

Subject Code	ENGL5003
Subject Title	Popular culture and English
Credit Value	3
Level	5
Pre-requisite / Co-requisite/ Exclusion	N/A
Objectives	<p>This subject aims to</p> <ol style="list-style-type: none"> a. develop students' critical awareness of popular culture, as text and as activity, focussing on the ways in which commercial and media entertainment inscribes cultural practises and identities; b. discuss folk and mass cultures, and tensions between popular and high culture including contemporary electronic media; c. discuss apparent boundaries between media and reality, and consider how consumerism shapes everyday life, how consumerism shapes social and personal interactions in private life, public life, business and the workplace; d. discuss themes such as hegemony, racial and gender stereotyping and construction, globalisation and hybridization of media in popular culture industry.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. master theoretical concepts and apply them to the analysis of popular culture artefacts; b. understand the role of popular culture in society and how it contributes to the construction of identities, leading to a better understanding of oneself and others; c. demonstrate awareness of popular culture in its different manifestations as part of creative/cultural industry d. display critical and creative thinking through the analysis and discussion of popular culture artefacts.
Subject Synopsis/ Indicative Syllabus	<ul style="list-style-type: none"> ● Defining and explaining popular culture: theories and frameworks for the analysis of popular cultural artefacts. ● Pop culture in contemporary society ● Defining and explaining popular culture ● Books as pop culture: literature and fashion ● Cinema: literature, movies and language ● Comics as pop cultural artefacts: history and criticism ● Music: pop music and performance ● Magazines: pop culture and pop language

Teaching/Learning Methodology	This subject applies theories from cultural studies to examples from western and Asian popular cultures in the areas of media, the classroom, the workplace, and business. Lectures will be interactive.							
Assessment Methods in Alignment with Intended Learning Outcomes								
	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d		
	1. Portfolio	60%	✓	✓	✓	✓		
	2. Presentation	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"> The portfolio will be an in-depth case study of pop cultural artifacts, and will involve research, analysis, application of critical methodologies, and discussion on part of students on how the artifacts gain significance in society. Students will present analysis of a pop cultural artifact, and demonstrate critical and theoretical awareness in the discussion of aspects of pop culture in contemporary society 								
Student Study Effort Expected	Class contact:							
	▪ Lecture						39 Hrs.	
	Other student study effort:							
	▪ Preparation for lectures						34 Hrs.	
	▪ Preparation for assignments						39 Hrs.	
	Total student study effort						112 Hrs.	
Reading List and References	<p>Bateman, John & Veloso, Francisco O. D. (2013). The semiotic resources of comics in movie adaptation: Ang Lee's Hulk (2003) as a case study. <i>Studies in Comics, Volume 4, Number 1, pp 135-157. Doi:10.1386/stic.4.1.135-1.</i></p> <p>Trier-Bieniek, A and Leavy, P (eds) (2014) <i>Gender and Pop Culture: A Text-Reader</i>. Sense Publishers: Boston</p> <p>Bordo, Susan. (1999). <i>The Male Body: A New Look at Men in Public and in Private</i>. New York: Farrar, Straus and Giroux.</p> <p>Rachel Bowlby. (1993). <i>Shopping with Freud</i>. New York and London: Routledge.</p>							

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Webster, Frank, "Cultural Studies and Sociology at, and after, the closure of the Birmingham School," *Cultural Studies*, 18 (6) 2004: 847-62.

Revised by Aditi Bhatia, March 2021