

UČNI NAČRT PREDMETA / COURSE SYLLABUS

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|----------------------|---------------------------|
| Predmet: | Miti in popularna kultura |
| Course title: | Myths and Popular Culture |

| Študijski program in stopnja Study programme and level | Študijska smer Study field | Letnik Academic year | Semester Semester |
|-----------------------------------------------------------|-------------------------------|-------------------------|----------------------|
| Slovenski študiji, 1. stopnja | | 3 | 6 |
| Slovenian studies I; 1st degree | | 3 | 6 |

Vrsta predmeta / Course type

Univerzitetna koda predmeta / University course code:

| Predavanja Lectures | Seminar Seminar | Sem. vaje Tutorial | Lab. vaje Laboratory work | Teren. vaje Field work | Samost. delo Individ. work | ECTS |
|------------------------|--------------------|-----------------------|------------------------------|---------------------------|-------------------------------|------|
| 30 | - | 30 | - | - | 65 | 5 |

Nosilec predmeta / Lecturer:

Jeziki / Languages:

| | |
|-------------------------------|---------------------|
| Predavanja / Lectures: | slovenščina/Slovene |
| Vaje / Tutorial: | slovenščina/Slovene |

Pogoji za vključitev v delo oz. za opravljanje študijskih obveznosti:

Prerequisites:

Vsebina:

Predmet je osredotočen na mite in popularno kulturo s posebnim interesom za primer Slovenije. Tako obravnava popularno kulturo na Slovenskem – kontekste, vplive, tokove, specifične, kot se kažejo v filmu, televiziji, glasbi, v mladinskih gibanjih, oglaševanju, oblikovanju ipd. V tej zvezi je posvečen konstrukciji in reprezentaciji (vsakdanjih) mitov, še zlasti takšnih, ki so povezani s konsolidacijo nacionalne identitete.

Predmet je prav tako posvečen vprašanju popularne kulture kot mesta odpornosti oz. kritike do dominantnih mitov.

Predmet predstavlja teoretska izhodišča za razumevanje popularne kulture. Pri tem je osredotočen na tri glavne vidike ukvarjanja s

Content (Syllabus outline):

The course is focused on myths and popular culture with a particular interest in the case of Slovenia. In such a manner it deals with popular culture in Slovenia – the contexts, currents, specifics as they show in film, television, music, youth movements, advertising, design etc. In this relation it is devoted to the construction and representation of (everyday) myths, in particular those related to the consolidation to national identity.

The course is as well devoted to the question of popular culture as a locus for resistance or critique of dominant myths.

The course assures theoretical origins for the comprehension of popular culture. In this regard it is focused on three main aspects of

popularno kulturo: 1. kaj oziroma kdo določa popularno kulturo. 2. vpliv komercializacije in industrializacije na popularno kulturo. 3. ideološka vloga popularne kulture.

Predmet obravnava odnos med reprezentiranjem v popularni kulturi in generiranjem vsakodnevnih kulturnih praks in mitov, in sicer z ozirom na simbolno moč in ekonomske sile. Tako sledi analizi popularnega proizvoda po principu: 1. kako je proizvod prikazan (reprezentiran), 2. katere družbene identitete so z njim povezane, 3. kako je proizveden, 4. kako se troši (konzumira, uporablja) in 5. kateri mehanizmi regulirajo njegovo distribucijo in uporabo.

Na osnovi semiološke in diskurzivne analize predmet obravnava generiranje sodobnih mitov skozi popularno kulturo.

handling with popular culture: 1. What or who determines popular culture; 2. The influence of commercialization and industrialization on popular culture; 3. The ideological role of popular culture.

The course treats the relationship between representation in popular culture and generation of everyday cultural practices and myths, namely in regard to symbolic power and economic forces. In such a manner it follows the analysis of popular product on the principle: 1. How is the product represented; 2. What social identities are related to it; 3. How it is produced; 4. How it is consumed and used; 5. What mechanisms regulate its distribution and use.

On the grounds of semiological and discursive analysis the course handles the generation of contemporary myths through popular culture.

Temeljni literatura in viri / Readings:

▲ Raymond F. Betts, *A History of Popular Culture: More of Everything, Faster and Brighter*, New York, London: Routledge, 2004.

▲ Pierre Bourdieu, »Družbeni prostor in simbolna moč«, v: *Sociologija kot politika*, Ljubljana: Založba / *cf., 2003, str. 77–97.

▲ John Fiske, *Television Culture*. London, New York: Routledge, 2003.

▲ John Fiske, *Understanding Popular Culture*, Boston: Unwin Hyman, 1989.

