

SUBJECT CARD

1. Basic information

Subject	Introduction to Cultural Studies
Faculty	Faculty of Management, Media and Technology
Field of studies	Film and TV Production Management
Specialization	—
PRK level	6 PRK
Education level	first-cycle studies
Form of studies	part-time study
Group of activities	—
Number of ECTS points	2
Type of subject	obligatory
Total number of hours	18 h
Didactic cycle	2023/2024 winter
Academic semester	3
Academic year	2
Education profile	practical
Year of implementation	2024/2025
Language of instruction	English
Teacher(s)	prof. UAFM dr hab. Urszula Chowaniec

Semester, number of ECTS points, type of subject, number of hours

Semester	Discussion class
3	18 godz. 2 ECTS

2. General objectives

C1	<p>The course: Introduction to Cultural Studies:</p> <ul style="list-style-type: none"> - engages both the theory and the practice of cultural studies as it began to take shape in university media studies programs in the 1970s, first in Britain and eventually in the U.S; - reviews the basic concepts that inform the cultural studies approach ideology, semiotics, race and ethnicity, gender, resistance, and others. - looks at how cultural studies changed the way scholars saw popular media. Rather than reject mass culture outright, the cultural studies approach sought to appreciate popular culture as the expression of everyday consciousness and even as a site of cultural resistance. <p>Thus, the course is not about intercultural communication or studying other cultures. It instead is about a movement that gained momentum in the 1970s, took popular culture seriously instead of dismissing it outright, and influenced how an entire generation of scholars discussed and looked at the popular film, television, music, and other cultural forms.</p> <p>Course Goals and Objectives: This course introduces a historical overview of the cultural studies approach, with a particular emphasis on the relevance of this approach to understanding media and popular culture</p> <p>Learning Objectives: By the end of the course, you should be able to</p> <ul style="list-style-type: none"> Analyze and explain major theories that both influenced and came out of cultural studies and their approach to popular culture Apply one or more concepts of cultural studies to a unique research problem that you know well and that you have identified and described on your own Demonstrate the practicality of cultural studies theory to new situations and practices relevant to your everyday experience Synthesize two or more major cultural studies theories to demonstrate a new insight into media and popular culture
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3. Introductory requirements

The main themes of the course Introduction to Cultural Studies are:

1. What is culture?
2. Psychoanalysis
3. Marxism
4. Structuralism
5. Gender and sexuality
6. Race and post-colonialism
7. Postmodernism

4. Learning outcomes

W1	<p>Knowledge: On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Identify critical theorists and terms in Cultural Studies 2. Demonstrate knowledge of key texts and topics related to Cultural Studies
U1	<p>Skills: 1. Use written and oral skills to apply an academic argument.</p> <ol style="list-style-type: none"> 2. Demonstrate an awareness of critical skills required to read a range of texts
K1	<p>Social competence: Apply research skills to source materials for class presentations and assessment tasks</p>

5. Course program

Discussion class (18 h)

Code	Detailed description of the topic blocks (semester: 3)
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Kon1	<p>Introduction to Cultural Studies is a course designed to be relevant to students interested in popular culture and everyday matters of concern. The course will focus on key thinkers in Cultural Studies as well as the ways identities are constructed and maintained through everyday practices and engagement with material culture. The course content includes topics such as fashion, taste, race, gender, film, music, and the environment.</p> <p>Building on the tradition that started in the United Kingdom in the 1960s, this unit of study will introduce students to the fundamental theories, concepts and methods of Cultural Studies as a globally-relevant discipline. The course will have points of engagement for all humanities students keen to build knowledge of how language, texts, and objects work in everyday culture while equipping them with new tools of critique and analysis forged by this discipline.</p>
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6. Didactic methods

Discussion class	
M1	Case study
M10	Seminar
M13	E-learning methods
M20	Lecture

7. Student workload

Number of hours under supervision	Student workload
Discussion class	18 h
Including e-learning:	0 h

