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| Study Programme | English Department (Undergraduate) | | |
| Course | Introduction to American Popular Culture | | |
| Status of the Course | elective | | |
| Year | II | Semester | III |
| ECTS Credits | 4 | | |
| Teacher | Marko Lukić, PhD, Assistant Professor | | |
| e-mail | mlukic@unizd.hr | | |
| consultation hours | Mondays (11-12) or by appointment | | |
| Associate / Assistant | Zlatko Bukač, MA, Teaching Assistant | | |
| e-mail | zbukac@unizd.hr | | |
| Consultation hours | Tuesdays (13-14) or by appointment | | |
| Place of Teaching | 157 | | |
| Mode of Teaching | Lectures, seminars | | |
| Teaching Workload Lectures + Seminars + Exercises | 1 + 1 | | |
| Assessment Criteria & Mode of Examination | <p>Seminar paper, attendance and participation in class discussions, mid-term exam, oral exam</p> <p>Attendance and participation in class discussions (10%) 40% - attendance and participation in class discussions, reading assigned literature, presenting tasks during seminars</p> <p>60% - final exam (seminar paper + oral exam)</p> <p>Seminar papers (approx. 2800 - 3500 words) to be submitted one week before scheduled oral exam.</p> | | |
| Start date | | End date | |
| Mid-Term, End-of-Term Examinations | Term 1 | Term 2 | Term 3 |
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| Final Examinations | Term 1 | Term 2 | Term 3 |
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| Learning Outcomes | <ul style="list-style-type: none"> • 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 | | |
| Enrolment Requirements | Students should be enrolled in the 3 rd semester | | |
| Course Contents | This course is interdisciplinary and students will have opportunity to work on areas of their own choosing (American or British Studies) | | |

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| <p>Required Reading</p> | <ul style="list-style-type: none"> • Raymond Williams – «On High and Popular Culture» • http://www.newrepublic.com/book/review/high-and-popular-culture • - John Storey - <i>Cultural Theory and Popular Culture</i> – A reader • - John Tomlinson «The Discourse of Cultural Imperialism» p.1-11 (<i>Cultural Imperialism</i>) • - Sarah Mills <i>Discourse</i> (izbor) • - Laura Mulvey, “Visual Pleasure & Narrative Cinema” (http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf) • - Stuart Hall, “On Postmodernism and Articulation” p.131-151 (<i>Stuart Hall: Critical Dialogues in Cultural Studies</i>, David Morley and Kuan-Hsing Chen ur.) • - Stuart Hall “Encoding, Decoding” p.90-103 (<i>The Cultural Studies Reader</i>, Simon During ur.) http://faculty.georgetown.edu/irvinem/theory/SH-Encoding-Decoding.pdf • - Scott McCloud - <i>Understanding Comics: The Invisible Art</i> - “Setting the Record Straight” p. 2-24, “The Vocabulary of Comics” p. 24-59 • - Grant Morrison – <i>Supergods</i> - “The SunGod and the Dark Knight” p.3-26 • - Alan Moore & Dave Gibbons – <i>Watchmen</i> • - Frank Miller – <i>The Dark Knight Returns</i> • - Joss Whedon “The Gift” (<i>Buffy the Vampire Slayer</i> epizoda 5.22, 2001.) • - John Carpenter <i>Halloween</i> (1978) • - <i>The Walking Dead</i> (izbor) • - George A. Romero <i>Dawn of the Dead</i> (1978) |
| <p>Additional Reading</p> | <ul style="list-style-type: none"> • Berger, John. <i>Ways of Seeing</i>. London: Penguin. 1972, pp.7-34. • Hall, Stuart. <i>Representation: Cultural representations and signifying practices</i>. Thousand Oaks, CA: Sage. 1997. • Sarah Mills <i>Discourse</i> (izbor) • Said, Edward <i>Orientalism</i> |
| <p>Internet Sources</p> | <p>Raymond Williams – «On High and Popular Culture» http://www.newrepublic.com/book/review/high-and-popular-culture Laura Mulvey, “Visual Pleasure & Narrative Cinema” (http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf) Stuart Hall “Encoding, Decoding” p.90-103 (<i>The Cultural Studies Reader</i>, Simon During ur.) http://faculty.georgetown.edu/irvinem/theory/SH-Encoding-Decoding.pdf</p> |
| <p>Course Evaluation Procedures</p> | <p>Course Evaluation is used to improve the quality of teaching and learning. The feedback from evaluation will help guide changes in future.</p> |
| <p>Conditions for Obtaining Signatures</p> | <p>Students should come every week ready to discuss the readings. Class attendance will be taken for each class session. Students are expected to attend all classes, and therefore only THREE (3) absences are allowed. You do not need to offer any documentation for missing a class.</p> |

