<table>
<thead>
<tr>
<th>Course</th>
<th>Introduction to American Popular Culture</th>
<th>Year</th>
<th>2019/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study programme</td>
<td>Undergraduate program in English</td>
<td>ECTS</td>
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<tr>
<td>Department</td>
<td>Department of English</td>
<td></td>
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</tr>
<tr>
<td>Level of study programme</td>
<td>☒ Undergraduate</td>
<td>☐ Graduate</td>
<td>☐ Integrated</td>
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<td>Type of study programme</td>
<td>☐ Single major</td>
<td>☒ University</td>
<td>☐ Professional</td>
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<tr>
<td>Year of study</td>
<td>☒ 1.</td>
<td>☒ 2.</td>
<td>☒ 3.</td>
</tr>
<tr>
<td>Semester</td>
<td>☒ Winter</td>
<td>☐ Summer</td>
<td>☐ I.</td>
</tr>
<tr>
<td>Status of the course</td>
<td>☐ Compulsory</td>
<td>☒ Elective</td>
<td>☐ Elective course offered to students from other departments</td>
</tr>
<tr>
<td>Workload</td>
<td>15</td>
<td>L</td>
<td>45</td>
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<tr>
<td>Location and time of instruction</td>
<td>Room 143, Room 131</td>
<td>Language(s) in which the course is taught</td>
<td>English</td>
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<tr>
<td>Enrolment requirements</td>
<td>Students should be enrolled in 3rd or 5th semester</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Course coordinator</td>
<td>Marko Lukić, PhD, Associate professor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:mlukic@unizd.hr">mlukic@unizd.hr</a></td>
<td>Office hours</td>
<td>by appointment via e-mail</td>
</tr>
<tr>
<td>Course instructor</td>
<td>Marko Lukić, PhD, Associate professor</td>
<td></td>
<td></td>
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<td>Office hours</td>
<td>by appointment via e-mail</td>
</tr>
<tr>
<td>Assistant/Associate</td>
<td>Zlatko Bukač, PhD, postdoctoral associate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td><a href="mailto:zbukac@unizd.hr">zbukac@unizd.hr</a></td>
<td>Office hours</td>
<td>Friday 11-12 and by appointment via e-mail</td>
</tr>
<tr>
<td>Mode of teaching</td>
<td>☒ Lectures</td>
<td>☒ Seminars and workshops</td>
<td>☐ Exercises</td>
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# Learning outcomes

| Learning outcomes at the Programme level | • The ability to analyse and interpret visual texts of different media  
• The ability to use basic theories and concept of cultural theory  
• and literary theory  
• The ability to critically approach and analyse different aspects  
• of popular culture  
• The ability to compare and use relevant theoretical approaches  
• to the different popular culture phenomenon  
• The ability to share, co-operate and discuss ideas with peers |

| Assessment criteria | ☒ Class attendance  
☐ Preparation for class  
☐ Homework  
☐ Continuous evaluation  
☐ Research  
☐ Practical work  
☐ Experimental work  
☒ Presentatio n  
☐ Project  
☒ Seminar  
☐ Test(s)  
☐ Written exam  
☒ Oral exam  
☐ Other: |

| Conditions for permission to take the exam | Requirements for final oral exam are: submission of the seminar paper, midterm and high attendance (less than 4 absences for lectures, less than 4 absences for seminars) |

| Exam periods | ☐ Winter  
☐ Summer  
☐ Autumn |

| Exam dates | TBD |

# Course description

By moving beyond the perception of popular culture as mere and simple entertainment, this course offers an introduction to a series of analytical approaches (within cultural theory) understanding of which contributes to evaluating the complexity of specific social and cultural phenomena. By analyzing various popular culture examples, this course aims to research and answer the questions such as ‘what is popular culture’, ‘what is the difference between popular and high culture’ and ‘how is popular culture consumed’. With the overview of specific cultural theories, this course offers an analysis of various media and genres within the field of popular culture studies.

In addition to lectures covering these topics, students will have specific obligations within the seminar part of the course. In it, students will have to write group seminar paper, as well as to present one of the texts allocated to the seminar topics. Seminar paper should be submitted 4 days before the date of the final oral exam.

