural studies discourses and 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
		51.0%	100.0%

Recommended reading	Basic literature	<i>A Theory of Mass Culture</i>, ed. D. Macdonald, New York 1953. J. Storey, <i>Cultural Theory and Popular Culture: An Introduction</i>, Kraków 2003. D. Strinati, <i>An Introduction to Theories of Popular Culture</i>, London 1995. <i>Słownik literatury popularnej</i>, Wrocław 1997. <i>Słownik literatury popularnej</i>, wyd. II, Wrocław 2007.
	Supplementary literature	Th. Adorno, <i>Przemysł kulturalny</i>, Warszawa 2019. N. Carroll, <i>Filozofia sztuki masowej</i>, Gdańsk, 2011. M. Castells, <i>Galaktyka Internetu</i>, Poznań 2003. Ch. Cutler, <i>O muzyce popularnej</i>, Warszawa 1999. J. Fiske, <i>Zrozumieć kulturę popularną</i>, Kraków 2010. H. Jenkins, <i>Kultura konwergencji</i>, Warszawa 2008
	eResources addresses	
Example issues/ example questions/ tasks being completed	Please indicate five distinctive differences between mass culture and popular culture? Please indicate five common features between mass culture and popular culture. Please define the difference between macdonaldization and disneyization	
Work placement	Not applicable	

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