THE EDUCATION UNIVERSITY OF HONG KONG
Course Outline

Part I

Programme Title	:	Bachelor of Arts (Honours) in Language Studies
Programme QF Level	:	5
Course Title	:	Gender and Popular Culture
Course Code	:	CUS3017
Department	:	Department of Literature and Cultural Studies (LCS)
Credit Points	:	3
Contact Hours	:	39
Pre-requisite(s)	:	Nil
Medium of Instruction	:	English
Course Level	:	3

Part II

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

Popular culture shapes our common sense notions regarding women, men and sexualities. This course will investigate genders and sexualities in advertising, film, television, video, music and emphasize the ways that popular culture shapes our understanding of individual and collective identities. The course will interrogate popular culture texts in light of the following kinds of questions: What are the images that we see in popular culture and how do we read them? Who creates them and who disseminates these images? Who benefits from them? How is one sex marginalized in the gaze cast by the opposite sex in various popular cultural texts? This course is interdisciplinary and is situated at the intersections of women's studies, media studies and cultural studies. We will study topics relevant to the American and Asian contexts today. Students can use the critical theories and approaches of reading genders to analyze popular culture texts of other languages and cultures as their term assignments.

2. Course Intended Learning Outcomes (CILOs)

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

CILO$_1$ Analyze popular representations in order to explore the social construction of gender and sexuality;

CILO$_2$ Connect the representations of gender and sexuality in popular culture to larger social and political contexts; and

CILO$_3$ Show how individuals and groups define, disrupt, and expand popular or dominant ideas of gender and sexuality.

3. Course Intended Language Learning Outcomes (CILLOs)

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

CILLO$_1$ Demonstrate the ability to critically analyse the representation of gender in various popular culture texts;

CILLO$_2$ Develop appropriate skills in writing, presentation, critical thinking and expressing ideas through basic cinematic language; and

CILLO$_3$ Present research findings in various course assignments effectively.

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

Course Content	CILOs/ CILLOs	Suggested Teaching & Learning Activities
What is popular culture? What is gender? Why study them?	*CILO$_{1,2,3}$* *CILLO$_{1,2,3}$*	Personal reflection on everyday life, workshop on course readings and discussion.
Women challenging the gaze.	*CILO$_{1,2,3}$* *CILLO$_{1,2,3}$*	Lecture, discussion of course readings ,analyzing the gaze in film and video clips.

Gender in the world of advertising	$CILO_{1,2,3}$ $CILLO_{1,2,3}$	Researching advertisements, lecture, discussion of class readings.
Masculinities and consumerism.	$CILO_{1,2}$ $CILLO_{1,2,3}$	Lecture, discussion of class readings, analyzing popular culture representations of masculinity.
Representation of gender in Disney and KPop.	$CILO_{1,2}$ $CILLO_{1,2,3}$ (etc.)	Lecture, discussion of class readings, analyzing representation of gender in Disney and KPop,

5. Assessment

Assessment Tasks	Weighting	CILOs/ CILLOs
(a) An individual in class presentation	25%	$CILO_{1,2,3}$ $CILLO_{1,2}$
(b) Three blogposts (200-250 words each), revised and submitted as a portfolio at the end of the semester.	25%	$CILO_{1,2}$ $CILLO_{1,2,3}$
(c) A final project analyzing a popular culture "text"[1] not analyzed in class. Project must include an 1,500 word paper explaining how your project analyzes the chosen text using terms and concepts learned in class.	50%	$CILO_{1,2,3}$ $CILLO_{2,3}$ (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)

A course reading pack will be provided**.**

8. Recommended Readings

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[1] This word is used here in the widest sense of the term.

Aaron, M. 2004. *New queer cinema: A critical reader*. New Brunswick, N.J.: Rutgers University Press.

Beyon, J. 2002. *Masculinities and culture*. Buckingham: Open University Press.

Bordo, S. 1999. *The male body: A new look at men in public and in private*. New York: Farrar, Straus and Giroux.

Burston, P. and Richardson, C. (eds). 1995. *A queer romance: Lesbians, gay men, and popular culture*. London: Routledge.

Buszek, M.E. 2006. *Pin-up girls: Feminism, sexuality, popular culture*. Durham: Duke University Press.

Caputi, J. 2004. *Goddesses and monsters: Women, myth, power, and popular culture*. Madison, Wis.: University of Wisconsin Press/Popular Press.

Dotson, E.W. 1999. *Behold the man: The hyper and selling of male beauty in media and culture*. New York: Haworth Press.

Edwards, T. 2006. *Cultures of masculinity*. London; New York: Routledge.

Elledge, J. (ed) 2010. *Queers in American popular culture*. Santa Barbara, California: Praeger.

Emig, R. and Rowland, A. (eds). 2010. *Performing masculinity*. Houndsmill, Basingstoke; New York, NY: Palgrave Macmillan.

Ferber, A.L. et al. (eds). 2009. *Sex, gender, and sexuality: The new basics: an anthology*. New York: Oxford University Press.

Gillis, S. and Hollows, J. (eds). 2009. *Feminism, domesticity and popular culture*. New York, NY: Routledge.

Hancock, J.H. et al. (eds) 2013. *Fashion in popular culture: Literature, media and contemporary studies*. Bristol, UK; Chicago: Intellect.

Hollows, J. and Moseley, R. (eds). 2006. *Feminism in popular culture*. Oxford, England; New York: Berg.

Jhally, S. (dir.) 2009. *The codes of gender: Identity + performance in popular culture*. Northampton, Mass.: Mass Education Foundation.

Juett, J.C. and Jones, D.M. 2010. *Coming out to the mainstream: New queer cinema in the 21st century*. Newcastle: Cambridge Scholars.

Milestone, K. and Meyer, A. 2012. *Gender and popular culture*. Cambridge, UK; Malden, MA.: Polity Press.

Puller, C. 2009. *Gay identity, new storytelling and the media*. Basingstoke: Palgrave Macmillan.

Ross, K. (ed). 2012. *The handbook of gender, sex, and media*. Chichester: Wiley-Blackwell.

Shepherd, L. J. 2013. *Gender, violence and popular culture: Telling stories*. Oxon; New York: Routledge.

Toffoletti, K. 2007. *Cyborgs and Barbie dolls: Feminism, popular culture and the posthuman body*. London; New York: I.B. Tauris.

Walsh, F. 2010. *Male trouble: Masculinity and the performance of crisis*. Houndsmill, Basingstoke; New York: Palgrave Macmillan.

White, R. 2007. *Violent femmes: Women as spies in popular culture*. New York: Routledge.

Whiteley, S. 2000. *Women and popular music: Sexuality, identity, and subjectivity*. London; New York: Routledge.

9. Related Web Resources

Popular culture:
https://culturalpolitics.net/popular_culture/
http://guides.lib.fsu.edu/c.php?g=352740&p=2383147
Gender Representation:
http://mediasmarts.ca/gender-representation

10. Related Journals

Feminist Theory
GLQ
The Journal of Popular Culture
Men and Masculinities
Sexualities
Sexuality and Culture
Studies in Popular Culture

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/000000000016336798924548BbN5).   Students should familiarize themselves with the Policy.

12. Others

Nil

14 August 2025