University of Gdańsk

Subject card

Subject name and code	Popular Culture - Classes, PG_00189803		
Field of study	Cultural Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2028/2029
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	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector		
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_U03] They are able to communicate using specialized terminology in the fields of cultural and religious studies, as well as the arts.	The student is ready to correctly, responsibly, and ethically resolve issues related to the assessment of phenomena in the field of popular culture.	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
[KULL3_U04] They are able to participate in debates by presenting and evaluating viewpoints on culture and by promoting knowledge about it.	The student is able to participate in debates, presenting and evaluating positions on popular culture and promoting knowledge about it.	[SU1] oral statement/conversation/ discussion [SU3] text preparation/written work [SU4] test/exam - oral or written [SU5] implementation of a problem task
[KULL3_W04] They have an advanced knowledge and understanding of methods for analyzing and interpreting various cultural texts.	The student has an advanced knowledge and understanding of methods of analysis and interpretation of popular culture texts.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW3] text preparation/written work [SW5] implementation of a problem task
[KULL3_K04] They are prepared to address issues related to the practice of a cultural studies professional in a proper, responsible, and ethical manner.	Student_ka jest gotów_a prawidłowo, odpowiedzialnie i etycznie rozstrzygać problemy związane z oceną zjawisk z zakresu kultury popularnej.	[SK1] oral statement/conversation/ discussion [SK5] implementation of a problem task

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 - case study	51.0%	30.0%
Written work - reading log	51.0%	70.0%

Recommended reading

Basic literature

1. A Theory of Mass Culture, New York 1953.
2. E. Morin, *Masowy odbiorca*, [w:] *Nowe media w komunikacji społecznej XX wieku*. red. Maryla Hopfinger, Warszawa 2002;
3. G. Stachówna, *Niedole miłowania: ideologia i perswazja w melodramatach* filmowych. Rabid, 2001, s. 9-30.
4. F. Jameson, *Postmodernizm i społeczeństwo konsumpcyjne*, [w:] *Postmodernizm*, red. R. Nycz, Kraków 1997
5. M. Featherstone, *Ciało w kulturze konsumpcyjnej*, [w:] *Antropologia ciała*, Kraków 2003, s. 118-126.
6. S. Lash, C. Lury, *Globalny przemysł kulturowy*, rozdz. *Brandowanie wydarzenia*, s. 59 89.
7. D. Tapscott, A.D. Williams, *Wikinomia*, Warszawa 2008 [wybrany rozdział]
8. H. Jenkins, *Kultura konwergencji* Warszawa 2007, rozdz.: *W poszukiwaniu papierowego jednorożca*, s. 93 129.
9. Th. Adorno, *Sztuka i sztuki*, Warszawa 1990, rozdz.: *O fetyszyzmie w muzyce i o regresji słuchania*;
10. W. J. Burszta, W. Kuligowski, *Miłosny dotyk rocka*, [w:] Kultura Popularna nr 4.
11. J. Szyłak, *Kino Nowej Przygody. Jego cechy i granice*, w; J. Szyłak et all., *Kino Nowej Przygody,* Gdańsk 2011.
12. M. Filiciak, *Media, wersja beta. Film i telewizja w czasach gier komputerowych i internetu*, Wydawnictwo Naukowe Katedra, Gdańsk 2013 [wybrany fragment]
13. M. Krajewski, *Kultury kultury popularnej*, Poznań 2005, rozdz.: *Kultura druga: kultura okrucieństwa (Przemoc w TV. Przemoc TV)*.
14. J. Burgess, J. Green, *Youtube. Wideo online a kultura uczestnictwa* , Warszawa 2001 [wybrany fragment].

Supplementary literature

1. W. Godzic, *Znani z tego, że są znani*, Warszawa 2007, rozdz.: *Celebrities w kulturze kultura celebrities, Od gwiazd filmowych poprzez celebrities do celetoidów, Celetoidzi I, czyli celebry ci w objęciach kultury tabloidowej, Ceteloidzi II czyli jak tabloidy kochają swoich czytelników*.
2. N. Klein, *No Logo*, Warszawa 2004, rozdz.: *Wszystko się zmienia. Rynek młodzieżowy i coolerski marketing;*

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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