



# **SUBJECT DATASHEET**

## **Socialist and Post-Socialist Popular Culture**

**BMEGT43XXZZ**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Socialist and Post-Socialist Popular Culture

### ID (subject code)

BMEGT43XXZZ

### Type of subject

class

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	0
Practice	2
Laboratory	0

### Type of assessment

end of term

### Number of credits

2

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
-------------	-----------------	------------------------

Gács Anna	associate professor	gacs.anna@gtk.bme.hu
-----------	---------------------	----------------------

### Educational organisational unit for the subject

Department of Sociology and Communication

### Subject website

<https://edu.gtk.bme.hu>

### Language of the subject

English - EN

### Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Elective**

Recommended semester: **0**

---

Programme: **MA in Communication and Media Studies**

Subject Role: **Elective**

Recommended semester: **0**

---

### Direct prerequisites

**Strong** None

**Weak** None

**Parallel** None

**Exclusion** None

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580466/11/2025registration number. Valid from: 2025.06.25.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

By completing the course, students will be able to understand the role of popular culture in shaping memory politics, explore themes of socialism, nostalgia, and post-socialist identity in media, apply cultural studies and media theory frameworks to analyze visual narratives, and critically assess how fiction and popular culture portray state socialism, the transition period and post-socialist social and cultural hierarchies in Hungary and Eastern Europe.

### Academic results

#### Knowledge

1. Solid knowledge of the important elements and contexts of European, Western cultural development, and related regulation in the EU.
2. Solid knowledge of the most important social science conceptualizations needed to study the communication phenomena
3. Basic knowledge of social institutions (law, language, religion, etc.)

#### Skills

1. Skills of working out proposals and executing projects in her professional fields
2. Reliable use of professional language
3. Ability to make independent decisions in academic activities

#### Attitude

1. Sensivity and standing out for solving global conflicts and challenges.
2. Avoidance of being biased, prejudicial
3. Acceptance of other cultural traditions

#### Independence and responsibility

1. Readiness to help one's social environment to develop from a historical and political coherent world view.
2. Independence
3. Constructiveness and assertiveness in the context of institutional operation

### Teaching methodology

Lectures and class analyses

### Materials supporting learning

- Newman, M (2005) Socialism: A Very Short Introduction. Ch 1: Socialist Traditions. Oxford: Oxford UP, 6-42.
- Imre, A (2020) Why Should We Study Socialist Commercials in Journal of European Television History and Culture 2(3): 65-76.
- Imre, A (2016) Why Do We Need to Talk about Socialism and TV in TV Socialism, Durham-London, Duke UP, 1-27.
- Kunicki, M (2020) A Socialist 007: East European Spy Dramas in the Early James Bond Era in The Cultural Life of James Bond, Amsterdam University Press, 41-59.
- Gelencsér, G (2017) The Paradox of Popularity in Ostrowska-Pitas-Varga (ed.) Popular Cinemas in East Central Europe: Film Cultures and Histories, London-NY, Tauris, 198-215.
- Varga, B (2020) Paradoxes of Popularity in Ekrany: Socialist Entertainment, 11-18.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Participation is mandatory, max. 3 missed classes.

#### Performance assessment methods

Assessment of classworks and papers.

#### Percentage of performance assessments, conducted during the study period, within the rating

- classwork: 20
- paper: 40
- presentation: 40
- sum: 100

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

participation

#### Issuing grades

Excellent	97
Very good	90-96
Good	80-89
Satisfactory	70-79
Pass	60-69
Fail	0-59

#### Retake and late completion

Retake and make-up test options are defined by the valid regulations of the University's Code on Education and Examination

#### Coursework required for the completion of the subject

classwork	28
homework	32
sum	60

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 02.06.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

The course examines the memory politics of Eastern Europe and Hungary through the lens of socialist and post-socialist popular culture.

Focusing on the depiction of socialism, social nostalgia, and the post-socialist period across genres, the course explores how these narratives shape cultural memory and reflect societal transformations. It also pays attention the representation and interpretation of the regime changes of 1989 in Eastern Europe and the collapse of socialism, defining events in global, regional, and local historical consciousness.

- 1 Week 1: Inventing Eastern Europe
- 2 Week2: What is socialism
- 3 Week3: Consumer culture and Cold War politics
- 4 Week4: TV Socialism
- 5 Week5: Socialist Television Cultures: Seventeen Moments of Spring
- 6 Week6: Socialist popular movies
- 7 Week 8: Representations of 1989/1.
- 8 Week9: Representations of 1989/2.
- 9 Week 10: Post-socialism and peripheral whiteness
- 10 Week 11: HBO Eastern Europe
- 11 Week 12: Transnationalism and post-socialism

### Additional lecturers

### Approval and validity of subject requirements