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| Mark Grading Scale | 1 ECTS – pohađanje nastave i seminara 1 ECTS – pripreme za predavanja i seminare 2 ECTS – priprema za završni ispit (izrada seminarskog rada + usmeni ispit) |
| Final Grade Calculation | 20% Attendance and participation in class discussions 60% Seminar paper 20% Oral exam |
| Comments | For those students who wish to read in greater depth about topics covered in this course, a number of books are available for you in University library. |

| Nastavne teme-predavanja | | | |
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| No. | Date | Topic | Literature |
| 1. | 10.10.2016 | Introduction | |
| 2. | 17.10.2016 | What is popular culture? Introduction to Popular Culture | Raymond Williams – «On High and Popular Culture» Williams, R. "The Analysis of Culture" in: Storey, J. - Cultural Theory and Popular Culture – A reader (32-41) |
| 3. | 24.10.2016 | Marxism and Frankfurt School | Arnold, M, 1869, <i>Culture and Anarchy</i> (selected readings) |
| 4. | 31.10.2016 | Hegemony | Gramsci, A. "Hegemony, Intellectuals and the State" in: Storey, J. - Cultural Theory and Popular Culture – A reader (75-81) |
| 5. | 7.11.2016. | Americanization and Cultural Imperialism | John Tomlinson «The Discourse of Cultural Imperialism» p.1-11 (<i>Cultural Imperialism</i>) |
| 6. | 14.11.2016 | Foucault, discourse and power | Foucault, M. "Method" in: Storey, J. - Cultural Theory and Popular Culture – A reader (313-320) Sarah Mills <i>Discourse</i> (selected readings) |

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| 7. | 21.11.2016 | Gender and sexuality, feminism, <i>queer theory</i> | Laura Mulvey, "Visual Pleasure & Narrative Cinema" (http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf) |
| 8. | 28.11.2016 | Race, racism and Orientalism | Edward Said, Orientalism (selected readings) |
| 9. | 5.12.2016. | Psychoanalysis and popular culture Freud – Lacan | Lacan, J. "The Mirror Stage" in: Storey, J. - Cultural Theory and Popular Culture – A reader (255-261) |
| 10. | 12.12.2016 | Contemporary popular culture and postmodernism | Stuart Hall, "On Postmodernism and Articulation" p.131-151 (<i>Stuart Hall: Critical Dialogues in Cultural Studies</i> , David Morley and Kuan-Hsing Chen ur.), Stuart Hall "Encoding, Decoding" p.90-103 (<i>The Cultural Studies Reader</i> , Simon During ur.) http://faculty.georgetown.edu/irvinem/theory/SH-Encoding-Decoding.pdf |
| 11. | 19.12.2016 | Language of comic-books | Scott McCloud, "Setting the Record Straight" p. 2-24, "The Vocabulary of Comics" p. 24-59 (<i>Understanding Comics: The Invisible Art</i>) |
| 12. | 9.1.2017 | Case study – Myth, hero, superhero and surveillance | Grant Morrison "The SunGod and the Dark Knight" p.3-26 (<i>Supergods</i>), Alan Moore & Dave Gibbons – <i>Watchmen</i> , Frank Miller – <i>The Dark Knight Returns</i> |
| 13. | 16.1.2017. | Case study - reading of space | John Carpenter <i>Halloween</i> (1978) |
| 14. | 23.1.2017. | Case study – Dead consumerism | The Walking Dead (selected readings), George A. Romero Dawn of the Dead (1978) |

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| Seminars | | | |
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| No. | Date | Topic | Literature |
| 1. | 11.10.2016 | Introduction to the course, informing students about their obligations and course demands | |
| 2. | 18.10.2016 | High and popular culture, defining 'popular' | "Popular culture as the 'Other' of High Culture" (16-24), Storey, J. <i>Inventing Popular Culture</i> 2008 Blackwell Publishing |
| 3. | 25.10.2016 | Marxism, hegemony, Frankfurt school | Adorno, T.W., "On popular music" in : Storey, J. - <i>Cultural Theory and Popular Culture – A reader</i> (63-75) |
| 4. | 1.11.2016. | All Saints' Day | |
| 5. | 8.11.2016. | Hegemony, representation and identity (i) - introduction | Gramsci, A. "Hegemony, Intellectuals and the State" |
| 6. | 15.11.2016 | Hegemony, representation and identity (ii) – analysis of movies, commercial, consumer society | Greteman J. Adam and Burke J. Kevin "Popular Movies that Teach: How Movies Teach about Schools & Genders" (121-151) in: Trier-Bieniek and Patricia Leavy (2014) <i>Gender & Pop Culture: A Text-Reader</i> . |
| 7. | 22.11.2016 | Discourse | Sara Mills, <i>Discourse (selected readings)</i> |
| 8. | 29.11.2016 | Gender and popular culture | Laura Mulvey, "Visual Pleasure & Narrative Cinema" (http://terpconnect.umd.edu/~mquillig/20050131mulvey.pdf) |
| 9. | 6.12.2016 | Orientalism | Edward Said, <i>Orientalism (selected readings)</i> |
| 10. | 13.12.2016 | Mid-term exam | |
| 11. | 20.12.2016 | Postmodernism and popular culture | Stuart Hall, "On Postmodernism and Articulation" p.131-151 (<i>Stuart Hall: Critical Dialogues in Cultural Studies</i> , David Morley and Kuan-Hsing Chen) |

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| 12. | 3.1.2017 | Gender in popular culture | Trier-Bieniek and Pullum: "From Lady Gaga to Consciousness Rap: The Impact of Music on Gender and Social Activism" (81-103) in: Trier-Bieniek and Patricia Leavy (2014) Gender & Pop Culture: A Text-Reader. |
| 13. | 10.1.2017. | Race in popular culture Deadline for submitting seminar paper – 17.1.2017. (2500-3000 words) | |
| 14. | 17.1.2017. | Nation and popular culture | Anderson, Benedict. 1983. Imagined Communities: Reflections on the Origin and Spread of Nationalism. |
| 15. | 24.1.2017. | Why studying popular culture? | Deanna D. Sellnow "What is popular culture and why study it?" (1-27) in: The Rhetorical Power of Popular Culture: Considering Mediated Texts (2009) SAGE |