

Maymester 2022
POPULAR CULTURE AND SOCIETY IN ASIA (online)

ASIA-3350, CRN:35533
ANTH-4370, CRN:33756
SOCIO-3341, CRN:34311
HUMN-4390, CRN:34915

Mode of delivery: **Online course through Blackboard**

Instructor: **Pratyusha Basu, Ph.D.**
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Office Hours: By appointment
Online, via Blackboard Collaborate Ultra

COURSE DESCRIPTION

This course seeks to understand Asia through a focus on the most prominent forms and characteristics of its popular culture. The rise of the cultural industries of Japan, South Korea, and India have become emblematic of contemporary globalization and technology-led entertainment. This rise has to be viewed in terms of both the incorporation of parts of Asia in global capitalist flows, and potential challenges posed by Asia to the Euro-American hegemony over popular imagination. Popular culture can thus be approached as a form of resistance by fan communities to existing social and cultural constraints, especially gender and sexual norms as well as economic inequalities. However, it can also be viewed as part of capitalist marketing and branding strategies, with culture functioning as a new realm for profit accumulation. Technology-led popular culture has become even more prominent in the age of global streaming platforms, and increased time spent at home during the pandemic. Delving into popular culture produced in and consumed within Asia thus becomes a very significant way in which to understand the future of global community formations and interactions.

Course Objectives

- Introduce various aspects of popular culture in Asia.
- Understand the role of Westernization/Americanization in Asian popular culture.
- Appreciate how popular culture in Asia is shaped by social and cultural identities, such as gender and religion.
- Inspire the ability to think beyond boundaries with critical empathy.
- Understand the ways in which popular culture texts become useful in comparative social science and humanities research.

ASSIGNMENTS AND WEIGHTAGE

Short essays (70% of total grade)

-- 7 short essays, around 300 words each

-- 10 points per essay

For each module, students will be expected to complete one or two assignment based on the readings. The assignment will be in the form of a short essay (around 300 words, or 1-2 pages), organized as a response to assignment questions. Students are expected to go through the readings to complete the assignment. Assignments will become available on the dates associated with the modules. The aim here is to ensure that students read and reflect on course materials in a timely fashion.

Class Participation, via Discussion Board (30% of total grade)

-- 2 required discussion questions for total 20 points

-- 2 out of 4 additional questions for total 10 points

Discussion questions associated with the modules and readings will be available via the Blackboard Discussion Board. You can address the questions based on your own knowledge, perspectives and opinions, as well as draw from readings. The discussion board questions are meant to be a forum for informal interaction, but make sure to respond in a thoughtful manner while also being respectful of responses from other students.

Grading scale (based on weighted total percentage points)

A = 90% plus

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = 59.9% and below

Note: Grading scale may vary depending on discretion of the instructor. All assignments have to be completed to receive a grade for this class.

COURSE SCHEDULE

(subject to change; please check Blackboard for most recent updates)

Date	Module	Topics
May 16-17	Module 1: Introduction	Introduction to Popular Culture
May 18-20	Module 2: Key Places	Popular Culture in Japan, South Korea, and India
May 21-24	Module 3: Within Asia	Islamic popular culture; Asian audiences
May 25-27	Module 4: Mixing Asia and the World	Asian games; Singing Asia
May 28-30	Module 5: Visualizing Asia	Travel documentaries

READINGS

All readings for the course will be available as pdf files on Blackboard or as streaming videos via the UTEP library. Please contact Dr. Basu in case of any difficulties with accessing readings.

Module 1: Introduction (May 16-17) [Assignment 1]

- Fung, Anthony Y. H.; John Nguyet Erni and Frances Yang. 2016. **Asian Popular Culture Review**. In Miller, T. Ed. *The Routledge Companion to Global Popular Culture*, 481-491.
- Miller, T. 2011. **Popular Culture**. In Ritzer, G., & Ryan, J. M. (Eds.). *The concise encyclopedia of sociology*, 449-450. Wiley.
- Franklin, S. 2010. **Cultural Studies**. In Alan Barnard and Jonathan Spencer (eds.) *The Routledge Encyclopedia of Social and Cultural Anthropology*, 166-168.

Module 2: Key Places (May 18-20) [Assignment 2, pick any two from Japan, South Korea, and India]

JAPAN

- Ting, G. 2019. **Gender, manga, and anime**. In Jennifer Coates, Lucy Fraser, Mark Pendleton (Eds.) *The Routledge Companion to Gender and Japanese Culture*, 311-319.
- Dale, J. 2019. **Cuteness studies and Japan**. In Jennifer Coates, Lucy Fraser, Mark Pendleton (Eds.) *The Routledge Companion to Gender and Japanese Culture*, 320-330.

