

Title:	Introduction to Popular Culture
Lecture hours:	30h - Lecture 15h/Seminar 15h
Study period: (summer/winter)	Summer/winter
The number of credits:	ECTS 4
Assessment methods:	Written assignment
Language of instruction:	English
Prerequisites:	English B1/B2
Course content:	Popular culture plays a vital role in modern society. It embraces many activities and influences our lives on very different levels. During the course we explore the social, political, historical, and economic contexts of popular culture through various media forms. We also focus on genres, theories, movements, practices, and products typical of popular culture.
Learning outcomes:	<p>THE STUDENT</p> <p>W01 knows the areas of popular culture and their relationship with European cultural heritage (K_W08)</p> <p>W02 knows and understands selected areas of everyday culture with particular emphasis on the cultural aspect of traveling and spending free time (K_W12)</p> <p>W03 knows the works of popular culture (popular literature, TV series) and understands their significant elements (K_W10)</p> <p>U01 can independently acquire knowledge and develop research skills related to reflection on popular culture (K_U06)</p> <p>K01 is ready to observe the current cultural events, new forms of artistic expression, with a particular focus on popular culture (K_K08)</p>
Name of lecturer:	Marcin Kowalczyk, <i>PhD</i>

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Literature:	<p>Barthes R.(1991) <i>Mythologies</i> (Annette Laverse, Trans). The Noonday Press: New York, Farrar, Straus&Giroux.</p> <p>Edensor T. (2002) <i>National Identity, Popular Culture and Everyday Life</i>. Berg: Oxford – New York.</p> <p>Fiske J. (1994) <i>Understanding Popular Culture</i>. Routledge: London and New York.</p> <p>Fiske J. (2000) <i>Reading the Popular</i>. Routledge: London and New York.</p> <p>Ortega y Gasset J. (1993) <i>The Revolt of The Masses</i>. WW Norton&CO: New York.</p> <p>Ritzer G. (2019) <i>The McDonaldization of Society</i>. Sage: Los Angeles, London.</p> <p>Storey J. (2018) <i>Cultural Theory and Popular Culture. An Introduction</i>. Routledge: London.</p> <p>Strinati D. (2004) <i>An Introduction to Theories of Popular Culture</i>. Routledge: London and New York.</p>