



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Cultural Studies / Kultūros studijos	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Prof. dr. Almantas Samalavičius	Faculty of Philology Department of English Philology

Study cycle	Type of the course unit (module)
2nd	Compulsory

Mode of delivery	The period when the course unit (module) is delivered	Language(s) of instruction
face-to-face	Autumn semester	English

Requirements for students	
Prerequisites: Literary Theory, West-European Literary History	Additional requirements (if any): Proficient English

Course (module) volume in credits	Total student workload	Contact hours	Self-study hours
5	140	40	100

Purpose of the course unit (module): programme competences to be developed		
<p>To develop an understanding of the purposes, scope, and methods of cultural studies; to be able to distinguish cultural studies approach from other academic (more conventional) fields of culture research; to be able to apply theoretical knowledge to practical analysis of cultural issues. The ability to interpret cultural ‘texts’ critically is communicated while studying the subject matter.</p> <p>This course makes a distinction between cultural studies and other areas (like cultural history, cultural anthropology, or cultural sociology) and examines the wide set of methods and approaches borrowed from other disciplines as well as interaction and overlapping with media studies. The ideological basis of viewing culture is being studied with contemporary forms where ideology structures certain discourses and meanings. The most essential issues in cultural studies and ways of analysing them are introduced in the class and through reading sources</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to: apply accumulated knowledge in academic discourse and outside it; develop critical analytical reasoning; develop the ability to integrate knowledge and handle complexity; acquire a global perspective of cultural issues and be able to reason globally;	The students are strongly advised to read and study texts from the Primary (Compulsory) list and make presentations on the required subjects/issues. In addition to these primary texts, students are expected to compile a bibliography of critical and theoretical works that they find necessary to resort to for reference.	Contribution to class discussion, and presentation of examination paper.

	Discussion, presentation, interpretative strategies, critical approach	
Students will be able to apply their knowledge and understanding, and problem-solving abilities in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study;	Academic research (source research, systematization of information), analytical methods, critical reasoning.	
They will be able to communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously;	Analysis of the text, interpretation, presentation, and contribution to class discussion.	
They will have developed the learning skills to allow them to continue to study in a manner that may be largely self-directed or autonomous.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Cultural studies and the study of culture from various perspectives. Origins of cultural studies and broadening concept of culture, relations with other critical academic discourses. The rise of cultural studies in the U.K. and their evolution in other cultural contexts.	6						6	10	doing home-reading of compulsory literature relevant to issues discussed. Giving questions and comments.
2. Strategies and interdisciplinary methods employed in cultural studies. Encoding and decoding. The role of semiotics. Textual analysis and cultural studies.	6						6	10	doing home-reading of compulsory literature relevant to the issues discussed. Giving questions and comments.
3. Concepts and theories of mass culture and the alternative approach to popular culture offered by cultural studies. Analysis of media as discourse and cultural texts and their implied/disseminated ideology.	6						6	10	doing home-reading of compulsory literature relevant to the issues discussed. Giving questions and comments.
4. The concept of popular culture and popular music. The analysis of the impact of the advertising industry and its textual/visual strategies. The ideology of advertising. Cultural effects of the advertising industry.	6						6	10	reading the compulsory literature, giving questions and comments on the subject.
5. Culture and globalization from the perspective of culture studied. Interaction between economic and cultural globalization: discussion of the variety of critical concepts. The rise of global media and the ideology of neoliberalism.	6						6	10	reading compulsory literature, giving questions and comments on the subject.
6. Seminar I. Movies, TV and Transmission of Ideology.			2				2	10	Reading the relevant critical material, and making a presentation on the

									chosen topic
7. Seminar II. Cultural Globalisation and its Local Consequences.			2				2	10	Reading the relevant critical material, and making a presentation on the chosen topic
8. Seminar III. Advertising and the Culture of Consumption			2				2	10	Reading the relevant critical material, and making a presentation on the chosen topic
9. Seminar IV. Celebrities, Media, and Popular Consciousness			2				2	10	Reading the relevant critical material, and making a presentation on the chosen topic
10. Seminar V. The Rise of Visuality and Its Cultural Consequences.			2				2	10	Reading the relevant critical material, and making a presentation on the chosen topic
Total	30		10				40	100	

Assessment strategy	Weight, %	Deadline	Assessment criteria
It is required to read all books on the Compulsory Reading List (not their summaries or plot descriptions available online). Assessment requirements: 70 % seminar attendance is compulsory.		Throughout the term	A student is allowed no more than 30 percent of unexcused absences. Students with more than 30 percent of unexcused absences are not eligible for the exam. Evaluation is made taking into consideration the correct application of sources, their analytical discussion, and their ability to draw individual conclusions.
A cumulative grade	70 + 30	Throughout the course	Grade formula: 70% written exam (3 open-ended questions) + 30% seminar performance (presentation and participation in discussion).
The examination is graded on a 10-point scale		Upon reading and marking the exam papers that consist of presenting written replies to no less than 2 questions.	Assessment criteria: Correct application of critical sources – 30%; Logical and plausible development of argument – 30%; Ability to form conclusions – 20%; Language proficiency - 20%.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or weblink
Compulsory reading				
Simon During, (ed.)	2007	<i>The Cultural Studies Reader</i>		London: Routledge
Zygmunt Bauman	1998	<i>Globalisation: the Human Consequences</i>		London: polity
John Storey	2011	<i>Cultural Studies and the Study of Popular Culture</i>		London: Routledge
Optional reading				
Douglas Kellner	2002	<i>Media Culture</i>		New York: Routledge
Raymond Williams	1983	<i>Culture</i>		Glasgow: Fontana

Fred Inglis	1999	<i>Cultural Studies</i>		London: Sage
Aleida Assman	2012	<i>Introduction to Cultural Studies</i>		Erich Schmidt
Paul Hodkinson	2011	<i>Media, Culture and Society</i>		London: Routledge
Angela McRobbie	2005	<i>The Uses of Cultural Studies</i>		London: Routledge

Last updated: September 2023.