

**The Hong Kong Polytechnic University**  
**Subject Description Form**

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

<b>Subject Code</b>	FH2CN08P
<b>Subject Title</b>	Popular Culture in Contemporary Mainland China 當代中國大陸流行文化
<b>Credit Value</b>	3
<b>Level</b>	2
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Nil.
<b>Objectives</b>	This subject guides students to understand contemporary Mainland Chinese society via different expressions of its popular culture in which state ideology, people's lifestyles and consumption behaviors are well illustrated. A wide range of recent developments in China's popular culture with relevance to political studies, sociology, media and cultural studies, music and gender will be covered. The tension and reciprocity between politics and popular culture in contemporary China will also be the highlight of this subject.
<b>Intended Learning Outcomes</b> <i>(Note 1)</i>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. have basic knowledge of Mainland Chinese popular culture as well as how popular culture engages politics and policy-makings in contemporary Chinese society;</li> <li>b. develop aesthetic sensibility in analyzing popular cultural items and phenomenon;</li> <li>c. understand popular culture via the exposure to textual and media sources of various disciplines such as cultural studies, media studies, gender studies, music and sociology;</li> <li>d. observe cultural interaction between China and the world;</li> <li>e. develop fieldwork, library and web-based research skills relevant to Chinese popular culture; and</li> <li>f. meet the Chinese reading and writing requirements.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b> <i>(Note 2)</i>	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Nationalism, state and Chinese popular culture</li> <li>3. Media censorship system in China</li> <li>4. Buzzwords as expressions of political dissent on cyber space</li> <li>5. Chinese popular music</li> <li>6. Transnational cooperation in TV drama and film industry</li> <li>7. Celebrities and grassroot stars in reality TV shows</li> </ol>

	8. Sex and sexuality in Chinese popular culture 9. Popular art 10. Health maintenance and use of Chinese medicine as popular lifestyle 11. Fashion industry 12. Ethnic minority in popular culture 13. Conclusion																																																														
<b>Teaching/Learning Methodology</b> (Note 3)	The subject comprises two-hour lectures and one-hour tutorials. The two-hour lectures will be aided by presentation of pictorial and video materials. In the one-hour tutorial sessions, students will discuss reading materials and present their research after each virtual tour embedded in the subject to share their insights and demonstrate their comprehensive learning outcomes.																																																														
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b> (Note 4)	<table border="1" data-bbox="536 712 1410 1666"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> <th>e</th> <th>f</th> </tr> </thead> <tbody> <tr> <td>1. Mid-term quiz</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Oral Tutorial Presentation</td> <td>20%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>3. Written Tutorial Report</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>4. Draft 1 and Draft 2 of the term paper</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>5. Term Paper (minimum requirement: 2000-3000 Chinese characters)</td> <td>40%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p data-bbox="536 1720 1369 1787">Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <ol data-bbox="536 1809 1433 1953" style="list-style-type: none"> <li>The mid-term quiz, including multiple choice questions and simple answer questions, will help gauge students' mastery of the key concepts of analyzing Chinese popular culture, as well as major issues covered in the lectures.</li> </ol>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	1. Mid-term quiz	20%	√	√	√				2. Oral Tutorial Presentation	20%	√	√	√	√	√	√	3. Written Tutorial Report	10%	√	√	√	√	√	√	4. Draft 1 and Draft 2 of the term paper	10%	√	√	√	√	√	√	5. Term Paper (minimum requirement: 2000-3000 Chinese characters)	40%	√	√	√	√	√	√	Total	100 %						
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	<p>2. The written tutorial report and 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.</p> <p>3. The term paper can help assess the students' overall in-depth understanding of how popular culture interacts and engages with contemporary Chinese society. The first and second drafts of the term paper will be graded by CLC.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Tutorials	13 Hrs.
	Other student study effort:	
	▪ Pre-class reading	48 Hrs.
	▪ Report and essay writing	36Hrs.
	<b>Total student study effort</b>	<b>123 Hrs.</b>
<b>Reading List and References</b>	<p><b>必讀書目：</b> 馬中紅等主編，《新媒介·新青年·新文化：中國青少年網路流行文化現象研究》。北京：清華大學出版社，2017。(61頁至278頁)</p> <p><b>選讀書目：</b> 宋耕，《全球化與'中國性'：當代文化的後殖民解讀》。香港：香港大學出版社，2006。</p> <p>孫伊，《搖滾中國》。臺北：秀威出版，2012。</p> <p>武斌，《時尚中國：20世紀中國流行文化的變遷》。瀋陽：遼寧美術出版社，2010。</p> <p>武斌，韓春艷，《中國流行文化三十年：1978-2008》。北京：九州出版社，2009。</p> <p>吳菁，《消費文化時代的性別想像：當代中國影視流行劇中的女性呈現模式》。上海：上海人民出版社，2008。</p> <p>尹鴻，《中國當代大眾文化研究》。北京：北京師範大學出版社，1998。</p> <p>張裕亮，《中國大陸流行文化與黨國意識》。臺北：秀威出版，2010。</p>	

Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon subject completion. 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, overcrowding 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 is intended to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.

(Form AR 140) 8.2020