



UNIVERSIDADE
CATOLICA
PORTUGUESA

Study
in Portugal
Network

Curricular Unit

Theories of Culture (5.5 ECTS) – 45 hours

Study cycle to which the curricular unit belongs (with academic semester and scholar year)

BA in Social and Cultural Communication and BA in Applied Foreign Languages

Responsible academic staff member and lecturing load in the curricular unit

Maria Alexandra Ambrósio Lopes, 1st Semester

Other academic staff and lecturing load in the curricular unit

Maria Luisa Homem Leal de Faria Geraldês Barba, 2nd Semester

Learning outcomes of the curricular unit

Goals: The seminar aims to introduce the student to the study of contemporary cultural theory and the main themes they focus on. It will thus show why culture has become a new paradigm for the 21st century and the surface across which political social and religious conflicts are waged. Furthermore the seminar wishes to make the student able to contextualize, interpret and critique the object of study and place it comparatively within the larger body of cultural studies.

Competencies: Apart from advanced communication and written skills, the seminar aims to foster a global understanding of culture and the field of studies commonly known as cultural studies. Furthermore, the seminar aims to develop in the student intercultural competencies arising from a comparative approach and contribute to foster a critical reasoning supported by informed academic arguments. The student will be able to diagnose a problem, to place it in its socio-cultural context and compare it to similar or contrastive cultural realities as well as to interpret and discuss it using the scientific language of its own academic community.

Syllabus

I - Cultural Theory, Cultural History, Cultural Studies

1. Cultural Theory and Cultural History.
2. Sociology, Psychoanalysis and the study of culture.
3. Cultural Studies and 'Culture Studies'.

II –Cultural crisis and cultural critique

1. Modernity and cultural critique from Nietzsche to the Frankfurt School.
2. A logic of suspicion: Civilization and its Discontents.
3. The challenge of alterity (S. Freud and Edward Said)
4. Cultural memory, the museum and the Kulturgesellschaft.



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III –Thinking cultural theory for the 21st century: From the cultural industries to the logics of remediation.

1. The cultural industry and the crises of the 1930s.
2. The arts of reproduction: from critique to euphoria.
3. From solid technology to liquid modernity (Baumann)
4. Technomemories and cultural amnesia. (Kittler)
5. The pre/remediation of culture (Bolter/Grusin)
6. Cultural and creative industries and the cultural economy.
7. Heading towards convergence culture (Henry Jenkins)

Case studies

Book: Salman Rushdie (2001), *Fury*, London: Jonathan Cape.

Films: A list of films to be analysed will be handed out on the first day of classes.

Teaching methodologies (including evaluation)

Teaching methodologies: Sessions will consist of lecturing and discussion of assigned readings. According to the guidelines of the Bologna reform, the student is required to be pro-active in class. Teaching is student-based and will proceed according to the progression needs of the class. Students are required to prepare the assigned readings for each session as assessment is continuous. A reader of texts will be available upon request at the university copy centre.

Assessment: Learning assessment is based on the following items and percentages:

1. Written tests: 20%+40%
2. Oral assignment: 25%
3. General continuous assessment: 15%

Attendance is mandatory. Students who fail to attend 2/3 of sessions will not pass.

Evidence of plagiarism will result in the student's exclusion from the evaluation process.

Main bibliography

- ADORNO, Theodor, *A Indústria da Cultura e Outros Textos*, Coimbra: Angelus Novus, 2001.
- AUGÉ, Marc, *Não-Lugares. Introdução a uma Antropologia da Sobremodernidade*, trad. Miguel Serras Pereira, s.l.: 90º, 2005.
- BAUMANN, Zygmunt, *Culture as Praxis*, London: Sage, 2000.
- BAUMANN, Zygmunt, *Modernity and Ambivalence*, London: Sage, 1996
- BAUMANN, Zygmunt, *Liquid Modernity*, London: Sage, 2003.
- BENJAMIN, Walter, *Obras Escolhidas (A Modernidade, Imagens de Pensamento)* (trad. João Barrento), Lisboa: Assírio e Alvim, 2006.



