

<b>1. Name of the subject (course unit)</b>	<b>2. Code</b>
Popular Culture Studies	E2016B006

<b>3. Teacher(s)</b>	<b>4. Unit(s)</b>
Lect. Kristina Stankevičiūtė	KVEI

<b>5. Study cycle</b>	<b>6. Level of the subject (course unit)</b>	<b>7. Type of the subject (course unit)</b>
First	The subject is not divided into separate parts	Obligatory

<b>8. Implementation form</b>	<b>9. Implementation period</b>	<b>10. Instruction language(s)</b>
Full-time	Autumn semester	English

<b>11. Requirements for the student</b>	
<b>Prerequisites:</b>	<b>Associated requirements (if any):</b>
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<b>12. Scope of the subject (course unit) in ECTS</b>	<b>13. Total student work load (hours)</b>	<b>14. Contact hours</b>	<b>15. Independent work hours</b>
6	160	20	140

<b>16. Purpose of the subject (course unit): competences sought to be developed by the study programme</b>
<p>The cultural trends of the 20-21st centuries are reviewed. Students are introduced to the historical developments of the 20-21 centuries culture, their paradigms and influences on the cultural production. Creative products of culture (literature, art, film) are regarded as reflections of cultural trends, representing particular epochs and suggesting solutions of particular human problems. Students are acquainted with the relation between culture and its products, their literary, artistic, cinematographic expression, peculiarities of the 'author-audience-work of art' relations.</p> <p>Purposes of the subject are: a) to provide knowledge about the 20-21 centuries that would enable to perceive, name and evaluate processes of cultural and creative expression; b) to develop cultural literacy by acquainting the students with the peculiarities of the 20-21st centuries cultural history; c) to provide knowledge of certain form and contents solutions of film, literature and art works, their influence on the audience and the creative processes of culture; d) through analysis of film and literature works develop a wider perception of these cultural fields, that provides knowledge and understanding of interaction between cultural and creative industries, popular culture, consumer culture and similar fields.</p>

<b>17. The interrelation between the learning outcomes of the study programme with the projected results of the subject, and the methods of the assessment of the studies and the student achievements</b>		
<b>Results of the study subjects</b>	<b>Study methods</b>	<b>Methods for the assessment of the achievements of the student</b>
1. Students will get acquainted with the cultural trends of the 20-21 centuries, their historical developments, and cultural phenomena as well as their reflections in art, literature and film.	Lecture, discussion, group analysis – independently prepared presentations. Seminars. Writing assignments – individual essay-writing.	Evaluation of discussion and independently prepared presentations. Evaluation of work during seminars. Evaluation of the individually prepared essay.
2. Students will be able to clearly formulate cultural information as it occurs at the intersection of creative economics and creative society.	Lecture, discussion, group analysis – independently prepared presentations. Seminars.	Evaluation of discussion and independently prepared presentations. Evaluation of work during seminars.

18. Content of the subject									
Themes	Contact hours and studying method							Time and tasks of independent studies	
	Lectures	Consultations	Seminars	Practical class	Laboratory classes	Practicums	Total contact hours	Independent work	Tasks
1. Introduction. The Victorian era.	2	-	-	-	-	-			Reading and review of recommended literature. Self-study of selected topics.
2. Modernism in culture and art	2	-	-	-	-	-			Reading and review of recommended literature. Self-study of selected topics.
3. The jazz age and fashion revolution	2	-	2	-	-	-			Reading and review of recommended literature and video material. Self-study of selected topics.
4. The world at war (WWI & II) and after	2	-	-	-	-	-			Reading and review of recommended literature. Self-study of selected topics.
5. "Flower power" and the cultural revolution of the '70s.	2	-	-	-	-	-			Reading and review of recommended literature. Self-study of selected topics.
6. Postmodernism: then and now.	2	-	2	-	-	-			Reading and review of recommended literature. Self-study of selected topics. Preparation for seminar.
7. The post-colonial discourse	2	-	-	-	-	-			Reading and review of recommended literature. Self-study of selected topics.
8. Post-modernity: the world of mass media	2		2						Reading and

and public relations.									review of recommended literature and video material. Self-study of selected topics.
<b>Total</b>	<b>16</b>		<b>4</b>				<b>20</b>	<b>140</b>	

