

Course Title	: Perspectives in Cultural Studies I
Course Code	: CUS2401
No. of Credits/Term	: 3
Recommended Study Year	: 2
Mode of Tuition	: Lecture-Tutorial
Class Contact Hours	: 3 hours per week
Category in Major Prog.	: Required Course
Prerequisite(s)	: None
Co-requisite(s)	: None
Exclusion(s)	: None
Brief Course Description	: This course is linked to, and normally the prerequisite of, <i>Perspective in Cultural Studies II</i> . These two courses together enable students to grasp the multiple intellectual traditions and concerns of Cultural Studies as a field of study that draws on both aesthetic and ethnographic understandings of culture as the expressive arts, on the one hand, and as everyday life on the other.
Aims	: (1) To introduce to the students the internationally shared grounding of the discipline in the study of commodity culture, consumerism and everyday practices. (2) To give the students an understanding of the semiotics-based approach to representation as a crucial dimension of culture. (3) To give the students an understanding of culture as everyday practices and the politics involved.
Learning Outcomes	: On completion of <i>Perspectives in Cultural Studies I</i> , students should be able to: (1) Comprehend key arguments of academic writings on commodity culture and everyday life; (2) Explain the basic concepts of culture in relation to the operation of the sign and the making of meaning in actual social and communicative contexts (3) Apply appropriate tools and methods for textual analysis with reflexive awareness of the politics of representation involved (4) Understand critically various paradigms of socio-political relations in culture. (5) Analyze different modes of cultural criticisms and evaluate different strategies of critical engagements in the production of culture.

Indicative Content	<ul style="list-style-type: none"> : 1. Traditions of Cultural Critique <ul style="list-style-type: none"> a. Legacies of literary humanism b. Neo-Marxist critiques of mass culture c. High culture/low culture controversies d. Consumer culture and advertisement 2. Culturalism and the early Birmingham School <ul style="list-style-type: none"> a. Thompson, culture and class b. Williams and cultural materialism 3. Representation and ideological analysis <ul style="list-style-type: none"> a. From Gramsci to Althusser b. Semiotics and structuralism c. Stuart Hall's encoding/decoding model 4. The Popular as Resistance <ul style="list-style-type: none"> a. Subculture and the politics of lifestyle b. Identity and practices of everyday life c. Fiske and cultural populism 										
Teaching Method	<ul style="list-style-type: none"> : - Lectures; - Tutorials: students are required to do presentations, to write up reading notes; and to discuss the assigned articles 										
Measurement of Learning Outcomes	<p>: <i>(The numbers in brackets indicate corresponding ILOs)</i></p> <ul style="list-style-type: none"> 1. Examination measures the student's effective command of the knowledge, concepts and theories learned in class. They are required to explain the concepts and to conduct informed discussions of broad issues of modern culture (1, 2, 4) 2. Tutorial requires students to give coherent oral presentation of assigned readings (1, 2, 3, 4) 3. Written assignments measure the students' ability to summarize and organize the essentials (2, 5) 4. Class participation indicates how the students apply the concepts critically (1, 2, 5) 5. Term paper measures students' ability to organize and defend arguments by making use of the concepts (1-5) 										
Assessment	<table border="0" style="width: 100%;"> <tr> <td style="padding-right: 20px;">: Examination</td> <td>30%</td> </tr> <tr> <td>Oral Presentation</td> <td>10%</td> </tr> <tr> <td>Written Assignments</td> <td>10%</td> </tr> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td>Term Papers</td> <td>40%</td> </tr> </table>	: Examination	30%	Oral Presentation	10%	Written Assignments	10%	Class Participation	10%	Term Papers	40%
: Examination	30%										
Oral Presentation	10%										
Written Assignments	10%										
Class Participation	10%										
Term Papers	40%										

Required/Essential Readings:

Martin, Fran (ed.) (2003) *Interpreting Everyday Culture*. London: Arnold.

Recommendation/Supplementary Readings:

- Barthes, R. (1982) *A Barthes Reader*. Edited by S. Sontag. New York: Hill & Wang.
- Bennett, A. & Kahn-Harris, K. (2004) *After Subculture: Critical Studies in Contemporary Youth Culture*. New York: Palgrave Macmillan.
- Chandler, D. (2007) *Semiotics: The Basics*. 2nd ed. London & New York: Routledge.
- Featherstone, M. (1992) *Consumer Culture and Postmodernism*. London: Sage.
- Fiske, J. (1990) *Understanding Popular Culture*. London: Routledge.
- Hall, Stuart (ed.) (1997) *Representation: Cultural Representations and Signifying Practices*.
- Hebdige, D. (1979) *Subculture: The Meaning of Style*. London: Methuen.
- Highmore, B. (2002) *Everyday life and Cultural Theory – An Introduction*. London and New York: Routledge.
- Rojek, C. (2003) *Stuart Hall*. Cambridge: Polity Press.
- Storey, J. (1999) *Cultural Consumption and Everyday Life*. London: Arnold Press.
- Swingewood, A. (1977) *The Myth of Mass Culture*. London: Macmillan.
- Turner, G. (2003) *British Cultural Studies. An Introduction*. 3rd ed. London: Routledge.
- Tzanelli, R. (2007) *The Cinematic Tourist: Explorations in Globalization, Culture and Resistance*. London: Routledge.
- Williamson, J. (1978) *Decoding Advertisements: Ideology and Meaning in Advertising*. London: Marion Boyars.

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.