

## Course Description

### Course Unit

#### North-American Popular Culture

### UC Code

LAC2.13015

### ECTS Credits

6 ECTS

### Work Hours

168H (6 ECTS)

### Level

BA

### Academic year and Semester

2024/2025, S1

### Faculty

Cecilia Beecher Martins

### Class

TP 1

### Language of instruction

English

### Class Description

What is North American popular culture? How does it affect the way we think? Is it an organic movement or is it highly orchestrated? While the emphasis of this program will be North American Popular Culture (esp. USA), from the post WWII era to the early decades of the 21st century to answer the above questions, we will begin with a discussion of the concepts that govern the academic discourse surrounding central concepts in this field.

Specific programmatic contents:

1. The concepts of culture, ideology and popular culture.

2. A brief overview of semiotics in reading popular culture objects in the context of the history and culture of the USA
3. The construction of the American dream
4. The twentieth century as the American century
5. Social semiotics
6. Media literacy and popular culture
7. Student applications of the above theories in their analysis of objects of American popular culture.

### ***Grading and Assessment***

Teaching methodology A student-centered teaching approach will be used following a task-based methodology. Materials will be presented in an orderly succession so that students can build up their knowledge on subjects discussed sequentially. A proactive posture will be expected from students. They will be provided with a calendar indicating all of the readings/viewings and evaluations at the beginning of the semester to prepare for these in advance.

#### Evaluation Criteria

As this CU is taught in English class oral presentations must be made in English. Written evaluations may be presented in English or Portuguese.

1st Written test: 50% - this will be divided into a theoretical section and a second section with practical exercises based on the theoretical contents. The first written test is mandatory for all students

2nd Written test or Oral & Written Presentation 30% - the second moment of evaluation will be based on the students' individual work with objects of North American popular culture. Students must choose one (and only one) option. The deadline for the selection of the option will be stipulated by the lecturer.

Attendance and participation (20%) This grade will require participation in the reflective discussion. Each student will be responsible for the discussion of at least one theoretical text or practical exercise.

### ***Bibliography***

B2 level of English

### ***Prerequisites (if applicable)***

B2 level of English

