CURE1001     Introduction to Cultural Studies
Course Outline
Lecturer: Dr. Chan Ka Ming
(E-mail address: chankm_teaching@yahoo.com.hk / Office: LKK 212)
Teaching Assistant: Mr. Li Pin (E-mail address: lipin@link.cuhk.edu.hk)

Content of the Course

How can culture make people feeling and expressing in various ways?

How can people negotiate through time and have common ways of seeing?

How can we study culture and see the relation of everyday communication?

Culture is ordinary, in Raymond Williams’ saying, and the ordinariness is valuable for analysis. In addition cultural studies, claimed by Michel de Certeau, is a study of everyday life. It is thus an entry into our mundane world for understanding and critical reflection. Everyone can enjoy culture and has different faces in living. The reading of these different faces (and emotions) as well as living with various dimensions brings us to a broadened concern of humanity. Cultural studies is a discipline, among other subjects in humanities (i.e. sociology, psychology, politics and philosophy), which opens a window for new and critical understanding of daily life. The purpose of this course thus is for beginners to develop a conceptual map in the discipline and make sense of our everyday culture.

This course focuses on three areas, through which we can explore the different aspects of cultural studies. These areas are:

A. The Bird People – Culture and Identity (Lecture A1-A4)
B. The Place Beyond the Pines – Modern City and Crises (Lecture B1-B4)
C. The Time Machine – Media and Social Changes (Lecture C1-C4)

Each area covers a set of cultural and social discussion. Area A tackles the basic issues of cultural studies with “people” and identity being the major concern. Issues of gender, youth and class identity will be raised with topics of body, popular culture, fashion and consumption. This is to provide a foundation for
understanding concepts, ideas and methods of cultural studies. Area B, set with the concern of modern city, discusses issues of children, McDonaldization, urbanscape and social movement for seeing the connection between people and the (post)modern city. This is to provide a broadened scope for reading city culture. Area C further deals with the matters of time in seeing our past, present and future. Topics related to media and technology will be highlighted for seeing how mobility people can enjoy in the culture of (post)modernity. This is to end the course with a leading thought of social and cultural vision.

**Learning Outcomes:**

On successful completion of the course, students are expected to be able to:

1. Explain cultural studies perspective;
2. Identify the key issues and concerns of cultural studies;
3. Understand the critical approach in studying culture;
4. Enrich the angle of understanding culture and society.

**Medium of Instruction:**

Cantonese (with teaching material in English)

**Teaching / learning activities:**

Lectures, tutorial presentation and discussion

**Assessment:**

1. Lecture and Tutorial Participation (20%)
   Students are expected to attend at least 80% of all lectures and tutorials respectively; and students should contribute to our class discussion. For those who cannot attend classes may need proof of evidences to explain the absence. Students who cannot attend 80% of classes have to do extra written work on reviewing articles for their particular absent classes, otherwise they may have the risk of failing the course.

2. Tutorial Presentation (20%)
   Students will be divided into groups in tutorial and have to decide a topic for presentation. This is to refresh the topics and issues discussed in lectures. At the end of presentation, the presenters are expected to run a “Question & Answer” section for follow-up discussion. Tutorial will start on the week 3 and will be run in separated weeks. There will be 5 to 6 tutorials for the whole course.

3. Mid-term Paper (20%) of 1000-2000 words in English  
   **Deadline – 3rd November 2016**
   Mid-term paper shall be submitted after Lecture Area B. Students are encouraged to decide their interested topic (which is inspired by Lecture Area A and B) for writing an analytical essay.

4. Final Examination (40%)  
   **Date – to be confirmed**
   Final examination will be arranged to students in December 2016. In the examination, students should answer two essay-typed questions for analyzing issues of cultural studies.
Teaching Period (from 5th Sept to 9th Dec 2016):

Day, Time and Venue of Lecture: Thursday 1:30 – 3:15pm in LSK 李兆基樓 T2

Tutorial: To be confirmed with our tutors

Teaching Calendar

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thur</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Sep</td>
<td>5 Inauguration</td>
<td>6</td>
<td>7</td>
<td>8 Lecture A1</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15 Lecture A2</td>
<td>16 the day after mid-Autumn</td>
<td>17</td>
</tr>
<tr>
<td>18</td>
<td>19</td>
<td>20</td>
<td>21</td>
<td>22 Lecture A3</td>
<td>23</td>
<td>24</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29 Lecture A4</td>
<td>30 National Day</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6 Lecture B1</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>10 the day after Chung Yeung</td>
<td>11</td>
<td>12</td>
<td>13 Lecture B2</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>16</td>
<td>17</td>
<td>18</td>
<td>19</td>
<td>20 Lecture B3</td>
<td>21</td>
<td>22 Orientation</td>
</tr>
<tr>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
<td>27 Lecture B4</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>30</td>
<td>31</td>
<td>1 Nov</td>
<td>2</td>
<td>3 Lecture C1 Mid-term due</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10 Lecture C2</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17 Undergraduate Congregation</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24 Lecture C3</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>1 Dec Lecture C4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>12</td>
<td>13</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
</tbody>
</table>
Lectures

