Syllabus

Department	**Department of English**							**Year**		2022-2023	
Course	Introduction to American Popular Culture							**ECTS**		**4**	
Study programme	Undergraduate program in English										
Level of study programme	☒ Undergraduate		☐ Graduate		☐ Integrated			☐ Postgraduate			
Type of study programme	☐ Single major ☒ Double major		☒ University		☐ Professional			☐ Specialized			
Year of study	☐ 1		☒ 2		☒ 3			☐ 4		☐ 5	
Semester	☐ Winter ☐ Summer		☐ I		☐ II	☒ III		☐ IV		☒ V	
			☐ VI		☐ VII	☐ VIII		☐ IX		☐ X	
Status of the course	☐ Compulsory		☒ Elective		☐ Elective course offered to students from other departments			**Teaching Competencies**		☐ YES ☒ NO	
Workload	**1**	**L**	**2**	**S**		**E**	**Internet sources for e-learning**			☒ YES ☐ NO	
Location and time of instruction	**Lectures – Mondays 14.00-15.00** **Seminars – Mondays 15.00-17.00** **Room 157**						**Language(s) in which the course is taught**		English		
Course start date	**October 10,2022**						**Course end date**		January 27, 2023		
Enrolment requirements	Students should be enrolled in 3rd or 5th semester.										
Course coordinator	Zlatko Bukač, PhD, Assistant professor										
E-mail	zbukac@unizd.hr						**Consultation hours**		Monday, 17.00-18.00		
Course instructor	Zlatko Bukač, PhD, Assistant professor										
E-mail	zbukac@unizd.hr						**Consultation hours**		Monday, 17.00-18.00		
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	After they have completed the course students should:										

	· 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
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

Assessment criteria	☒ Class attendance	☐ Preparation for class	☐ Homework	☐ Continuous evaluation	☐ Research
	☐ Practical work	☐ Experimental work	☒ Presentation	☐ Project	☐ Seminar
	☒ Test(s)	☐ Written exam	☒ Oral exam	☐ Other:	
Conditions for permission to take the exam	- Attending 70% of the lectures and seminars, less than 4 absences per lectures and seminars is allowed - Presentation of the assigned text during the seminar - Writing a midterm exam				
Exam periods	☒ Winter		☐ Summer	☒ Autumn	
Exam dates	TBA			TBA	
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.				
Course content	Lectures: 1. Introduction to the Course 2. Defining and Reading Popular Culture 3. Marxism and Frankfurt School 4. Popular Culture as an Area of Hegemony 5. Comic Book Studies 6. Discourse 7. Gender and Popular Culture 8. Midterm (28.11. 2022.) 9. Race and Popular Culture 10. Postmodernism and Popular Culture 11. Superhero Comic books and theory of citizenship 12. Folklore and Popular Culture 13. Nostalgia and Popular Culture 14. Video Game Studies				

	15. Evaluation of the course, closing remarks Seminars: 2. Popular culture as the Other of High Culture 3. Standardization in Popular Culture 4. Hegemony 5. Analysing Comic-Books 6. Popular Movies that Teach 7. Gender, Sexuality and Toughness 9. Race and Superheroes 10. Hyperpostmodernism and trans-mediality 11. Geopolitical Identity in Popular culture 13.Ideology of Mass Culture 14.Convergence of Media 15. Evaluation of the Course Note: All students should read all of the seminar texts as they will be a part of the midterm and final exam.
Required reading	Stuart Hall, "On Postmodernism and Articulation" p.131-151 (Stuart Hall: Critical Dialogues 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 Record Straight" 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 and Popular Culture: A Reader. (63-75) (4) Storey, John. "Rockin' Hegemony: West Coast Rock and Amerika's War in Vietnam" 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) Jeffrey A. Brown. "Gender, Sexuality and Toughness: The Bad Girls of Action Film and 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 Black Superheroes. University of Texas Press, 2011. (9-36) (10) Mollet, T (2019) "Looking Through the Upside Down: Hyperpostmodernism and trans-mediality in the Duffer Brothers' Stranger Things series." Journal of Popular Television, 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. (13) Ang, Ien. "Dallas and the Ideologyof Mass Culture" in: Storey, John. Cultural Theory and Popular Culture: A Reader. (173-183) (14) Perryman, Nei. "Doctor Who and the Convergence of Media" in: : Storey, John. Cultural Theory and Popular Culture: A Reader. (472-492)

<table>
<tr><td>Additional reading</td><td>- Berger, John. Ways of Seeing. London: Penguin. 1972, pp.7-34.
- Hall, Stuart. Representation: Cultural representations and signifying practices. 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. Palgrave MacMillan. 2004.
- Guins, Raiford & Omarya Cruz. Popular Culture: A Reader. Sage Publications. 2015.
- Jim Cullen. Popular culture in American History. Wiley-Blackwell. 2013.</td></tr>
<tr><td>Internet sources</td><td>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 reader
Laura Mulvey, “Visual Pleasure & Narrative Cinema” (http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf)</td></tr>
<tr><td rowspan="3">Assessment criteria of learning outcomes</td><td colspan="3"></td><td></td></tr>
<tr><td colspan="2">☐ Final written exam</td><td>☒ Final oral exam</td><td>☐ Final written and oral exam</td><td>☐ Practical work and final exam</td></tr>
<tr><td>☐ Only test/homework</td><td>☐ Test/homework and final exam</td><td>☐ Seminar paper</td><td>☐ Seminar paper and final exam</td><td>☒ Practical work</td><td>☒ other forms</td></tr>
<tr><td>Calculation of final grade</td><td>The grade is primarily calculated based on the grade from midterm and final oral exam. Midterm result makes 50 % of the final grade. If the student fails the midterm, the highest possible final grade is 3.
The oral exam consists of questions based on all topics covered during lectures and seminars.
Students need to do seminar presentation and write the midterm to be eligible to pass the course and attend the final oral exam.</td></tr>
<tr><td>Grading scale</td><td>Up to 60 %</td><td>% Failure (1)</td></tr>
<tr><td></td><td>60-70 %</td><td>% Satisfactory (2)</td></tr>
<tr><td></td><td>70-80 %</td><td>% Good (3)</td></tr>
<tr><td></td><td>80-90 %</td><td>% Very good (4)</td></tr>
<tr><td></td><td>90-100 %</td><td>% Excellent (5)</td></tr>
<tr><td>Course evaluation procedures</td><td>☒ 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</td></tr>
<tr><td>Note /Other</td><td>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:</td></tr>
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	- 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*/