



TITLE OF THE COURSE:	Contemporary Popular Culture in East Asia
Course code:	RAK4001
Course group:	C
Faculty:	Faculty of Humanities
Study program:	Regional Studies (Cultures and Languages of East Asian Countries)
Level:	<i>Bachelor's</i>
Semester:	<i>Spring</i>
ECTS credits:	6
Language of instruction	English
Course lecturer/s:	K. Barancovaitė-Skindaravičienė G. A. Fratila K. Miuller
Short course description:	<p>The course introduces students to the actual situation of contemporary East Asian popular culture by looking at its history, development, regional and global influences. It also offers students the theoretical basis of popular culture studies by introducing the concepts of culture, cultural industry, intercultural representation, globalization etc. The main focus of the course is directed at East Asian country case studies that cover discussions on music, cinema, fashion, literature, lifestyle and other aspects of popular culture in China, Korea and Japan. During this course the students will acquire knowledge of the most important issues regarding contemporary East Asian popular culture, as well as necessary skills to approach and analyze these issues critically.</p>
Course content:	<ol style="list-style-type: none">1. Definitions of culture. Definitions of popular culture. Introduction to cultural theories (part I): mass society theory, the Frankfurt School, structuralism, semiology.



	<ol style="list-style-type: none">2. Introduction to cultural theories (part II): theories of gender, postmodernism, globalization3. Popular culture in Korea: bringing the traditional culture to the present.4. Popular culture in Korea: changes of mass culture between state and society5. Popular culture in Korea: The Korean Wave (“Hallyu”) in and out6. Popular culture in Korea: K-culture to be continued?7. Popular culture in Japan: the phenomenon of <i>kawaii</i> and Japanese pop culture8. Popular culture in Japan: Japanese popular literature and animation (<i>anime</i>)9. Popular culture in Japan: Japanese popular music and the culture of <i>karaoke</i>10. Popular culture in Japan: Japanese pop culture in global arena11. Popular culture in China: East Asian pop culture and the trajectory of Asian consumption12. Popular culture in China: origins and tendencies13. Popular culture in China: the Americanization of pop culture in Asia14. Popular culture in China: Games. Skinheads
<p>Learning outcomes:</p>	<ol style="list-style-type: none">1) Acquainted with the East Asian region through the lens of popular culture;2) Able to define the main terms of East Asian popular culture;3) Able to describe the main characteristics and differences of contemporary popular culture in



	<p>East Asian countries;</p> <p>4) Evaluates and analyses critically the features of popular culture in East Asian countries;</p> <p>5) Participates in discussions about East Asian popular culture issues.</p>
<p>Grading and evaluating student work in class and/or at the final exam:</p>	<p>Final exam: 40% / Mid-term exam: 30% / Homework (3 opinion papers): 30%</p>
<p>Required reading and additional study material</p>	<p>Strinati, D. (2004). <i>An Introduction to Theories of Popular Culture</i>. 2nd ed.: Routledge</p> <p>Storey, J. (2009). <i>Cultural Theory and Popular Culture: An Introduction</i>. 5th ed.: Pearson Education</p> <p>Matthew A. and R. Sakamoto (eds.) (2006). <i>Popular culture, globalization and Japan</i>. New York: Routledge</p> <p>Milestone, K. & A. Meyer (2012). <i>Gender and Popular Culture</i>. Cambridge: Polity Press</p> <p>Sugimoto, Y. (ed.) (2010). <i>The Cambridge Companion to Modern Japanese Culture</i>. Cambridge: Cambridge University Press</p> <p>Skov, L. and B. Moeran (eds.) (1995). <i>Women Media and Consumption in Japan</i>. Honolulu: University of Hawaii Press</p> <p>John Lie (2012). "What is the K in K-pop?: South Korean Popular Music, the Culture Industry, and National Identity," <i>Korea Observer</i> 43 (3): 339-363.</p> <p>Hilary V. Finchum-Sung, "Image Is Everything: Re-imagining Traditional Music in the Era of the Korean Wave," <i>Southeast Review of Asian Studies</i> 31 (2009): 39–55.</p> <p>Brian Yecies and Ae-Gyung Shim, "Contemporary Korean Cinema: Challenges and the Transformation of 'PLANET HALLYUWOOD'" <i>ACTA KOREANA</i>, 14(1), June 2011: 1–15.</p> <p>Doobo Shim, 2006, "Hybridity and the Rise of Korean</p>



VYTAUTAS
MAGNUS
UNIVERSITY
M C M X X I I

	<p>Popular Culture in Asia," <i>Media, Culture & Society</i> 28 (1): 25-44.</p> <p>Jonghoe Yang(2012). "The Korean Wave (Hallyu) in East Asia: A Comparison of Chinese, Japanese, and Taiwanese Audiences Who Watch Korean TV Dramas," <i>Development and Society</i> 41(1): 103-147.</p> <p>Wonho Jang, et al. (2012). "Multi-Dimensional Dynamics of Hallyu in the East-Asian Region," <i>Korean Journal of Sociology</i> 46 (3): 73-92.</p> <p>Seok-Chan Eun (2013). "Brilliant Hallyu and Plastic Surgery," <i>Journal of Korean Medical Science</i> 28: 1561-1562.</p> <p>C. J. W.-L. Wee (2016). East Asian pop culture and the trajectory of Asian consumption, <i>Inter-Asia Cultural Studies</i>, 17:2, 305-315</p>
<p><i>Additional information (if applicable)</i></p>	