

<b>Module code</b>	AZ-4308		
<b>Module Title</b>	Popular Culture and Mass Media		
<b>Degree/Diploma</b>	Bachelor of Arts (Sociology-Anthropology)		
<b>Type of Module</b>	Major Option/Breadth		
<b>Modular Credits</b>	4	<b>Total student workload</b>	8 hours/week
		<b>Contact hours</b>	4 hours/week
<b>Prerequisite</b>	None		
<b>Anti-requisite</b>	None		
<p><b>Aims</b></p> <p>This module aims to look at popular culture and the mass media from anthropological, sociological and cultural studies concepts and theoretical perspectives. It examines popular culture as a form of mediated culture in the context of a globalised economic system. Hence the module explores how we use different forms of popular culture and how we are used by it. This involves looking at the linkages between knowledge, meanings and power, explicating the relationship of popular culture to ideology, identity construction, agency and hegemony.</p>			
<p><b>Learning Outcomes:</b></p> <p><i>On successful completion of this module, a student will be expected to be able to:</i></p>			
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%	- Appreciate and understand popular culture as a site for agency , symbolic creativity , negotiations, contestations over social space, meanings and identity-making - Apply these perspectives to local society	
Higher order:	40%	- Understand popular culture as a discourse and a terrain of continuous struggle over meanings	
<p><b>Module Contents</b></p> <ul style="list-style-type: none"> <li>- What is popular culture? Popular culture vs national culture discourses</li> <li>- Concepts and perspectives on popular culture from Anthropology, Sociology and Cultural Studies, and their application to empirical examples in society.</li> <li>- Case studies of popular culture from the Malay and Islamic world ( Documentary: <i>Afghan Star</i> , and feature film: <i>Perempuan Melayu Terakhir</i>), and the west ( Documentary: <i>Searching for Sugarman</i>)</li> <li>- Examining research on globalisation and localisation (hybridisation); popular music in the Malay world: Rock, Balada Nusantara, and Nasyid music</li> <li>- Exploring cinema as media ; as agency and representations of identities and ideology (orientalism,, gender, religion, ethnicity, multiculturalism);</li> <li>- Case studies of Asia cinema and cinema in the Malay world; the works of Malaysian/Bruneian film makers U-wei Hj Saari, Yasmin Ahmad, Siti Kamaluddin (Yasmine)</li> <li>- Invitation of local Bruneian and regional artistes/musicians as guest speakers to the class (past guests include Fakhrol Razi, Sam Siren, Alif Chief, Nuradee Brothers of Singapore)</li> </ul>			
<b>Assessment</b>	Formative assessment	Weekly assessment and discussion based on tutorial presentations	
	Summative assessment	Examination: 50%	
		Coursework: 50% <ul style="list-style-type: none"> <li>- Group essay assignment (35%)</li> <li>- Group tutorial presentation (15%)</li> <li>-</li> </ul>	

