COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
KOM5050	C	6	2020/2021	2022/2023

Course type (compulsory or optional)	Optional
Course level (study cycle)	Master
Semester the course is delivered	Autumn Semester
Face-to-face, distance or blended studies	Mixed mode (blended studies: lecture and workshop sessions combined with distance learning and self-study options)

Course title in Lithuanian

Vizualinė/populiarioji kultūra ir istorijų kūrimas

Course title in English

Visual/Popular Culture & Storytelling

Short course annotation in Lithuanian (up to 500 characters)

Šiuolaikinėje visuomenėje vaizdas tapo pagrindine mūsų komunikacinės patirties dalimi, todėl yra svarbu ugdyti kritišką suvokimą apie tai, kaip yra kuriami ir vartojami vizualiniai kodai populiariojoje kultūroje. Šis studijų dalykas suteikia įvairių teorinių žinių ir analitinių įgūdžių, reikalingų norint suprasti, kaip vaizdais yra perteikiamos sociokultūrinės prasmės ir galios santykiai, kokios yra kūrėjų ir žiūrovų patirtys. Pagrindinis kurso tikslas yra ugdyti analitinius ir kūrybinius įgūdžius, siekiant atpažinti, analizuoti, interpretuoti ir kritiškai vertinti populiariosios kultūros ir vizualinius pranešimus. Paskaitose ir seminaruose studentai nagrinėja įvairius populiariosios ir vizualinės kultūros pavyzdžius, pvz. lyčių, kūno ir rasės reprezentacijas reklamoje, kino filmuose, naujienų medijose ir socialiniuose tinkluose.

Short course annotation in English (up to 500 characters)

In a today's society, visual images became central to our communicative practices, therefore, it is essential to develop our understanding of how we create, negotiate, and respond to popular culture and visual codes. This course provides with a number of theoretical and analytical tools to examine how visual images produce cultural meanings and power relations, as well as how the viewer experiences and practices the production of meaning via looking. The main aim of the course is to develop skills to identify, analyze, interpret and critically evaluate cases in popular and visual studies. The course addresses different issues of popular and visual culture across various media forms, e.g. gender, body and race representations in advertising, films, news media, and social networks.

Prerequisites for entering the course

Bachelor diploma, English language B2 level.

Course aim

The course is aimed at introducing students to the theoretical principles of visual and popular culture; revealing multi- and intersdisciplinarity of the field; developing skills to identify, analyze, interpret and critically evaluate cases in popular and visual studies.

Links among study programme outcomes, course outcomes, content, study and assessment methods

Programme outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods
1. Conceptual and theoretical knowledge and competences: 1.2. To evaluate transformations of contemporary media ecosystems in the context of accelerated globalization and mediatization, analyzing content, audiences, technologies and organizations.	To develop conceptual knowledge in popular culture and visual communication studies and apply these to evaluate transformations of contemporary media ecosystems.	**Class topics:** - Understanding popular culture. Everyday life and popular culture. - Themes in popular culture. Culture wars and the study of popular culture. - Class in popular culture. The case of "White Trash". - Gender and sexuality	In-class and online lectures, discussions, reflections, case analysis.	Mid-term exam (case analysis), homework assignment (essay).

2. Analytical and research-based competences: 2.1. To identify significant research questions in the field of journalism, media and communications, to initiate and manage scientific and applied research.	To analyze and critically evaluate cases of popular culture and visual communication by applying relevant theoretical perspectives and analytical approaches.	in popular culture. Love and romantic utopias. • Popular and marginal representations of identities. Spectacles of the other. • Understanding visual culture. The power of image in everyday life. Visual storytelling. Thinking visually.	In-class and online lectures, discussions, reflections, case analysis.	Mid-term exam (case analysis), homework assignment (essay).
3. Professional competences and skills: 3.3. To experiment and critically explore how art and content creation in contemporary journalism are related to affordances offered by emerging media technologies (text, audio-visual, VR, AI).	To produce visual stories by integrating text and images in a creative and professional way.	• Visual cues. Colour, form, depth, movement. • Seeing is believing. Visual semiotics. Visual analysis. • Seeing is desiring. Visual effects and persuasion. • Visual culture in perspective. Communicating	In-class and online lectures, discussions, team project and individual work.	Final exam (creative project report and presentation).
5. Personal skills: 5.2. To apply creative writing, storytelling, innovative thinking, project management, team-building and life-long learning skills.	To develop visual storytelling, creative and innovative thinking, project management and team-building skills.	effectively in the visual age.	In-class and online lectures, discussions, team project and individual work.	Final exam (creative project report and presentation).

Criteria of learning achievement evaluation

Completing analytical and creative assignments (reflections, essays, creative project); discussions, case studies, group work, oral presentations.

Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online (remote) studies
Lectures	15	15
Seminars	15	0
Laboratory work	0	0
Practical assignments	0	15
Consultations	0	10
Individual student work	0	90
Total:	160	

Structure of cumulative score and value of its constituent parts

30% of the final grade is for midterm exam, 20% - for homework assignment, 50% - final exam (creative project report and presentation).

Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
		Basic materials	
1.	2014	Brooks, A. *Popular Culture: Global Intercultural Perspectives*. Palgrave Macmillan.	Journal articles and electronic books, publications are accessible through online data base services (Sage, Taylor &
2.	2015	Campbell, R., Fabos, B., & Martin, C. *Media & Culture: Mass Communication in a Digital Age*.	

		Bedford/St. Martin's.	Francis, Cambridge online, etc.) subscribed by the Vytautas Magnus University libraries; books and book chapters or specified materials (research studies and project reports) identified in the readings list are available in VMU library and reading rooms, and in the Department's teachers offices.
3.	2015	Danesi, M. *Popular Culture: Introductory Perspectives.* Rowman & Littlefield.	
4.	2011	Davis, W. *A General Theory of Visual Culture*. Princeton University Press.	
5.	2013	Hall, S. *Representation: Cultural Representations and Signifying Practices*, Second Edition. Sage.	
6.	2012	Rose, G. *Visual Methodologies: An Introduction to Researching with Visual Materials*. SAGE.	
7.	2018	Storey, J. *Cultural Theory and Popular Culture: An Introduction.* Routledge, Taylor & Francis Group.	
8.	2013	Tereškinas, A. *Popkultūra: jausmų istorijos, kūniški tekstai*. Kitos knygos.	
Supplementary materials			
An extensive list of additional readings and independent study support materials is provided in the designated course area on Moodle platform.			
Course description designed by			
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