



### COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Modulio pavadinimas	Code
Asian Popular Culture	Azijos populiarioji kultūra	-

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Dr. Deimantas Valančiūnas	Faculty of Philosophy, Institute of Asian and Transcultural Studies, Vilnius University Universiteto str. 5, LT-01513 Vilnius

Study cycle	Type of the course unit (module)
First	Optional

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Autumn or Spring semester	English

Requirements for students	
Prerequisites: English language proficiency (level B2 required)	Additional requirements (if any): None

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>The course encourages students to investigate the national specificities of popular culture in the selected countries in Asia (Japan, South Korea, India, China) as well as its flows and circulation regionally and globally. The purpose of this course is to introduce students to a range of diverse forms of popular culture in Asia, with a special focus of media, cinema and television, to encourage critical understanding of the role that popular culture plays in the region, its transcultural and transnational aspects, to foster students' ability to analyze distinctive popular cultural forms not as isolated instances, but in a broader context of socio-cultural and historical transformations in the region as well as in relation to the aspects of gender, class, ethnicity and nationalism. The course also aims to stimulate students' awareness of inter-cultural diversity as well as to increase their competences in critical academic reading, communication and group collaboration.</p>		
Learning outcomes of the course unit (module) Students will:	Teaching and learning methods	Assessment methods
be able to identify a range of diverse forms of popular culture in Asia.	Lectures, discussions, analysis of video excerpts, case studies.	Active participation in the seminars, testing.
be able to critically analyse and compare various forms of Asian popular culture and will know how to investigate popular culture in relation to different socio-cultural and historical contexts.	Lectures, discussions, analysis of video excerpts, case studies, group work and discussions, academic literature review.	Active participation in the seminars, testing.
be able to critically engage with academic material, carry out an individual research and combine it with other students in a group presentation on a selected form of Asian popular culture.	Group work, literature review, internet research, group discussions.	Active participation in the seminars, individual and group presentations.
get acquainted to the most important concepts in the field of cultural studies and will be able to apply them efficiently.	Group work, academic literature review.	Testing, group presentations.

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	Contact hours	Self-study hours	Assignments
1. Introduction to the studies of popular culture. Major theoretical debates and approaches.	2						2		
2. Asian popular culture and the idea of transnationalism.	2		2				4	6	Reading critical literature: Iwabuchi 51 – 84.
3. Censorship and popular culture in China: state regulations and modes of resistance in online communities.	2						2	4	Reading critical material: Liu 127 – 161,
4. Indian popular cinema, Bollywood versus vernacular film industries. Hybrid aesthetics. Indian film music and South Asian diaspora.	2		2				4	6	Reading critical literature: Dwyer 37 - 79
5. Religion and popular culture in India. Calendar art, mythological films and TV series, religious tele shopping.	2						2	4	Reading critical literature: Dwyer 116 - 138
6. Japanese animation <i>anime</i> . Construction and dissemination of Japaneseness – <i>nihonjinron</i> . Anime of Hayao Miyazaki.	2		2				4	6	Reading critical literature: Napier 151 – 168.
7. Fan cultures in Asia, cosplay, <i>Otaku</i> .	2						2	4	Reading critical literature: Hills 2002
8. Shock and horror cinema in Asia. The case of Japanese horror (J-horror) cinema and its American adaptations.	2		2				4	6	Reading critical literature: Balmaine 168 – 180
9. Video and digital games, gaming culture. Gamers' identity.	2						2	4	Reading critical material: Szablewicz 2011.
10. Korean wave <i>hallyu</i> , idols. The phenomenon of cuteness. Alternative masculinities. Plastic surgeries.	2		2				4	6	Reading critical material: Anderson 117 – 132.
11. Television and TV dramas. Transcultural circulation. Reception of Korean TV dramas in Japan.	2						2	4	Reading critical material: Hirata 143 – 156.
12. Martial arts cinema in Hong Kong and China. Reinvention of the past in epic martial arts films. Stardom: the case of Bruce Lee.	2		2				4	6	Reading critical material: Chan 3 – 17.
13. Popular culture in Muslim Southeast Asia and the Middle East. Music and Islam. Diasporic Muslim identities in Islamic punk rock movement <i>Taqwacore</i> .	2						2	4	Reading critical material: Sutton 85 – 100.
14. Group presentations, analysis of the selected			8				8	14	Individual research.