Student's own work	
	32 h

Total workload	
Total number of hours for the course	50 h
Total number of ECTS points	2 ECTS

8. Conditions for course completion

Course completion criteria

After class assignments: elaborate on the questions, ideally, refer to some critical sources, make your argument well-argued, and make your text well-structured. Minimum four assignments to be assessed

Assessment (final mark): 1. Attendance record 2. Presentation 3. Test examination about the materials/themes discussed during the class

Discussion class	
Grade 5:	Excellent performance based on the abovementioned criteria.
Grade 4,5:	Good and innovative performance based on the abovementioned criteria.
Grade 4:	Good performance based on the abovementioned criteria.
Grade 3,5:	More than satisfactory performance based on the abovementioned criteria.
Grade 3:	Satisfactory performance based on the abovementioned criteria.

9. Literature

Basic literature

1. Recommended Text: Sardar, Z. and B. Van Loon, (2013). Introducing Cultural Studies: A Graphic Guide, Icon: London.

Weekly readings will be available online on Platforma KA

Supplementary literature

1. Anderson, K. and K. Schlunke (eds.), (2008). *Cultural Theory in Everyday Practice*, Oxford University Press: Melbourne.
- Bennett, T. & L. Grossberg & M. Morris (eds.), (2005). *New Keywords: A Revised Vocabulary of Society and Culture*, Blackwell: Malden, MA.
- During, S. (ed.), (1993 [1999]). *The Cultural Studies Reader*, Routledge: London & New York.
- Gelder, K. and S. Thornton (eds.), (1997). *The Subcultures Reader*, Routledge: London & New York.
- Mikula, M. (2008). *Key Concepts in Cultural Studies*, Palgrave MacMillan: London.
- Miller, D. (2010). *Stuff*, Polity Press: Cambridge.
- Sardar, Z. and B. Van Loon. (2013). *Introducing Cultural Studies: A Graphic Guide*, Icon: London.
- Sturken, M. and L. Cartwright. (2009). *Practices of Looking: An Introduction to Visual Culture*, Oxford University Press: New York.

Lecturer's publications

1. (2010) "Introduction: Mapping Concepts: 'Experience' and Women's Writing in Russia and Poland", pp. 1-33. In *Mapping Experience in Polish and Russian Women's Writing*, Eds. Urszula Chowanec, et al, Newcastle: Cambridge Scholars Publishing.
- (2010) "'Intimately social': the Experience of Menstruation in Polish Women's Writing", pp. 150-70. In *Mapping Experience in Polish and Russian Women's Writing*, Eds. Urszula Chowanec, et al, Newcastle: Cambridge Scholars Publishing.
- (2008) "Introduction: Masquerade and Femininity", pp. 1-40. In *Femininity and Masquerade: Essays on Polish and Russian Women Writers*, Eds. Urszula Chowanec, et al. Newcastle: Cambridge Scholars Publishing.
- (2008) "Against Masquerade: Irena Krzywicka In Search of Woman", pp. 157-71, in *Femininity and Masquerade: Essays on Polish and Russian Women Writers*, Ed. Urszula Chowanec, et al. Newcastle: Cambridge Scholars Publishing.
- (2005) "Initiation into Womanhood. Early novels of Irena Krzywicka". In: *Gender and Sexuality in Ethical Context: Ten essays on Polish prose*. Eds. Knut Andreas Grimstad and Ursula Philips, Slavica Bergensia, Volume 5, 2005, pp. 178-200.

Additional aids

Website: <https://popularcultureonline.weebly.com/introduction-to-cultural-studies.html>

10. Additional information for students

The PLATFORM of AFM Kraków University is a space for weekly information, extra material and communication with the students during the course.

Students are required to check the information on PLATFORM every week.

11. Information about academic teachers

The person responsible for the card

prof. UAFM dr hab. Urszula Chowanec (e-mail: uchowanec@afm.edu.pl)