

COURSE SYLLABUS AND SPECIFICATION

Curriculum title:							
Unit: Przedmiot do wyboru w języku obcym [moduł]							
Course title: American Cultural Imperialism (Amerykański imperializm kulturowy) (KIERUNKOWE)					Course code: [HUM41AIJ3440_6S]		
Name of field of study: media and civilisations							
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:		
Course / module status elective				Language of instruction: semester: 4 - english language			
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS	
				including e-learning			
2	4	lecture	15	0	pg	1	
Total			15			1	
Course / module coordinator		dr Nowaczewska Renata					
Course instructor		dr Nowaczewska Renata					
Course / module objectives		The purpose of the course: <ol style="list-style-type: none"> 1. Acquainting students with the essence of American culture in the light of historical and cultural changes taking place in the USA. 2. Making students understand the issue of American rise to power having a lasting impact upon the world through cultural diplomacy. 3. Acquainting students with the examples of American cultural expansion in various forms and types, from art and music, to film, design, world expositions and internet. 					
Prerequisites		Knowledge of English B1+					
LEARNING OUTCOMES							
Category	No.	Code	Description	Ref. to programme benchmarks			
knowledge	1	EP1	A student knows and understands basic theory of culture and mechanisms that have shaped American social and political history of the United States.	K_W01			
skills	1	EP2	A student can recognize and critically analyze the examples of American cultural diplomacy and the role they bear in the wider context of America's growing dominance.	K_U01 K_U02			
social competences	1	EP3	A student is prepared to evaluate his knowledge and verify it on the bases of available source materials in order to develop his skills in interpreting examples of American dominance in popular culture.	K_K04			
CONTENT					Semester		
					15	including e-learning	
Subject title: American Cultural Imperialism (Amerykański imperializm kulturowy)							
Format of instruction: lecture							
1.Theoretical framework of culture, imperialism, hegemony, public diplomacy, soft power etc.					4	2	0

2. From American exceptionalism to Hemispheric Imperialism	4	2	0		
3. Westernization- Americanization vs. Anti-Americanism	4	3	0		
4. Methods and examples of American cultural diplomacy: exchange programs, sports, art, music, film and TV, design and material culture (exhibitions and world fairs),	4	2	0		
5. Cultural imperialism on the Internet	4	2	0		
6. The role of philanthropy and development aid in cultural imperialism	4	2	0		
7. Post 9/11 cultural diplomacy	4	2	0		
Modes of delivery	Lecture with presentation,, discussion on selected problems and questions				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods			No. of learning outcome from the syllabus		
	An essay on a topic specified by the instructor or a presentation on a previously approved topic.		EP1,EP2,EP3		
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The course grade is the lecture grade				
	Grade calculation principles				
	Students are assessed based on an essay or a presentation (100%). Evaluation criteria: content and argumentation; structure and organization; engagement with sources; visual and technical aspects.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	American Cultural Imperialism (Amerykański imperializm kulturowy)		Arithmetic average	
	4	American Cultural Imperialism (Amerykański imperializm kulturowy) [lecture]	pass evaluation		1
Basic reading	<p>Arndt, R. <i>The First Resort of Kings: American Cultural Diplomacy in the Twentieth Century</i>. Washington, 2005.</p> <p>Arnove, R.C. ed. <i>Philanthropy and Cultural Imperialism: The Foundations at Home and Abroad</i>. Bloomington, Ind., 1982.</p> <p>Belmonte, L.A. <i>Selling the American Way. U.S. Propaganda and the Cold War</i>. Philadelphia, 2008.</p> <p>Frankel, Ch. <i>The Neglected Aspect of Foreign Affairs: American Educational and Cultural Policy Abroad</i>. Washington, 1965.</p> <p>Chomsky N. <i>Hegemonia albo Przetrawanie. Amerykańskiej Dążenie do Globalnej Dominacji</i>. Warszawa, 2005.</p> <p>Cull, N. <i>The Cold War and the United States Information Agency. American Propaganda and Public Diplomacy, 1945-1989</i>. Cambridge, 2008.</p> <p>Gienow-Hecht, J. C. E. <i>Transmission Impossible: American Journalism as Cultural Diplomacy in Postwar Germany, 1945–1955</i>. Baton Rouge La., 1999.</p> <p>Iriye, A. <i>Cultural Internationalism and World Order</i>. Baltimore, 1997.</p> <p>Kraidy, M. <i>Globalization of culture through the media</i>. In J. R. Schement (Ed.), <i>Encyclopedia of communication and information</i>. New York, 2002.</p> <p>Krige, J. <i>American Hegemony and the Postwar Reconstruction of Science in Europe</i>. Cambridge, 2006.</p> <p>Lipset, S.M. <i>American Exceptionalism</i>, New York, 1996.</p> <p>Nye, Joseph. <i>Soft Power: The Means to Success in World Politics</i>. New York, 2004.</p>				

