

1. Introduction to Education

과목명(국문) / 영문명 / 과목번호

중국 미디어와 도시 / Chinese Media and Cities / CHI4009

대상학년

전학년

강의소개

This course aims to enhance the students' understanding of contemporary China by analysing cultural phenomena related to media and the city. Contemporary China has various faces of post-Socialist society, a global superpower and a developing country and its culture poses complex questions. The students will read examples of cultural analyses and cultural theories to apply them to Chinese urban and media culture. We attempt to cover cutting-edge methodologies of cultural studies to critically apprehend the most recent developments in Chinese popular culture. In particular, we will focus on the new consumer culture of the urban middle class, and explore topics such as shopping, fashion, the cosmetic industry, old and new media including film, TV, advertising and the internet cultures, visual art, popular music, architecture and sports.

Throughout this course, the students will learn how to approach urban and media culture of China and how to carry out critical analyses of cultural phenomena. For Tuesday's class, we will discuss cultural approaches to the topics after reading the assigned materials. In Thursday's class, the students will present their own analysis of a cultural phenomenon related to the week's topic in any form they choose after discussing it with the instructor. For instance, they can produce a film, a theatrical performance, a song, MyWiki as well as PowerPoint or Prezi slides.

과목 카테고리

※ 해당 카테고리에 √ 체크해 주십시오. 중복선택은 불가합니다. (교양과목은 General Education 선택)

Humanities (☒), General Education (☐), Social Sciences (☐), Natural Sciences (☐),
Engineering (☐), Economics (☐), Business (☐), Communication (☐), Law (☐)

2. About Professor

교수소개

- 교수명 : Jeelson Hong 홍지순
- E-mail :
- 기 타 :

Etc

※ 추가적으로 삽입하고 싶은 내용이 있으면 입력해주세요.

3. Syllabus

※ Lesson : ch1, ch1-1 형태로 표기하며, 'ch'는 주차 또는 chapter를 의미합니다.

한 ch의 내용이 여러개인 경우 ch1-1, ch1-2 형태로 표기합니다. lesson 수의 제약은 없습니다.

※ 교안 : 복수선택이 가능하며, 각 ch에서 제공하는 교안이 있는 경우 체크하고 파일을 첨부합니다.

※ Extended Syllabus로 첨부 가능합니다.

Please find attached the Extended Syllabus.

4. Etc

※ 공개할 기타 요소가 있으면 기재해 주십시오.

Lesson	Topic	교안형태		
		동영상	음성	문서
Ch. 2	Spaces for Consumption: Early Department Stores			v
Ch. 3	Fashion and Design in China			v
Ch. 4	Cosmetic Surgery			v
Ch. 6	Film Analyses and Chinese Popular Movies			v
Ch. 9	Advertising Culture			v
Ch. 11	Format Business and Competition Shows			v
Ch. 12	Contemporary Art			v
Ch. 13	Architecture and Development			v
Ch. 14	Sport Business and Nation			v
Ch. 15	Popular Music			v

Extended Syllabus
(2017 2nd Semester)

Course Title	Chinese Media and Cities	Course Number	CHI4009
Credit	3	Enrollment Eligibility	
Class Time	Tuesday & Thursday 3:00-4:15 pm	Classroom	

Instructor's Photo	Name: Jeeseon Hong	Homepage:
	E-mail:	Telephone:
	Office: Office Hours:	

I. Course Overview

1. Description					
<p>This course aims to enhance the students' understanding of contemporary China by analysing cultural phenomena related to media and the city. Contemporary China has various faces of post-Socialist society, a global superpower and a developing country and its culture poses complex questions. The students will read examples of cultural analyses and cultural theories to apply them to Chinese urban and media culture. We attempt to cover cutting-edge methodologies of cultural studies to critically apprehend the most recent developments in Chinese popular culture. In particular, we will focus on the new consumer culture of the urban middle class, and explore topics such as shopping, fashion, the cosmetic industry, old and new media including film, TV, advertising and the internet cultures, visual art, popular music, architecture and sports.</p> <p>Throughout this course, the students will learn how to approach urban and media culture of China and how to carry out critical analyses of cultural phenomena. For Tuesday's class, we will discuss cultural approaches to the topics after reading the assigned materials. In Thursday's class, the students will present their own analysis of a cultural phenomenon related to the week's topic in any form they choose after discussing it with the instructor. For instance, they can produce a film, a theatrical performance, a song, MyWiki as well as PowerPoint or Prezi slides.</p>					
2. Prerequisites					
None					
3. Course Format (%)					
Lecture	Discussion	Experiment/Practicum	Field study	Presentations	Other
60%	20%	%	%	20%	%
4. Evaluation (%)					

mid-term Exam	Final exam	Quizzes	Presentations	Projects	Assignments	Participation	Other
%	30%	%	30%	%	30%	10%	%

