

## SYLLABUS

**1. Course title:**

INTRODUCTION TO CULTURAL STUDIES 2

**2. Code:**

(max. 20 characters)

**3. Cycle of study:**

1

**4. ECTS credits:**

2

**5. Type of course:** Mandatory  Elective**6. Prerequisites:**

No prerequisites.

**7. Class restrictions:**

No class restrictions.

**8. Duration / semester:**

1

2

**9. Weekly contact hours:**

9.1. Lectures:

2

9.2. Seminars:

0

9.3. Laboratory/Practice classes:

0

**10. Faculty:**

Faculty of Humanities and Social Science

**11. Department/study program:**

Turkish Language and Literature

**12. Lecturer:**

(max. 50 characters)

**13. Lecturer's e-mail:**

(max. 50 characters)

**14. Web site:**

www.ff.untz.ba

**15. Course aims:**

The aim of the course is to enable students to gain competent mastery of the thematic areas taught in the course concerning the knowledge of practices and products of popular and mass culture in contemporary period, in specific as well as in comparative contexts. Regarding the study and analysis of cultural production, the specific aims of this course are:

- to introduce students to various thematic areas and trends of development in the studies of popular and mass culture from an interdisciplinary perspective.
- to enable students to gain competent understanding of theories of popular and mass culture through historical contextualization and critical analysis of various cultural practices and related social processes that shaped popular and mass culture,
- to accomplish students' competent mastery and ability of critical analysis of key cultural texts in contemporary period,
- develop critical attitude of students towards cultural topics overall,
- to develop students' skills when it comes to continual and effective individual and team work, as well as their active participation in the teaching process and obligations through interactive learning and knowledge transmission.

**16. Learning outcomes:**

After attending the course and completing their obligations, students will be able to:

1. Analyse and explain key concepts and theoretical approaches in cultural studies related to the cultural production in contemporary period with focus on popular and mass culture,
2. Recognize and interpret various products of popular and mass culture in specific socio-historical contexts,
3. Critically investigate and compare selected practices of contemporary culture in comparative context, using relevant theoretical insights,
4. Evaluate and comment on fundamental problems and challenges concerning the issues related to culture in contemporary society and everyday practice, and particularly with regards to the study of language and literature.

**17. Course content:**

U ovom kolegiju se pruža kontinuirani osvrt na razne društveno-političke kontekste, i na načine na koje su one utjecale na polje kulturne proizvodnje u savremenom društvu i dobu globalnih tehnologija kulture. Studenti se upoznaju sa razvojem i utjecajem ključnih društvenih mehanizama i institucija u polju savremene kulturne produkcije kroz brojne relevantne primjere, kako bi se kontekstualizirala analiza kulturnih tekstova i praksi u sferi medija, audiovizuelne kulturne proizvodnje, te informacijskih tehnologija, kao i svakodnevnog života danas. Ovo se radi kroz paralelno uvođenje studenata u teorijski utemeljenu analizu odabranih primjera relevantnih kulturnih praksi i problema Bosni i Hercegovini, na Balkanu i u svijetu.

The course is conceptualized so as to offer an overview and analysis of various thematic areas in cultural studies, through introduction of theoretical perspectives which are necessary for the analysis of contemporary popular and mass culture. The course covers key theoretical contributions to to analysis of culture in contemporary period (late 20th and early 21st century) through selected representatives and texts in the following schools of thought: postmodernism, poststructuralism, postcolonialism, feminism, etc. Some of the key themes are the questions of subjectivity and cultural politics in contemporary society such as problematisation of concepts like textuality, identity, signification, otherness, ethnicity, race, gender, difference and hybridity. This course offers a continuous overview of different socio-political contexts, and the ways in which they influences the field of cultural production in contemporary society and in the era of global technologies of culture. Students are introduced to the development and influences of key social mechanisms and institutions in the field of contemporary cultural production through various relevant case studies, in order to contextualize the analysis of cultural texts and practices in the spheres of media, audio-visual production, information technologies as well as everyday life today. This is done through parallel introduction of students to theoretically informed analysis of selected examples of cultural practices and problems in Bosnia and Herzegovina, the Balkans and the world.

