University of Gdańsk

Subject card

Subject name and code	Popular Culture - Lecture, PG_00189804						
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	exam			
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	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_K01] They are ready to critically evaluate his knowledge of culture and to recognize its value in solving cognitive and practical problems.	The student is ready to critically evaluate their knowledge of popular culture and recognize its value in solving cognitive and practical problems.	[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report [SK3] text preparation/written work [SK4] test/exam - oral or written [SK5] implementation of a problem task
[KULL3_W01] They have advanced knowledge of the subject's specifics, the theories of cultural studies, and its place among the sciences of culture and religion.	The student has advanced knowledge of the cultural studies canon.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work [SW5] implementation of a problem task
[KULL3_K03] They are ready to initiate and co-organize activities in support of culture, particularly in the areas of multiculturalism and inclusivity.	The student is ready to initiate and co-organize activities in the field of popular culture, especially in the area of inclusivity.	[SK5] implementation of a problem task
[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 able to communicate using specialized terminology in the field of popular culture theory.	[SU1] oral statement/conversation/ discussion [SU4] test/exam - oral or written
[KULL3_W03] They know and understand cultural studies terminology at an advanced level.	The student knows and understands the terminology of popular culture studies at an advanced level.	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report [SW3] text preparation/written work

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	*A Theory of Mass Culture*, ed. D.Macdonald, New York 1953. J. Storey, *Cultural Theory and Popular Culture: An Introduction*, Kraków 2003. D. Strinati, *An Introduction to Theories of Popular Culture*, London 1995. *Słownik literatury popularne*j, Wrocław 1997. *Słownik literatury popularnej*, wyd. II, Wrocław 2007.
	Supplementary literature	Th. Adorno, Przemysł kulturalny, Warszawa 2019. N. Caroll, Filozofia sztuki masowej, Gdańsk, 2011. M. Castells, Galaktyka Internetu, Poznań 2003. Ch. Cutler, O muzyce popularnej, Warszawa 1999. J. Fiske, Zrozumieć kulturę popularną, Kraków 2010. H. Jenkins, Kultura konwergencji, 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	

Document generated electronically. Does not require a seal or signature.