SOUTH KOREA

- Fuhr, M. 2016. **K-Pop Music and Transnationalism**. In Kim, Y. Ed. The Routledge Handbook of Korean Culture and Society, 283-296.
- Jung, Sun. 2011. **K-Pop Idol Boy Bands and Manufactured Versatile Masculinity: Making Chogukjeok Boys**. In Korean Masculinities and Transcultural Consumption, 163-170. Hong Kong University Press.

INDIA

- Anjaria, U. 2021. Introduction. In **Understanding Bollywood: The Grammar of Hindi Cinema**, 1-13. Routledge.
- Rizvi, F. 2012. **Bollywood**. In Ritzer, G. (Ed.) The Wiley-Blackwell Encyclopedia of Globalization.

Module 3: Within Asia (May 21-24)

ISLAMIC POPULAR CULTURE IN INDONESIA [ASSIGNMENT 3A, PICK ANY ONE READING]

- Weintraub, A. 2018. **Nation, Islam, and gender in dangdut, Indonesia's most popular music**. In Hefner, R. (Ed.) Routledge Handbook of Contemporary Indonesia, 369-377.
- Jones, C. 2017. **Images of Desire: Creating virtue and value in an Indonesian Islamic lifestyle magazine**. In Anna-Mari Almila, David Inglis (Ed.) The Routledge International Handbook to Veils and Veiling Practices, 213-221.

THROUGH THE EYES OF ASIAN AUDIENCES [ASSIGNMENT 3B, PICK ANY ONE READING]

- Chan, B. and Xueli, W. 2011. **Of prince charming and male chauvinist pigs: Singaporean female viewers and the dream-world of Korean television dramas**. International Journal of Cultural Studies, 14(3): 291-305.
- Huang, Y. 2008. **Consuming Sex and the City: Young Taiwanese Women Contesting Sexuality**. In Kim, Y. (Ed.) Media Consumption and Everyday Life in Asia, 188-202.

Module 4: Mixing Asia and the World (May 25-27)

ASIAN GAMES [ASSIGNMENT 4A, PICK ANY ONE READING]

- Allison, A. **Pocket Capitalism and Virtual Intimacy: Pokémon as a symptom of post-industrial youth culture**. In Anthony Y.H. Fung (Ed.) Asian Popular Culture: The global (dis)continuity, 197-212. Routledge.
- Choi, Y. 2004. **Football and the South Korean imagination: South Korea and the 2002 World Cup tournaments**. In John Horne, Wolfram Manzenreiter (Eds.) Football Goes East: Business, Culture and the People's Game in East Asia, 133-147. Routledge.

SINGING ASIA [ASSIGNMENT 4B, PICK ANY ONE READING]

- Vogel, E. 2019. **K-pop in Mexico: Flash Mobs, Media Stunts, and the Momentum of Global Mutual Recognition**. In S. Heijin Lee, Monika Mehta, Robert Ji-Song Ku and Allison Alexy (Eds.) Pop Empires: Transnational and Diasporic Flows of India and Korea, 55-71. University of Hawaii Press.

Tay, J. 2011. **The search for an Asian Idol: The performance of regional identity in reality television.** *International Journal of Cultural Studies*, 14(3), 323–338.

Module 5: Visualizing Asia (May 28-30) [Assignment 5, any one video]

- **China: The Yangtze** (2014)

https://utep.primo.exlibrisgroup.com/permalink/01UTEP_INST/1q3tr5t/cdi_infobase_filmsonlinedemand_86560

- **India: Pilgrims of Ganges** (2014)

https://utep.primo.exlibrisgroup.com/permalink/01UTEP_INST/uk4am/alma991022896264607051

