

# Media Culture - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Media Culture
Kod przedmiotu	0210-WP-KM
Wydział	<a href="#">Wydział Nauk Społecznych</a>
Kierunek	WNS - oferta ERASMUS / Pedagogika
Profil	-
Rodzaj studiów	Program Erasmus drugiego stopnia
Semestr rozpoczęcia	semestr zimowy 2018/2019
Jednostka obsługująca przedmiot	Wydział Nauk Społecznych

Informacje o przedmiocie	
Liczba punktów ECTS do zdobycia	5
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	<ul style="list-style-type: none"><li>mgr Paulina Woźniak-Chojnacka</li></ul>

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Ćwiczenia	30	2	-	-	Zaliczenie na ocenę

## Cel przedmiotu

To introduce students with the contents of contemporary media culture. The acquisition by the students of the skills and competencies for participation in the processes of contemporary culture . Preparing for self and conscious functioning in a consumer society.

## Wymagania wstępne

Completion of the Anthropology Culture course. Basic knowledge about interpersonal and social communication, as well as functioning of the media and mass media in today's information society.

## Zakres tematyczny

### LECTURE

- Understanding of the culture in the Anthropology Culture. The structure of culture (normative, symbolic and material). Social media features. Mass culture - popular culture (pop-culture) - media culture. Culture as paidea and culture as a commodity. Culture in the postmodernistic perspective. Three spheres of media culture. Globalization (americanization of culture). Culture of information – cyberculture.
- History of media culture. Media culture, its characteristics and conditions in the era of traditional and electronic media. The technical means of communication versus to culture as a symbolization of reality - from print culture to image culture . The transformation of the media, opportunities and threats resulting from them for the culture.
- Television as a culture. Television yesterday and today. TV functions. The culture-forming role of television. Types of television. Selected forms and genres TV (entertainment, talk shows, reality shows, quiz show.) TV series (format, soap opera, sitcom).
- The identity and the body in media culture. Stereotypes of femininity and masculinity. Advertising, fashion, soap opera.
- The content of contemporary media culture in social communication (transmission of artistic contents, the transmission of cultural patterns, the new cultural rituals, the construction of new social experiences).
- Media industries. Show-business. The film industry - Hollywood - Bollywood. The music industry - youth music, video clip culture. Newspapers - feminine, youth, tabloids. The fashion.
- Phenomena of media culture - social creations, the impacts of pedagogic. Media icons - celebrities and the media idols. Media culture in politics.

### CLASS

Media and mass media: media in the history of culture and civilization, the media classifications, functions of the media, the media and the individual and society, the traditional media and the contemporary digital media.

Culture: the genesis, the cultural aspects of reality, definitions of culture, fields of culture, six groups of culture definitions according to Kroeber & Kluckhohn, the areas of cultural phenomena, culture as a symbolization of reality, the information culture - cyberculture, mass media as carriers of culture.

Mass culture: the concept, characteristics and genesis of the development of mass culture, popculture - popular culture - the instant culture, the globalization of culture, culture as a commodity, the development of mass tastes, popculture gadgets, values in the style of pop.

Television: genesis and functions of television, the role of television in culture, the types of television, the forms and genres television, television series, manga and anime.

Advertising: definition, functions, the features and goals advertising, the history and the techniques of advertising, the forms of television advertising, radio advertising, outdoor advertising and online advertising, the influence of advertising on children, adolescents and adults.

The analysis of media messages: mechanisms of impact and influence of the media, factors of persuasion in the communications media content, transmission of artistic contents and cultural patterns, the world of values in youth magazines, the media image of the child on the basis of analysis the television fairy-tales and the press for children, fashion and advertising as part of media culture.

The image of women and men in the media on the basis of the press and television: stereotypes, advertising, fashion, soap operas, culture gender vs. language and mass media.

The film industry and show-business: who is the film viewer, the film patterns and functions and the importance of movies - Hollywood, Bollywood and Chinese cinema.

The media culture and new media: culture of convergence, music and videoclip culture, youth culture, social creations and media icons, media culture vs. politics, cultural values in computer games.

## Metody kształcenia

### LECTURE

Conventional lecture.

### CLASS

Talk, the method of the project, show, work with text, group work, the productive exercises.

## Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
The student knows and understands the mechanisms and impact of media messages. He knows the material and the language of the media. Student is able to properly analyze the mass media. Able to critically evaluate patterns of mass entertainment. He can indicate the role of the media in the process of creating culture. Student has accordingly formed a critical attitude towards the media.		<ul style="list-style-type: none"><li>LECTURE Student completes the lecture provided that he gets a passing grade for an exam.</li><li>CLASS Learning outcomes will be verified in two ways: by controlling the productive work on the class and periodic control tests (2 colloquiums). The condition to complete the class is a positive evaluation of the student's work, activity and attendance, and to obtain a positive grade of the tests.</li></ul>	<ul style="list-style-type: none"><li>Ćwiczenia</li></ul>

## Warunki zaliczenia

### LECTURE

Student completes the lecture provided that he gets a passing grade for an exam.

### CLASS

Learning outcomes will be verified in two ways: by controlling the productive work on the class and periodic control tests (2 colloquiums). The condition to complete the class is a positive evaluation of the student's work, activity and attendance, and to obtain a positive grade of the tests.

## Literatura podstawowa

## Literatura uzupełniająca

## Uwagi

\*The subject can be run every semester, in case there is not enough persons to make a group there will be individual class run during instructor hours.

Zmodyfikowane przez dr Magdalena Zapotoczna (ostatnia modyfikacja: 11-04-2018 15:44)

Wygenerowano automatycznie z systemu SylabUZ