

Subject card

Subject name and code	Popular Culture - Classes, PG_00130801						
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	0.0	30.0	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	Familiarize students with the subject of popular culture research, taking into account the problems of culture and mass communication.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 [SK3] text preparation/written work
	[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 the knowledge of the phenomenon, and the methodology and problems of popular culture research.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[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 research.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[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.	The student prepares written work on popular culture.	[SU3] text preparation/written work
	[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 [SU3] text preparation/written work
	[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 [SU3] text preparation/written work
	[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 resolves the problems associated with the profession of cultural studies, as an animator, commentator, critic and researcher of popular culture phenomena.	[SK1] oral statement/conversation/discussion
Subject contents	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 the media and the means 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	Credit for the following subjects: contemporary cultural studies discourses, 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
	Written work - reading log	51.0%	70.0%
	Written work - case study	51.0%	30.0%

Recommended reading	Basic literature	1. A Theory of Mass Culture, New York 1953. 2. E. Morin, <i>Masowy odbiorca</i>, [w:] <i>Nowe media w komunikacji społecznej XX wieku</i>. red. Maryla Hopfinger, Warszawa 2002; 3. G. Stachówna, <i>Niedole miłowania: ideologia i perswazja w melodramatach filmowych</i>. Rabid, 2001, s. 9-30. 4. F. Jameson, <i>Postmodernizm i społeczeństwo konsumpcyjne</i>, [w:] <i>Postmodernizm</i>, red. R. Nycz, Kraków 1997 5. M. Featherstone, <i>Ciało w kulturze konsumpcyjnej</i>, [w:] <i>Antropologia ciała</i>, Kraków 2003, s. 118-126. 6. S. Lash, C. Lury, <i>Globalny przemysł kulturowy</i>, rozdz. <i>Brandowanie wydarzeń</i>, s. 59-89. 7. D. Tapscott, A.D. Williams, <i>Wikinomia</i>, Warszawa 2008 [wybrany rozdział] 8. H. Jenkins, <i>Kultura konwergencji</i> Warszawa 2007, rozdz.: <i>W poszukiwaniu papierowego jednorożca</i>, s. 93-129. 9. Th. Adorno, <i>Sztuka i sztuki</i>, Warszawa 1990, rozdz.: <i>O fetyszyzmie w muzyce i o regresji słuchania</i>; 10. W. J. Burszta, W. Kuligowski, <i>Miłosny dotyk rocka</i>, [w:] <i>Kultura Popularna</i> nr 4. 11. J. Szyłak, <i>Kino Nowej Przygody. Jego cechy i granice</i>, w; J. Szyłak et al., <i>Kino Nowej Przygody</i>, Gdańsk 2011. 12. M. Filiciak, <i>Media, wersja beta. Film i telewizja w czasach gier komputerowych i internetu</i>, Wydawnictwo Naukowe Katedra, Gdańsk 2013 [wybrany fragment] 13. M. Krajewski, <i>Kultury kultury popularnej</i>, Poznań 2005, rozdz.: <i>Kultura druga: kultura okrucieństwa (Przemoc w TV. Przemoc TV)</i>. 14. J. Burgess, J. Green, <i>Youtube. Wideo online a kultura uczestnictwa</i>, Warszawa 2001 [wybrany fragment].
	Supplementary literature	1. W. Godzic, <i>Znani z tego, że są znani</i>, Warszawa 2007, rozdz.: <i>Celebrities w kulturze kultura celebrities, Od gwiazd filmowych poprzez celebrities do celetooidów, Celetooidzi I, czyli celebry ci w objęciach kultury tabloidowej, Celetooidzi II czyli jak tabloidy kochają swoich czytelników</i>. 2. N. Klein, <i>No Logo</i>, Warszawa 2004, rozdz.: <i>Wszystko się zmienia. Rynek młodzieżowy i coolerski marketing</i>;
	eResources addresses	
Example issues/ example questions/ tasks being completed	Please compile a reading log using Cornell's method. Please draw up a case study of a selected phenomenon of Polish popular culture.	
Work placement	Not applicable	

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