

# COURSE OUTLINE

## 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Braşov
1.2 Faculty	of Letters
1.3 Department	Department of Theoretical and Applied Linguistics
1.4 Field of study <sup>1)</sup>	Master
1.5 Study level <sup>2)</sup>	Master
1.6 Study programme/Qualification	Culture and discourse in the Anglo-American space (IFR)

## 2. Data about the course

2.1 Name of course	<b>Anglo-American Popular Culture</b>							
2.2 Course convenor	Conf. dr. Gabriela CUSEN							
2.3 Seminar/ laboratory/ project convenor								
2.4 Study year	1	2.5 Semester	2	2.6 Evaluation type	C	2.7 Course status	Content <sup>3)</sup>	DAP
							Attendance type <sup>4)</sup>	DO

## 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					40
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					51
Tutorial					2
Examinations					2
Other activities					2
3.7 Total number of hours of student activity		111			
3.8 Total number per semester		125			
3.9 Number of credits <sup>5)</sup>		5			

## 4. Prerequisites (if applicable)

4.1 curriculum-related	<ul style="list-style-type: none"> <li>Undergraduate project</li> </ul>
4.2 competences-related	<ul style="list-style-type: none"> <li>Individual study skills, presentation, problem-posing</li> </ul>

## 5. Conditions (if applicable)

5.1 for course development	<ul style="list-style-type: none"> <li>-</li> </ul>
5.2 for seminar/ laboratory/ project development	<ul style="list-style-type: none"> <li>Classroom with video projector</li> </ul>

## 6. Specific competences and learning outcomes

Professional competences	<p>Cp1. Knowledge of Anglo-American popular culture L.O.1. The graduate is able to describe the coordinates of Anglo-American popular culture L.O.2. The graduate solves various professional situations that require knowledge of the Anglo-American linguistic diasystem.</p> <p>Cp2. Complex evaluation of a contemporary cultural phenomenon L.O.1. The student integrates and pertinently applies complex analysis in diverse cultural situations.</p> <p>Cp3. Knowledge of the requirements of team work L.O.3.1. The graduate is able to use a variety of modes and styles of communication, appropriate to field-specific situations. L.O.3.2. The graduate is able to adapt effectively to the conditions of working in professional teams.</p>
Transversal competences	<p>Ct1. knowledge of communication and cooperation strategies in professional and/or intercultural contexts L.O.1. The graduate is able to communicate ideas, values, attitudes in English effectively and appropriately in different contexts.</p> <p>Ct2. know how to apply acquired knowledge in different professional and research situations L.O.2. The graduate is able to organize his/her professional and research work effectively and creatively.</p>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	<ul style="list-style-type: none"> <li>Identifying and dealing critically with contemporary cultural phenomena on the basis of information and methodologies specific to cultural studies</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>analysing socio-cultural phenomena with reference to the Anglo-American space</li> <li>complex evaluation of a contemporary cultural phenomenon</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Popular culture: definitions	exposure in ID technology	2	
2. Structure of popular culture. Contestations and evaluations	exposure in ID technology	4	
3. Myths, beliefs and values in popular culture	exposure in ID technology	4	
4. Advertising as a social phenomenon	exposure in ID technology	2	
5. Fast Food and consumer society	exposure in ID technology	2	
<b>Bibliography</b>  Barker, Chris, 2000. <i>Cultural Studies. Theory and practice</i> . London: Sage Publications Ciugureanu, Adina, 2008. <i>Efectul de boomerang</i> . Iasi: Institutul European Fiske, John, 1989/1998. <i>Understanding Popular Culture</i> . London: Routledge Marchand, Roland, 1986. <i>Advertising the American Dream</i> . Berkely: University of California Press Nachbar, Jack & Kevin Laue, 1992. <i>Popular Culture: An Introductory Text</i> . Bowling Green, Ohio: Bowling Green State University Schlosser, Eric, 2002. <i>Fast Food Nation. What the All-American Meal Is Doing to the World</i> . London: Penguin Books Storey, John, 1997. <i>An Introduction to Cultural Theory and Popular Culture</i> . London: Prentice Hall/ Harvester Wheatsheaf  Teaching material in ID technology: Liliana Hamza – <i>Cultura populara anglo-americană</i> , curs redactat în tehnologie ID pentru anul I, sem. II, multiplicat în reprografia Univ. „Transilvania” din Braşov			
8.2 Seminar/laboratory/project	Teaching-learning methods	Number of hours	Remarks
Popular culture	alternating exposure with interactive method	2	topic in the subject calendar

Advertising as a social phenomenon	alternating exposure with interactive method	2	topic in the subject calendar
Fast food and consumer society	alternating exposure with interactive method	3	topic in the subject calendar
<b>Bibliography</b> Barker, Chris, 2000. <i>Cultural Studies. Theory and practice</i> . London: Sage Publications Ciugureanu, Adina, 2008. <i>Efectul de boomerang</i> . Iasi: Institutul European Fiske, John, 1989/1998. <i>Understanding Popular Culture</i> . London: Routledge Marchand, Roland, 1986. <i>Advertising the American Dream</i> . Berkely: University of California Press Nachbar, Jack & Kevin Laue, 1992. <i>Popular Culture: An Introductory Text</i> . Bowling Green, Ohio: Bowling Green State University Schlosser, Eric, 2002. <i>Fast Food Nation. What the All-American Meal Is Doing to the World</i> . London: Penguin Books Storey, John, 1997. <i>An Introduction to Cultural Theory and Popular Culture</i> . London: Prentice Hall/ Harvester Wheatsheaf  Teaching material in ID technology: Liliana Hamza – <i>Cultura populara anglo-americana</i> , curs redactat in tehnologie ID pentru anul I, sem. II, multiplicat în reprografia Univ. „Transilvania” din Braşov			

### 9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Graduates can contextualize and critically interpret a mass media text from several perspectives (linguistic, historical, mythological)
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### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Analyzing an article from the perspectives presented (appropriate use of concepts, correct use of metalanguage, complexity of analysis)	Written exam	70%
10.5 Seminar/ laboratory/ project	Appropriate use of concepts and theories	Written paper	30%
10.6 Minimal performance standard			
<ul style="list-style-type: none"> <li>The Master's student carries out a complex analysis of an Anglo-American cultural phenomenon.</li> </ul>			

This course outline was certified in the Department Board meeting on 23/09/2024 and approved in the Faculty Board meeting on 23/09/2024.

Conf. dr. Adrian LĂCĂTUŞ, Dean	Prof. dr. Răzvan SĂFTOIU, Head of Department
Conf. dr. Gabriela CUSEN, Course holder	Conf. dr. Gabriela CUSEN, Holder of seminar/ laboratory/ project

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;

- 3) Course status (content) – for the Bachelor level, select one of the following options: **FC** (fundamental course) / **DC** (course in the study domain)/ **SC** (speciality course)/ **CC** (complementary course); for the Master level, select one of the following options: **PC** (proficiency course)/ **SC** (synthesis course)/ **AC** (advanced course);
- 4) Course status (attendance type) – select one of the following options: **CPC** (compulsory course)/ **EC** (elective course)/ **NCPC** (non-compulsory course);
- 5) One credit is the equivalent of 25 study hours (teaching activities and individual study).