

**ACES45, Asian Studies: Media and Popular Culture in Asia,
7.5 credits**

Asienstudier: Media och populärkultur i Asien, 7,5 högskolepoäng
Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by Dean of the Faculty of Social Sciences on 2012-04-23 to be valid from 2012-01-16, spring semester 2012.

General Information

The course is offered as an elective course in the third semester of the Master of Science Programme (120 credits) in Asian Studies and can be followed as a single course in Asian Studies.

Language of instruction: English

The language of instruction and examination is English.

Main field of studies

Asian Studies

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

After completion of the course, the student shall:

Knowledge and understanding

- demonstrate an understanding and the ability to make use of relevant media and communication theories.
- demonstrate knowledge, understanding and the ability to make use of different concepts and approaches in the study of popular cultures.

Competence and skills

- demonstrate the skill to critically analyse media structures within the context of different social, political and economic systems in Asia.
- demonstrate an understanding and the ability to critically analyse different forms and content of media consumption among different individuals and communities in Asia.
- demonstrate an understanding and the ability to critically evaluate how media and popular culture influences the social values, political beliefs, identities and behaviours of different individuals and communities in Asian societies.
- demonstrate the ability to critically analyse popular culture texts, such as film and television, popular music and digital media.
- demonstrate an understanding and the ability to critically evaluate the impact of globalization on media systems, cultures, and societies in Asia.

Judgement and approach

- demonstrate the skill to apply an interdisciplinary and culturally sensitive approach to media and cultural studies in a non-Western context.
- demonstrate the skill to apply their knowledge and understanding of media and popular culture in Asia to other sociocultural contexts.

Course content

The course makes use of insights from media and communication studies, cultural studies, and area studies. Students are introduced to different media and communication theories and perspectives on the role and impact of media and popular culture in society. The course focuses on different types of media and popular culture, including print media, television, film, and the Internet, in the context of the cultural, social, political and economic developments of different Asian societies. In this context the relationship between media and the political structures of different Asian societies is also studied and analysed. This includes studying how the media and popular culture in turn influence the social values, political beliefs, identities, and behaviours of different individuals and communities in Asia.

The course introduces students to different forms and genres of popular culture in Asia and media consumption trends among different groups of individuals and communities. An important question is how popular culture consumption is shaped by, and in turn influences, class, gender, age, ethnicity, religious beliefs, rural–urban differences, and contending political ideologies. In focus are also the effects of media globalization and new media, i.e. the Internet, on the media systems, cultures and societies in Asia. The course pays particular attention to whether, how, in which ways, and to what extent, the forces of globalisation intersect with local cultures and traditions in Asia.

The course includes both comparative studies of Western and Asian media systems and popular culture genres and comparisons between different Asian societies. It also includes case studies of different individual Asian countries.

Course design

The teaching takes the form of lectures, seminars, and film screenings. Attendance is mandatory in seminars and active participation is required.

Assessment

The assessments are based on seminar papers, presentations, and a final home assignment.

An opportunity for re-examination will be offered after the end of the course. A second re-examination will be arranged at a later date.

Subcourses that are part of this course can be found in an appendix at the end of this document.

Grades

Marking scale: Fail, E, D, C, B, A.

The grades awarded are A, B, C, D, E or Fail. The highest grade is A and the lowest passing grade is E. The grade for a non-passing result is Fail.

The student's performance is assessed with reference to the learning outcomes of the course. For the grade of E the student must show acceptable results. For the grade of D the student must show satisfactory results. For the grade of C the student must show good results. For the grade of B the student must show very good results. For the grade of A the student must show excellent results. For the grade of Fail the student must have shown unacceptable results.

Course components such as active participation in seminars and discussions are exempted from the grading scale above. The grades awarded for such components are Pass or Fail. For the grade of Pass the student must show acceptable results. For the grade of Fail the student must have shown unacceptable results.

At the start of the course students are informed about the learning outcomes stated in the syllabus and about the grading scale and how it is applied in the course.

Entry requirements

Admitted to the Master of Science Programme in Asian Studies. Students who fulfill the general requirement of having a Bachelor's degree in the Social Sciences, Humanities, Economics or Law can take the course as a single subject course.

English language proficiency demonstrated in one of the following ways: IELTS score (Academic) of 6.5 or more (with none of the sections scoring less than 5.5), TOEFL score of 575 or more (internet based 90), Cambridge/Oxford - Advanced or Proficiency level, or having a Bachelor's degree from a university where English is the ONLY language of instruction, or having received a passing grade in English course B (Swedish secondary school).

Subcourses in ACES45, Asian Studies: Media and Popular Culture in Asia

Applies from H12

1201 Media and Popular Culture in Asia, 7,5 hp
Grading scale: Fail, E, D, C, B, A