



Media and culture

Educational subject description sheet

Basic information

Study programme Kulturoznawstwo (English programme)	Didactic cycle 2023/24	
Speciality -	Subject code 20KENS.21K.04429.23	
Organizational unit Faculty of Anthropology and Cultural Studies	Lecture languages English	
Study level Second-cycle programme	Course type Obligatory	
Study form Full-time	Block Major subjects	
Education profile General academic		
Subject coordinator	Tomasz Żaglewski	
Lecturer	Tomasz Żaglewski	
Period Semester 1	Activities and hours • Classes: 30, Graded credit	Number of ECTS points 4

Goals

Code	Goal
C1	1. Achieving knowledge about the relations between media studies and cultural studies
C2	2. Understanding and enriching the practical concepts and tools for a media and popular culture analysis

Subject learning outcomes

Code	Outcomes in terms of	Learning outcomes	Examination methods
Knowledge - Student:			
W1	Student knows and understands theoretical concepts about media as well as terminology and concepts about the relations and processes within media culture.	KEN_K2_W02, KEN_K2_W06	Oral colloquium
Skills - Student:			
U1	Student can describe the meanings, social impacts and hierarchy of modern media within historical and cultural processes by using a specific methods of analysis and interpretation.	KEN_K2_U02	Oral colloquium
Social competences - Student:			
K1	Student is ready to discuss about the specific of modern media and media properties and its cultural meanings.	KEN_K2_K01, KEN_K2_K02	Oral colloquium

Study content

No.	Course content	Subject learning outcomes	Activities
1.	1. Introduction to modern media studies and cultural studies	W1	Classes
2.	2. From mass culture to popular culture	W1	Classes
3.	3. Discussion about popular culture - between affirmation and criticism	W1	Classes
4.	4. Structures of popular narratives	U1, K1	Classes
5.	5. Local vs global - using the superhero narratives to learn about moder superculture and supermedia	U1, K1	Classes
6.	6. Masculine vs feminine media	U1, K1	Classes
7.	7. Ethnicity in modern media content and popular stories	U1, K1	Classes
8.	8. Global culture industry - the mediation of things and thingification of media	U1, K1	Classes
9.	9. Paratexts in modern media landscape	U1, K1	Classes
10.	10. Modern media culture as digital baroque	U1, K1	Classes

Additional information

Activities	Teaching and learning methods and activities
Classes	Lecture with a multimedia presentation of selected issues, Conversation lecture, Problem-based lecture

Activities	Credit conditions
Classes	Passing oral colloquium. Very good (bdb; 5,0): Very good level of required knowledge about modern media culture Good plus (+db; 4,5): Good plus level of required knowledge about transmedia franchise in final presentation Good (db; 4,0): Good level of required knowledge about modern media culture Satisfactory plus (+dst; 3,5): Satisfactory plus level of required knowledge about modern media culture Satisfactory (dst; 3,0): Satisfactory level of required knowledge about modern media culture Unsatisfactory (ndst; 2,0): Unsatisfactory level of required knowledge about modern media culture

Literature

Obligatory

1. Marie-Laure Ryan, *Storyworlds Across Media*, Lincoln 2014
2. Marie-Laure Ryan, *Narrative Across Media*, Lincoln 2004
3. Jonathan Gray, *Show Sold Separately*, New York 2010
4. Colin Harvey, *Fantastic Transmedia*, New York 2015
5. Jan-Noel Thon, *Transmedia Storytelling and Contemporary Media Culture*, Lincoln 2016
6. John Fiske, *Understanding Popular Culture*, New York 2010

Optional

1. Carlos Alberto Scolari, Matthew Freeman, Paolo Bertetti, *Transmedia Archeology: Storytelling in the Borderlines of Science Fiction, Comics and Pulp Magazines*, New York 2015
2. Joseph Zornado, *Disney and the Dialectic of Desire. Fantasy as Social Practice*, London 2017
3. Matthew Freeman, *Historicizing Transmedia Storytelling. Early 20th Century Transmedia Story Worlds*, London 2017
4. Scott Lash, Celia Lury, *Global Culture Industry: The Mediation of Things*, Cambridge 2007
5. Drew Morton, *Panel to the Screen. Style, American Film and Comic Books During the Blockbuster Era*, Jackson 2016

Calculation of ECTS points

Activities	Activity hours*
Classes	30
Reading the indicated literature	40
Preparation for the exam	35
Preparation for classes	15
Student workload	Hours 120
Number of ECTS points	ECTS 4

* academic hour = 45 minutes

Efekty uczenia się dla kierunku

Kod	Treść
KEN_K2_K01	The graduate is ready to further expand the cultural competences of a contemporary human being in the conditions of intercultural communication, meeting of various traditions and ways of living
KEN_K2_K02	The graduate is ready to be active and take initiative in solving problems stemming from changes in the contemporary culture
KEN_K2_U02	The graduate can determine the meanings, social impact and location of cultural products in the historical-cultural process, using appropriate methods of analysis and interpretation
KEN_K2_W02	The graduate knows and understands terminology and concepts concerning relations and processes occurring in culture, which the graduate is able to apply to describe cultural practices
KEN_K2_W06	The graduate knows and understands changes occurring in contemporary cultural life, as well as terminological and conceptual tools necessary to recognize, analyze and interpret new cultural practices