The Chinese University of Hong Kong  
Department of Cultural and Religious Studies  
1st Semester, 2017-2018  

CURE1001 Introduction to Cultural Studies  
Course Outline  
Lecturer: Dr. Chan Ka Ming  
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#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?  

Content of the Course  
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 they have to decide a topic, with reference to a particular quote in the reading (provided by lecturer), for presentation. This is to encourage students to do the reading, and connect it with refreshment of 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 or 4 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  
   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%)  
   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 4th Sept to 2nd Dec 2017):

Day, Time and Venue of Lecture: Tuesday 2:30 – 5:15pm in ERB 蒙民偉工程學大樓 712

Tutorial: To be confirmed with our tutors

Teaching Calendar

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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?
- Problematizing gender

Reading:

Optional Reading

Week 3. Lecture A3:

Is pop song love-abusing?
- Energizing popular culture

Reading:
Optional Reading

Week 4. Lecture A4:

Is style trend-leading?
- Consuming fashion

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**


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**Ready to Submit Mid-term Paper? → Deadline: 1st Nov 2017**

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**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。

_____________________,《香港・生活・文化》。香港：牛津大學出版社，2011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/

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

Section 2 Proper use of source material
http://www.cuhk.edu.hk/policy/academichonesty/p02.htm

Section 3 Citation styles
http://www.cuhk.edu.hk/policy/academichonesty/p03.htm

Section 4 Plagiarism and copyright violation
http://www.cuhk.edu.hk/policy/academichonesty/p04.htm

Section 5 CUHK regulations on honesty in academic work
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

Section 7 Guide for teachers and departments
http://www.cuhk.edu.hk/policy/academichonesty/p07.htm

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

Section 9 Electronic submission of assignments via VeriGuide
http://www.cuhk.edu.hk/policy/academichonesty/p09.htm

Section 10 Declaration to be included in assignments