II. Course Objectives

On completion of this course successful participants will be able to

1. Obtain an in-depth knowledge of Chinese urban and media culture in a global context
2. Carry out undergraduate research on the themes related to culture based on critical thinking
3. Demonstrate familiarity with key issues of media studies and urban sociology
4. Demonstrate skills in oral and written self-expression

III. Course Format

(* In detail)

In Tuesday's class, the students will learn about the week's topic through the instructor's lecture and discussions. In preparation for classes, the students are required to read the assigned materials. On Thursday, a small group of students will present their own analysis of a cultural phenomenon. Thursday's class will be composed of presentation, discussion and the instructor's additional lecture.

IV. Course Requirements and Grading Criteria

The final grade will be weighted as follows:

Participation (10%)

Midterm Paper (500 words, 30%)

Group Presentation (30%)

Final Exam (30%)

- Participation (10%)

: Attendance and class discussion

Unexcused absences will adversely affect the final grade. Active participation based on careful reading of the texts and resulting in productive discussion in the class will strengthen your grade.

- Midterm Paper (500 words, 30%)

: The essay questions will be given to the students in advance and they will write on one question which they choose. A lecture on academic writing will be given in class and feedback on the essay will be given after submission. The midterm paper should be submitted on Cyber Campus.

Submission Date: 5 pm, Tuesday, 24 October 2017

- Group Presentation (30%)

The students are required to do a group presentation once. A small group of students will present their own analysis of the week's topic in any form they choose after discussing it with

the instructor. For instance, they can produce a film, a theatrical performance, MyWiki as well as PowerPoint slides. Students are encouraged to find an original and creative form as well as content.

- Final Exam (30%)

: In this written exam at the end of the course, students will be given three or four essay questions and answer them.

Exam date: 3 pm—4:15 pm, Tuesday, 19 December 2017 (*subject to change)

Grading Criteria

A+: Exemplary in all respects: clarity of argumentation, exploitation of background knowledge, extremely impressive evidence of background knowledge and personal response, excellent presentation and style. All aspects covered.

Ao: Excellent in all respects: clarity of argumentation, exploitation of background knowledge, a very clear understanding of the issues, a very good presentation and style. All aspects covered.

A-: Very good in most respects: clarity of argumentation, exploitation of background knowledge, a clear understanding of the issues, a good presentation and style, nearly all aspects covered.

B+: Good in most respects: clarity of argumentation, exploitation of background knowledge. Generally clear understanding of the issues, clear evidence of both preparatory reading and personal response. Reasonably good presentation and style. Most major aspects covered.

Bo: Reasonable understanding of the issues. Satisfactory presentation and style. Some evidence of preparatory reading and personal response.

B-: Reasonable understanding of the issues but some significant issues are inadequately covered or not addressed at all. Poor presentation and style.

C+: Broadly appropriate but largely unfocused writing. Poor presentation and style.

Co: Inadequate in most respects. Illogical argumentation. Very poor presentation and style.

C-: Only isolated instances of attempts to engage with the topic. Limited knowledge on the topic.

D+, Do, D-: No serious attempt to engage with the topic. Extremely inadequate in all respects.

F: No answer has been provided.

V. Course Policies

Assignments Submission

The midterm essay should be submitted on Cyber Campus.

Late submissions will be penalized. 5 points will be deducted for each day after the deadline including weekends.

Plagiarism will result in a failure in the course.

VI. Materials and References

The required and recommended readings are given in the course schedule. These texts are general references.

