

Subject card

Subject name and code	Mass Culture in Russia, PG_00149551						
Field of study	Russian Studies						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2026/2027		
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	1		Language of instruction		Polish		
Semester of study	1		ECTS credits		3.0		
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 Kinga Okroj				
	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	The aim of the course is to familiarise students with selected aspects of mass culture in Russia, to activate students in terms of participation in cultural life, to develop and cultivate the ability to evaluate and value various cultural products, to independently acquire knowledge and experience in the field of mass culture and culture in general, to use various media. In addition, the aim of the course is to expand knowledge, skills and competences in cultural and religious studies.Translated with DeepL.com (free version)						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ROSL3_U13] It presents the results of its work in Polish and Russian in a clear, structured and well-thought-out form using a variety of modern methods and techniques, adapted to the relevant field of study.	Student presents the results of his/her work in Polish and Russian in a clear and well-thought-out form using a variety of methods and techniques as well as mass media tools	[SU2] presentation/project/paper/report
	[ROSL3_U01] Is able to search for, analyse, evaluate, select and utilise information using advanced techniques for gathering, classifying and analysing information from sources in Polish and Russian, in accordance with the guidance of their academic supervisor.	Student is able to search, evaluate and select information on various aspects of mass culture using modern techniques and multimedia tools in Polish and Russian, following the instructions of his/her tutor	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU8] observation of student's independent or team work
	[ROSL3_W13] Has a detailed knowledge of the structure and functions of the culture and media system, primarily in the field of culture and media in Russia.	Student has a detailed knowledge of the structure and functions of the culture and media system, especially as regards culture and media in Russia	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ROSL3_W01] He has in-depth knowledge of terminology in academic disciplines such as cultural and religious studies, communication and media studies, economics and finance, linguistics and history.	knows basic terminology in the field of cultural knowledge, including mass culture, as well as contemporary media, advertising, social communication	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ROSL3_K06] He/she is ready to take responsibility for preserving the cultural heritage of Europe, and in particular that of Central and Eastern Europe and the Slavic world.	Student s aware of the responsibility for the preservation of the cultural heritage of Europe and especially of Central and Eastern Europe and Slavic territory	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
	[ROSL3_K01] He/she is able to assess the extent of her knowledge and professional skills, and understands the need for ongoing professional development in the fields of cultural and religious studies, communication and media studies, economics and finance, linguistics and history, as well as personal and social skills.	Student is aware of the extent of his/her cultural studies knowledge and understands the need for further, continuous development of his/her own competences	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK8] observation of student's independent or team work
Subject contents	Mass culture - definitions, characteristics, differences between popular and mass culture, mass culture among other varieties of culture (elite, folk). Functions of mass culture. Between entertainment and education. On the functions of popular culture. Circulation systems of popular culture texts in the reality after the digital revolution. The peculiarities of mass culture in Russia (historical outline; culture of the XX /XXI century). Selected aspects of mass culture in Russia: Russian comics: varieties, genres, representatives. Russian computer games: varieties, structure of computer games, communities of players. Popular song (on the example of rock) as a phenomenon of mass culture. Advertising in Russia: varieties, functions. Analysis of the language of television, internet and press advertising. Sports and music shows in Russia. Russian popular magazines: colour press, high circulation dailies. Internet in Russia (social networks, free access resources, search engines and popular sites, blogs). Russian celebrities. Russian cult films. Slang in Russia. Hardbass and disco Russo. Nostalgia for the USSR in mass culture. Russian cuisine as part of mass culture. Mass literature currents in Russia.		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	participation in discussion	51.0%	10.0%
	pass the final colloquium	51.0%	30.0%
	preparing a presentation on the chosen topic	51.0%	30.0%
	pass the test conducted during the semester	51.0%	30.0%
Recommended reading	Basic literature	- Benedyczak K., Oddział chorych na Rosję. Opowieść o Rosjanach w czasach putinizmu, Kraków 2024. - Carroll N., Filozofia sztuki masowej, Gdańsk 2011. - Dziadosz D., Wizerunek Rosji i Rosjan w polskich memach internetowych trzy lata po agresji Rosji na Ukrainę, „Slavia Orientalis” 2025, nr 3, t. LXXIV. - Kłoskowska A., Kultura masowa: krytyka i obrona, Warszawa 2006. - Kołak P., Kultura masowa jako produkt reklamowo-marketingowy, Toruń 2005.	

	Supplementary literature	• Etkind A., Rosja kontra nowoczesność, tł. Andrzej Wojtasik, Warszawa 2024. • Fiske J., Zrozumieć kulturę popularną, Kraków 2010. • Historia i kultura w dialogu: dziedzictwo, tożsamość, zmiana, red. P. Pomajda, A. Danielewska, Lublin 2025. • Kultura popularna: graffiti na ekr@nie (czasopismo). • Świat po Harrym Potterze, red. P. Jordan Śliwiński, A. Regiewicz, Kraków 2002. • M. Gessen, Słowa skruszą mury. Pussy Riot, przeł. J. Szajkowska, Warszawa 2014. • S. Aleksiejewicz, Czasy secondhandu. Koniec czerwonego człowieka, przeł. J. Czech, Wołowiec 2014. • Wolne gry: z problemów kultury współczesnej, red. T. Miczko, Katowice 2007. • http://popkultura.info/.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Presentation on the chosen topic. E. G.: 1. Cuisine of modern Russia 2. Computer games in Russia 3. Comics in Russia 4. Music in Russia 5. Russian celebrities / idols / bloggers 6. Fashion in Russia 7. Nostalgia for the USSR 8. Internet in Russia (social networks, free resources, search engines and popular sites, blogs) 9. Memes as a kind of commentary on current events 10. Stereotypes 11. Soviet Cosmonautics 12. Automotive industry 13. Advertising in mass culture 14. Z-culture 15. Monster as popular culture hero (zombie, werewolf, vampire, serial killer) 16. The image of a superhero in mass culture (examples, features)	
Work placement	Not applicable	

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