***Syllabus***

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| **Department**  | **Department of English Studies** | **Year** | 2025/2026 |
| **Course**  | Introduction to American Popular Culture | **ECTS** | **4** |
| **Study programme** | English Studies |
| **Level of study programme** | [x]  Undergraduate | [ ]  Graduate | [ ]  Integrated | [ ]  Postgraduate |
| **Type of study programme** | [ ]  Single major[x]  Double major  | [ ]  University | [ ]  Professional | [ ]  Specialized |
| **Year of study** | [ ]  1 | [x]  2 | [x]  3 | [ ]  4 | [ ]  5 |
| **Semester** | [x]  Winter[ ]  Summer | [ ]  I | [ ]  II | [x]  III | [ ]  IV | [x]  V |
| [ ]  VI | [ ]  VII | [ ]  VIII | [ ]  IX | [ ]  X |
| **Status of the course** | [ ]  Compulsory | [x] Elective | [ ]  Elective course offered to students from other departments | **Teaching Competencies** | [ ]  YES [x]  NO |
| **Workload** | **15** | **L** | **30** | **S** |  | **E** | **Internet sources for e-learning** | [x]  YES [ ]  NO |
| **Location and time of instruction** | **Mondays at 9Pm** | **Language(s) in which** **the course is taught** | English |
| **Course start date** |  | **Course end date** |  |
| **Enrolment requirements** | Students should be enrolled in 3rd or 5th semester |
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| **Course coordinator** | Zlatko Bukač, PhD, Assistant professor |
| **E-mail** | zbukac@unizd.hr | **Consultation hours** | Friday 11-12 |
| **Course instructor** | Zlatko Bukač, PhD, Assistant professor |
| **E-mail** | zbukac@unizd.hr | **Consultation hours** | Friday 11-12 |
| **Assistant/****Associate** |  |
| **E-mail** |  | **Consultation hours** |  |
| **Assistant/****Associate** |  |
| **E-mail** |  | **Consultation hours** |  |
|  |
| **Mode of teaching** | [ ]  Lectures | [ ]  Seminars and workshops | [ ]  Exercises | [ ]  E-learning | [ ]  Field work |
| [ ]  Individual assignments | [ ]  Multimedia and network | [ ]  Laboratory | [ ]  Mentoring | [ ]  Other |
| **Learning outcomes** | * The ability to analyse and interpret visual texts of different media
* The ability to use basic theories and concepts 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, cooperate and discuss ideas with peers
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| **Learning outcomes at the Programme level** | After they have completed the course students should:* Identify and describe relevant ideas and concepts
* Connect different approaches and sources of knowledge through an interdisciplinary approach
* Apply a critical and self-critical approach in argumentation
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| **Assessment criteria**  | [x]  Class attendance | [ ]  Preparation for class | [ ]  Homework | [x]  Continuous evaluation | [ ]  Research |
| [ ]  Practical work | [ ]  Experimental work | [x]  Presentation | [ ]  Project | [ ]  Seminar |
| [ ]  Test(s) | [x]  Written exam | [x]  Oral exam | [ ]  Other: |
| **Conditions for permission to take the exam** | Seminar presentation, attendance. |
| **Exam periods** | [x]  Winter | [ ]  Summer | [x]  Autumn­ |
| **Exam dates** | <https://anglistika.unizd.hr/ispitni-rokovi>  |  | <https://anglistika.unizd.hr/ispitni-rokovi>  |
| **Course description** | By moving beyond the perception of popular culture as mere and simpleentertainment, this course offers an introduction to a series of analytical approaches(within cultural theory) understanding of which contributes to evaluating thecomplexity of specific social and cultural phenomena. By analysing various popularculture examples, this course aims to research and answer questions such as ‘’what ispopular 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 popularculture studies. |
| **Course content** |  Lectures:1. Introduction to the Course2. Defining and Reading Popular Culture3. Marxism and Frankfurt School / Popular Culture as an Area of Hegemony4. Comic Book Studies5. Discourse6. Gender and Popular Culture7. Midterm8. Race and Popular Culture9. Postmodernism and Popular Culture10. Superhero Comic books and theory of citizenship11. Nostalgia and Popular Culture12. Video Game Studies13. Folklore and Popular Culture14. Endterm15. Evaluation of the course, closing remarksSeminars:2. Popular Culture as the Other of High Culture3. Standardization in Popular Culture4. Hegemony5. Analysing Comic-Books6. Popular Movies that Teach7. Gender, Sexuality and Toughness8. Midterm9. Race and Superheroes10. Hyperpostmodernism and transmediality11. Geopolitical Identity in Popular Culture12. Ideology of Mass Culture13. Convergence of Media14. Folklore and Popular Culture15. Evaluation of the Course |
