

ASIA20001 Media and Everyday Life in Asia

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: A 1.5-hour lecture and a 1-hour tutorial per week Total Time Commitment: 2.5 contact hours/week , 6 additional hours/week. Total of 8.5 hours per week.
Prerequisites:	Completion of first year requirements for the Asian Studies major. For pre-2008 students: Usually 50 points of 1st year study in the Faculty of Arts.
Corequisites:	None.
Recommended Background Knowledge:	None.
Non Allowed Subjects:	None.
Core Participation Requirements:	None.
Coordinator:	Assoc Prof Carolyn Stevens
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Subject Overview:	This subject examines the media and everyday life in transnational Asian context. This year, the focus of the subject is on how Japanese popular culture has, via a variety of media, become part of everyday life in China, Hong Kong, Korea and Singapore. Along with a close examination of these pop cultural forms, the subject also provides general introduction to major themes in the study of popular culture and cultural studies. Current topics such as postwar cultural history; new media and technologies; consumption and lifestyle; tourism; and hegemony and resistance will be closely examined. No prior knowledge of Asia and any of its languages will be required.
Objectives:	<ul style="list-style-type: none"> # to introduce students of Asian Studies to the academic approaches taken when looking at popular culture; # to introduce students of cultural and media studies to one of the world's most vibrant cultural industries; # demonstrate a familiarity with concepts such as popular culture as both a product and a determinant of national and gender identity and the complex relationship between popular cultural phenomena and society in general; # be able to communicate knowledge intelligibly and economically through essay and examination writing, and tutorial discussion; # demonstrate a familiarity with the English language writings on these issues; # acquire an understanding of cultural context through developing a critical self awareness, being open to new ideas and possibilities and by constructing an argument; # acquire skills to critically think and analyse through required reading, essay writing and tutorial discussion, and by determining the strength of an argument.
Assessment:	Minimum attendance of 70% of tutorial sessions as a hurdle requirement; tutorial participation 10% (on going); one short essay 1,500 words 40% (due mid-semester); and one final exam worth 2,500 words 50% (due during the examination period).
Prescribed Texts:	Materials supplied by the Institute.
Recommended Texts:	None.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses:

	<p># Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2010/B-BMED)</p> <p># Bachelor of Commerce (https://handbook.unimelb.edu.au/view/2010/B-COM)</p> <p># Bachelor of Environments (https://handbook.unimelb.edu.au/view/2010/B-ENVS)</p> <p># Bachelor of Music (https://handbook.unimelb.edu.au/view/2010/B-MUS)</p> <p># Bachelor of Science (https://handbook.unimelb.edu.au/view/2010/B-SCI)</p> <p># Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2010/355AA)</p> <p>You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p>
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p># written communication through essay writing and seminar discussion;</p> <p># attention to detail through essay writing and seminar discussion;</p> <p># time management and planning through managing and organising workloads for recommended reading, essay and assignment completion;</p> <p># public speaking through tutorial and seminar discussion and class presentations;</p> <p># critical thinking and analysis through recommended reading, essay writing and tutorial discussion, and by determining strength of an argument.</p>
Notes:	Previously available as 110-219 Japanese Popular Culture. Students who have completed Japanese Popular Culture are not eligible to enrol in this subject.
Related Course(s):	Diploma in Modern Languages (Japanese)
Related Majors/Minors/Specialisations:	<p>Asian Studies</p> <p>Asian Studies</p> <p>Asian Studies</p> <p>Asian Studies Major</p> <p>Japanese</p> <p>Japanese</p> <p>Japanese Major</p>