

Study Programme: English Studies
Course Unit Title: Transmedia and Fandom Studies
Course Unit Code: 21EM046
Name of Lecturer(s): Assoc. Prof. Bojana Vujin, PhD
Type and Level of Studies: MA
Course Status (compulsory/elective): elective
Semester (winter/summer): winter
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): face-to-face + distance
Number of ECTS Allocated: 6
Prerequisites: B2 English
<p>Course Aims:</p> <p>Students will be introduced to the basic terms, theories and ideas connected to fandom studies and transmedia storytelling, via multidisciplinary approach (i.e. literary theory, sociology, cultural studies, media & technology studies)</p>
<p>Learning Outcomes:</p> <p>Students should gain knowledge necessary to understand contemporary Anglo-American popular culture (literature, music, film, television, video games, etc.) and how it relates to the ideas of fandom, nerd culture, and transmediality, contextualized within contemporary literary, technological, sociological and cultural trends.</p>
<p>Syllabus:</p> <p>Theory: Terminology: transmediality, fan, fandom, fan culture. History of fandom and fandom studies. Precursors (Byron, Alcott, Dickens, Doyle, Austen, Liszt). Fandom and popular culture in literature, theatre and music in early 20th century. Postmodernism, transmediality, convergence culture. Fandom as pathology. Henry Jenkins and the birth of fandom studies. Pre-digital fandom. <i>Star Trek</i>: television, women and modern fan culture. Digital fandom: Usenet, MUDs, mailing lists, Geocities, Yahoo Groups, Live Journal, Tumblr, Discord. Social Media: Facebook, Twitter, YouTube, TikTok. Web 2.0, commodification of the Internet, mainstreaming of fandom. Fan creativity: fan fiction, fan vid, fan art, cosplay. “My Immortal”, Mary Sue, literary value of fan fiction. Canon vs. Fanon. Publishing: from fanzines to ff.net to A03. <i>Buffy the Vampire Slayer</i>: acafandom. Literary analysis and fandom: <i>Harry Potter</i>, <i>Watership Down</i>, <i>A Song of Ice and Fire</i>. Fandom and gender, affirmational (masculine-coded) and transformative (feminine-coded) fandom. Fandom and feminism. Nerd culture and toxic masculinity. Fandom and hatred. Fandom and cancel culture. Meta-analysis and academic study of fandom.</p> <p>Practice: Reading, watching and analyzing selected material – comedy shorts, movies, documentaries, fan videos, fan fiction, scholarly articles (H. Jenkins, F. Coppa), fandom posts, magazine articles, book chapters (H. Jenkins, S. Scott, J. Gray), fanlore.org. Discussion of texts and application of lived experience. Each student will also present their individual project (developed with the professor’s help) at the end of the course.</p>
Required Reading:

Bacon-Smith, Camille. *Enterprising Women: Television Fandom and the Creation of Popular Myth*. Philadelphia: University of Pennsylvania Press, 1992.

Booth, Paul (ed.). *A Companion to Media Fandom and Fan Studies*. Hoboken, NJ: Wiley Blackwell, 2018.

Click, Melissa A. & Suzanne Scott (eds.). *The Routledge Companion to Media Fandom*. NY & London: Routledge, 2018.

Duffitt, Mark. *Understanding Fandom: An Introduction to the Study of Media Fan Culture*. London & NY: Bloomsbury, 2013.

Gray, Jonathan, Cornel Sandvoss & C. Lee Harrington. *Fandom: Identities and Communities in a Mediated World* (2nd edition). NY: NY University Press, 2017.

Jenkins, Henry. *Textual Poachers: Television Fans and Participatory Culture*. London & NY: Routledge, 1992.

Scott, Suzanne. *Fake Geek Girls: Fandom, Gender and the Convergence Culture Industry*. NY: NYU Press, 2019.

Weekly Contact Hours:	Lectures:	Practical work:
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Teaching Methods: lectures, interactive classes (with video/audio materials), discussion, analysis

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Active class participation	10	written exam	
Project presentation	20	oral exam	
Preliminary exam(s)		
Seminar paper	70		

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.