▲ Max Horkheimer in T. Adorno, »Kulturna industrija«, v: *Dialektika razsvetljenstva*, Studia Humanitatis, Ljubljana 2002, str. 133–179.

▲ John Storey, *Cultural Theory and Popular Culture*, University of Georgia Press, Athens, Georgia, 2006.

▲ Dominic Strinati, *An Introduction to Theories of Popular Culture*, London, New York: Routledge, 2007.

Obveznosti študentov za izpit pri predmetu se podrobneje določijo v letnem delovnem načrtu.

Requirements for the examination are in more detail defined in the annual teaching program.

Cilji in kompetence:

Študent/ka razume pomembnost vloge popularne kulture v sodobni družbi, zaveda se njene izjemne simbolne moči. Pridobi teoretska orodja za analizo popularnih proizvodov, razumevanje dela reprezentacije in njene vloge pri tvorjenju vsakdanjih kulturnih praks in mitov. Razume kompleksnost odnosa med popularno kulturo in ekonomskimi silami.

Objectives and competences:

The student understands the role of popular culture in contemporary society; he or she becomes aware of its exceptional symbolic power. He or she gains theoretical tools for the analysis of popular products, comprehension of the work of representation and its role in construction of everyday cultural practices and myths. The student understands the complexity of the relationship between popular culture and

Študent/ka je sposoben/sposobna prepoznavati in analizirati (sodobne) mite in razumeti njihov pomen za družbo, zlasti za družbeno-povezane identitete. Študent/ka razvije občutljivost za kritično obravnavo medijsko-kulturnih fenomenov in si s tem poveča možnosti za zaposlitev in nadaljnje izobraževanje. Na ta način bo študent/ka pridobil/a nujno potrebne humanistične in družboslovne kompetence za uspešno delovanje na političnem, gospodarskem, novinarskem, pedagoškem, znanstvenem in drugih aktualnih operativnih področjih.

economic forces. The student is able to detect and analyze (contemporary) myths and understand their significance for the society, in particular for the socially-related identities. He or she develops sensibility for critical treatment of media-cultural phenomena and thus assures his or her possibilities for employment and further education. In such a manner the student will gain the necessary competences from humanities and social sciences for successful functioning on political, economic, journalist, pedagogic, scientific and other operational fields.

Predvideni študijski rezultati:

Predmet je interdisciplinaren in pokriva področja kulturnih študijev, semiologije, komunikologije, medijskih študijev in filozofije kulture. Študent/ka se seznanja s temeljnimi opredelitvami in značilnostmi popularne kulture ter ključnimi teoretskimi obravnavami popularne kulture. Popularno kulturo razume v kontekstu družbeno-zgodovinskega razvoja. Zna misliti vlogo popularne kulture pri tvorjenju vsakdanjih kulturnih praks in mitov. Sposoben/sposobna je umestiti posamične proizvode popularne kulture v kontekst sodobne družbe. Študent/ka razume konstrukcijo in delovanje mitov, zlasti prek utrditve v popularni kulturi.

Intended learning outcomes:

The course is interdisciplinary based and covers the fields of cultural studies, semiology, communicology, media studies and philosophy of culture. The student gets familiar with basic determinations and characteristics of popular culture as well as the main theoretical readings of popular culture. He or she comprehends popular culture in the context of socio-economic development. He or she is enabled to think the role of popular culture for the construction of everyday cultural practices and myths. The student is able to contextualize a singular product of popular culture in the context of contemporary society. The student understands the construction and functioning of myths, in particular through their consolidation in popular culture.

Metode poučevanja in učenja:

Oblike dela vključujejo frontalno obliko poučevanja in samostojno delo študentov.

Metode dela obsegajo razlago, razgovor/diskusijo/debato, proučevanje primera, terenske vaje in vključevanje gostov iz prakse.

Learning and teaching methods:

Forms of work include a frontal approach of teaching and independent work of students.

Methods of work include explanation, meeting/discussion/debate, case studies, field work, and includes invited guest lecturers active in the field.

Načini ocenjevanja:

Delež (v %) / **Assessment:**
Weight (in %)

<http://www.flusserstudies.net/sites/www.flusserstudies.net/files/media/attachments/tratnik-art-acting-against-program-apparatus.pdf>. [COBISS.SI-ID [22822664](#)]

TRATNIK, Polona. The paradigm of regenerative body : the role of regenerative medicine in biopower. *Annales : anali za istrske in mediteranske študije, Series historia et sociologia*, ISSN 1408-5348. [Tiskana izd.], 2012, letn. 22, št. 2, str. 345-352. [COBISS.SI-ID [2336467](#)]