



UNIwersYTET
IM. ADAMA MICKIEWICZA
W POZNANIU

Cultural Studies of the English speaking area

Educational subject description sheet

Basic information

Study programme Lingwistyka stosowana (Applied Linguistics and Intercultural Communication)		Didactic cycle 2023/24	
Speciality -		Subject code 09LSAS.18KU.04085.23	
Organizational unit Faculty of Modern Languages and Literatures		Lecture languages English	
Study level First-cycle programme		Course type Elective	
Study form Full-time		Block Complementary major subjects	
Education profile General academic			
Subject coordinator	Dorota Owczarek		
Lecturer	Dorota Owczarek, Graham Crawford		
Period Semester 4	Activities and hours • Conversatory classes: 30, Graded credit		Number of ECTS points 3

Goals

Code	Goal
C1	Transfer of knowledge from the area of cultural phenomena of the English speaking area, in particular the United Kingdom and the United States
C2	Developing the skill of understanding cultural texts on the aforementioned areas, including the ability to analyse the linguistic landscape
C3	Developing the skill of working independently on the culture of the aforementioned areas, including the skill of independent analysis of the linguistic landscape
C4	Developing interest in the culture of Anglo-Saxon countries, including in the role of linguistic landscape in culture
C5	Developing the skill of teamwork and communication, in particular during project work on the linguistic landscape of the British and the American culture

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	knows the basics of linguistic theory that can be applied to the studies of culture and the linguistic landscape	LSA_K1_W01	Project
W2	knows how to cite and use the material related to cultural phenomena from a given language area	LSA_K1_W10	Project
Skills - Student:			
U1	will be able to define basic terms from the field	LSA_K1_U03	Project
U2	will be able to describe basic cultural phenomena of the English speaking areas	LSA_K1_U03, LSA_K1_U05, LSA_K1_U07	Project
U3	will be able to interpret cultural texts (including the linguistic landscape), while being aware of the influence of one's own culture on the interpretation	LSA_K1_U03, LSA_K1_U05, LSA_K1_U07	Project
U4	will be able to compare cultural phenomena and texts, including the linguistic landscape	LSA_K1_U03, LSA_K1_U05, LSA_K1_U07	Project
U5	will be aware of the specificity of applied linguistics in relation to the studies of the culture of a given language area and the analysis of the linguistic landscape	LSA_K1_U07	Project
U6	will be able to prepare and present an independently selected cultural phenomenon from a given language area and analyse the linguistic landscape of the given area and the role it plays	LSA_K1_U03, LSA_K1_U05, LSA_K1_U07, LSA_K1_U11	Project
Social competences - Student:			
K1	will be able to assess their competence and its applicability in their career path	LSA_K1_K02	Project

Study content

No.	Course content	Subject learning outcomes	Activities
1.	The United Kingdom: introducing basic terminology	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
2.	The United Kingdom: the nation and regions	W1, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
3.	The United Kingdom: the youth and subcultures	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
4.	The United Kingdom: social class and politics	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
5.	The United Kingdom: multi-ethnicity: religion and heritage	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
6.	The United Kingdom: linguistic landscape: basic terms and approaches, analysis and interpretation	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
7.	The US: cultural studies and linguistic landscape - introduction	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
8.	The US: regions of the US	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
9.	The US: the society: Native Americans (American Indians)	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
10.	The US: the society: African-Americans	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes
11.	The US: the urbanization of the US	W1, W2, U1, U2, U3, U4, U5, U6, K1	Conversatory classes

Additional information

Activities	Teaching and learning methods and activities
Conversatory classes	Lecture with a multimedia presentation of selected issues, Conversation lecture, Discussion, Work with text, Project method, Audio and/or video demonstrations, Activating method - "brainstorming", Work in groups

Activities	Credit conditions
Conversatory classes	The final grade consists of the project work, separately for the US and the UK. The final grade is the average of both grades.

Literature

Obligatory

1. Bryson, B. (2015) Notes from a Small Island. London: Transworld Publishers.
2. Campbell, N., Kean, A. (2011) American cultural studies. London: Routledge.
3. Mauk, D., Oakland, J. (2009) American Civilization. An introduction. London: Routledge
4. Spolsky, B. (2020) "Linguistic landscape The semiotics of public signage." Linguistic Landscape 6/1

Optional

1. Gaiser L. and Y. Matras. (2020) "Defining the position of 'community' in the study of linguistic landscapes." Linguistic Landscape 6/2.
2. Gorter, D., and J. Cenoz. (2020) "Theoretical development of linguistic landscape studies." Linguistic Landscape 6/1
3. Lyons, K., and I. Rodríguez-Ordóñez (2017) "Quantifying the Linguistic Landscape A study of Spanish-English variation in Pilsen, Chicago." Spanish in Context 14/3.
4. Motschenbacher, H. (2020) "Walking on Wilton Drive A linguistic landscape analysis of a homonormative space." Language and Communication 72.
5. Niedt, G. (2020) "Tempo and affect in the Linguistic Landscape." Linguistic Landscape 6/1.
6. Strandberg J.. (2019) "Nordic Cool" and writing system mimicry in global linguistic landscapes." Lingua 253.
7. Yochim, A. (2020) "The changing landscape of unofficial signage in a U.S. refugee relocation city." Linguistic Landscape 6/3.
8. Yochim, A. (2020) "The changing landscape of unofficial signage in a U.S. refugee relocation city." Linguistic Landscape 6/3.

Calculation of ECTS points

Activities	Activity hours*
Conversatory classes	30
Reading the indicated literature	30
Preparation of a project	20
Other	10
Student workload	Hours 90
Number of ECTS points	ECTS 3

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
LSA_K1_K02	The graduate is ready to independently recognize opportunities and limitations of their own competences and professional roles.
LSA_K1_U03	The graduate can independently use the subject-matter knowledge, including an innovative use of traditional and multimedia sources of information (in particular encyclopedias, dictionaries and corpora) available in the languages of a given specialty/specialization.
LSA_K1_U05	The graduate can recognize, analyze and evaluate language, linguistic-communicative and social-cultural processes and phenomena as well as processes in human-computer interaction based on the acquired knowledge and using standard methods and tools for linguistic research, with a reference to a given specialty/specialization.
LSA_K1_U07	The graduate can independently, analytically and critically interpret texts and language, linguistic-communicative, social-cultural and technological phenomena with a reference to a given specialty/specialization.
LSA_K1_U11	The graduate can plan and organize individual and teamwork.
LSA_K1_W01	The graduate knows and understands the nature of applied linguistics with reference to the field of linguistics as well as humanities and other sciences.
LSA_K1_W10	The graduate knows and understands basic concepts and principles of intellectual property and copyright protection.