



School of Humanities and Languages

**ARTS2213, Asian Popular Culture
Semester 2, 2014**

1. Course Staff and Contact Details
2. Course Details
3. Learning and Teaching Rationale
4. Teaching Strategies
5. Course Assessment
6. Attendance/Class Clash
7. Academic Honesty and Plagiarism
8. Course Schedule
9. Course Resources
10. Course Evaluation and Development
11. Student Support
12. Grievances
13. Other Information

1. Course Staff and Contact Details			
Course Convenor			
Name	Ayxem Eli	Room	MB242
Phone	93859059	Email	a.eli@unsw.edu.au
Consultation Time	Thursdays 10:00 – 12:00		
Lecturer			
Name	Same as above	Room	
Phone		Email	
Consultation Time			
Tutors			
Name	Same as above	Room	

2. Course Details	
Units of Credit (UoC)	6
Course Description	This course introduces students to the wide gamut and creative dimensions of cultural practices in East, South and Southeast Asia with special focus on film, media, music, material culture, rituals, sports and the performing arts, as well as festivals and entertainment. These particular and concrete topics will be explored in specific ethnographic settings in relation to 'dominant ideology', gender, sexuality, race, social hierarchy, as well as urban-rural differences in a rapidly changing social and political context in Asia. In short, this course critically discusses the ways in which popular culture is produced, consumed, transformed and contested in specific ethnographic and geographical contexts. It also looks into the issues of power and politics in the aforementioned processes.
Course Aims	The course aims to provide an introduction to the popular culture and cultural practices of the Asian region in the twentieth century. Students will learn aspects of Asian popular culture and therefore gain an appreciation of the cultural context that informs much of the contemporary events in Asia that the Asian Studies Majors learn in the other courses of the major. In addition, students will be able to view or read some samples of these different cultural practices and engage with the scholarship on the various topics. Thus the course also intends to impart to students the ability to critically analyze scholarship in the interdisciplinary field of media and film studies, anthropology, as well as visual and performing arts.
Student Learning Outcomes	<ol style="list-style-type: none"> 1. To identify the different types of cultural practices in the Asian region and appreciate their importance and meaning in context, 2. To write an essay that investigates one particular cultural form showing an in depth understanding of its

		impact as popular culture,
	3.	To develop skills in oral presentation and writing,
	4.	To develop an appreciation for the popular culture of the region and its role and importance in Asian societies.
Graduate Attributes	1.	Effective written communication skills and the ability to apply these effectively in intercultural contexts
	2.	An ability to understand and explain Asian perspectives on the world
	3.	An informed understanding of human experience, culture and society in the Asian region
	4.	A capacity for critical analysis of scholarship, writing and sources on and about Asia
	5.	An understanding of the tools and methods used in the Humanities, media and film studies, including an awareness of the ways in which an interdisciplinary approach enhances the study of the region
	6.	A capacity to engage in and appreciate the value of reasoned and open-minded discussion and debate

3. Learning and Teaching Rationale

A course on “Asian Popular Culture” would require students to be able to view some of the more accessible forms of popular culture (such as film, music and rituals), and media (such as television and mobile phone). The teaching strategies including viewing of films and documentaries on the topics as well as primary source readings. Students will be asked to watch films or documentaries and read relevant popular culture samples. Given that most of these would be in the relevant Asian languages, the course is compelled to use those that have English translations or with English subtitles whenever possible. After examining the relevant primary sources and reading the relevant secondary literature on the topic, students will be asked to analyze and interpret them in the light of the theoretical approaches introduced in the lectures. The research essay compels students to critically analyze one form of popular culture or cultural practice while class discussions and class exercises provide the forum for debate.

All required and further readings are posted on Blackboard for your easy access.

As this course covers a wide range of topics and areas, some guest lecturers who are experts in their respective fields will be involved in delivering the lectures.

4. Teaching Strategies

The course is delivered in the traditional (large-group) lecture (2h) and (small group) tutorial (1h) format. Guest lectures will be invited to deliver lectures. Students’ participation in classes is important to the success of this course. Attendance is compulsory. Students must come prepared and ready to participate, especially in

tutorials. It is essential that you read all required readings and are prepared to contribute to class discussions in and outside the classroom.

A course blog for this course will be set up as a forum for sharing ideas, a way to carry forward classroom discussions, and a means to assess reading journals and class participation in conjunction with the class roll.

Lectures start in week 1. All tutorials start in week 2.