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- BHABHA, Homi, *The Location of Culture*, London: Routledge, 1997.
- BOLTER, Jay David, Richard Grusin, *Remediation: Understanding New Media*, Boston: MIT Press, 2001.
- BRAGANÇA DE MIRANDA, José, *Teoria da Cultura*, Lisboa: Século XXI, 2002.
- CHEW, Pat K. (ed.), *The Conflict and Culture Reader*, Nova Iorque: NYU Press, 2007.
- CLIFFORD, James, *Routes. Travel and Translation in the Late Twentieth Century*, Cambridge, Massachusetts: Harvard University Press, 1995.
- CRARY, Jonathan, *Suspensions of Perception. Attention, Spectacle and Modern Culture*, Cambridge, Massachusetts: MIT Press, 2001.
- DURING, Simon (ed.), *The Cultural Studies Reader*, Londres: Routledge, 1997.
- EAGLETON, Terry, *The Idea of Culture*, Oxford: Blackwell, 2000.
- EASTHOPE, Anthony, *Literary into Cultural Studies*, London: Routledge, 1991.
- EDENSOR, Tim, *National Identity, Popular Culture and Everyday Life*, Oxford: Berg, 2002.
- FREUD, Sigmund, *Totem e Tabu*, Lisboa: Relógio d'Água, 2005.
- FRISBY, David, *Fragments of Modernity: Theories of Modernity in the Work of Simmel, Kracauer and Benjamin*, Cambridge: Polity Press, 1999.
- GAY, Peter (ed.), *The Freud Reader*, Nova Iorque: Vintage, 2005.
- GIL, Isabel, "O que significa Estudos de Cultura? Um diagnóstico cosmopolita sobre o caso da Cultura Alemã", *Revista de Comunicação e Cultura*, n.º 6, 2009, pp. 137-166.
- GRAY, Ann et al. (eds.), *Studying Culture: An Introductory Reader*. Londres: Routledge, 1992.
- GREENBLATT, Stephen: "Towards a Poetics of Culture" in H. Aram Veeseer (ed.): *The New Historicism*, Londres: Routledge, 1989, pp. 1-4.
- GROSSBERG, Lawrence: "Será que os estudos culturais têm futuros?", *Revista de Comunicação e Cultura*, n.º 6, 2009, pp. 17-52.
- GRUSIN, Richard, *Premediation: affect and mediality after 9/11*, Londres: Palgrave, 2010.
- HARTLEY, John (ed.): *Creative Industries*, Oxford: Blackwell, 2005.
- HUYSSSEN, Andreas, *Memórias do Modernismo*, Rio de Janeiro: Editora da UFRJ, 1999.
- HUYSSSEN, Andreas, *Present Pasts. Urban Palimpsests and the Politics of Memory*, Durham: Duke University Press, 2007.



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- JENKINS, Henry: *Convergence Culture. Where Old and New Media Colide*, Nova Iorque: New York University Press, 2006.
- KITTLER, Friedrich, *Optical Media*, Londres: Polity, 2010.
- KRACAUER, Siegfried: *From Caligari to Hitler, A Psychological History of German Film*, Princeton University Press, 1970.
- LASH, Scott, *Intensive Culture*, Londres: Routledge, 2010.
- MULHERN, Francis, *Culture/Metaculture*, Londres: Routledge, 2000.
- RATZINGER, Joseph, *A Europa de Bento na Crise das Culturas*, Lisboa: Aletheia, 2008.
- SAID, Edward, *Culture and Imperialism*, Londres: Penguin, 1990.
- SAID, Edward, *Orientalism*, Londres: Penguin, 1986.
- SAID, Edward, *Freud and the Non-European*, Londres: Verso, 2004.
- SANCHES, Maria Manuela (ed.), *Deslocalizar a Europa*, Lisboa: Cotovia, 2005.
- SHOHAT, Ella, *Taboo Memories, Diasporic Voices*, Durham: Duke University Press, 2007.
- WARNIER, Jean Pierre, *La mondialisation de la culture*, Paris: La Découverte, 2008.