

**CULTURAL AND SUBCULTURAL JOURNALISM
(ЖУРНАЛИСТИКА О КУЛЬТУРЕ И СУБКУЛЬТУРАХ)**

In this course we gain advanced insight into the development of subculture theories from the beatniks to generation X and active audiences, advanced insight into the diverse analytical approaches towards subcultures, as well as advanced insight into the role media play within the process of creating subcultures. We learn to analyze subcultures with the use of various theoretical approaches.

Media play an important role in our perception of popular culture. Popular music, television series as well as computer games have generated subcultures. The manner media and mediation contribute to the foundation of subcultures will be studied. The ways in which magazines, music, radio, TV, film and the internet create processes of affective signification and identification will be examined.

After finishing the course, the students will: learn biographical details about the cult media figures of the 20th century subcultures; identify the most significant media trends of the 20th century subcultures and know why they are landmarks; learn the history of the most significant postwar subcultures and see their influence in contemporary culture; become a better and more knowledgeable reader of alternative and underground press in general through the study; learn to identify the revolutionary elements of cultural and subcultural journalism

Interim assessment: Graded exam