Lectures: weeks 1-12; tutorials: weeks 2-13

5. Course Assessment					
<i>Detailed requirements and assessment criteria are to be found on Moodle</i>					
Assessment Task	Length	Weight	Learning Outcomes Assessed	Graduate Attributes Assessed	Due Date
1. Research Essay	3500 words	40%	1,2,3,4	1,2,3,4,5,6	4pm, 12 October
2. Group Presentation	20 - 25 minutes	25%	1,3,4	1,2,3,4,5,6	Throughout the semester
3. Exam	two hours	35%	1,2,3,4	1,2,3,4,5,6	TBA

Please Note: In addition to fulfilling the above assessment requirements, students are expected to attend at least 80% of their lectures and tutorials in order to pass the course.

Formal Examination

This course has a formal examination which will be scheduled in the formal examination period from 7 – 22 November 2014. Students are expected to give their studies priority and this includes making themselves available for the entire examination period. Travel commitments made prior to the publication of the final examination timetable are not a valid reason for alternate assessment.

Grades

All results are reviewed at the end of each semester and may be adjusted to ensure equitable marking across the School.

The proportion of marks lying in each grading range is determined not by any formula or quota system, but by the way that students respond to assessment tasks and how well they meet the objectives of the course. Nevertheless, since higher grades imply performance that is well above average, the number of distinctions and high distinctions awarded in a typical course is relatively small. At the other extreme, on average 6.1% of students do not meet minimum standards and a little more (8.6%) in first year courses. For more information on the grading categories see

<https://my.unsw.edu.au/student/academiclife/assessment/GuideToUNSWGrades.html>

Submission of Assessment Tasks

Assignments which are submitted to the School Assignment Box must have a properly completed School Assessment Coversheet, with the declaration signed and dated by hand.

The Coversheet can be downloaded from <https://hal.arts.unsw.edu.au/students/courses/course-outlines/>. It is your responsibility to make a backup copy of the assignment prior to submission and retain it.

Assignments must be submitted before 4:00pm on the due date. Assignments received after this time will be marked as having been received late.

Late Submission of Assignments

Late assignments will attract a penalty. Of the total mark, 3% will be deducted each day for the first week, with Saturday and Sunday counting as two days, and 10% each week thereafter.

The penalty may not apply where students are able to provide documentary evidence of illness or serious misadventure. Time pressure resulting from undertaking assignments for other courses does not constitute an acceptable excuse for lateness.

6. Attendance/Class Clash

Attendance

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. Explanations of absences from classes or requests for permission to be absent from classes should be discussed with the teacher and where applicable accompanied by a medical certificate. If students attend less than 80% of their possible classes they may be refused final assessment.

Students who falsify their attendance or falsify attendance on behalf of another student will be dealt with under the student misconduct policy.

Class Clash

A student who is approved a permissible clash must fulfil the following requirements:

- a. The student must provide the Course Convenor with copies of lecture notes from those lectures missed on a regular basis as agreed by the Course Convenor and the student.
- b. If a student does attend a lecture for which they had secured a permitted clash they will still submit lecture notes as evidence of attendance.
- c. **Failure to meet these requirements is regarded as unsatisfactory performance in the course and a failure to meet the Faculty's course attendance requirement. Accordingly, Course Convenors will fail students who do not meet this performance/attendance requirement.**
- d. Students must attend the clashed lecture on a specific date if that lecture contains an assessment task for the course such as a quiz or test. Inability to meet this requirement would be grounds for a Course Convenor refusing the application. If the student misses the said lecture there is no obligation on the Course Convenor to schedule a make-up quiz or test and the student can receive zero for the assessment task. It should be noted that in many courses a failure to complete an assessment task can be grounds for course failure.

7. Academic Honesty and Plagiarism

Plagiarism is presenting someone else's thoughts or work as your own. It can take many forms, from not having appropriate academic referencing to deliberate cheating.

In many cases plagiarism is the result of inexperience about academic conventions. The University has resources and information to assist you to avoid plagiarism.

The Learning Centre assists students with understanding academic integrity and how to not plagiarise. Information is available on their website: <http://www.lc.unsw.edu.au/plagiarism/>. They also hold workshops and can help students one-on-one.

If plagiarism is found in your work when you are in first year, your lecturer will offer you assistance to improve your academic skills. They may ask you to look at some online resources, attend the Learning Centre, or sometimes resubmit your work with the problem fixed. However, more serious instances in first year, such as stealing another student's work or paying someone to do your work, may be investigated under the Student Misconduct Procedures.