**Requirements for the final oral exam are:** submission of the seminar paper, presenting seminar text, being absent less than 4 times (lees that 4 lectures, less than 4 seminars), writing a midterm paper.
### Course content

**Lectures and seminars:**

1. Introduction to course
2. Defining popular culture
3. Hegemony and Frankfurt school
4. Americanization and cultural imperialism
5. Foucault, discourse and power
6. Gender and sexuality, feminism, queer theory
7. “Contemporary” popular culture and postmodernism

**8. Midterm**

9. American popular culture and globalization, cultural imperialism and American dream
10. Hegemony and discourse in practice: Identity theories
11. Hegemony and discourse in practice: Representation of gender in popular culture
12. Hegemony and discourse in practice: Nation, narration, superheroes and superheroines
13. Hegemony and discourse in practice: Racial stereotypes in popular culture
14. Comic book studies
15. Gaming studies

### Required reading

- Raymond Williams – «On High and Popular Culture»
- John Storey - Cultural Theory and Popular Culture – A reader
- John Tomlinson «The Discourse of Cultural Imperialism» p.1-11
  [Cultural Imperialism](http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf)
- Laura Mulvey, “Visual Pleasure & Narrative Cinema”
  [http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf](http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf)
- Stuart Hall, “On Postmodernism and Articulation” p.131-151
  (Stuart Hall: Critical Dialogues in Cultural Studies, David Morley and Kuan-Hsing Chen ur.)
- Stuart Hall “Encoding, Decoding” p.90-103 (The Cultural Studies Reader, Simon During ur.)
- Scott McCloud - Understanding Comics: The Invisible Art - “Setting the Record Straight” p. 2-24, “The Vocabulary of Comics” p. 24-59
- Frank Miller – The Dark Knight Returns
- John Carpenter Halloween (1978)
- The Walking Dead (izbor)
- George A. Romero Dawn of the Dead (1978)

### Additional

**reading**

- Mills, Sarah. Discourse.

**Internet sources**


**Assessment criteria of learning outcomes**

<table>
<thead>
<tr>
<th>Final exam only</th>
<th>☐ Final written exam</th>
<th>☑ Final oral exam</th>
<th>☐ Final written and oral exam</th>
<th>☐ Practical work and final exam</th>
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</thead>
<tbody>
<tr>
<td>☐ Only test/homework</td>
<td>☐ Test/homework and final exam</td>
<td>☑ Seminar paper and final exam</td>
<td>☐ Practical work</td>
<td>☑ other forms</td>
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</tbody>
</table>

**Calculation of final grade**

- 25 % midterm
- 25 % seminar paper and seminar presentation
- 50% oral exam

**Course evaluation procedures**

- ☑ Student evaluations conducted by the University
- ☐ Student evaluations conducted by the Department
- ☑ Internal evaluation of teaching
- ☑ Department meetings discussing quality of teaching and results of student evaluations
- ☑ Other

**Note /Other**

In accordance with Art. 6 of the Code of Ethics of the Committee for Ethics in Science and Higher Education, “the student is expected to fulfil his/her obligations honestly and ethically, to pursue academic excellence, to be civilized, respectful and free from prejudice.”

According to Art. 14 of the University of Zadar's Code of Ethics, students are expected to “fulfil their responsibilities responsibly and conscientiously. […] Students are obligated to safeguard the reputation and dignity of all members of the university community and the University of Zadar as a whole, to promote moral and academic values and principles. […]

Any act constituting a violation of academic honesty is ethically prohibited. This includes, but is not limited to:

- various forms of fraud such as the use or possession of books, notes, data, electronic gadgets or other aids during examinations, except when permitted;
- various forms of forgery such as the use or possession of unauthorised materials during the exam; impersonation and attendance at exams on behalf of other students; fraudulent study documents; forgery of signatures and grades; falsifying exam results.”

All forms of unethical behaviour will result in a negative grade in the course without the possibility of compensation or repair. In case of serious violations the Rulebook on Disciplinary Responsibility of Students at the University of Zadar will be applied.

In electronic communications only messages coming from known addresses with a first and a last name, and which are written in the Croatian standard and appropriate academic style, will be responded to.

This course uses the Merlin system for e-learning, so students are required to have an AAI account.