Area A  The Bird People – Culture and Identity

Week 1. Lecture A1. Introduction:

Is “culture” high-sounding?
- Questioning everyday life

Reading:

Optional Reading

Week 2. Lecture A2:

Is “body” sex-building?
- Problematising gender

Reading:

Optional Reading

Week 3. Lecture A3:

Is pop song love-abusing?
- Energizing popular culture

Reading:
Optional Reading


Optional Reading


Area B  The Place Beyond the Pines – Modern City and Crises

Week 5. Lecture B1:

How do we raise kids?

- Disappearing childhood

Reading:


Optional Reading

Week 6. Lecture B2:

How do we love McDonald?
- McDonaldizing our world

Reading:

Optional Reading
Bhabha, Homi K. *The Location of Culture*. London: Routledge, 1994. (Chapter 3 – The Other Question: Stereotype, Discrimination and the Discourse of Colonialism.)

Week 7. Lecture B3:

How do we build Hong Kong city?
- Capitalizing Urbanscape

Reading:

Optional Reading
Lefebvre, Henri. *The Urban Revolution*. Minneapolis: University of Minnesota Press, 2003. (Chapter 1 – From City to Urban Society; Chapter 8 – The Urban Illusion.)
Week 8. Lecture B4:

How do we evaluate social movement?
- Occupying Central

Reading:

Optional Reading

Ready to Submit Mid-term Paper? ➔ Deadline: 3rd Nov 2016

Area C – The Time Machine – Media and Social Changes
Week 9. Lecture C1:

Should we be Hongkongese?
- Haunting Subjectivity

Reading:
Ma, Eric Kit Wai. *Culture, Politics and Television in Hong Kong*. London: Routledge, 1994. (Chapter 1 – Identity, Culture, and the Media; Chapter 4 – Outsiders on Television.)

Optional Reading
Week 10. Lecture C2:

**Should we blame paparazzi?**

- Reporting News

**Reading:**


**Optional Reading**


Week 12. Lecture C3

**Should we like Facebook?**

- Technologizing emotion

**Reading:**


**Optional Reading**


Week 13. Lecture C4

Should we study culture?
- Transforming lives

Reading:

Optional Reading

References


中文參考書目

何詠華、余嘉雅及陳文晶編，《文化G點增訂版》。香港：嶺南大學文化研究系；進一步多媒體有限公司，2010年。

吳俊雄、馬傑偉及呂大樂編，《香港・文化・研究》。香港：香港大學出版社，2006年。

-----------------------------------，《香港・文化・政治》。香港：香港大學出版社，2009年。
Honesty in Academic Work: A Guide for Students and Teachers

The Chinese University of Hong Kong places very high importance on honesty in academic work submitted by students, and adopts a policy of zero tolerance on cheating and plagiarism. Any related offence will lead to disciplinary action including termination of studies at the University. All student assignments in undergraduate and postgraduate programmes should be submitted via VeriGuide with effect from September 2008: [https://veriguide2.cse.cuhk.edu.hk/cuhk/](https://veriguide2.cse.cuhk.edu.hk/cuhk/)

Although cases of cheating or plagiarism are rare at the University, everyone should make himself/herself familiar with the content of this website and thereby help avoid any practice that would not be acceptable.

**Section 1 What is plagiarism**
[http://www.cuhk.edu.hk/policy/academichonesty/p01.htm](http://www.cuhk.edu.hk/policy/academichonesty/p01.htm)

**Section 2 Proper use of source material**

**Section 3 Citation styles**
[http://www.cuhk.edu.hk/policy/academichonesty/p03.htm](http://www.cuhk.edu.hk/policy/academichonesty/p03.htm)

**Section 4 Plagiarism and copyright violation**

**Section 5 CUHK regulations on honesty in academic work**
[http://www.cuhk.edu.hk/policy/academichonesty/p05.htm](http://www.cuhk.edu.hk/policy/academichonesty/p05.htm)

**Section 6 CUHK disciplinary guidelines and procedures**
[http://www.cuhk.edu.hk/policy/academichonesty/p06.htm](http://www.cuhk.edu.hk/policy/academichonesty/p06.htm)

**Section 7 Guide for teachers and departments**

**Section 8 Recommended material to be included in course outlines**
[http://www.cuhk.edu.hk/policy/academichonesty/p08.htm](http://www.cuhk.edu.hk/policy/academichonesty/p08.htm)

**Section 9 Electronic submission of assignments via VeriGuide**

**Section 10 Declaration to be included in assignments**