| **Required reading** | Stuart Hall, “On Postmodernism and Articulation” p.131-151 (Stuart Hall: CriticalDialogues in Cultural Studies, David Morley and Kuan-Hsing Chen ur.)Leavy P. &Adrienne T.B. Gender and Popular Culture. Sense Publishers. 2014.Scott McCloud - Understanding Comics: The Invisible Art - “Setting the RecordStraight” p. 2-24, “The Vocabulary of Comics” p. 24-59 Seminar texts:(2) Storey, John. “Popular Culture as the “Other” of High Culture” in Storey, John.Inventing Popular Culture: From Folklore to Globalization.(3) Adorno, Theodor W. “On Popular Music” in: Storey, John. Cultural Theory andPopular Culture: A Reader. (63-75)(4) Storey, John. “Rockin’ Hegemony: West Coast Rock and Amerika’s War inVietnam” in: Storey, John. Cultural Theory and Popular Culture: A Reader. (88-98)(5) Brown, Jeffrey A. “The Dark Knight - Whiteness, Appropriation, Colonization, and Batman in the New 52 Era” in: Susana M. Morris and Kinitra D. Brooks, Unstable Masks: Whiteness and American Superhero Comic Books.Ohio State University Press, 2020:242- 258.(6) Adam J. Greteman & Kevin J. Burke,“Popular Movies that Teach: How Movies Teach about Schools & Genders” in: Adrienne Trier-Bieniek, Patricia Leavy (eds.) Gender & Pop Culture.(7) Brown, Jeffrey A. “Gender, Sexuality and Toughness: The Bad Girls of Action Filmand Comic Books” in: Dangerous Curves. Action Heroines, Gender, Fetishism, and Popular Culture. (43-63)(9)Nama, Adilifu. “Color them black” in: Superblack: American Pop Culture and BlackSuperheroes. University of Texas Press, 2011. (9-36)(10) Mollet, T (2019) “Looking Through the Upside Down: Hyperpostmodernism andtrans-mediality in the Duffer Brothers' Stranger Things series.” Journal of PopularTelevision, 7 (1): 57-77(11) Dittmer, Jason. “Captain America and Captain Britain: Geopolitical Identity and“the Special Relationship”” in: Captain America and the Struggle of the Superhero,Robert G. Weiner ed. 2009: 135-147.(12) Ang, Ien. “Dallas and the Ideology of Mass Culture” in: Storey, John. CulturalTheory and Popular Culture: A Reader. (173-183)(13) Perryman, Nei. “Doctor Who and the Convergence of Media” in: Storey, John.Cultural Theory and Popular Culture: A Reader. (472-492)(14) Bukač, Zlatko and Katić, Mario. 2023. “A Legend From Before You Were Born”:Final Fantasy VII, Folklore, and Popular Culture. Games and Culture. |
| **Additional reading** | Berger, John. Ways of Seeing. London: Penguin. 1972, pp.7-34.- Hall, Stuart. Representation: Cultural representations and signifyingpractices. Thousand Oaks, CA: Sage. 1997.- Said, Edward. Orientalism.- Mills, Sarah. Discourse.- Crothers, Lane. Globalization & American Popular Culture. Rowman &Littlefield Publisher, Inc. 2013.Wolfreys, Julian. Critical Keyword in literary and Cultural Theory. PalgraveMacMillan. 2004.- Guins, Raiford & Omarya Cruz. Popular Culture: A Reader. Sage Publications.2015.- Jim Cullen. Popular culture in American History. Wiley-Blackwell. 2013 |
| **Internet sources** | Raymond Williams – «On High and Popular Culture»(http://www.newrepublic.com/book/review/high-and-popular-culture )John Storey - Cultural Theory and Popular Culture – A readerLaura Mulvey, “Visual Pleasure & Narrative Cinema”(http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf ) |
| **Assessment criteria of learning outcomes** | Final exam only |  |
| [ ]  Final written exam | [ ]  Final oral exam | [ ]  Final written and oral exam | [ ]  Practical work and final exam |
| [ ]  Only test/homework  | [ ]  Test/homework and final exam | [ ]  Seminar paper | [ ]  Seminar paper and final exam | [x]  Practical work | [x]  other forms |
| **Calculation of final grade** | The final grade is primarily determined by the scores on both the midterm and endterm exams. Students have the option to pass one of these exams and use its grade as their final score. In such cases, they will only need to undergo an oral examination for the test they did not pass. If students pass both exams and are satisfied with the final grade, they do not need to undergo an oral exam. The final course grade is then calculated as an average of the midterm and end-term grades.The oral exam consists of questions based on all topics covered during lectures andseminars.Students need to do a seminar presentation to be eligible to pass the course andattend the final oral exam. |
| **Grading scale** | Up to 60% | % Failure (1) |
| 60-70% | % Satisfactory (2) |
| 70-80% | % Good (3) |
| 80%-90% | % Very good (4) |
| 90% and more | % Excellent (5) |
| **Course evaluation procedures** | [x]  Student evaluations conducted by the University[ ]  Student evaluations conducted by the Department[ ]  Internal evaluation of teaching[x]  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. /*delete if necessary*/ |