# **Course card/Karta kursu**

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| Course title | **Cultural Studies 1. Reading Cultural Texts** |

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| Course code |  | ECTS\* | 5 |

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| Lecturer(s) | Dr. Mariusz Dzięglewski |  |

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| Department | Institute of Philosophy and Sociology |  |

Course objectives (learning outcomes)

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| Cultural Studies is quite popular and dynamic academic field of contemporary culture study. What makes it specific is the emphasis on everyday life experiences of so called ‘ordinary people’. This course is the first part of ‘Cultural Studies’ and its main focus is on various kind of cultural texts. That’s why during the course we will focus on the way we all make sense of such cultural texts as everyday rituals, advertising, TV news, youth subculture, urban architecture or computer games. During the course students will find out how we can make a research on cultural texts. Beside theoretical framework which provides the basic concepts of Cultural Studies (representation, ideology, signifying practices), students will have an opportunity to apply these concepts in a wide range of practical activities and the final media project (photo reportage/social TV commercial). |

Prerequisites

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| Knowledge | - |
| Skills | - |
| Courses completed | - |

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| Course organization – regular students | | | | | | | | | | | | | |
| Form of classes | W (Lecture) | Group type | | | | | | | | | | | |
| A (large group) |  | K (small group) |  | L (Lab) |  | S (Seminar) |  | P (Project) |  | E (Exam) |  |
| Contact hours | 15 | 15 | |  | |  | |  | |  | |  | |

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| Course organization – part-time students | | | | | | | | | | | | | |
| Form of classes | W (Lecture) | Group type | | | | | | | | | | | |
| A (large group) |  | K (small group) |  | L (Lab) |  | S (Seminar) |  | P (Project) |  | E (Exam) |  |
| Contact hours | 10 | 10 | |  | |  | |  | |  | |  | |

Teaching methods:

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| The course consists of 8 two-hours lectures (16 hours) and 8 two-hours classes (16 hours). The course is designed in a blended learning format with e-learning platform (Ecourse) in use as a support in the process of learning.  *Lectures:*  The main issues of each lecture will be presented in Power Point format. The lecture in Power Point file will be available on the Ecourse platform. Every student is expected to download the presentation, print it out before the lecture and fill it with his own notes during the lecture. Students will find a ‘Check Yourself’ quiz which can be accessed through the platform. Quiz is voluntary, consists of 5 simple questions covering the lecture and is designed to check your knowledge after the lecture. The quiz is not treated as a part of Continuous Assessment. Students are encouraged to watch video attached to lectures as an extra material (experts, case studies) which can widen the understanding of the topic.  *Classes:*  For each class students are expected to be well-prepared. They are expected to download and print out all the handouts (readings, photos, etc) for each class. Students are expected to read all the texts for each class (about 5-10 pages) and have all the handouts in a hard copy during the class. There is an emphasis on audiovisual materials to be presented during the course (movies, photos) as a case studies. These materials and readings are the starting points for a discussion and practical exercises in the class. Students are provided with extra activities (dictionary, wiki, forum, exercise) which are voluntary and will be treated as a part of continuous assessment at the end of the course. |

Assessment methods:

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|  | E – learning | Didactic games | Classes in schools | Field classes | Laboratory tasks | Individual project | Group project | Discussion participation | Student’s presentation | Written assignment (essay) | Oral exam | Written exam | Other |
|  | x |  |  |  |  |  | x | x | x |  |  | x |  |

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| Assessment criteria | This module is assessed by three separate components:  1. continuous assessment in the form of extra points for class activities and on-line tasks (30%) (max 30 points)  2. student’s project that will be presented in class 7 and 8. Project outline will be provided in a third class (50%) (max 50 points)  3. student’s presence on lectures and classess (the absence is accepted only once) (20%) (max. 20 points)  Final Grade  Points:  86 -100 A (5)  70-85 B (4)  55-69 C (3)  0-54 D (2) |

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| Comments | - |

Course content (topic list)

