

Time:	Wednesday	9:00 – 11:50
Venue:	Zoom	
Instructor:	Xiaolu Ma	Rm.3377; <a href="mailto:hmxlma@ust.hk">hmxlma@ust.hk</a>
Office hours:	By appointment	

### **Course Description**

This course provides an overview of the various forms of popular culture – food, music, film, TV drama, manga/anime, literature, art and design – in modern East Asia. It explores not only the “uniqueness” of each location’s popular genres but also the shared interconnectedness among different East Asian cultures.

The key questions that this course attempt to raise and address are – How does East Asian popular culture reflect people’s desire for “modernity” or “modernization” at each location? How has each cultural “wave” or “craze” significantly influenced East Asian relations in the post-WWII period? Moreover, as global fascination with East Asian popular culture continues to grow, how has such regional “soft power” begun to inspire global aesthetics and transform both public imagination and understanding of East Asia?

By placing the issues of “modernity vs. modernization” and “localization vs. globalization” in the heart of our discussions, this course aims to develop students’ critical thinking beyond the seemingly popular trends and inspire them to form their own reflections and creative responses to the prevalent cultural phenomena that they experience everyday. The special focus of semester is East Asian food culture in cinema/TV.

### **Intended learning outcomes:**

On successful completion of the course, students will be able to:

- 1 To become familiar with various popular forms of contemporary East Asian culture
- 2 To understand the social, economic, and political factors that influence the rise of East Asian pop culture
- 3 To recognize the impact of “soft power” among East Asian countries and East Asia and the rest of the world
- 4 To integrate one’s interest and creativity with academic inquiry

### **Schedule**

**Week 1 Introduction (Sept 9)**

Watch:

Bao Short Film By Disney Pixar

Read:

“Soft Power”

**Week 2-3 (Sept 16, 23)**

Watch:

A Bite of China 01 Gift of Nature

Street Food - Seoul

Read:

James Farrer “Introduction: Traveling Cuisines in and out of Asia: Toward a Framework for Studying Culinary Globalization”

Amy Villarejo, *Film Studies: The Basics* (Selected)

**Week 4-5 (Sept 30, Oct 7)**

Watch:

Jiro Dreams of Sushi

Read:

Amy Villarejo, *Film Studies: The Basics* (Selected)

“The global kitchen”

**Week 6-7 (Oct 14, 21)**

Watch:

Grand Maison Tokyo (2019) Episode 1

Midnight Diner: Tokyo Stories (2016) Episode 1

Read:

“Food, bodies and etiquette”

**Week 8-9 (Oct 28, Nov 4)**

Watch:

Eat Drink Man Woman (1994)

Read:

“The national diet”

“Eating in”

**Week 10-11 (Nov 11, 18)**

Watch:

The God of Cookery (1996)

McDull, Prince de la Bun (2004)

Read:

“Food and Cuisine in a Changing Society - Hong Kong”

### **Week 12 (Nov 25)**

Watch:

Youn's Kitchen (2017) Episode 1

Read:

“Television chefs”

### **Week 13 (Dec 2)**

Presentation

### **Assessment**

Class Participation	10%
In-class quiz	30%
Final paper (Dec 12)	30%
Group Project (Dec 2)	
One creative art	15%
One paper	15%

### **Requirements**

You are expected to attend all classes and stay for the entire class. I measure class participation based on the following criteria: arriving to class on time, completing required reading (10-30 pages per week), engaging in class discussion, and respectfully listening when your classmates speak.

### **Class Participation**

In-class participation are weighed heavily in this course. Your participation will be counted based on the appearance of your names in group discussion assignments. For those who cannot participate owing to technical problems, you can submit a 500-word afterthought instead.

You can earn bonus points by answering questions in class. Maximum bonus points: 5%. Course will be taught online. Please check Zoom and Canvas before our first class.

<https://itsc.ust.hk/zoom-online-teaching/how-join-online-zoom-webinar-class>

### **In-class quiz**

Pop quizzes will be given from time to time at the start of class without prior notice. The quiz usually consists of 5-10 questions and would take no more than 20 minutes. The quizzes are used to test your understanding and comprehension of our weekly readings.

### **Final paper**

5 pp in length. Times New Roman size 12 font, double line spacing, 1-inch margins, and half-inch indentations at the beginning of each paragraph. Critical analysis of one or more of our readings/movies/TV dramas. While there are no right or wrong answers to the final paper, being “truthful, thoughtful, original and introspective” is the key to a successful paper. Please submit it by 8pm of the due date. Please submit it in Word format and make

sure that the file is readable. Unreadable files will not be counted as successful submission. Late submission will be accepted as late as two days after the due date but will receive half credit unless permission from the instructor is obtained before the due date.

### **Academic Honesty**

Acts of academic dishonesty are prohibited. Please go to our university webpage on academic dishonesty policy (<http://ugadmin.ust.hk/integrity/index.html>), and read definitions of plagiarism and acts of dishonesty. Acts of dishonesty will lead to a failing grade in this course.

### **Group Project:**

- The final group project consists of 2 parts – 1) one creative piece of art; 2) one group paper.
- The final project will ask you to take a creative approach to the themes and topics discussed in this course by producing an original work of art in one form of popular culture. For example, you could create a short film that conveys your version of the Hong Kong story, write up a short story that reflects a rising new trend among your peers, or compose a song that has the potential of becoming the next “Gangnam Style” in the world!
- The golden rule – the more creative, the better! And this should be a project that “matters to you” and your group mates and reflects what you have learned from this course.
- Please submit your project proposal by 8pm Oct 14.
- Please submit your creative art piece on Canvas by 8pm Dec 2.
- Each group also needs to submit 1 paper (10 pages; double---spaced, 12 font) that explains the inspiration, vision, and intent of the project as well as the contribution of each group member. Pleas submit your paper on Canvas by 8pm Dec 2.
- Late submission will be accepted as late as two days after the due date but will receive half credit unless permission from the instructor is obtained before the due date.
- Your group presentation (Dec 2) is not graded. Please consider it as an opportunity to share your project to your classmates. Each group will have around 10 minutes for your presentation.