

SYLLABUS – A COURSE DESCRIPTION

I. General information

1. Course name: Introduction to mass and popular culture
2. Course code: **15-ITMAPC-ES-11** ([Link USOSWeb](#))
3. Course type (compulsory or optional): **compulsory**
4. Study programme name: **English Studies: Literature and Culture**
5. Cycle of studies (1st or 2nd cycle of studies or full master's programme): **1st cycle**
6. Educational profile (general academic profile or practical profile): **academic**
7. Year of studies (if relevant): **2**
8. Type of classes and number of contact hours (e.g. lectures: 15 hours; practical classes: 30 hours): **30 practical classes**
9. Number of ECTS credits: 2
10. Name, surname, academic degree/title, email address of the course lecturer / other teaching staff*: **Paweł Stachura, pawels@amu.edu.pl**. Group instructors – as per current assignment in USOSWeb.
11. Language of instruction: **English**
12. Online learning - yes (partially / fully) / no : **no**

*please underline course coordinator's name

II. Detailed information

1. Course aim (aims)

Acquisition of advanced knowledge of cultural studies; development of critical analysis of a cultural text, development of critical reading and interpretation of scientific texts, development of scientific discussion skills and knowledge presentation.

2. Pre-requisites in terms of knowledge, skills and social competences (if relevant)

none

3. Course learning outcomes (EU) in terms of knowledge, skills and social competences and their reference to study programme learning outcomes:

Course learning outcome symbol (EU)	On successful completion of the course and validation of its learning outcomes, a student:	Reference to study programme learning outcomes
ITMAPC_W01	Knows and understands the definitions of culture, types of cultural hierarchy, methodological concepts of culture studies, and their roots in culture studies, anthropology and linguistics	K_W01
ITMAPC_W02	knows and understands the methodology of research in popular culture	K_W02

ITMAPC W03	Knows and understands economic, legal, and ethical considerations of professional activity in media companies, multinational institutions related to popular culture	K W09
ITMAPC_U01	is able to search for, recognize, evaluate and select source material in popular culture, as well as valuable critical articles and book-length studies on popular culture	K_U01
ITMAPC_U02	is able to formulate a research problem in popular culture and plan acquisition of sources and make a survey of existing research	K_U02
ITMAPC U03	Is able to use English on the C1 level, discussing research in pop culture with appropriate academic register and vocabulary	K U12
ITMAPC_K01	is ready to participate in field work, prepare a conference presentation, apply for a grant, write an analytical text in a popular form (column)	K_K08
ITMAPC_K02	is ready to appreciate and approach diversity of popular culture without undue prejudice and with scientific objectivity	K_K05

4. Learning content with reference to course learning outcomes (EU)

Course learning content:	Course learning outcome symbol(s) (EU)
Concepts and methodology of cultural research	ITMAPC_W01
Useful literature on the subject	ITMAPC_W02
Data collection and research protocols	ITMAPC_U01
Planning a research project in cultural studies	ITMAPC_U02
Acquisition of source material and critical literature	ITMAPC_U03
Rhetorical analysis in popular culture studies	ITMAPC_K01
Diversity of popular culture	ITMAPC_K02
Interpretation of cultural texts	ITMAPC_W03

5. Reading list

Storey, John. 2015. *Cultural theory and popular culture*. London: Routledge.

Betts, Raymond. 2004. *A history of popular culture*. London: Routledge.

Harold E. Hinds Jr. et al. 2006. *Popular Culture Theory and Methodology*. Madison: The University of Wisconsin Press.

...

III. Additional information

1. Teaching and learning methods and activities to enable students to achieve the intended course learning outcomes (please indicate the appropriate methods and activities with a tick and/or suggest other methods.)

Teaching and learning methods and activities	X
Lecture with a multimedia presentation	x
Interactive lecture	x
Problem-based lecture	
Discussions	x
Text-based work	x
Case study work	
Problem-based learning	x
Educational simulation / game	
Task-solving learning (e.g.: calculation, artistic, practical tasks)	
Experiential work	
Laboratory work	
Scientific inquiry method	x
Workshop method	
Project work	x
Demonstration and observation	
Sound and/or video demonstration	
Creative methods (e.g.: brainstorming, SWOT analysis, decision tree method, snowball technique, concept maps)	
Group work	x

Other – please specify	
...	

2. Assessment methods to test if learning outcomes have been achieved (please indicate with a tick the appropriate methods for each learning outcome (EU) and/or suggest different methods)

Assessment methods	Course learning outcome symbol									
	ITM AP C_ W0 1	ITM AP C_ W0 2	ITM AP C_ W0 3	ITM AP C_ U01	ITM AP C_ U02	ITM AP C_ U03	ITM AP C _K0 1	ITM AP C _K0 2		
Written exam	x					x		x		
Oral exam										
Open book exam										
Written test										
Oral test										
Multiple choice test										
Project					x		x	x		
Essay			x	x						
Report										
Individual presentation										
Practical exam (performance observation)										
Portfolio										
Other (please specify) -										
...										

3. Student workload (ECTS credits)

Activity types		Mean number of hours spent on each activity type
Contact hours with the teacher as specified in the study programme		30
Students' self-study*	Preparation for classes	
	Reading for classes	10
	Essay / report / presentation / demonstration preparation, etc.	10
	Project preparation	10
	Term paper preparation	
	Exam preparation	10
	Other (please specify) -	

	...	
TOTAL HOURS		70
Total ECTS credits for the course		2

* please indicate the appropriate activity types and/or propose different activities

4. Assessment criteria in accordance with AMU in Poznan's grading system:

Very good (bdb; 5.0): Very good knowledge of definitions and basic concepts and methodology of popular culture research, ability to discuss sources and writing a critical text about them, ability to prepare an academic presentation of sources and research, very good skills in academic English and social skills in approaching the diversity of popular culture.

Good plus (+db; 4.5): 1-2 learning outcomes attained at level slightly below excellent.

Good (db; 4.0): All or nearly all learning outcomes attained at least at a good level

Satisfactory plus (+dst; 3.5): 1-2 learning outcomes attained at a satisfactory level, others - at a good level

Satisfactory (dst; 3.0): All or nearly all learning outcomes attained at a satisfactory level. Credit requirements 60% grade in written essay, tests, and project work .

Unsatisfactory (ndst; 2.0): Most learning outcomes not attained at a satisfactory level