	<p>Nowaczewska, R. <i>USIA- Creating a positive image of 'hated Americans' during the early Cold War period</i>, in: <i>Polish Perspective on American History. Insights, Interpretations, Revisions</i>. Ed. H. Parafianowicz. Białystok, 2013.</p> <p>Nowaczewska, R. <i>American Private Foundations: Global Philanthropy or Global Hegemony</i>. In: <i>The United States and the World: from imitation to challenge</i>, eds. A. Mania, Ł. Wordliczek, Kraków, 2009.</p> <p>Parmar, I. <i>Foundations of the American Century. The Ford, Carnegie, & Rockefeller Foundations in the Rise of American Power</i>. New York, 2012.</p> <p>Richmond, Y. <i>Cultural Exchange and the Cold War. Rising the Iron Curtain</i>. University Park, 2003.</p> <p>Richmond, Y. <i>Practicing Public Diplomacy. A Cold War Odyssey</i>. New York, 2008.</p> <p>Rosenberg, Emily S. <i>Spreading the American Dream: American Economic and Cultural Expansion 1890-1945</i>. New York, 1982.</p> <p>Saunders, F.S. <i>The Cultural Cold War: The CIA and the World of Arts and Letters</i>. New York, 2000.</p> <p>Sreberny-Mohammadi, A. 'The Many Cultural Faces of Imperialism,' in <i>Beyond Cultural Imperialism: Globalization, Communication and the New International Order</i>. eds Peter Golding and Phil Harris. London, 1997.</p> <p>Stephan, A. ed. <i>The Americanization of Europe. Culture, Diplomacy and Anti-Americanism after 1945</i>. New York, 2008</p> <p>Tomlinson, J. <i>Cultural Imperialism: A Critical Introduction</i>. Baltimore, 1997.</p>
Supplementary reading	<p>Littleton, T. and Maltby Sykes, <i>Advancing American Art: Painting, Politics and Cultural Confrontation at Mid-Century</i>, University of Alabama Press, 1989.</p> <p>Schiller, H. <i>Sternicy Świadomości</i>. Kraków, 1976.</p> <p>Steichen, E. <i>The Family of Man</i>. New York, 1955.</p> <p>Szpunar, M. <i>Imperializm Kulturowy Internetu</i>. Kraków, 2017.</p>

STUDENT WORKLOAD

	No. of hours	
		including e-learning
Contact hours	15	
Participation in test / exam	2	
Preparation for contact hours	0	
Private reading and studying	15	
Participation in tutorials	8	
Preparation of project / essay / etc.	10	
Preparation for test / exam	0	
TOTAL workload	50	
ECTS credits	2	

COURSE SYLLABUS AND SPECIFICATION

Curriculum title:						
Unit: Przedmiot do wyboru w języku obcym [moduł]						
Course title: Art and Culture: American Heritage (Dziedzictwo amerykańskiej sztuki i kultury) (KIERUNKOWE)					Course code: [HUM41AIJ3440_6S]	
Name of field of study: media and civilisations						
Mode and cycle of study: first-degree, full - time			Profile of study: general academic		Specialty:	
Course / module status elective				Language of instruction: semester: 4 - english language		
Year	Semester	Form of instruction	No. of hours		Type of credit	ECTS
				including e-learning		
2	4	lecture	15	0	pg	1
Total			15			1
Course / module coordinator		dr Nowaczewska Renata				
Course instructor		dr Nowaczewska Renata				
Course / module objectives		The purpose of the course: <ol style="list-style-type: none"> 1. Acquainting students with the essence of American culture in the light of historical and cultural changes taking place in the USA. 2. Making students understand the issues of ethnic identity, elements shaping the heritage of American culture from Native Americans, through European and colonial origins to the present-African, Asian and Latin American influences. 3. Acquainting students with the achievements of American art from colonial times till the present day. 4. Making students interested in American art, music, and cinema. 				
Prerequisites		Knowledge of English B1+				
LEARNING OUTCOMES						
Category	No.	Code	Description	Ref. to programme benchmarks		
knowledge	1	EP1	A Student knows and understands basic theory of culture and mechanisms that have shaped American society and culture, including race, diversity, multiculturalism, social and political history of America.	K_W01		
skills	1	EP2	A student can recognize historically significant works of American art, architecture, design, literature. Is able to critically analyze the output of American art, literature, music etc. and identify the cultural heritage it bears	K_U01 K_U02		
social competences	1	EP3	A student is prepared to evaluate his knowledge and verify it on the bases of available source materials in order to develop his skills in interpreting works of art and their sources in American heritage.	K_K04		
CONTENT					Semester	
					15	including e-learning
Subject title: Art and Culture: American Heritage (Dziedzictwo amerykańskiej sztuki i kultury)						

