

## ASIA20001 Media and Everyday Life in Asia

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| <b>Credit Points:</b>                    | 12.50   |
| <b>Level:</b>                            | 2 (Undergraduate)   |
| <b>Dates &amp; Locations:</b>            | 2012, Parkville<br>This subject commences in the following study period/s:<br>Semester 1, Parkville - Taught on campus.   |
| <b>Time Commitment:</b>                  | 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.  |
| <b>Prerequisites:</b>                    | None.   |
| <b>Corequisites:</b>                     | None.   |
| <b>Recommended Background Knowledge:</b> | None.   |
| <b>Non Allowed Subjects:</b>             | None.   |
| <b>Core Participation Requirements:</b>  | For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>  |
| <b>Coordinator:</b>                      | Assoc Prof Carolyn Stevens  |
| <b>Contact:</b>                          | Assoc Prof Carolyn Stevens  |
| <b>Subject Overview:</b>                 | 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 and hegemony and resistance will be closely examined. No prior knowledge of Asia and any of its languages will be required.  |
| <b>Objectives:</b>                       | <ul style="list-style-type: none"> <li># to introduce students of Asian Studies to the academic approaches taken when looking at popular culture.</li> <li># to introduce students of cultural and media studies to one of the world's most vibrant cultural industries.</li> <li># 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.</li> <li># be able to communicate knowledge intelligibly and economically through essay and examination writing, and tutorial discussion.</li> <li># demonstrate a familiarity with the English language writings on these issues.</li> <li># acquire an understanding of cultural context through developing a critical self awareness, being open to new ideas and possibilities and by constructing an argument.</li> <li># acquire skills to critically think and analyse through required reading, essay writing and tutorial discussion, and by determining the strength of an argument.</li> </ul> |
| <b>Assessment:</b>                       | A short essay 1,500 words 40% (due mid-semester), a final examination 50% (due during the examination period) and continuous tutorial participation 10% (throughout the semester). Class attendance is required for this subject; if you do not attend a minimum of 75% of classes without an approved exemption you will not be eligible for a pass in this subject. Assessment submitted late without an approved extension will be penalised at 10% per day. In-class tasks missed without approval will not be marked. All pieces of written work must be submitted to pass this subject.   |

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| <b>Prescribed Texts:</b>                      | Materials supplied by the Institute.  |
| <b>Recommended Texts:</b>                     | None.   |
| <b>Breadth Options:</b>                       | <p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> <li># <b>Bachelor of Biomedicine</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-BMED">https://handbook.unimelb.edu.au/view/2012/B-BMED</a>)</li> <li># <b>Bachelor of Commerce</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-COM">https://handbook.unimelb.edu.au/view/2012/B-COM</a>)</li> <li># <b>Bachelor of Environments</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ENVS">https://handbook.unimelb.edu.au/view/2012/B-ENVS</a>)</li> <li># <b>Bachelor of Music</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-MUS">https://handbook.unimelb.edu.au/view/2012/B-MUS</a>)</li> <li># <b>Bachelor of Science</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-SCI">https://handbook.unimelb.edu.au/view/2012/B-SCI</a>)</li> <li># <b>Bachelor of Engineering</b> (<a href="https://handbook.unimelb.edu.au/view/2012/B-ENG">https://handbook.unimelb.edu.au/view/2012/B-ENG</a>)</li> </ul> <p>You should visit <b>learn more about breadth subjects</b> (<a href="http://breadth.unimelb.edu.au/breadth/info/index.html">http://breadth.unimelb.edu.au/breadth/info/index.html</a>) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.</p> |
| <b>Fees Information:</b>                      | Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>   |
| <b>Generic Skills:</b>                        | <ul style="list-style-type: none"> <li># written communication through essay writing and seminar discussion.</li> <li># attention to detail through essay writing and seminar discussion:</li> <li># time management and planning through managing and organising workloads for recommended reading, essay and assignment completion.</li> <li># public speaking through tutorial and seminar discussion and class presentations.</li> <li># critical thinking and analysis through recommended reading, essay writing and tutorial discussion, and by determining strength of an argument.</li> </ul>  |
| <b>Notes:</b>                                 | Previously available as 110-219 Japanese Popular Culture. Students who have completed Japanese Popular Culture are not eligible to enrol in this subject.   |
| <b>Related Course(s):</b>                     | Diploma in Modern Languages (Japanese)  |
| <b>Related Majors/Minors/Specialisations:</b> | <p>Asian Studies<br/> Asian Studies<br/> Asian Studies<br/> Asian Studies Major<br/> Japanese<br/> Japanese<br/> Japanese Major</p>   |