cultural phenomenon in Asia									
15. Preparation for the exam.		2					2	8	Individual research.
<b>Total:</b>	<b>26</b>	<b>2</b>	<b>20</b>				<b>48</b>	<b>82</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Group presentation during the seminars	20 %	During semester	<p>During the semester students will have to make a group presentation on one of the seminar topic. The presentation will require a combination of critical evaluation of seminar material (academic article) as well as individual research and examples on the topic. Power point slides are mandatory. Assessment:</p> <p>2 points: the seminar material critically evaluated, visual / audio examples supplied, students are able to foster discussion and answer the questions.</p> <p>1 point: the seminar material presented superficially, no visual / audio examples, students are not able to foster discussion and / or answer the questions.</p> <p>0 points: seminar material was not presented.</p>
Final group project presentation	20 %	At the end of the semester	<p>At the end of the semester students will have to present a group project on a particular form of Asian popular culture. The assessment is based on students' ability to accurately and creatively apply theoretical knowledge in the analysis of a selected cultural phenomenon, the accurate use of terminology; originality and validity of the analysis. Power point slides are mandatory. Assessment:</p> <p>2 points: the group project is analytically prepared and creatively presented, the results are valid and motivated, extensive usage of theoretical and critical literature and other sources, presentation is supplied with visual or other necessary examples.</p> <p>1 point: the group project lacks critical and analytical approach, results are not clear or not motivated, theoretical and critical literature and other sources are not used or used poorly, no visual or other necessary examples.</p> <p>0 points: the student did not prepare his/her part.</p>
Test	60 %	At the end of the semester	<p>The test consists of open and closed type of questions based on material covered throughout the course.</p> <p>10 (excellent). Excellent, exceptional knowledge and abilities. 95-100% of questions answered correctly.</p> <p>9 (very good). Very good knowledge and abilities. 85-94 % of questions answered correctly.</p> <p>8 (good). Knowledge and abilities are above average. 75-84 % of questions answered correctly.</p> <p>7 (average). Average knowledge and abilities; there are a few not essential mistakes. 65-74 % of questions answered correctly.</p> <p>6 (satisfactory). Knowledge and abilities are below average; there are mistakes. 55-64 % of questions answered correctly.</p> <p>5 (weak). Knowledge and abilities meet the minimum requirements. 51-54 % of questions answered correctly.</p> <p>4, 3, 2, 1. Minimum requirements are not met.</p> <p>10 points correspond to 60 % final grade.</p>

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory reading</b>				
Anderson, Crystal S.	2014	“That’s My Man! Overlapping Masculinities in Korean Popular Music” in Kuwahare Yasue, ed., <i>Reading the Korean Wave. Korean Popular Culture in Global Context.</i>		New York: Palgrave Macmillan
Balmaine, Colette	2008	<i>Introduction to Japanese Horror Film</i>		Edinburgh: Edinburgh University Press
Chan, Kenneth	2004	The Global Return of the Wu Xia Pian (Chinese Sword-Fighting Movie): Ang Lee's <i>Crouching Tiger, Hidden Dragon.</i>		Cinema Journal, Vol. 43, No. 4 (Summer, 2004), pp. 3-17. <a href="http://www.jstor.org/stable/pdf/3661153.pdf?refreqid=excelsior%3Ab418636585706613d173f3aae494aa63">http://www.jstor.org/stable/pdf/3661153.pdf?refreqid=excelsior%3Ab418636585706613d173f3aae494aa63</a>
Dwyer, Rachel	2014	<i>Bollywood’s India: Hindi Cinema as a Guide to Contemporary India.</i>		London: Reaktion books
Hills, Matt	2002	Transcultural otaku: Japanese representations of fandom and representations of Japan in anime/manga fan cultures		<a href="https://pdfs.semanticscholar.org/9442/7d0cf0df8c3f5a92bb99e2ba68e7fe367146.pdf">https://pdfs.semanticscholar.org/9442/7d0cf0df8c3f5a92bb99e2ba68e7fe367146.pdf</a>
Hirata, Yukie	2008	Touring ‘Dramatic Korea’: Japanese Women as Viewers of <i>Hanryu</i> Dramas and Tourists on <i>Hanryu</i> Tours in Huat, Beng Chua, Koichi Iwabuchi, eds., <i>East Asian Pop Culture. Analysing the Korean Wave.</i>		Hong Kong: Hong Kong University Press.
Iwabuchi, Koichi	2002	<i>Recentring Globalization. Popular Culture and Japanese Transnationalism</i>		Durham and London: Duke University Press
Liu, Kang	2004	<i>Globalization and Cultural Trends in China</i>		Honolulu: University of Hawai’i Press
Napier, Susan J.	2005	<i>Anime from Akira to Howl’s Moving Castle.</i>		New York: Palgrave Macmillan.
Sutton, Anderson	2011	Music, Islam, and the commercial media in contemporary Indonesia in Weintraub Andrew N., ed., <i>Islam and Popular Culture in Indonesia and Malaysia.</i>		New York: Routledge.
Szablewicz, Marcella	2011	From Addicts to Athletes: participation in the discursive construction of digital games in urban China		<a href="https://spir.aoir.org/index.php/spir/article/view/35/37">https://spir.aoir.org/index.php/spir/article/view/35/37</a>
<b>Optional reading</b>				
Fitzsimons, Lorna et al (eds.)	2013	<i>Asian Popular Culture in Transition</i>		Oxon: Routledge
Kasbekar, Asha	2006	<i>Pop Culture India!: Media, Arts and Lifestyle</i>		Santa Barbara: ABC-Clio
Martinez, D. P. (ed.)	2001	<i>The Worlds of Japanese Popular Culture</i>		Cambridge: Cambridge University Press