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| Lectures (15hrs, 8 lectures)  *Lecture 1. What is Cultural Studies? Introduction*  *Key issues*: definition of culture, Cultural Studies as an academic field, key concepts: representation, signifying practices, ideology, text, identity  *Lecture 2. Intelectual Strands and Research in Cultural Studies*  Key issues: *Marxism, culturalism, structuralism, poststructuralism, feminism, methodology: ethnography, textual approaches, perception studies*  *Lecture 3. Questions of Culture and Ideology*  *Key issues*: low/high culture debate, culture and social formation, ideology, hegemony,  *Lecture 4. Culture as a Text. The Linguistic Turn in Cultural Studies*  *Key issues*: from linguistics to semiotics, discourse, language and psychoanalysis, language and use  *Lecture 5. Reading Media Texts and Audiences*  Key issues: TV news and soap operas, television audiences, political economy of global television  *Lecture 6. Reading Digital Media Culture*  *Key issues:* digital media, cyberspace and democracy, computer gaming, global economy of cyberspace  *Lecture 7. Reading Cultural Space and Urban Place*  *Key issues:* space vs place, cities as places, global cities, postmodern city, city as a text  *Lecture 8. Reading Subcultures, Lifestyle and Resistance*  *Key issues*: youth as cultural classification, youth subcultures, after subcultures, resistance revisited  Classes (15 hrs)  *Class 1. From linguistics to semiotics. Analysing signifying practices*  Key issues: de Saussure’s legacy, Roland Barthes and myth, signifying practices  *Class 2. Discourse, power and the subject*  Key issues: from language to discourse, from discourse to power/knowledge, the subject of/in representation  *Class 3. The material culture and meaning*  Key issues: objects and meaning, the uses of texts, exhibition in an ethnographic museum  *Class 4. Representing the social in a visual image. French Humanists Photography*  Key issues: dominant paradigm in photography, documentary as objective representation,  *Class 5. Reading advertising and social TV commercials.*  Key issues: constructing the advertising text, analysing the ideology in advertising (J.Williamson) and social TV commercials  *Class 6. TV genre and ideology. Analysing TV news programme*  Key issues: the notion of ideology, TV news programme and meaning, social commercial and the construction of social problems  *Class 7. Students’ projects*  *Class 8. Students’ projects* |

Compulsory reading

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| Barker, Ch. (2000) *Cultural studies. Theory and practice.* London: Sage Publications  During, S. (Ed.) (1993). *The Cultural Studies Reader.* London: Routledge  Durham M.,G., Kellner D. M*.*(Eds) (2006)*, Media and Cultural Studies. KeyWorks,* Blackwell Publishing  Hall, S. (Ed. ) (1997). *Representation: cultural representation and signifying practices.* London: Sege Publications  Thwaites, T., Davis, L., Mules, W. (1994). *Introducing Cultural and Media Studies. A Semiotic Approach.* New York: Palgrave  Martin, F. (Ed) (2003) *Interpreting everyday culture.* London: Hodder Education |

Recommended reading

1. Adorno T., Horkheimer M. (2006*), The Culture Industry: Enlightment as Mass Deception* In Durham M.,G., Kellner D. M*., Media and Cultural Studies. KeyWorks,* Blackwell Publishing*,* p. 41-72
2. de Saussure F. (2011) *Course in General Linguistics,* translated by Wade Baskin, eds, Perry Meisel, Haun Saussy, New York: Colambia University Press, p. 65-100
3. Kroeber, A. L.; Kluckhohn, Clyde, (1952), *Culture: a Critical Review of Concepts and Definitions. Papers.* Peabody Museum of Archaeology & Ethnology, Harvard University, Vol 47(1).
4. Williams R., (1965) *The Long Revolution,* London: Penguin.
5. de Certeau M. (1984) *The Practice of Everyday Life.* Barkeley: University of California Press
6. Giddens A. (1984) *The Constitution of Society,* Cambridge: Polity Press

Bilans godzinowy zgodny z CNPS (Całkowity Nakład Pracy Studenta) - studia stacjonarne:

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| liczba godzin w kontakcie z prowadzącymi | Wykład | 15 |
| Konwersatorium (ćwiczenia, laboratorium itd.) | 15 |
| Pozostałe godziny kontaktu studenta z prowadzącym | 20 |
| liczba godzin pracy studenta bez kontaktu z prowadzącymi | Lektura w ramach przygotowania do zajęć | 30 |
| Przygotowanie krótkiej pracy pisemnej lub referatu po zapoznaniu się z niezbędną literaturą przedmiotu | 0 |
| Przygotowanie projektu lub prezentacji na podany temat (praca w grupie) | 35 |
| Przygotowanie do egzaminu/zaliczenia | 10 |
| Ogółem bilans czasu pracy | | 125 |
| Liczba punktów ECTS w zależności od przyjętego przelicznika | | 5 |

Bilans godzinowy zgodny z CNPS (Całkowity Nakład Pracy Studenta) - studia niestacjonarne:

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| liczba godzin w kontakcie z prowadzącymi | Wykład | 10 |
| Konwersatorium (ćwiczenia, laboratorium itd.) | 10 |
| Pozostałe godziny kontaktu studenta z prowadzącym | 20 |
| liczba godzin pracy studenta bez kontaktu z prowadzącymi | Lektura w ramach przygotowania do zajęć | 30 |
| Przygotowanie krótkiej pracy pisemnej lub referatu po zapoznaniu się z niezbędną literaturą przedmiotu | 0 |
| Przygotowanie projektu lub prezentacji na podany temat (praca w grupie) | 35 |
| Przygotowanie do egzaminu/zaliczenia | 20 |
| Ogółem bilans czasu pracy | | 125 |
| Liczba punktów ECTS w zależności od przyjętego przelicznika | | 5 |