

Module Code	AZ-4308		
Module Title	Popular Culture		
Degree/Diploma	Bachelor of Arts (Sociology and Anthropology)		
Type of Module	Major Option		
Modular Credits	4	Total Student Workload	8 hours/week
		Contact Hours	4 hours/week
Prerequisite	None		
Anti-requisite	None		
Aims This module examines popular culture as a form of mediated culture in the context of a globalised economic system and explores the linkages between knowledge, meanings and power, explicating the relationship of popular culture to ideology, identity construction, agency and hegemony.			
Learning Outcomes <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order:	30%	Understand empirical issues in society relating to popular culture through concepts and perspectives drawn from Anthropology, Sociology and Cultural Studies Understand the idea of culture as ‘common culture’ and youth or children as cultural producers in their own right	
Middle order:	30%	Identify and analyse popular culture as a site for agency, symbolic creativity, negotiations, and contestations over social space, meanings and identity-making Appreciate how popular culture in the Malay world has to negotiate the nuances of Islam and Malay culture	
Higher order:	40%	Apply the knowledge and critically analyse popular culture as a discourse and a terrain of continuous struggle over meanings	
Module Contents <ul style="list-style-type: none">- What is popular culture? Popular culture vs national culture discourses- Concepts and perspectives on popular culture from Anthropology, Sociology and Cultural Studies, and their application to empirical examples in society- Folk music- Popular culture and activism- Case studies of popular culture from the Malay and Islamic world- Examining research on globalisation and localisation (hybridisation); popular music in the Malay world- Exploring cinema as media and as agency and representations of identities and ideology- Case studies of Asia cinema and cinema in the Malay world- Case studies of Asia cinema and cinema in the Malay world- Social media			
Assessment	Formative Assessment	Weekly discussion and feedback	
	Summative Assessment	Examination: 50% Coursework: 50% 1 assignment (35%) 1 presentation (15%)	