Course Description

Is *A Simple Life* (《桃姐》) a portrayal of ordinary people with the downplaying of stars’ charisma? Is *The Artist* a story of ups and downs of celebrity?

Celebrity is a critical feature of (post)modern society, especially in our entertaining-oriented Hong Kong culture. Hong Kong had been influenced by foreign popular icons for many decades, but the affluent society also has its own culture of celebrity. From Elvis Presley and Beatles to Michael Jackson, Madonna and Lady Gaga; Bruce Lee (李小龍) to Jackie Chan (成龍) and Stephen Chow (周星馳); and even Princess Diana to Szeto Wah (司徒華), “well known people” of different areas, although not necessarily being stars of popular culture, have varied extent of social signification.

This course discusses the phenomenon of modern celebrity and stardom in Hong Kong, traces the historical evolution of the concepts and differences of celebrity and stardom, and uncovers the influences of electronic media to the culture of celebrity. With celebrity as a social, cultural and institutional production, this course extends a critical understanding of “well known people” with varied image, ideological and contextual analysis. With the following three areas of study in the lectures:

(A) Framing Celebrity – Lecture 1 to 4,
(B) Sexualizing Celebrity – Lecture 5 to 7,
(C) Politicizing Celebrity – Lecture 8 to 12,

Issues such as consumer culture and mass audiences, cinema and media performance, racial and sexual coding, youth culture and popular music, and global and transnational stardom will be highlighted. With this framework, this course expects students to broaden the vision of consuming celebrity culture, and have thoughtfulness of being a fan of any Hong Kong or overseas icon.
中文簡介
名人及明星現象，是（後）現代社會的獨特文化，而尤其在香港社會以娛樂爲主的文化氣氛裡，「追星」甚至已是我們生活不可或缺的習慣。畢竟香港自六、七十年代以來，因爲經濟漸趨富裕，人們的餘暇消費，都離不開電子媒介受外地文化及本地製作的影響，而其中名人及明星文化的帶領——由貓王及披頭四以至 Michael Jackson、Madonna 及 Lady Gaga，李小龍至成龍與周星馳，前英國王妃戴安娜以至上年去世的司徒華，都成了重要的文化養份，滲透社會。本課程旨在討論名人及明星文化的由來，並分析電子媒介於箇中的影響力；而名人及明星作爲社會、文化及娛樂工業的生產，就著香港處境，亦成了有趣的文化課題，爲我們解開所謂「知名」背後的面紗，從中看到受衆與消費社會、電影與媒介演出、種族與性別符號、青年文化與流行音樂，以至全球與跨國明星文化等等議題，如何成爲我們生活的一部份。透過本課，同學除了能分析名人及明星現象，亦能更爲自己的「追星」行動，深化意義。

Learning Outcomes
On successful completion of the course, students are expected to be able to:
1. develop linkages of modern celebrity to Hong Kong social history and popular culture;
2. extend varied and critical readings of stars;
3. analyze the connection of celebrity to the social discourses of race, gender and class;
4. apply the understanding of Hong Kong celebrity to the other contexts.

Medium of Instruction
Cantonese and English

Teaching / learning activities
Lectures, tutorial presentation and discussion

Assessment
1. Lecture and Tutorial Attendance (20%)
2. Tutorial Presentation and Discussion (20%)
3. Mid-term Paper (20%) of 1000-2000 words: Due Date 12th November 2012
4. Final Paper (40%) of 2000-4000 words: Due Date 20th December 2012
**Schedule of Lecture**  
*Date: (Starting from 17th Sept 2012) Every Monday 10:30am – 12:15pm*  
*Venue: LSB C1*

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Course Structure and Content

(A) Framing Celebrity

Lecture 1 (17 Sept): Introduction, and the Heat of Princess Diana and Szeto Wah
Readings:

Lecture 2 (24 Sept): Histories of Celebrity and Stardom, and the coming of Beatles to and the rise of Wynners (溫拿樂隊) in Hong Kong
Readings:

Lecture 3 (8 Oct): Idol Consumption, and the murder of John Lennon and suicide of Leslie Cheung (張國榮)
Readings:

Lecture 4 (15 Oct): Star Reading, and the kicks of Bruce Lee and gags of Stephen Chow
Readings:
(B)Sexualizing Celebrity


Readings:

Lecture 6 (29 Oct): Why does Chrissie Chau (周秀娜) always look more attractive than Kitty Yuen (阮小儀)? – The Deconstruction of Seductive Actresses

Readings:

Lecture 7 (5 Nov): Why are gay friends important to Carrie Bradshaw in Sex and the City and lesbian friends important to William Chan (陳偉霆) in All about Love (得閒炒飯)? – The Starga(y)zing of Queer Cultures

Readings:

→ Ready to submit Mid-term Paper? Due Date: 12th November 2012
(C)Politicizing Celebrity

Lecture 8 (12 Nov): How do stars educate us? – Sam Hui (許冠傑) and Chow Yun-fat (周潤發), and the Celebrity Pedagogy of Citizenship / Identity in Hong Kong Society
Readings:

Lecture 9 (19 Nov): How do we love juvenile stars? – Petrina Fung (馮寶寶) and Coleman Tam (譚真一), and the Politics of Childhood in the Show Business
Readings:

Lecture 10 (26 Nov): How do the Black fight with the White? – Chris Tucker and Gill Mohinderpaul Singh (喬寶寶), and the Colour of Fame in the Entertaining Industry
Readings:
Lecture 11 (3 Dec): How does Jackie Chan break the exit? – Bruce Lee and Jay Chou (周杰倫), and the Global and Transnational Production of Stars in the Postmodern Society

Readings:

Lecture 12 (10 Dec): Conclusion - The Death of Stars

Readings:
馬傑偉，吳俊雄，鄧鍵一，〈香港新聲總結篇──迎接香港普及文化的部落時代〉. 收於明報，8月28日，2011年，012版。

Ready to submit Final Paper? Due Date: 20th December 2011
References


中文參考資料

吳俊雄，《此時此處許冠傑》。香港：天窗，2007 年。

吳俊雄，張志偉編，《閱讀香港普及文化》。香港：牛津，2002 年。

呂書練，《時尚偶像》。香港：三聯，2010 年。

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張鐵志，《時代的噪音：從狄倫到 U2 的抗議之聲》。台北：印刻文學，2010 年。

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黃志淙，《流聲》。香港：民政事務局，2007 年。

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