SUPPLEMENTARY INFORMATION

- This course is completely online (asynchronous) and course materials will be available via Blackboard.
- The class is organized around readings available via Blackboard.
- Materials for the course will be available on the dates associated with the modules, and will include readings and assignments. Assignments for the course will be due on the dates associated with the modules and should be submitted via Blackboard, with selected assignments requiring posts on the Blackboard Discussion Board.
- The foundation of this course are its readings and assignments, so it is important that you attentively and carefully devote time to reading and completing assignments in a timely manner. The course expects an intensive and substantial level of engagement with the reading material and a reflection of this engagement in the assignments.
- Students are expected to actively participate by reading or viewing, required course materials, completing all written assignments, and engaging in thoughtful discussion on the discussion board. All students are expected to participate in a manner that demonstrates adequate reflection and understanding of the subject matter, respect for your colleagues in the class, and a willingness to learn and grow. Online discussion forums are expected to be safe environments and any material posted on them is for class use and not be disseminated in any public forum.
- All assignments should be submitted via Blackboard, and due dates, maximum points, as well as grading rubrics will also be available on Blackboard. Please adhere to the due dates for assignments or let me know of any issues with submitting them. Late submission of assignments may result in the assignment not being graded. Finally, all assignments have to be submitted in order to obtain a final grade for this class.
- Office hours for the class will be conducted via Blackboard Collaborate. Students will preferably first contact the instructor via email and then set up a specific meeting time as required to meet via Blackboard Collaborate.

TECHNOLOGY REQUIREMENTS

Course content is delivered via the Internet through the Blackboard learning management system. Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser. Mozilla Firefox and Google Chrome are the best browsers for Blackboard; other browsers may cause complications. When having technical difficulties, update your browser, clear your cache, or try switching to another browser.

You will need to have access to a computer/laptop, a webcam, and a microphone. You will need to download or update the following software: Microsoft Office, Adobe Acrobat Reader, Windows Media Player, QuickTime, and Java. Check that your computer hardware and software are up-to-date and able to access all parts of the course.

If you do not have a word-processing software, you can download Word and other Microsoft Office programs (including Excel, PowerPoint, Outlook and more) for free via UTEP's Microsoft Office Portal. Click the following link for more information about [Microsoft Office 365](#) and follow the instructions.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Note that for technological issues, the Help Desk is much better equipped than I am to assist you. However, you can also let me know in case this interferes with your ability to attend class, or submit assignments in a timely fashion.

Course Communication: How we will stay in contact with each other

Since this is an online class, we will not be in the same place as each other. I will not be visiting campus or available in my office over the Spring semester. However, there are a number of ways we can keep communication channels open:

- **Office Hours:** My office hours will be held virtually through Blackboard Collaborate by prior appointment.

Blackboard Collaborate runs in your browser, so no additional software is needed. It is also accessible via your mobile device. If you want to be heard and/or seen, you will need a microphone and/or webcam. You are also welcome to just “chat” with me. Click [here](#) for “Collaborate Ultra Help for Participants.” Keep in mind that anyone in the virtual office hours session can hear/see you if you use a microphone/webcam. If you need to talk to me privately (which you might need to do if you want to discuss issues such as your grades), make sure to use the private chat option. [Here](#) is a quick tutorial on how to do so. To participate in a virtual meeting, click on the Blackboard Collaborate link – available under “Tools” on the Blackboard course website – and join the course room.

- **Email:** UTEP e-mail is the best way to contact me. I will make every attempt to respond to your e-mail within 24 hours of receipt. When e-mailing me, be sure to email from your UTEP student account and please put the course name in the subject line. In the body of your e-mail, clearly state your question. At the end of your e-mail, be sure to put your first and last name.

- **Discussion Board:** If you have a question that you believe other students may also have, you can also post it in the Help Board of the discussion boards inside of Blackboard. Please respond to other students' questions if you have a helpful response.
- **Announcements:** Check the Blackboard announcements frequently for any updates, deadlines, or other important messages.

NETIQUETTE

As we know, sometimes communication online can be challenging. It's possible to miscommunicate what we mean or to misunderstand what our classmates mean given the lack of body language and immediate feedback. Therefore, please keep these netiquette (network etiquette) guidelines in mind. Failure to observe them may result in disciplinary action.

- Always consider audience. This is a college-level course; therefore, all communication should reflect polite consideration of other's ideas.
- Respect and courtesy must be provided to classmates and to the instructor at all times. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else's message, address the ideas, not the person. Post only what anyone would comfortably state in a face-to-face situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on in these online spaces is intended for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space.

Course Policies: What do you need to do to be successful in the course

ATTENDANCE AND PARTICIPATION

Attendance in the course is determined by participation in the learning activities of the course. Your participation in the course is important not only for your learning and success but also to create a community of learners. Participation is determined by completion of the following activities:

- Reading/Viewing all course materials to ensure understanding of assignment requirements
- Participating in engaging discussion with your peers on the discussion boards
- Other activities that may be indicated in the weekly modules

Since these activities are designed to contribute to your learning each week, they cannot be made up after their due date has passed.