Repeated plagiarism (even in first year), plagiarism after first year, or serious instances, may also be investigated under the Student Misconduct Procedures. The penalties under the procedures can include a reduction in marks, failing a course or for the most serious matters (like plagiarism in an Honours thesis) or even suspension from the university. The Student Misconduct Procedures are available here:

<http://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>

8. Course Schedule

To view course timetable, please visit: <http://www.timetable.unsw.edu.au/>

Week Commencing:	Topic	Lecturers	Readings
Week 1 29-7-2014	An Introduction to Popular Culture	Dr Ayxem Eli	Readings are made available on Moodle
Week 2 5-8-2014	Approaches to (Asian) Popular Culture	Dr Ayxem Eli	
Week 3 12-8-2014	Politics of Dress in Asia	Dr Ayxem Eli	
Week 4 19-8-2014	Chinese Culture and Chinese cinema - Jia Zhangke and his films	Prof. Stephanie Hemelryk Donald	
Week 5 26-8-2014	Representation of Ethnic Minorities in Chinese and Indian popular Culture	Dr Duncan McDuie-Ra Dr Ayxem Eli	
Week 6 2-9-2014	Islamic popular culture in Indonesia and Malaysia	Dr Ayxem Eli	
Week 7 9-9-2014	Politics of Sport in Asia	Dr Ayxem Eli	
Week 8 16-9-1014	Film Music in India	Dr John Napier	
Week 9 23-9-2014	Contemporary Chinese art	Dr Ayxem Eli	
27 September – 6 October: Mid-semester break			

Week 10 7-10-2014	Masculinity in Asian Popular Culture -- Hallyu	Dr Ayxem Eli	
Week 11 14-10-2014	Cuteness in Japanese Culture	Dr Ayxem Eli	
Week 12 21-10-2014	Asian popular culture in Australia—a reflection	Dr Ayxem Eli	
Week 13 28-10-2014	No Lecture this week		

9. Course Resources

Textbook Details

All readings will be made available on Moodle

Journals

The Journal of Asian Studies
Asian Studies Review
The Journal of Popular Culture
Journal of Southeast Asian Studies

Additional Readings

All additional readings and other resources will be made available on Moodle

Websites

Useful websites, especially with links to visual materials will be made available on Moodle

10. Course Evaluation and Development

Courses are periodically reviewed and students' feedback is used to improve them. Feedback is gathered using various means including UNSW's Course and Teaching Evaluation and Improvement (CATEI) process.

11. Student Support

The Learning Centre is available for individual consultation and workshops on academic skills. Find out more by visiting the Centre's website at:

<http://www.lc.unsw.edu.au>

12. Grievances

All students should be treated fairly in the course of their studies at UNSW. Students who feel they have not been dealt with fairly should, in the first instance, attempt to resolve any issues with their tutor or the course convenors.

If such an approach fails to resolve the matter, the School of Humanities and Languages has an academic member of staff who acts as a Grievance Officer for the School. This staff member is identified on the notice board in the School of Humanities and Languages. Further information about UNSW grievance procedures is available at:

<https://my.unsw.edu.au/student/atoz/Complaints.html>

13. Other Information

myUNSW

myUNSW is the online access point for UNSW services and information, integrating online services for applicants, commencing and current students and UNSW staff. To visit myUNSW please visit either of the below links:

<https://my.unsw.edu.au>

<https://my.unsw.edu.au/student/atoz/ABC.html>

OHS

UNSW's Occupational Health and Safety Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For all matters relating to Occupational Health, Safety and environment, see

<http://www.ohs.unsw.edu.au/>

Special Consideration

In cases where illness or other circumstances produce repeated or sustained absence, students should apply for Special Consideration as soon as possible.

The application must be made via Online Services in myUNSW. Log into myUNSW and go to My Student Profile tab > My Student Services channel > Online Services > Special Consideration.

Applications on the grounds of illness must be filled in by a medical practitioner. Further information is available at:

<https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>

Student Equity and Disabilities Unit

Students who have a disability that requires some adjustment in their learning and teaching environment are encouraged to discuss their study needs with the course convener prior to or at the commencement of the course, or with the Student Equity Officers (Disability) in the Student Equity and Disabilities Unit (9385 4734). Information for students with disabilities is available at: <http://www.studentequity.unsw.edu.au>

Issues that can be discussed may include access to materials, signers or note-takers, the provision of services and additional examination and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.