

## Programa | Course Description 2020/2021

Unidade Curricular | *Course Unit*

**Cultura Popular Norte-Americana | North American Popular Culture**

ECTS | *Credits*

6 ECTS

Ciclo de Estudos | *Degree*

1.º Ciclo | Undergraduate

Semestre | *Semester*

2.º Semestre | Spring Semester

Docente(s) | *Faculty*

Cecilia Beecher Martins

Língua de ensino | *Language of instruction*

English

**Programa (na língua de ensino) | *Course description (in the language of instruction)***

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, we will begin by looking at the historic background to the rise of popular culture in the region from the 19th century onwards. Considering the theories of social semiotics (Hodge/Miller 2015), we will look at the shift from folk to popular culture with global impact. Working principally with popular literature, early comic books & graphic novels as well as film, video clips and TV series, students will be invited to question how popular culture objects can influence the construction of collective narratives in a post-modern world. In practical terms, students will learn to analyse the above-mentioned cultural objects from a semiotic perspective and thus question ideological and cultural constructs.

**Avaliação (na língua de ensino) | *Grading and Assessment (in the language of instruction)***

Written test: 40%

Research Paper: 40%. This will be a 2,000 - 2,500-word original research essay where students will examine a popular cultural object of their choice using the theories presented during the semester (30%). A 250-word abstract with thesis idea and theoretical framework must be submitted six weeks before the deadline for the essay (10%), to permit individual discussion and orientation. Students who do not submit an abstract will not be able to submit the final essay. Class Participation: 20% Presence without participation will not count, therefore students will be expected to carry out their readings individually and come to class ready to discuss set texts. The reading schedule will be presented in the course calendar.

Students will also make a 10-minute oral presentation on the subject matter of their research paper. Evaluations may be presented in English or Portuguese.

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### Bibliografia (selection) | *Bibliography (selection)*

Cullen, Jim (ed.) Popular Culture in American History. 2nd ed. Malden, Mass: Wiley Blackwell, 2013.

Maasik, Sonia, and Jack Solomon (eds.) Signs of Life in the USA: Readings on Popular Culture for Writers, Ninth Edition. Boston & New York: Bedford/St. Martin's, 2018.

Miller, Toby (ed). The Routledge Companion to Global Popular Culture. New York & Oxon: Routledge, 2015.

Storey, John. Cultural Theory and Popular Culture: An Introduction 7th Ed. New York: Routledge, 2015.

Wetmore, Kevin. Post-9/11 Horror in American Cinema. New York: Continuum. 2012.

Williams, Linda Ruth and Michael Hammond (eds.) Contemporary American Cinema. London: McGraw Hill. 2006.