- * Rey Chow, *Primitive Passions: Visuality, Sexuality, Ethnography and Contemporary Chinese Cinema* (New York: Columbia University Press, 1995), pp. 53-172.
- * Saskia Sassen, *The Global City: New York, London, Tokyo* (Princeton: Princeton University Press, 1991. 2000), pp. 127-196.
- * Paul Virilio, *The Aesthetics of Disappearance*, Los Angeles: Semiotext(e), 1981, 1991, 2009.
- * Michel Foucault, 'Space, Knowledge and Power' in *The Foucault Reader*, ed. by P. Rainbow, (New York: Penguin, 1980) pp. 239-56.
- * Yuezhi Zhao, 'Dancing with Wolves? Transnational Capital, Nationalism, and the Terms of Global Reintegration' in *Communication in China: Political Economy, Power and Conflict* (Lanham, MD: Rowman & Littlefield Publishers, 2008). pp. 137-193.
- * Francis L.F. Lee, 'Hollywood Movies in East Asia: Examining Cultural Discount and Performance Predictability at the Box Office', *Asian Journal of Communication* 18, 2 (2008), 117-136.
- * Noam Chomsky, 'A Propaganda Model' in *Manufacturing Consent: The Political Economy of Mass Media*, Edward S. Herman and Noam Chomsky (New York: Pantheon, 1988), pp. 1-35.
- * Manuel Castells, *The Internet Galaxy: Reflections on the Internet, Business, and Society* (Oxford: Oxford University Press, 2001), pp. 36-63.
- * Michel Hockx, 'Virtual Chinese Literature: A Comparative Case Study of Online Poetry Communities' in *Culture in the Contemporary PRC* (2005), pp.148-169.
- * *Super, Girls!* (Dir. Jian Yi, 2005).
- * Koichi Iwabuchi, 'Feeling Glocal: Japan in the Global Television Format Business' in *Television Across Asia*, ed. by Albert Moran etc. (London: Routledge, 2003). pp. 21-35.
- * Jing Wang, 'CCTV and the Advertising Media' in *Brand New China: Advertising, Media, and Commercial Culture* (Cambridge, MA: Harvard University Press, 2008), pp. 247-287.
- * Chua Beng Huat, 'Structure of Identifications and Distancing in Watching East Asian Television Drama' in *East Asian Pop Culture* (Hong Kong: Hong Kong University Press, 2008). pp. 73-91.
- * Pierre Bourdieu, *On Television*, trans. by Priscilla Parkhurst Ferguson (New York: The New Press, 1998).
- * Jennifer Craik, *The Face of Fashion: Cultural studies in fashion* (London: Routledge, 1994).
- * Bonnie English, *A Cultural History of Fashion in the Twentieth Century: from the catwalk to the sidewalk* (Oxford: Berg, 2007).
- * James Monaco, *How to read a film: movies, media and beyond* (Oxford: Oxford University Press, 1977, 2009) 205-234.

VII. Course Schedule

(Subject to change)

*** denotes "required readings" which students must read before class and "*" denotes "recommended readings".

Week 1	Learning Objectives	To understand general methodologies of cultural studies
	Topics	Introduction to Cultural Studies

	Class Work (Methods)	Lecture, Discussion on the Reading Materials
	Materials	** Rey Chow, "Theory, Area Studies, Cultural Studies: Issues of Pedagogy in Multiculturalism" in <i>Learning Places: The Afterlives of Area Studies</i> , eds. Masao Miyoshi and Harry Harootunian, (Durham: Duke University Press, 2002) 103-118.
	Assignments	Assigned Readings
Week 2	Learning Objectives	To discuss bodily experience of shopping in the modern period
	Topics	Spaces for Consumption: Early Department Stores
	Class Work (Methods)	Lecture, Discussion on the Reading Materials
	Materials	** Jeesoon Hong, "Transcultural Politics of Department Stores: Colonialism and Mass Culture in East Asia 1900—1945" <i>International Journal of Asian Studies</i> 13, 2 (2016): 123-150. * Wellington K. K. Chan, "Personal Styles, Cultural Values, and Management: the Sincere and Wing On companies in Shanghai and Hong Kong 1900-1941," in <i>Asian Department Stores</i> , ed. Kerile L. MacPherson (Honolulu: University of Hawai'i Press, 1998). * Steven Miles, "The City of Complicity" in his <i>Spaces for Consumption</i> , (London: SAGE, 2010) 1-12.
	Assignments	Assigned Readings
Week 3	Learning Objectives	To understand sociocultural meanings of fashion in China
	Topics	Fashion and Design in China
	Class Work (Methods)	Lecture, Discussion and Presentation
	Materials	** Christina Tsui, <i>China Fashion: Conversations with Designers</i> , (Berg Publishers, 2010) 3-30. * Tim Edwards, "Express yourself: the politics of dressing up" in his <i>Fashion in Focus: Concepts, Practices and Politics</i> (London: Routledge, 2011) 103-119. * Roland Barthes, "History and Sociology of Clothing: Some Methodological Observations" in <i>The Language of Fashion</i> (Oxford: Berg, 1993, 2006) 3-20.

