



## UNIVERSITI TEKNOLOGI MARA

### CCI712: GENRE AND POPULAR CULTURE

<b>Course Name (English)</b>	GENRE AND POPULAR CULTURE <b>APPROVED</b>
<b>Course Code</b>	CCI712
<b>MQF Credit</b>	3
<b>Course Description</b>	This course exposes students to notions of genre in the context of popular cultural forms. The course examines both theoretical and practical aspects of genre across media from cinema, television, literature to theatre. The first part of the course deals with the ways in which genre is regarded as taxonomy, ways that concern the definition, classification, and labelling, as well as how genres fit into notions of popular culture as mass culture, folk culture, myth, postmodern culture, and arena of hegemony. The second part investigates how genre is understood by audiences and the reasons for specific genres' appeal and popularity in various mediums, including horror (cinema), romance (literature), comedy (television), and musical (theatre).
<b>Transferable Skills</b>	Critical Thinking, Discourse and Communication, Writing and Researching
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Seminar/Colloquium
<b>CLO</b>	CLO1 Analyse various definitions and conceptual / theoretical approaches to both genre and popular culture. CLO2 Critique specific theoretical approaches of genre in their analysis and discussion of specific forms or texts of popular culture.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to Genre and/as Popular Culture</b> 1.1) Defining Genre and 1.2) Popular Culture; 1.3) Genre as Popular Cultural Forms	
<b>2. Theorising Genre</b> 2.1) Genre as Taxonomy; 2.2) Genre as Socio-Cultural Reflection; 2.3) Genre as Economic Strategy	
<b>3. Theorising Culture and Popular Culture</b> 3.1) Defining and Studying Culture; 3.2) Six Ways of Understanding Popular Culture	
<b>4. Genre / Popular Culture as Mass Culture, 'Left-over' Culture and Folk Culture</b> 4.1) The Marxist Critique of 4.2) 'Culture Industry'; 4.3) Culture High and Low; 4.4) Questions of Class and Taste	
<b>5. Genre / Popular Culture as an Arena of Hegemony</b> 5.1) Questions of Ideology; 5.2) Approaches to Ideological Criticism; 5.3) Defining Hegemony	
<b>6. Genre, Popular Culture, and Identity Politics</b> 6.1) Questions of Identity; 6.2) Representing Gender, Ethnicity/Race and Religion	

<b>7. Genre / Popular Culture as Postmodern Culture</b> 7.1) Defining and Debating Postmodernism; 7.2) Postmodern Genres – 7.3) Parody and Pastiche
<b>8. Film and Television Genres</b> 8.1) The Popularity of Horror Cinema and TV Soap Opera
<b>9. Literary Genre</b> 9.1) From Classics to Romance
<b>10. Theatrical Form</b> 10.1) The Musical Theatre
<b>11. Seminar Presentation</b> 11.1) N/A
<b>12. Seminar Presentation</b> 12.1) N/A
<b>13. Seminar Presentation</b> 13.1) N/A
<b>14. Seminar Presentation</b> 14.1) N/A

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	To write a supervised essay	60%	CLO2
	Presentation	To present an assigned topic	40%	CLO1

  

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>• Berger, A. A. 2017, <i>Popular Culture Genres: Theories and Texts</i>, Sage London</li> <li>• Storey, J 2003, <i>Inventing Popular Culture</i>, 8, Blackwell London</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>• Frow, J. 2014, <i>Genre</i>, 6, Routledge London</li> <li>• Storey, J. 2018, <i>Cultural Theory and Popular Culture</i>, 12, Routledge London</li> <li>• During, S. 2005, <i>Cultural Studies: A Critical Introduction</i>, 7, Routledge London</li> <li>• Altman, R. 1999, <i>Film/Genre</i>, 12, British Film Institute/ Palgrave Macmillan London</li> </ul>

  

<b>Article/Paper List</b>	This Course does not have any article/paper resources
<b>Other References</b>	This Course does not have any other resources