

The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	FH1C02M
Subject Title	An Introduction to Asian Popular Culture 亞洲流行文化導論
Credit Value	3
Level	1
Pre-requisite / Co-requisite/ Exclusion	Nil.
Objectives	The subject aims to provide a perspective in understanding Asian popular culture in the flow of globalization by introducing cultural theories that analyze popular culture and the media as well as western-developed concepts in defining and analyzing them. Key regional trends in televisions, films, media systems and pan-Asian development of popular culture, with particular focus on the analysis of film, TV dramas, comics and popular music, will be introduced. Areas to be focused on are South Korea, China Mainland, Hong Kong, Taiwan, Japan, Indonesia and India.
Intended Learning Outcomes (Note 1)	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. have a basic understanding of issues and themes in contemporary East, Southeast and South Asian popular culture with reference to inter-cultural dialogue, transnational flows as well as globalization; b. have a decent knowledge of the socio-cultural context of contemporary Asian critical inquiry; c. have a basic idea in cultural studies concepts and methodologies; d. develop critical analytical skills in understanding popular culture; e. have library and web-based research skills relevant to Asian studies, cultural studies and media studies.
Subject Synopsis/ Indicative Syllabus (Note 2)	<ol style="list-style-type: none"> 1. Introduction 2. Understanding popular culture 3. Cosmopolitanism and Chineseness in Hong Kong Popular Culture 4. Taiwanese popular culture in Chinese speaking regions 5. Nationalism in Chinese films 6. Consumerism in Chinese real live TV shows 7. J-pop and K-pop 8. Transnational flows of popular culture in East Asia I: the case of <i>hanryu</i> and Korea TV drama 9. Transnational flows of popular culture in East Asia II: the case of Japanese TV drama 10. What is Subculture? 11. Popular Culture in Indonesia 12. The Bollywood Identity and Bollywood's Response to Americanism

	13. Asian Century						
Teaching/Learning Methodology (Note 3)	Pre-class readings will be supplemented by the use of pictorials, audio and video materials in the lectures. Students are also required to watch media items for tutorial discussion. At the beginning of the semester students will be assigned a topic of Asian cultural item or phenomenon to study with and later deliver oral presentations in the tutorials. Students are required to prepare the final essay with research element.						
Assessment Methods in Alignment with Intended Learning Outcomes (Note 4)	Specific assessment methods/tasks		% weighting		Intended subject learning outcomes to be assessed (Please tick as appropriate)		
			a	b	c	d	e
	1. Final quiz	20%	√	√	√		
	2. Oral Tutorial Presentation and written tutorial report	40%	√	√	√	√	
	3. Final Essay	40%	√	√	√	√	
Total	100 %						
	<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol style="list-style-type: none"> 1. The final quiz, including multiple choice questions and simple answer questions, will help gauge students' mastering of the key concepts of analyzing popular culture and major issues covered in the lectures and required readings. 2. The written tutorial report and group oral presentation can inform the teacher the progress students have made in their general grasp of the subject and their skill in writing and oral communication. 3. The final essay can help assess the students' overall in-depth understanding of the subject. 						
Student Study Effort Expected	Class contact:						
	▪ Lectures					26 Hrs.	
	▪ Tutorials					12 Hrs.	
	Other student study effort:						
	▪ Pre-class reading					48 Hrs.	
	▪ Report and essay writing					36 Hrs.	
	Total student study effort					122 Hrs.	
Reading List and References	<p>Media: Jiang Wen. <i>Let the Bullets Fly</i> (讓子彈飛), 2010. Peter Chan. <i>American Dream in China</i> (中國合夥人), 2013 Andrew Lau and Alan Mak: <i>Infernal Affairs</i> (無間道) (2002). Jiangsu Satellite TV: <i>If You Are the One</i> (非誠勿擾). Hunan Satellite TV: <i>Where are We Going, Dad?</i> (爸爸去哪兒?) (2013-14)</p>						

	<p>Miyazaki Hayao : <i>Nausicaä in the Valley of the Wind</i> (1984) Miyazaki Hayao: <i>Spirited Away</i> (2001) <i>Winter Sonata</i> (2004) <i>Man from the Stars</i> (2014) <i>Hana yori dango</i> (2005) <i>Nodame cantabile</i> (2007) <i>Kesurupan/Possessed</i> (2008) Farah Khan, <i>Om Shanti Om</i> (2007). Karan Johar, <i>My Name is Khan</i> (2010).</p> <p><u>Readings:</u> Required readings: Esther C.M Yau ed. <i>At Full Speed: Hong Kong Cinema in A Borderless World</i>, Minneapolis and London: University of Minnesota Press, 2001. (ER: pp.1-28). Iwabuchi, Koichi. “Nostalgia for a (Different) Asian Modernity: Media Consumption of ‘Asia’ in Japan.” <i>Positions</i> 10:3 (2002). (ER: pp. 547-73). Storey, John. <i>Cultural Theory and Popular Culture: An Introduction</i>. Harlow: Prentice Hall, 2001. (ER: pp.1-242).</p> <p>Supplementary readings: Abbas, Ackbar. <i>Hong Kong: Culture and the Politics of Disappearance</i>, Minneapolis and London, University of Minnesota Press, 1997. Allen, Matthew and Rumi Sakamoto (eds). <i>Popular Culture, Globalization and Japan</i>. London: Routledge, 2006. Appadurai, Arjun. <i>Disjuncture and Difference in the Global Cultural Economy</i>. Philadelphia: Project, University of Pennsylvania Press, 1990. Athique, Adrian. ‘Bollywood, Brand India and Soft Power’. chapter 6 in <i>Indian Media</i>. Cambridge; Polity Press, 2012. Berry, Chris and Mary Farquhar. <i>China on Screen: Cinema and Nation</i>, Columbia University Press: New York, 2012. Kitley, Philip. <i>Television, Nation, and Culture in Indonesia</i>. Athens: , Ohio University Center for International Studies, 2000. Miklitsch, Robert. <i>Roll over Adorno: Critical Theory, Popular Culture, Audiovisual Media</i>. Albany: State University of New York Press, 2006. Pauwels, Heidi R. M. (ed). <i>Indian Literature and Popular Cinema Recasting Classics</i>. London and New York: Routledge, 2007. Sen, Krishna and Hill, David T.. <i>Media, Culture and Politics in Indonesia</i>. Melbourne: Oxford University Press, 2000. Zhang, Yingjin. <i>Chinese National Cinema</i>. New York and London: Routledge, 2004.</p>
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Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.