	Assignments	Assigned Readings
Week 4	Learning Objectives	To gain a sociological understanding of cosmetic surgery in China
	Topics	Cosmetic Surgery
	Class Work (Methods)	Lecture, Discussion and Presentation
	Materials	<p>** Wen Hua, "China's Beauty Economy and Beauty Ideology" in her <i>Buying Beauty: Cosmetic Surgery in China</i> (Hong Kong: Hong Kong University Press, 2013)</p> <p>* Ruth Holliday etc. "Trading faces: The 'Korean Look' and medical nationalism in South Korean cosmetic surgery tourism" in <i>Asia Pacific Viewpoint</i> (June 2017)</p> <p>* Zhuming Yin etc. "Self-esteem, self-efficacy, and appearance assessment of young female patients undergoing facial cosmetic surgery: A comparative study of the Chinese population" jamanetwork.com</p>
	Assignments	
Week 5	Learning Objectives	No Class (National Holidays)
	Topics	
	Class Work (Methods)	
	Materials	
	Assignments	
Week 6	Learning Objectives	To learn film language and to practice film analyses
	Topics	Film Analyses and Chinese Popular Movies
	Class Work (Methods)	Lecture, Discussion and Presentation
	Materials	** Yomi Braester, "The Spectral Return of Cinema: Globalization and Cinephilia in Contemporary Chinese Film" in <i>Cinema Journal</i> 55, 1 (Fall 2015): 29-51.

		<p>* David Wharton and Jeremy Grant, <i>Teaching Analysis of Film Language</i> (London: BFI, 2005) 89-97.</p> <p>* * Rui Zhang, <i>The Cinema of Feng Xiaogang: Commercialization and Censorship in Chinese Cinema after 1989</i> (Hong Kong: Hong Kong University Press, 2008), 103-152.</p>
	Assignments	Assigned Readings
Week 7	Learning Objectives	To explore the smartphone culture of China
	Topics	Smartphone Culture of China
	Class Work (Methods)	Lecture, Discussion and Presentation
	Materials	<p>** Wen Zhang, "Smartphone Photography in Urban China" in <i>International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering</i> 11, 1 (2017)</p> <p>** Zilong Liu etc. "Self-disclosure in Chinese micro-blogging: A Social Exchange Theory Perspective" in <i>Information and Management</i> 53 (2016): 53-63.</p>
	Assignments	Assigned Readings
Week 8	Learning Objectives	Midterm Exam
	Topics	
	Class Work (Methods)	
	Materials (Required Readings)	
	Assignments	
Week 9	Learning Objectives	To understand recent changes in advertising in China
	Topics	Advertising Culture
	Class Work (Methods)	Lecture, Discussion and Presentation

