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|  **UNIVERSITY OF NIŠ** |
| **Course Unit Descriptor** | **Faculty** | **Faculty of Philosophy** |
| **GENERAL INFORMATION** |
| Study program  | **Sociology** |
| Study Module (if applicable) |  |
| Course title | Kitsch Culture  |
| Level of study | x☐Bachelor ☐ Master’s ☐ Doctoral |
| Type of course | ☐ Obligatory x☐ Elective |
| Semester  | ☐ Autumn x☐Spring |
| Year of study  | 2nd year |
| Number of ECTS allocated | 5 (five) |
| Name of lecturer/lecturers | Jelena Petković, Full professor |
| Teaching mode | x☐Lectures ☐Group tutorials x☐ Individual tutorials☐Laboratory work ☐ Project work ☐ Seminar☐Distance learning ☐ Blended learning ☐ Other |
| **PURPOSE AND OVERVIEW (max. 5 sentences)** |
| Understanding, interpreting and explaining pseudocultural phenomena in modern times. Developing the sensitivity for the identification of authentic cultural values and their clear distinction from the unworthiness in kitsch and pulp products. Analysis and explication of kitsch in everyday life, but also in certain areas of society occupied by it today: religion, politics, art, fashion, tourism, sport. Analysis of kitsch products in everyday life: commercials, films, posters, soap operas, "yellow" press. |
| **SYLLABUS (brief outline and summary of topics, max. 10 sentences)** |
| Man, culture, pseudoculture. Pulp and trivial literature. The characteristics and principles of kitsch. The social nature of kitsch. Kitsch and policies. Kitsch and mythology. Kitsch and totalitarian consciousness. Kitsch and religious awareness. Tourist kitsch. Mass culture, consumerism, kitsch. Kitsch-entity. Layers of kitschy consciousness. Art and kitsch. Showbiz kitsch. The sociological critique of kitsch. |
| **LANGUAGE OF INSTRUCTION** |
| x☐Serbian (complete course) ☐ English (complete course) ☐ Other \_\_\_\_\_\_\_\_\_\_\_\_\_ (complete course)☐Serbian with English mentoring ☐Serbian with other mentoring \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **ASSESSMENT METHODS AND CRITERIA** |
| **Pre exam duties** | **Points** | **Final exam** | **points** |
| **Activity during lectures** | **0-20** | **Written examination** | **0-50** |
| **Practical teaching** |  | **Oral examination** |  |
| **Teaching colloquia** | **0-30** | **OVERALL SUM** | **100** |
| **\*Final examination mark is formed in accordance with the Institutional documents** |