University of Gdańsk

Subject card

Subject name and code	Popular Culture, PG_00176665		
Field of study	Sociology		
Date of commencement of studies	October 2027	Academic year of realisation of subject	2028/2029
Education level	Bachelor's studies	Subject group	Obligatory subject group in the field of study Optional subject group Humanistic-social subject group 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	2	Language of instruction	Polish
Semester of study	4	ECTS credits	1.0
Learning profile	academic	Assessment form	credit
Conducting unit	Division of Sociology of Work and Social Movements -> Institute of Sociology -> Faculty of Social Sciences -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	dr Lesław Michałowski	
	Teachers		

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	15.0	0.0	0.0	0.0	0.0	15

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	15	0.0	10.0	25

Subject objectives

Presentation of ways of understanding popular cultureIndication of the most important stages in the formation of popular culture

To introduce students to the origins of phenomena typical of contemporary popular culture

Discussion of the most important phenomena and processes in contemporary popular culture

Learning outcomes

Course outcome	Subject outcome	Method of verification
[SOCL3_W10] The graduate knows and understands concepts and principles of industrial property protection and copyright law	Having knowledge in relation to anthropological and sociological thoughts on popular culture, with particular emphasis on topics connected with the circulation and reception of popular culture products	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[SOCL3_W05] The graduate has advanced knowledge of man as a subject constituting social structures and the rules of their functioning, as well as acting in these structures and participating in cultural practices in the local, regional environment, the area of national culture and global exchange	Having knowledge of basic phenomena and processess specific to popular culture	[SW4] test/exam - oral or written [SW1] oral statement/ conversation/discussion [SW2] presentation/project/paper/ report
[SOCL3_U04] The graduate is able to forecast social processes and phenomena on the basis of sociological knowledge using sociological research methods	Having the ability to apply specific methods and reaserch tools to study popular culture	[SU1] oral statement/conversation/ discussion [SU2] presentation/project/paper/ report [SU4] test/exam - oral or written

Subject contents

1. Introductory issues: three stages of the development of popular culture; historical and social conditions; leisure; definitions

2. Theoretical approaches to popular culture

3. The phenomenon of mass culture

4. Mass culture and its criticism

5. De-massification and differentiation of popular culture today

6. Mechanisms of reproducing popular culture

7. Popular culture and its manifestations (original genres)

Prerequisites and co-requisites

Knowledge of the most important theories in the field of social sciences and humanities regarding culture

Basic knowledge of popular culture (experience, practices, thought)

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Presence and activity	0.0%	20.0%
Presentation	0.0%	30.0%
Test	51.0%	50.0%

Recommended reading

Basic literature

Fiske J., Understanding Popular Culture, Routledge, London 2011.

Storey J., Cultural Theory and Popular Culture, Routledge, London 2021.

	Supplementary literature	Alt M., Pure Invention: How Japan's Pop Culture Conquered the World, Crown, New York 2021. Heath J., Potter A., Nation of Rebels: Why Counterculture Became Consumer Culture, HarperCollins Publishers, New York 2004. Hong E., The Birth of Korean Cool: How One Nation Is Conquering the World Through Pop Culture, Picador, New York 2014.
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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