	Materials	<p>** J Bilby etc. "The Future of Advertising in China: Practitioner Insights into the Evolution of Chinese Advertising Creativity" in <i>Journal of Advertising Research</i> (2016): 245-258.</p> <p>** Diana B. Kontsevaia and Paul D. Berger, "Mobile Marketing in China: Can WeChat Turn Their New Advertising Strategy into a Sustainable Advantage?" in <i>International Journal of Marketing Studies</i> 8, 4 (2016).</p> <p>*Shang Gao and Zhe Zhang, "An Empirical Examination of Users' Adoption of Mobile Advertising in China" in <i>Information Development</i> 32, 2 (2016): 203-215.</p>
	Assignments	Assigned Readings
Week 10	Learning Objectives	To understand stardom as a sociocultural phenomenon
	Topics	Movie Stars and Celebrities
	Class Work (Methods)	Lecture, Discussion on the Reading Materials, Presentation
	Materials	<p>**Elaine Jeffreys and Louise Edwards, "Celebrity/China" in <i>Celebrity in China</i>, eds. Louise Edwards and Elaine Jeffreys (Hong Kong: Hong Kong University Press, 2010) 1-27.</p> <p>* Tim Edwards, "Desiring subjects: the designer label and the cult of celebrity" in his <i>Fashion in Focus: Concepts, Practices and Politics</i> (London: Routledge, 2011) 137-158.</p> <p>*Richard Dyer, <i>Stars</i> (London: British Film Institute, 2008)</p>
	Assignments	Assigned Readings and Preparation for Answering Pre-Asked Questions (Reading materials and questions will be posted on Cyber Campus.
Week 11	Learning Objectives	To understand the recent changes in Chinese TV culture
	Topics	Format Business and Competition Shows
	Class Work (Methods)	Lecture, Discussion on the Reading Materials, Presentation
	Materials	<p>** Michael Keane and Joy Danjing Zhang, "Where are we going? Parent-Child television reality programmes in China" <i>Media, Culture and Society</i> vol. 39, no. 5 (2017): 630-643.</p> <p>* Jean K Chalaby "The advent of the transnational TV format trading system: a global commodity chain analysis" in <i>Media, Culture & Society</i> vol. 37, no. 3 (April 2015): 1-19</p>

	Assignments	Assigned Readings
Week 12	Learning Objectives	To explore various aspects of contemporary art
	Topics	Contemporary Art
	Class Work (Methods)	Lecture, Discussion on the Reading Materials, Presentation
	Materials (Required Readings)	<p>** Ivan Gaskell, "Split Ink: Aesthetics, Globalization and Contemporary Chinese Art" in <i>British Journal of Aesthetics</i>, vol. 52 no. 1: 1-16.</p> <p>* Gao Minglu, "Changing Motivations of Chinese Contemporary Art Since the Mid 1990s" in <i>Journal of Visual Art Practice</i> vol. 11 nos. 2-3 (Sep 2012): 209-219.</p>
	Assignments	Assigned Readings
Week 13	Learning Objectives	To explore architecture and real estate industry
	Topics	Architecture and Development
	Class Work (Methods)	Lecture, Discussion on the Reading Materials, Presentation
	Materials	** Xing Ruan, <i>New China Architecture</i> , Hong Kong: Periplus Editions, 2015, pp. 32-51, 162-167.
	Assignments	Assigned Readings
Week 14	Learning Objectives	To understand Sports Culture in China
	Topics	Sport Business and Nation
	Class Work (Methods)	Lecture, Discussion on the Reading Materials, Presentation
	Materials	<p>** Economist Intelligence Unit, <i>The Big League?: The Business of Sport in China</i>, The Economist 2009</p> <p>* Andrew Nathan, "Medals and Rights: What the Olympics Reveal and Conceal about China" <i>New Republic</i> (238) 4839: 41-47. http://www.newrepublic.com/article/books/medals-and-rights</p> <p>* Brook Larmer, <i>Operation Yao Ming: The Chinese Sports Empire</i>,</p>

		American Big Business, and the Making of an NBA Superstar (Gotham, 2005)
	Assignments	Assigned Readings
Week 15	Learning Objectives	To explore various genres of Chinese popular music and to discuss the sociopolitical characteristics
	Topics	Popular Music
	Class Work (Methods)	Lecture, Discussion on the Reading Materials
	Materials	<p>** Andrew Jones, <i>Like a Knife: Ideology and Genre in Contemporary Chinese Popular Music</i> (Ithaca, NY: Cornell University, 1992) 7-34.</p> <p>* Marc L. Moskowitz, <i>Cries of Joy, Songs of Sorrow: Chinese Pop Music and Its Cultural Connotations</i> (Honolulu: University of Hawai'i Press, 2010) 16-29.</p>
	Assignments	Assigned Readings
Week 16	Learning Objectives	Final Exam
	Topics	
	Class Work (Methods)	
	Materials (Required Readings)	
	Assignments	

VIII. Special Accommodations

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