

Media and popular culture

115982

Nositelj



Prof. dr.sc.
Zrinjka Peruško

Opis predmeta

The course explores the social and political significance of entertainment media as popular culture. Popular media culture is based on genre as that type of media text and product defined by the repetition of key elements of content and form. Genre is the basis for the audience choice of a particular media product or program, and media industry plans the production and distribution of popular culture with generic considerations in mind. Decoding of the codes of popular culture is a cultural process related at the same time to the generic characteristics of media texts and the social conditions of their reception. The course will analyze the structural, production and reception aspects of media genre as the framework for categorization, production and consumption of popular culture. The aim of the course is to provide the students with the critical understanding of popular media, which today constitutes the majority of content in mass and networked media alike.

Studijski programi

- » Preddiplomski studij novinarstva (Studij) (*izborni predmet, 2. semestar, 1. godina*)
(ne izvodi se)
- » Preddiplomski studij novinarstva (Studij) (*izborni predmet, 6. semestar, 3. godina*)
(ne izvodi se)
- » Preddiplomski studij novinarstva (Studij) (*izborni predmet, 6. semestar, 3. godina*)
(ne izvodi se)
- » Preddiplomski studij politologije (Studij) (*izborni predmet, 2. semestar, 1. godina*)
(ne izvodi se)
- » Preddiplomski studij politologije (Studij) (*izborni predmet, 6. semestar, 3. godina*)
(ne izvodi se)
- » Preddiplomski studij politologije (Studij) (*izborni predmet, 6. semestar, 3. godina*)
(ne izvodi se)
- » Preddiplomski studij politologije (Studij) (*izborni predmet, 8. semestar, 4. godina*)
(ne izvodi se)
- » Preddiplomski studij politologije (Studij) (*izborni predmet, 8. semestar, 4. godina*)
(ne izvodi se)

ECTS bodovi 5,0

Engleski jezik R1

E-učenje R1

Sati nastave

Predavanja 30

Vježbe 30

Izvođač

doc. dr. sc. Antonija Čuvalo

Ocjenjivanje

The course consists of lectures (2 hours per week) and seminars (2 hours per week). Students are required to prepare at least one text for the lecture and be prepared to discuss it. Students are expected to attend class regularly, including lectures and seminars. More than 2 (unexcused) absences will result in the loss of signature for class attendance. Graduate students enrolled in this course can obtain 7 ECTS points by writing an additional essay on a topic discussed with the professor. The final grade will be a composite of class participation, seminar presentations, and exam results. 100 points are available in regular activity, plus bonus points for additional literature reviews and activity in class. The grades will be on the following scale: 60-69 points 2 (D), 70-79 points 3 (C), 80-89 points 4 (B), 90-100 points 5 (A): A. Class participation in lectures and seminars (required regular attendance and discussion in class) B. Midterm exam I 5 homeworks consisting of 1 page (250-450 words) literature reviews of required literature. Each review is worth 4 points. All reviews must be handed in on the day of their scheduled discussions in class. Only printed homework will be

Ishodi učenja

Nakon uspješno savladanog predmeta, studenti će moći:

1. Students who successfully finish required course work will be able:
2. To understand the most important theoretical approaches in media/cultural and communication studies regarding media as popular culture, with focus on media text
3. To compare and critically evaluate theoretical approaches to media genres as texts, narratives, representations, in terms of their relationship with media (industry) production and reception by audiences of popular media programs
4. To critically analyze the products of popular media culture, to recognize generic forms, their change and the blurring boundaries between them, to analyze representations in media texts, and to understand their social significance
5. .4. to critically implement methods of textual analysis/media message analysis
6. To write an academic text using academic writing and researching appropriate academic databases and other sources of information for academic sources about the topics of the course

accepted, (20 points) C. Midterm exam II written test in class, during mid-term week (40 points) D. Final exam a take home exam - essay (40 points). Questions/topics and instructions for the final essay will be posted one month before the end of class.

Opće kompetencije

Students will be able to describe, define and compare the most important theoretical approaches in media and communication and cultural studies (1). Students will acquire knowledge about media texts and media audiences (2). Students will be able to critically evaluate media texts (3, 4). Students will become competent in researching appropriate academic database and in using contemporary communication technologies and platforms (5). Students will become competent in academic writing (5).

Praćenje rada studenta

20 ECTS Homework

40 ECTS Mid-term exam in class

60 ECTS

Način ocjenjivanja

Vrsta provjere	Kontinuirana nastava		Ispitni rok	
	Prag	Udio u ocjeni	Prag	Udio u ocjeni

Tjedni plan nastave

1. Social and political significance of popular media programs
2. What are media texts?
3. Approaches to popular media messages: rhetorical, cultural, psychoanalytic perspectives
4. Approaches to popular media messages: feminist and queer perspectives
5. Media representations: the circuit of culture
6. Stereotypes and constructions in media programs
7. Narrative and genre, genre and formula, narrative strategies in serial texts
8. The soap opera and sitcom: power, social roles and social control
9. Talk show: popular politics and its implications

10. The genre of contest and its social function: quiz and sports
11. Reality TV: reality vs. Fiction, Big Brother, mocudrama
12. Intertextuality, hybridity, transmediality of genre
13. Production aspects of popular culture: the cultural industry perspective
14. Audiences and consumption practices, fan culture, the social uses of entertainment
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Obvezna literatura

