

Course title: Mass Media and Popular Culture

Course title: -	Credit value: 2
Neptun code: BTP2NPR E1001	
Method of assessment (<i>colloquium / practical grade / assignment / other</i>): colloquium	

Course description:

The objective of the course is to provide students with a comprehensive understanding of mass culture conceived as media culture. It explores key theoretical questions arising from its conceptualization: what issues are raised by the terminology, which historical periods of media culture can be identified, what general conditions have shaped its emergence, and what constitute its principal fields of inquiry. In the second half of the course, students will engage with the major domains of media and cultural studies, including industry analysis, audience research, and the study of media texts.

Lesson topics:

1. Mass Society, Mass Culture/Media Culture, Frankfurt School
2. Media Culture, Conditions of Its Emergence (Education, Press, Spectacles, Popular Literature)
3. The Dominant Features of Media Culture
4. Narratives
5. Media and Cultural Studies
6. Analysis of Cultural and Media Texts

List of *primary literature* and *recommended readings* (notes, textbooks) with bibliographic data (author, title, publication details, (pages if applicable), ISBN)

1. Max Horkheimer – Theodor Adorno: *The Culture Industry: Enlightenment as Mass Deception* In: *Dialectic of Enlightenment*, Stanford: Stanford University Press, 2002, ISBN: 0804736324, 94-136.
2. Jean-Yves Mollier – Jean-François Sirinelli – François Vallotton (éd.): *Culture de masse et culture médiatique en Europe et dans les Amériques (1860 – 1940)*, Paris: PUF, 2006, ISBN: 9782130555315.
3. Christophe Charle: *La dérégulation culturelle*, Paris: PUF, 2015, ISBN: 9782130545408.
4. Jane Stokes: *How To Do Media and Cultural Studies*, Los Angeles – London – New Delhi – Singapore: SAGE, 2003, ISBN: 9781849207850.
5. David Hesmodhalgh: *The Cultural Industries* (3rd edition), Los Angeles – London – New Delhi – Singapore – Washington DC: SAGE, 2013, ISBN: 9781446209257, 1-117.