<b>19. Strategy and criteria for the evaluation of students</b>			
<b>Evaluation method</b>	<b>Percentage</b>	<b>Accounting time</b>	<b>Evaluation criteria</b>
Work during seminars	30 %	During the semester	2 points: active in discussion, replies to questions, formulates problems and questions, provides critical reflection; 1 point: participates in discussion, replies to questions; 0 points: does not participate in discussion or missed more than 1/3 of seminars
Essay writing	20 %	During the semester	<u>Essay evaluation</u> 1. 3 points: clear, concise essay that answers the assigned theme; well-developed analysis; adequate examples; - 2 points: adequate essay, answers the assigned theme only in part; unclear idea; superficial analysis; not fully adequate examples; - 1 point: unclear essay, does not answer the assigned theme; inadequate perception of the theme; superficial or absent analysis; inadequate or absent examples. - 0 points: essay not provided.
Examination: essay writing in class	50 %		5 points: The following aspects of the essay are considered: - <u>Structure and volume</u> : structure is clear, logical, with all the required elements (introduction, development, conclusions); - <u>Analysis and conclusions</u> : full analysis conclusions follow the development; - <u>Academic style and research culture</u> : sources and quotes are treated adequately; formulations and style follow the academic requirements.
Work during seminars	30 %	During the semester	2 points: active in discussion, replies to questions, formulates problems and questions, provides critical reflection; 1 point: participates in discussion, replies to questions; 0 points: does not participate in discussion or missed more than 1/3 of seminars

<b>20. Sources of studies, reference lists</b>
<b>Mandatory sources of studies, reference lists</b>
Eco, Umberto. <i>The Name of the Rose</i> .

Rushdie, Salman. *The Midnight's Children/ Moors' Last Sigh*.  
Geertz, Clifford. *The interpretation of cultures: selected essays*. New York: Basic Books, 1973.  
*Global culture: nationalism, globalization and modernity*. Ed. M. Featherstone. London: Sage, 1990.  
Griswold, Wendy. *Cultures and Societies in a Changing World*. Pine Forge Press, 2008.  
Luckhurst R., Marks P. *Literature and the Contemporary: Fiction and Theories of the Present*. Longman, 1999.  
Sarp, Madan. *Identity, culture, and the postmodern world*. Ed. Tasneem Raja. Athens (Ga.): University of Georgia Press, 1996. Travers, M.P.A. *An Introduction to Modern European Literature: from Romanticism to Postmodernism*. New York: Martin's Press, 1998.  
Wilson, Stan Le Roy. *Mass media/ mass Culture: An Introduction*. New York : Mc Graw-Hill Inc., 1992.

**Additional sources of studies, reference lists**

Caughie, John. *Theories of Authorship: A Reader*. London: Routledge, 1981.  
*A companion to modernist literature and culture*. Eds. David Bradshaw, Kevin J.H.Dettmar. Malden (MA) : Blackwell publishing, 2006.  
*Discourses: conversations in postmodern art and culture*. Eds. Russell Ferguson et al. New York : The new museum of contemporary art ; Cambridge etc. : The MIT press, 1990.  
Featherstone, Mike. *Consumer culture and postmodernism*. London [etc.]: Sage, 1991.  
McMahon, Elizabeth. *The Elements of Writing About Literature and Film*. New York: Macmillan, 1988.  
*Art in modern culture : An anthology of crit. Texts*. The Open Univ. ; Eds. F. Frascina a. J. Harris. London : Phaidon, 1992.  
Mulvey, Laura. 'Visual Pleasure and Narrative Cinema' in *Visual and Other Pleasures*. 1975.  
Tibbets, John. *The Encyclopedia of Novels Into Film*. New York: Checkmark Books, 2005.