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|  <p>Frith, Simon. «Entertainment». pp. 201-217. in James Curran & Michael Gurevitch, eds. <i>Mass media and society</i>. Third edition. Arnold: London. 2000.</p> |  <p>Berger, Arthur Asa. <i>Popular Culture Genres: Theories and Texts</i>. Thousand Oaks, California: Sage, 1992. pp. xi 13.</p> |
|  <p>Hall, Stuart. <i>The work of representations</i>, in S. Hall, editor. <i>Representation: Cultural Representations and Signifying Practices</i>. Sage, 2003</p> |  <p>Gledhil, Christine. <i>Genre and Gender. The Case of Soap Opera</i>. in S. Hall, ed. <i>Representation: Cultural Representations and Signifying Practices</i>. Sage, 2003.</p> |
|  <p>Storey, John (2009) <i>What is popular culture?</i> pp. 1-16, in <i>Cultural Theory and Popular Culture. An Introduction</i>. Harlow: Pearson Longman.</p> |  <p>Ott, Brian, Mack, Robert. (2010). <i>Media Messages: Rhetorical, Cultural, Psychoanalytic, Feminist and Queer Perspectives</i>. pp. 97-219. in: B. Ott and R. Mack, <i>Critical Media Studies. An Introduction</i>. Wiley-Blackwell.</p> |
|  <p>Berger, Arthur Asa. <i>Genre Theory, Genre, Society, and Culture</i>. in <i>Popular Culture Genres: Theories and Texts</i>. Thousand Oaks, California: Sage, 1992. pp. 43-78</p> |  <p>Poler Kovačić, Melita, Erjavec, Karmen. 2009. <i>A Discursive Approach to Genre</i>. <i>Mobi News. European Journal of Communication</i>. Vol 24(2): 147164.</p> |
|  <p>Feuer, Jane (1992) <i>Genre study and television</i>, pp. 138-59, u Allen, Robert C. <i>Channels of Discourse Reassembled: Television and Contemporary Criticism</i>. New York: Routledge. (21p)</p> |  <p>Real, R. Michael, «Structuralist analysis I: Bill Cosby and Recoding Ethnicity», pp. 106-131. in M. R. Real, <i>Super Media. A cultural studies approach</i>. Sage: London. 1989. (15p)</p> |
|  <p>Horace Newcomb, <i>Narrative and Genre</i>, in J.D.H. Downing, D. McQuail, P. Schlesinger and Ellen Wartella (eds.) (2004) <i>The Sage Handbook of Media Studies</i>, pp. 413-428. Thousand Oaks: Sage. (15p.)</p> |  <p>Moran, Albert. 2013. <i>Global Television Formats: Genesis and Growth</i>. Volume 8, Number 2 / Summer 2013 of <i>Critical Studies in Television: The International Journal of Television Studies</i></p> |
|  <p>Berger, Arthur Asa. <i>Propp, de Saussure, and the Narrative., Formulas and Texts</i>. in <i>Popular Culture Genres: Theories and Texts</i>. Thousand Oaks, California: Sage, 1992. pp. 13-43.</p> |  <p>Joshua Gamson. <i>Taking the Talk Show Challenge. Television, Emotion and the Public Spheres</i>. <i>Constellations</i> Volume 6, no. 2, 1999. pp. 190-205. (15p.)</p> |



Miazhevich, Galina. 2011. *Moderating the Extreme: The Role of Vladimir Ponzers Vremena in Russian State Television. Responses to the Rise of Xenophobia. Television & New Media.* 12(1) 2345.



Fiske, John (1987) *Quizzical pleasures*, pp. 265-280, u *Television Culture*. New York: Routledge. (15 p.)



Wood, Brennon. *A world in retreat: the reconfiguration of hybridity in 20th-century New Zealand television. Media, Culture & Society.* SAGE Publications. 2004. Vol. 26(1): 4562;



Paget, Derek (2004) *Codes and Conventions of Dramadoc and Docudrama*, u Allen, C.R. and Hill, A. (eds) *The Television Studies Reader*. Routledge, New York. (197-208-p.) 11 p.



Couldry, Nick (2002) *Playing for Celebrity. Big Brother as Ritual Event.* TELEVISION & NEW MEDIA, Vol. 3 No. 3, August 2002 283293.



Frau-Meigs, Divina (2006) *Big Brother and Reality TV in Europe: Towards a Theory of Situated Acculturation by the Media.* *European Journal of Communication* 2006; 21(1); pp. 33-56. DOI: 10.1177/0267323106060988



Marco Cucco (2009) *The promise is great: the blockbuster and the Hollywood economy*, *Media, Culture & Society*



Hill, Annette. *Big Brother: The Real Audience.* *Television & New Media*, Vol. 3 No. 3, August 2002 323340.



Gray, Jonathan & Mittel, Jason. *Speculation on Spoilers: Lost Fandom, Narrative Consumption and Rethinking Textuality.* *Participations* vol 4, issue 1 (May 2007). 25 p.



Geraghty, Christine. «*The Appeal of Soap Opera*». pp. 134-139. in Anthony Giddens, ed. *Sociology. Introductory readings*

Preporučena literatura



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