EXCUSED ABSENCES AND/OR COURSE DROP POLICY

According to UTEP Curriculum and Classroom Policies, "When, in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor may drop the student from the class with a grade of "W" before the course drop deadline and with a grade of "F" after the course drop deadline." See academic regulations in the UTEP Undergraduate Catalog for a list of excuse absences. Therefore, if I find that, due to non-performance in the course, you are at risk of failing, I will drop you from the course. I will provide 24 hours advance notice

via email. Additionally, if you feel that you are unable to complete the course successfully, please let me know, and then contact the [Registrar's Office](#) to initiate the drop process. If you do not, you are at risk of receiving an "F" for the course.

MAKE-UP WORK

Make-up work will be given *only* in the case of a *documented* emergency. Note that make-up work may be in a different format than the original work, may require more intensive preparation, and may be graded with penalty points. If you miss an assignment and the reason is not considered excusable, you will receive a zero. It is therefore important to reach out to me—in advance if at all possible—and explain with proper documentation why you missed a given course requirement. Once a deadline has been established for make-up work, no further extensions or exceptions will be granted.

ALTERNATIVE MEANS OF SUBMITTING WORK IN CASE OF TECHNICAL ISSUES

I strongly suggest that you submit your work with plenty of time to spare in the event that you have a technical issue with the course website, network, and/or your computer. I also suggest you save all your work (assignments, exams, and essays) in a separate Word document as a back-up. This way, you will have evidence that you completed the work and will not lose credit. If you are experiencing difficulties submitting your work through the course website, please contact the UTEP Help Desk. You can email me your back-up document as a last resort.

INCOMPLETE GRADE POLICY

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Talk to me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

ACCOMMODATIONS POLICY

The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008. Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the [UTEP Center for Accommodations and Support Services](#) (CASS). Contact the Center for Accommodations and Support Services at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

SCHOLASTIC INTEGRITY

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another

student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

CLASS RECORDINGS

Some part of the instructions for the class will be available as a recording. Our use of such technology is governed by the Federal Educational Rights and Privacy Act (FERPA) and UTEP's acceptable-use policy. A recording of class sessions will be kept and stored by UTEP, in accordance with FERPA and UTEP policies. **You may not share recordings outside of this course.** Doing so may result in disciplinary action. Your instructor will not share the recordings of your class activities outside of course participants, which include your fellow students, teaching assistants, or graduate assistants, and any guest faculty or community-based learning partners with whom we may engage during a class session.

PLAGIARISM DETECTING SOFTWARE

Some of your course work and assessments may be submitted to SafeAssign, a plagiarism detecting software. SafeAssign is used to review assignment submissions for originality and will help you learn how to properly attribute sources rather than paraphrase.

COPYRIGHT STATEMENT FOR COURSE MATERIALS

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

COVID-19 PRECAUTIONS

You must **STAY AT HOME** and **REPORT** if you (1) have been diagnosed with COVID-19, (2) are experiencing COVID-19 symptoms, or (3) have had recent contact with a person who has received a positive coronavirus test. Reports should be made at screening.utep.edu. If you know of anyone who should report any of these three criteria, you should encourage them to report. If the individual cannot report, you can report on their behalf by sending an email to COVIDaction@utep.edu.

For each day that you are on campus—for any reason—you must complete the questions on the UTEP screening website (screening.utep.edu) prior to arriving on campus. The website will verify if you are permitted to come to campus. Under no circumstances should anyone come to campus when feeling ill or exhibiting any of the known COVID-19 symptoms. If you are feeling unwell, please let me know as soon as possible, and alternative instruction will be provided. Students are advised to minimize the number of encounters with others to avoid infection. Wear face coverings when in common areas of campus or when others are present.

Students are not permitted on campus when they have a positive COVID-19 test, exposure or symptoms. Students who are considering on-campus activities and are designated high risk according to CDC guidelines and/or those who live with individuals who are considered high risk may contact [Center for Accommodations and Support Services](#) (CASS) to discuss temporary accommodations.

Course Resources: Where you can go for assistance

UTEP provides a variety of student services and support:

Technology Resources

- [Help Desk](#): Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.

Academic Resources

- [UTEP Library](#): Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- [University Writing Center \(UWC\)](#): Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- [RefWorks](#): A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.

Individual Resources

- [Military Student Success Center](#): Assists personnel in any branch of service to reach their educational goals.
- [Center for Accommodations and Support Services](#): Assists students with ADA-related accommodations for coursework, housing, and internships.
- [Counseling and Psychological Services](#): Provides a variety of counseling services including individual, couples, and group sessions as well as career and disability assessments.