Module Code: AA-4206
Module Title: Popular Culture and Mass Media
Programme: Bachelor of Arts
Type of Module: Core / Breadth
Modular Credits: 4
Student Workload:
Contact Hours for timetabling: 8 – 10 hours per week
2 hours per week
Prerequisite: None
Anti-requisite: None
Aims:
This module looks at popular culture and the mass media from a sociological and anthropological perspective. It examines how we use popular culture and how we are used by it. This involves looking at the relationship of popular culture to ideology, identity construction, and political and economic power. The course concludes by looking at the localization of global culture and forms of resistance to it.

Module Content:

- popular culture, national culture and global culture
- historical development of human communication
- power, ideology and the media
- examples: the global news, music and fast food industries
- globalisation, cultural imperialism and media imperialism
- the globalisation and localization of culture
- globalism and transnationalism
- forms of resistance to global culture

Assessment:

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<tr>
<th>Examination:</th>
<th>Coursework:</th>
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<tr>
<td>2 hours</td>
<td>2 short essays (@ 20% each)</td>
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<th>1 presentation report (10%)</th>
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50% 40% 10%

Textbook(s)/References:


*Staff: Prof. Dr Wan Zawawi Ibrahim*