THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Programme Title	:	Bachelor of Arts (Honours) in Language Studies
Programme QF Level	:	5
Course Title	:	English Language Popular Culture
Course Code	:	CUS2012
Department	:	Department of Literature and Cultural Studies (LCS)
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	English
Course Level	:	2

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Sub-degree, Undergraduate, Taught Postgraduate, Professional Doctorate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):
- **P**rofessional **E**xcellence;
- **E**thical **R**esponsibility; **&**
- **I**nnovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. **Course Synopsis**

This course examines the role of English in popular culture in a global context and the role of popular culture in the global spread of English. It aims to develop students' awareness of connections between international English and international popular culture and their abilities to analyze language use in international and local popular culture products from critical perspectives.

2. **Course Intended Learning Outcomes (CILOs)**

Upon completion of this course, students will be able to:

CILO$_1$ Demonstrate an understanding of alternative theoretical perspectives on the languages of popular culture in local and international contexts.);

CILO$_2$ Critically examine issues related to the language of popular culture from alternative theoretical perspectives.;

CILO$_3$ Apply theoretical frameworks to the practice of popular culture production and consumption in East Asia and Hong Kong;

CILO$_4$ Develop independent learning skills through investigation of issues of English language and popular culture in daily life in Hong Kong.; and

CILO$_5$ Cultivate local and global perspectives on English language popular culture through communicative and collaborative exchange of information and ideas.

3. **Course Intended Language Learning Outcomes (CILLOs)**

Upon completion of this course, students will be able to:

CILLO$_1$ Develop appropriate skills in writing, presentation, critical thinking and expressing ideas about English and popular culture.

4. **Content, CILOs, CILLOs and Teaching & Learning Activities**

Course Content	CILOs/ CILLOs	Suggested Teaching & Learning Activities
Theoretical perspectives on language and popular culture – mass culture, cultural imperialism, cultural globalization and localization.	*CILO$_{1,2,5}$* *CILLO$_1$*	Lecture, tutorials, group work.
Popular culture and the globalization of English.	*CILO$_{1,2,3,5}$* *CILLO$_1$*	Lecture, tutorials, group work.
Case study 1: Film and Television.	*CILO$_{1,2,3,4,5}$* *CILLO$_1$*	Lecture, group work, independent inquiry and student presentation.
Case study 2: Popular music.	*CILO$_{1,2,3,4,5}$* *CILLO$_1$*	Lecture, group work, independent inquiry and student presentation.
Case study 3: The internet.	*CILO$_{1,2,3,4,5}$*	Lecture, group work,

	CILLO1	independent inquiry and student presentation.
Case study 4: Lifestyle, fashion and food.	CILO$_{1,2,3,4,5}$ CILLO$_1$	Lecture, group work, independent inquiry and student presentation.
Investigative projects: English and popular culture in daily life in Hong Kong and China.	CILO$_{1,2,3,4,5}$ CILLO$_1$ *(etc.)*	Lecture, group work, independent inquiry and student presentation.

5. Assessment

Assessment Tasks	Weighting	CILOs/ CILLOs
(a) Presentation This assessment is devoted to student independent inquiry projects carried out in groups of 4 students. Each member will be assessed individually based on the content and language in the presentation. The topic must be based on how popular culture affects English or vice versa.	30%	CILO$_{1,2,3,4,5}$ CILLO$_1$
(b) Group presentation written report(600-800 words) This assignment requires students to record their topic, findings, analysis and discussion of their presentation in a form of report. This assignment will be assessed based on the level of critical thinking, content and language. Please also post the written report on the Moodle forum concerned so that other students can read and respond to your report.	20%	CILO$_{1,2}$ CILLO$_1$
(c) Essay(1,500 words) An individually written essay on a topic related to English language popular culture of your own choice. This has to be an entirely different topic from your presentation. The essay should also include some reference to the main theme of the course based on academic references: *the role of English in popular culture in a global context and the role of popular culture in the global spread of English.*	50%	CILO$_{1,2,3,4}$ CILLO$_1$ *(etc.)*

6. Use of Generative AI in Course Assessments
Please select one option only that applies to this course:

☐ *Not Permitted*: In this course, the use of generative AI tools is not allowed for any assessment tasks.

☑ *Permitted*: In this course, generative AI tools may be used in some or all assessment tasks. Instructors will provide specific instructions, including any restrictions or additional

requirements (e.g., proper acknowledgment, reflective reports), during the first lesson and in relevant assessment briefs.

7. Required Text(s)

Storey, J. (2003). *Inventing popular culture: From folklore to globalization*. Oxford: Blackwell.

8. Recommended Readings

Benson, P., & Chik, A. (forthcoming). *Hong Kong pop: English style*.

Benson, P., and Chik, A. (Eds.) (2014). *Popular culture, pedagogy and teacher education: International perspectives*. London: Routledge.

Berger, H. M., & Carroll, M. T. (Eds.) (2003). *Global pop, local language*. Jackson, MS: University Press of Mississippi.

Craig, T., & King, R. (Eds.) (2002). *Global goes local: Popular culture in Asia*. Vancouver: University of British Columbia Press.

Crystal, D. (2003). *English as a global language* (2nd Ed.). Cambridge: Cambridge University Press.

Gitlin, T. (2002). The unification of the world under the signs of Mickey Mouse and Bruce Willis: The supply and demand sides of American popular culture. In J. M. Chan & B. T. McIntyre (Eds.), *In search of boundaries: Communication, nation-states and cultural identities* (pp. 21-33). London: Ablex Publishing.

Guins, R., & Cruz, O. Z. (Eds.) (2005). *Popular culture: A reader*. London: Sage.

Iwabuchi, K. (2002). *Recentering globalization: Popular culture and Japanese transnationalism.* Durham and London: Duke University Press.

Iwabuchi, K., Muecke, S., & Thomas, M. (Eds.) (2004). *Rogue flows: Trans-Asian cultural traffic*. Hong Kong: Hong Kong University Press.

Jenkins, H. (2004). Pop cosmopolitanism. In M. M. Suárez-Orozco &D. B. Qin-Hilliard (Eds.), *Globalization: Culture and education in the new millennium* (pp. 114-140). Los Angeles, CA: University of California Press.

Moody, A. J. (2006). Special issue on popular culture. *World Englishes*, 25, 209–222.

Pennycook, A. (2007). *Global Englishes and transcultural flows*. London: Routledge.

Tomlinson, J. (1991). *Cultural imperialism: A critical introduction*. Baltimore: The Johns Hopkins University Press.

Wise, J. M. (2008). *Cultural globalization: A user's guide*. Oxford: Blackwell.

9. Related Web Resources

Hong Kong pop: English style:
http://home.ied.edu.hk/~hkpop/music/index.html
Inter-Asia Popular Music Studies Group:
http://interasiapop.org/
Popular culture resources:
http://home.ied.edu.hk/~hkpop/popculres/index.html

10. Related Journals

Cultural Studies
InterAsia Cultural Studies
International Journal of Learning and Media
Popular Music
World Englishes

11. Academic Honesty

The University upholds the principles of honesty in all areas of academic work. We expect our students to carry out all academic activities honestly and in good faith. Please refer to the *Policy on Academic Honesty, Responsibility and Integrity* (https://www.eduhk.hk/re/uploads/docs/0000000016336798924548BbN5). Students should familiarize themselves with the Policy.

12. Others

Nil

14 August 2025