

**Academic discipline:
"Popular culture"**

Code and name of specialty	1-23 01 15 Social communication
Training course	3
Semester of training	5
Number of class hours:	34
Lectures	16
Seminar classes	18
Practical exercises	-
Laboratory classes	-
Form of intermediate assessment (credit/differential credit/exam)	credit
Number of credits	3
Competencies to be formed	To identify methods and means of rhetorical, aesthetic, and ideological influence on a mass audience; to analyze the expressive possibilities of various genres and their transformations in the structure of modern cultural space; to use specific methods and techniques of working with the modern culture, allowing to influence representatives of various target groups effectively.

Summary of the content of the academic discipline:

"Popular Culture" is an academic discipline aimed at introducing students to the main ideas that are important for understanding the specifics of the modern cultural situation in the context of globalization and multiculturalism. In the the discipline, students acquire the skills of setting research and analytical tasks, formulating problems and hypotheses for the study of the space of modern culture; master computer software designed to solve problems of analyzing cultural texts.