

AMERICAN STUDIES

COURSE TITLE	AMERICAN POPULAR CULTURE
COURSE CODE	SA2262
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	1st cycle
YEAR OF STUDY, SEMESTER	3rd year of study, 2 nd semester
NUMBER OF ECTS CREDITS	5
NUMBER OF HOURS PER WEEK	3 (2 lecture hours + 1 seminar hour)
NAME OF LECTURE HOLDER	Dr. Dragos Zetu
NAME OF SEMINAR HOLDER	Dr. Dragos Zetu
PREREQUISITES	Intermediate level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p>General competences: → Linguistic competences and other trans-disciplinary competences from history, film studies to cultural studies</p>
B	COURSE OBJECTIVE
	<p>This course explores the historical development of American popular culture as both a series of expressive forms and a set of business enterprises. We will focus our attention on the production and reception of popular culture, studying how marketers and audiences have ascribed meanings to various leisure activities and popular amusements. One of our central aims is to understand how the traditions and techniques the 20th and 21st centuries entertainment forms evolved over time and influenced the modern age of mass media in which we currently live. Subjects for study include politics, sporting events, music, television, and film.</p>
C	LECTURE CONTENT
	<ol style="list-style-type: none"> 1. Introduction 2. The 50s (the lecture focuses on politics, sporting events, music, television, and film) 3. The 50s (the lecture focuses on politics, sporting events, music, television, and film) 4. The 60s (the lecture focuses on politics, sporting events, music, television, and film) 5. The 60s (the lecture focuses on politics, sporting events, music, television, and film) 6. The 70s (the lecture focuses on politics, sporting events, music, television, and film) 7. The 70s (the lecture focuses on politics, sporting events, music, television, and film) 8. The 80s (the lecture focuses on politics, sporting events, music, television, and film) 9. The 80s (the lecture focuses on politics, sporting events, music, television, and film) 10. The 90s (the lecture focuses on politics, sporting events, music, television, and film) 11. The 90s (the lecture focuses on politics, sporting events, music, television, and film) 12. The 2000s (the lecture focuses on politics, sporting events, music, television, and film) 13. The 2000s (the lecture focuses on politics, sporting events, music, television, and film) 14. Overview
D	RECOMMENDED READING FOR LECTURES
	<p><i>America A to Z: People, Places, Customs and Culture</i>. Pleasantville, NY: Reader's Digest Association, 1997</p> <p>Ashby, Leroy, <i>With Amusement for All: A History of American Popular Culture Since</i></p>

	<p>1830, Lexington: University Press of Kentucky, 2006.</p> <p>Beetz, Kirk H., ed. <i>Beacham's Encyclopedia of Popular Fiction</i>. Osprey, FL: Beacham, 1996.</p> <p>Branch, Taylor. <i>Parting the Waters: America in the King Years, 1954–1963</i>. New York: Simon and Schuster, 1988.</p> <p>Browne, Ray B., ed. <i>Profiles of Popular Culture: A Reader</i>. Madison: The University of Wisconsin Press, 2005.</p> <p>Clark, Clifford Edward Jr. <i>The American Family Home, 1800–1960</i>. Chapel Hill: University of North Carolina Press, 1986.</p> <p>Dickstein, Morris. <i>Gates of Eden: American Culture in the Sixties</i>. Cambridge, MA: Harvard University Press, 1997.</p> <p>Diggins, John Patrick. <i>The Proud Decades</i>. New York: W. W. Norton, 1988.</p> <p>Epstein, Dan. <i>20th C Pop Culture</i>. Philadelphia: Chelsea House, 2000.</p> <p>Faludi, Susan. <i>The Terror Dream: Fear and Fantasy in Post-9/11 America</i>. New York: Metropolitan Books, 2007.</p> <p>Fishwick, Marshall William. <i>Probing Popular Culture: On and Off the Internet</i>. New York: Haworth Press, 2004.</p> <p>Friedman, Thomas L. <i>The World is Flat: A Brief History of the Twenty-First Century</i>. New York: Farrar, Straus and Giroux, 2005.</p> <p>Gilbert, Adrian. <i>The Eighties (Look at Life In)</i>. Austin, TX: Raintree Steck-Vaughn, 2000.</p> <p>Grant, R. G. <i>The Seventies (Look at Life In)</i>. Austin, TX: Raintree Steck-Vaughn, 2000.</p> <p>Grant, R. G. <i>The Sixties (Look at Life In)</i>. Austin, TX: Raintree Steck-Vaughn, 2000.</p> <p>Lebrecht, Norman. <i>The Companion to 20th-Century Music</i>. New York: Simon & Schuster, 1992.</p> <p>Miller, James. <i>Flowers in the Dustbin: The Rise of Rock and Roll, 1947–1977</i>. New York: Simon and Schuster, 1999.</p> <p>Patterson, James T. <i>Grand Expectations: The United States, 1945–1974</i>. New York: Oxford University Press, 1996.</p> <p>Pendergast, Tom, and Sara Pendergast, eds. <i>St. James Encyclopedia of Popular Culture</i>. Detroit: St. James Press, 1999.</p> <p>Rosen, Roger, and Patra McSharry Sevastiades, eds. <i>Coca-Cola Culture: Icons of Pop</i>. New York: Rosen, 1993.</p> <p>Sklar, Robert. <i>Movie-Made America: A Cultural History of American Movies</i>. New York: Vintage, 1975</p> <p>Tibbetts, John C., and James M. Welsh. <i>The Encyclopedia of Novels into Film</i>. New York: Facts on File, 1998.</p> <p>Zinn, Howard. <i>A People's History of the United States, 1492-Present</i>. New York: Harper Perennial, 1995.</p>
E	SEMINAR CONTENT
	<ol style="list-style-type: none"> 1. Dr. No, Goldfinger 2. Star Wars 3. The Godfather 4. Indiana Jones 5. Rambo, Terminator II 6. Pulp Fiction, Schindler's List 7. Lord of the Rings, Harry Potter
F	RECOMMENDED READING FOR SEMINARS
	See above

G	EDUCATION STYLE
LEARNING AND TEACHING METHODS	Lecture, oral report
ASSESSMENT METHODS	Oral presentation, written exam
LANGUAGE OF INSTRUCTION	English