Format of instruction: lecture					
1. Understanding American culture: concepts, traits, values, beliefs, religious heritage, frontier heritage, diversity		4	2	0	
2. Main American artistic movements and styles: from Romanticism and Realism to Abstract Expressionism and Pop Art		4	2	0	
3. From Benjamin West to Jackson Pollock and Andy Warhol.		4	3	0	
4. Women artists: Mary Cassatt and Georgia O'Keeffe and Women Art Patrons		4	2	0	
5. Photography: Alfred Stieglitz and Ansel Addams		4	1	0	
6. American Architecture: Frank Lloyd Wright		4	1	0	
7. Books and Authors that Shaped America		4	1	0	
8. The History of American Film: themes and variations		4	2	0	
9. The Heritage of American Popular Music		4	1	0	
Modes of delivery	Lecture with presentation,, discussion on selected problems and questions				
	The course teacher shall specify how artificial intelligence should be used as part of implementation of the course according to University of Szczecin best practices and standards. The course teacher shall inform students in their first class about the scope and possibilities of using AI and shall present a catalogue of tools and applications adjusted to relevant learning outcomes and teaching needs and possibilities within a given course.				
Assessment methods				No. of learning outcome from the syllabus	
	A student prepares a presentation or a minimum 5-page paper discussing one piece of art; an artist or an art period; comparing two pieces of art; (in both cases students need to consult the instructor)			EP1,EP2,EP3	
	Metody i formy weryfikacji efektów uczenia się mogą zostać zmienione dla studentów ze szczególnymi potrzebami na warunkach i zasadach określonych w Regulaminie Studiów Uniwersytetu Szczecińskiego.				
Grading criteria	The course grade is the lecture grade				
	Grade calculation principles				
	Students are assessed based a Power Point presentation or a paper on the topic accepted by the instructor (100%). Evaluation criteria: content and argumentation; structure and organization; engagement with sources; visual and technical aspects.				
Final grade calculation method	Sem.	Course	Type of credit	Grade calc. method	Weight for the average
	4	Art and Culture: American Heritage (Dziedzictwo amerykańskiej sztuki i kultury)		Arithmetic average	
	4	Art and Culture: American Heritage (Dziedzictwo amerykańskiej sztuki i kultury) [lecture]	pass evaluation		1
Basic reading	<p><i>American Encounters. Art., History, and Cultural Identity</i>, A.L. Miller, J.C. Berlo, et. al. eds. St. Louis, 2008.</p> <p>Gołębiowski M. <i>Dzieje Kultury Stanów Zjednoczonych</i>. Warszawa, 2004.</p> <p>Mauk D., J. Oakland. <i>American Civilization. An Introduction</i>. (5th edition or newer) New York, 2013.</p> <p><i>Making America. The Society and Culture of the United States</i>. L.S. Luedtke, ed. Chapel Hill, 1992.</p> <p><i>Malarstwo Amerykańskie</i>, F.C. Marchetti, ed. Warszawa, 2005.</p> <p>The Metropolitan Museum of Art, <i>The United States of America</i>. New York, 1987.</p> <p>Museum of Fine Arts, <i>American Painting</i>. Boston, 2003.</p> <p>Nowaczewska, R. <i>Out of the Spotlight: Abby Aldrich Rockefeller and Women's Philanthropy in the World of Art</i>, in: <i>For the Vote and More. Stories of Women Changing America</i>, ed. H. Parafianowicz, Ł. Niewiński. Białystok, 2021.</p> <p>Prown J.D. <i>American Painting. From its Beginnings to the Armory Show</i>. New York, 1977.</p>				

	Periodicals and Internet resources
Supplementary reading	Lewicki Z. <i>Historia cywilizacji amerykańskiej</i> . T 1-4. Warszawa, 2017. <i>Historia Stanów Zjednoczonych</i> , A. Bartnicki, red., Warszawa, 1995. <i>New York Art Museums</i> . Florence, 2010. <i>SmartHistory</i> https://smarthistory.org/ <i>Terra Foundation for American Art</i> https://www.terraamericanart.org/

STUDENT WORKLOAD

	No. of hours	
		including e-learning
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