Content of the Course

Is globalization homogenizing or diversifying our perception of the world?

Is our world having loosening or tightening human relationship in globalized culture?

Is the globalized culture sharing dreams or nightmares with ordinary people and humanity?

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 analysis. Globalization is having impact in all aspects of our life. Some people criticize that globalization would just flourish with commerce and business. However some of the others just enjoy the closeness between peoples brought by global technological advancement. Studying culture is unavoidably a study of globalization in which we can have critical exploration of how our life is shaped in this trend of human development.

This course focuses on four areas of study, through which we can explore the different aspects of globalization and cultural production. These areas are:

B. “War of the Worlds” – Production, Running and Working in the ‘Runaway world’ (Lecture B1-B4)
C. “The Lost World” – Reception, Reading and Misreading the world (Lecture C1-C3)
D. “The World is Not Enough” – Joy to the World?! (Lecture D1-D3)

Each area covers a set of cultural and social discussion. Area A tackles theories and concepts of globalization. They uncover the transformation of understanding the world. Area B discusses the issues of production for seeing the changes of the world. These issues are related to Fordism and McDonaldization,
and the work in the (post)modern world for the creative and media industry. By opening these discussions, we can see how our lifestyles and culture are shaped and have impact in globalization. A special topic of populism will be included with a film screening section just after Area B. Issue of (mis)reading globalized phenomenon will then be tackle with this hot topic of populism. Area C further deals with how we consume and receive cultural productions of various places. Cases of circulation of film and popular culture, and theme park and shopping malls among the world will shed lights on transnational trend of cultural production and interaction. Area D introduces movement, in social and technological action, for resisting and regenerating the globalized trend. This is the end of the course but this is also a never-ending action in cultural studies.

**Learning Outcomes:**

On successful completion of the course, students are expected to be able to:
1. Explain globalization with cultural studies perspective;
2. Identify the key issues and concerns of globalization;
3. Understand the critical approach in assessing globalization;
4. Enrich the angle of understanding culture and society.

**Medium of Instruction:**

Cantonese (with teaching material in English)

**Teaching / learning activities:**

Lectures, 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 discussion, including lectures and tutorials. Those who cannot attend classes should provide proof of evidences to explain the absence. Students who cannot attend 80% of classes have to do extra written work (of not less than 1000 words) on reviewing articles for their particular absent classes; otherwise they may have the risk of failing the course.

2. Tutorial Presentation and Discussion (40%)
   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 run in separated weeks with 6 tutorials totally.

3. Final Paper (40%) of 3000-4000 words
   Final paper shall be submitted after the end of the course. Students have to decide a topic for broadening the analytical framework and examining issues or phenomenon linked to the course.

Deadline – 2 May 2017
Teaching Period: 9 January – 22 April 2017
Day, Time and Venue of Lecture and Tutorial: Tuesday 2:30-5:15 p.m. UCA 曾肇添樓 104
Tutorial: Starting from the week 3.

**Teaching Calendar**

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Lectures

Area A “World War Z” – Globalization, Theories and Concepts

Week 1. Lecture A1, Introduction:

Is the world making zombie?
- Questioning globalization

Reading:

Week 2. Lecture A2:

Is the global zombie mutating?
- Discoursing globalization

Reading:

Area B “War of the Worlds” – Production, Running and Working in the ‘Runaway world’

Week 3. Lecture B1:

Is McDonald loving you?
- Producing (in) globalization

Reading:
Tutorial 1:

What is so delighting but horrifying for the Starbucks enterprise?

Week 5. Lecture B2:

Is Fordism killing you?
- Working (in) globalization

Reading:


Newman, Katherine S. Falling from Grace: Downward Mobility in the Age of Affluence. Berkeley: University of California Press, 1999. (Chapter 2 – Downward Mobility in the Age of Affluence; Chapter 3 – Rejected Managers and the Culture of Meritocracy.)


Tutorial 2:

What is so awesome but challenging for the Australia Wildlife dream work?

Week 6. Lecture B3:

Is Creativity saving you?
- Relaxing (in) globalization

Reading:


Week 7. Lecture B4:

Is Logo comforting you?
- Branding (in) globalization

Reading:

Harbord, Janet. Film Cultures. London: SAGE Publications, 2002. (Chapter 4: Marketing films and audiences; Chapter 5: Postmodern praxes: production on the national and global stage.)

Grabbed Center Stage; Chapter 6: Brand Bombing – Franchises in the Age of the Superbrand.

Tutorial 3:

**What is so attractive but limiting for the Gutetama representation?**

Week 8. **Screening:**

**Is Populism pleasing you?**

- *(Ir)rationalizing (in) globalization*

**Reading:**


**Area C “The Lost World” – Reception, Reading and Misreading the world**

Week 9. **Lecture C1:**

**How do Jackie Chan fight with the Dragon Blade (天將雄獅) and Matt Damon fight inside the Great Wall (長城)?**

- **Acting (in) Hollywood**

**Reading:**


**Tutorial 4:**

**What is so successful but awkward for Jackie Chan getting Oscar?**

Week 10. **Lecture C2:**

**How do My Love from the Star (來自星星的你) touch Asians and I am a Singer (我是歌手) touch Chinese?**

- **Recentering (in) Media**

**Reading:**

Week 11 Lecture C3:

How do Disney become wonderland and Chungking become forest?
- Exoticizing (in)Hong Kong

Reading:
Mathews, Gordon. Ghetto at the Center of the World. Hong Kong: Hong Kong University Press, 2011. (Chapter 1: Place; Chapter 5 – Future.)

Tutorial 5:
What is so highsounding but fading for the Rio Olympic Game?

Area D “The World is not Enough” – Joy to the world?!

Week 12 Lecture D1:

Why does Facebook like you?
- Technologizing globalization

Reading:
Neo-imperialism, Media, and Culture; Chapter 5: New Mythology, New Media, and the Globalization of Culture.


Week 14. Lecture D2:  
Why does the Nature hug you?  
- Greening globalization  
Reading:  

Tutorial 6:  
What is so convenient but damaging for using Taobao?

Week 15. Lecture D3:  
Why does Revolution push you?  
- Moving globalization  
Reading:  

End of the course ➔ Ready to submit Final Paper? Deadline: 2 May 2017

References  
University of Minnesota Press, 1996.


**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.

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**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**