Thematic areas covered in specific weeks during the term (2 hours of teaching are devoted to each topic):

1. Introduction to course aims and contents and methods of assessment; an overview of thematic areas covered in the course
2. Contemporary culture and cultural studies - problems, critical approaches and development perspectives in contemporary period (late 20th and early 21st century)
3. Key concepts and topics of popular culture - textuality, identity, signification, otherness, ethnicity, race, gender, difference and hibridity
4. Deconstruction of texts and performativity of subjects in mass culture
5. Subject of power and culturalized body in popular culture
6. Identity and symbolic order in contemporary cultural production
7. Popular culture, subculture and decoding cultural discourse
8. Using relevant theoretical perspectives in the analysis of selected topics in cultural studies - preparation for the course essay writing and selection of topics
9. Cultural populism and media sphere
10. Gender and sex matrices in popular culture and politics
11. Postmodern turn in thinking culture and hybrid culture
12. Cultural logic of late capitalism
13. Analysis of selected cultural texts and practices in the field of contemporary cultural production in Bosnia and Herzegovina
14. Analysis of selected cultural texts and practices in the field of contemporary cultural production in the Balkans
15. Course conclusions, exam revision and preparation

**18. Learning methods:**

Lectures consist of oral and multimedia presentations and discussions conducted by the lecturer and students, in order to prepare students for exam and pre-exam obligations. They include close interactive work with students individually, as well as through thematic working groups or through individual student work, using multimedia means. In addition to discussions, presentations and analyses of selected texts and audio-visual materials, lectures also include presentations of both group and individual student work, as well as joint preparatory activities for individual seminar papers.

**19. Assessment methods:**

The pre-exam obligations of students amount to a maximum of 60 points as follows:

- Attendance of lectures and seminars carry a maximum of 10 points,
- Student activity through individual discussion and group work/projects carry a maximum of 20 points,
- Individual seminar paper/essay carry a maximum of 30 points.

In the final exam, a student can achieve a maximum of 40 points, and he/she must earn a minimum of 20 points in order to successfully pass the final exam.

For a regular attendance of lectures and seminars through the whole semester, which includes preparatory activities for them (such as reading, studying and/or preparing necessary materials, a student can earn from 0 up to 10 points. As part of their pre-exam obligations, students are required to prepare a group work in the form of a multimedia presentation which will encompass specific themes related to the course contents. Each student is obliged to be a member of one of the groups which undertakes a group task determined within the first four weeks of the semester. Group works in written or electronic form are submitted to the course lecturer for assessment and marking, and they are also orally and audio-visually presented during lectures or seminars. For completed group works/projects, students can earn from 0 up to 15 points. All students take part in preparing and presenting the multimedia presentation, and their contribution is assessed individually. Also, for a continual activity during lectures and seminars in the course of the whole semester, a student can earn from 0 up to 5 points.

Students are also required to submit the individual seminar paper in the last week of the semester, in written and electronic form, in the form of critical essay up to 2000 words in length, which is on the topic previously approved by the course lecturer. For the seminar paper it is possible to earn from 0 up to 30 points. Seminar papers by students must not be plagiarized, whether in full or partially. Ascertained plagiarism results with a student not being awarded points for this pre-exam activity. After the semester's end, on one of the set exam dates (final, re-set or additional reset),

students undertake a written exam which is related to the topics studied during lectures and seminars. The exam paper consists of 4 essay questions each of which carries a maximum of 10 points. Students can earn up to 40 points in the final exam, and to pass the exam successfully they must earn a minimum of 20 points. In order to pass the course successfully, a student must achieve a minimum of 54 points in total, of which 20 must be earned in the final exam.

**20. Assessment components:**

The final mark/grade is based on the total number of points earned through fulfilling the pre-exam requirements and passing the final exam, on the basis of the quality of accomplished knowledge and skills by students. The maximum number of points is 100 points, as follows:

1. Attendance of lectures and seminars: 10 points
  2. Student activity during lectures and seminars: 5 points
  3. Group work – multimedia presentation: 15 points
  4. Seminar paper – individual essay: 30 points
- Pre-exam requirements in total: 60 points
5. Final exam: 40 points

**21. Required reading list:**

1. Jelena Đorđević, Postkultura: Uvod u studije kulture (Beograd: Clio, 2008).
2. Dean Duda, Kulturalni studiji: ishodišta i problemi (Zagreb: AGM, 2002)
3. Jelena Đorđević (ed.), Studije kulture (Beograd: Službeni glasnik, 2008)
4. John Fiske, Popularna kultura (Beograd: Clio, 2001)
5. Edited volume Kulturalni studiji i drugo, Razlika/Differance 3-4 (Tuzla, 2003)

**22. Web sources:**

(max. 687 characters)

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**23. Applicable starting from the academic year:**

2019/2020

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**24. Adopted in the Faculty/Academy session:**

(max. 10 char.)

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