UNIVERSITI TEKNOLOGI MARA
CCI723: PERFORMANCE AS CULTURAL INDUSTRY

Course Name (English)	PERFORMANCE AS CULTURAL INDUSTRY `APPROVED`
Course Code	CCI723

MQF Credit	3

Course Description	This course explores performance (which comprises music, dance, theatre, acting) as part of the cultural industry. Students will be exposed to – and investigate – contemporary issues and practices concerned with various forms of performance locally and globally, from performances regarded as 'high culture' (theatre and classical music concert) to street performances (busking); from stand-up comedy to traditional theatre as part of the nation's heritage and cultural memory. The exploration will consider a number of theoretical perspectives and academic disciplines such as postcolonialism, globalisation, performance studies, cultural studies, and musicology. In addition, students will also be exposed to the institutional and managerial aspects of performance by exploring related cultural organisations such as Dewan Philharmonic Petronas, KLPac, and Istana Budaya, among others.

Transferable Skills	Problem Solving, Analytical Reasoning, Critical Thinking, Communication Skill.

CLO	CLO1 Classify various types and forms of performance that have evolved from the traditional to the contemporary
	CLO2 Critically evaluate specific issues or practices of performance as cultural activity or industry from specific theoretical approaches or perspectives

Pre-Requisite Courses	No course recommendations

Topics

1. Introduction to Performance, Culture, and Cultural Industry
1.1) • Definition and Scope of 'Performance'
1.2) • Types and Forms of Performance
1.3) • Performance Studies, Cultural Studies, Musicology

2. History and Development of Performance
2.1) • Oral Tradition
2.2) • Stageplay and Drama
2.3) • Traditional Performances

3. Transmedia Performance and Technology
3.1) • Stage, Film, Television, MTV
3.2) • Restaurants, Cafes, Pubs, and Streets
3.3) • New Media – YouTube, Social Media

4. Performance as Art
4.1) • Questions of Aesthetics
4.2) • Avant-garde and Experimental Performance

5. Performance, Audience, and Consumption:
5.1) • Audiences as Consumers
5.2) • Fandom and Fan Cultures
5.3) • Questions of Class and Taste – High vs. Low Culture

6. Performance and the Politics of Identity
6.1) • Postcolonial, Hybrid and Inter-cultural Performance
6.2) • Performance in Relation to Ethnicity, Religion, and Nation
6.3) • Gender-ing Performance

7. Performance as Showbusiness
7.1) • Variety Show, Music Hall, Vaudeville, and Circus
7.2) • Broadway and West End Musicals
7.3) • Pop Concerts
7.4) • Fringe Festivals

8. Performance as Global Popular and Sub-Culture 8.1) • Woodstock, Disco, Breakdance, Underground Music, Hip-Hop 8.2) • Bollywood music and dance 8.3) • K-Pop Phenomenon
9. Performance as Cultural Heritage and Memory 9.1) • Victorian and Shakespearean Plays 9.2) • Mak Yong, Menora, and Wayang Kulit 9.3) • Bangsawan, Komedi Stambul 9.4) • Chinese Opera 9.5) • Bharatyanatyam Classical Dance
10. Performance as Cultural Organisations, Institutions and Sectors 10.1) • Istana Budaya 10.2) • KL Pac 10.3) • Dewan Philharmonik Petronas 10.4) • Festivals and Tourism Industry
11. Seminar Presentation 11.1) The students will present their topics accordingly in groups.
12. Seminar Presentation 12.1) The students will present their topics accordingly in groups.
13. Seminar Presentation 13.1) The students will present their topics accordingly in groups.
14. Seminar Presentation 14.1) The students will present their topics accordingly in groups.

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research Paper (Individual)	60%	CLO2
	Presentation	Seminar Presentation (Group)	40%	CLO1

Reading List	Recommended Text	• Hadida, A.L 2015, *Performance in the creative industries in The Offord handbook of creative industries*, Oxford University Press Oxford
		• Schechner, R & Brady, S (eds) 2013, *Performance Studies: An introduction*, Routledge London
		• Leeker, M, Schipper, I & Beyes, T (eds) 2017, *Performing the Digital Performativity and Performance Studies in Digital Cultures*, Deutsche Nationalbibliothek Germany
		• Korom, F. J 2013, *The Anthropology of Performance*, Wiley-Blackwell Oxford
	Reference Book Resources	• Diamond, E (ed.) 2015, *Performance and cultural politics*, Routledge London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	