

**Course Syllabus**

Cycle of education from the academic year 2025/26

**I. General Information**

Course name	Popular Culture
Programme	Journalism and Social Communication
Level of studies (BA, BSc, MA, MSc, long-cycle MA)	BA
Form of studies (full-time, part-time)	Full-time
Discipline	Social Communication and Media
Language of instruction	English

Course coordinator/person responsible	Stanisław Dunin-Wilczyński. M.A.
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Type of class ( <i>use only the types mentioned below</i> )	Number of teaching hours	Semester	ECTS Points
tutorial	15	VI	2

Course pre-requisites	Intermediate English language skills
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**II. Course Objectives**

<p>O1 – Indicating the place and role of popular culture in the contemporary world, differences between mass and popular culture</p> <p>O2 – Presenting the main trends and scientific research of popular culture</p> <p>O3 – Characterizing selected occurrences of popular culture</p> <p>O4 – Understanding the values promoted by popular culture</p>
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### III. Course learning outcomes with reference to programme learning outcomes

Symbol	Description of course learning outcome	Reference to programme learning outcome
<b>KNOWLEDGE</b>		
W_01	Knows the most important contemporary theories on popular culture in the context of social communication, understands historical and economic determinants of popular culture's evolution and the role of the media	K_W01
W_02	Understands how popular culture influences different professional occupations especially in the context of marketing and public relations	K_W05
<b>SKILLS</b>		
U_01	Observes and interprets social phenomena connected with popular culture; analyzes their connections with various areas of media studies	K_U04
<b>COMPETENCES</b>		
K_01	Communicates using specialized language in a precise and consistent way using different channels and communication techniques	K_K01

### IV. Course Content

1. Sources, features and definitions of popular culture and mass culture
2. Main theories of popular culture: from cultural industry to postmodernism
3. Popular culture and its context: role of media, consumerism, and free time
4. Selected occurrences of popular culture: global symbols and icons of popular culture, gadgets, important places of popular culture consumption (multiplexes, shopping malls, theme parks, music, fashion, sport, press, Internet)

#### Topics:

1. Key Pop-cultural Concepts
2. The Role of Packaging
3. Pop-cultural Rebels
4. Pop-cultural Heroes and Mythmaking
5. Marketing and Popular Culture
6. Fast Entertainment and Convergence Culture
7. Youth Culture
8. Gender and Representation in Popular Culture
9. Identity and Social Media

### V. Didactic methods used and forms of assessment of learning outcomes

Symbol	Didactic methods <i>(choose from the list)</i>	Forms of assessment <i>(choose from the list)</i>	Documentation type <i>(choose from the list)</i>
<b>KNOWLEDGE</b>			
W_01	Conversation lecture, case study	Test, written assignments	Test assessment sheet Moodle

W_02	Conversation lecture, case study	Test	Test assessment sheet Moodle
<b>SKILLS</b>			
U_01	Discussion, problem solving	Observation, written assignments	Assessment sheet Moodle
<b>COMPETENCES</b>			
K_01	Discussion, activating methods	Observation	Assessment sheet Moodle

## VI. Grading criteria

Active Participation in classes (30%)

Assignments (20%)

Test (50%)

Less than 50% = 2 (fail)

51% - 65% = 3 (satisfactory)

66% - 70% = 3+

71% - 80% = 4 (good)

81% - 85% = 4+

86% and above = 5 (very good)

## VII. Student workload

Form of activity	Number of hours
Number of contact hours (with the teacher)	<b>15</b>
Number of hours of individual student work	<b>35</b>

## VIII. Literature

Basic literature
Sonia Maasik, Jack Solomon, Signs of Life in the USA: Reading Popular Culture for Writer, 11th edition, 2020.
John Storey, Cultural theory and popular culture: an introduction, edition, The University of Georgia Press Athens 2006.
Additional literature
John Fiske, Zrozumieć kulturę popularną, Kraków 2010.
John Storey, Inventing popular culture, Oxford: JohnWily & Sons 2003.
Holt N. Parker, Toward a definition of popular culture, "History and Theory" (2011)