

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. **COURSE TITLE**

Popular Music Studies

2. **COURSE CODE**

HUMN3045

3. **No. OF UNITS**

3 Units

4. **OFFERING DEPARTMENT**

Department of Humanities and Creative Writing

5. **PREREQUISITES**

N.A.

COREQUISITES

N.A.

6. **MEDIUM OF INSTRUCTION**

English

7. **AIMS & OBJECTIVES**

This course aims to widen and deepen the students' basic knowledge of popular music as a pervasive cultural form in contemporary society. It will also enhance their critical understanding of popular music as an academic study through an inter-disciplinary approach.

8. **COURSE CONTENT**

I. Pop music: definitions and concepts; historical perspectives: significant genres of Rock 'n' Roll, Folk, Soul, R&B, Alternative, Punk, Electronic, Grunge, Post-Rock, etc.

II. Music industry and cultural industry: from Adorno's Critical Theory to the real world operation

III. Textual analysis: cultural and social contexts; Identity and politics

IV. Media policy and its impact

- V. Fandom theory and the evolution of audience powers
 VI. Technological debates: digitalization and globalization

9. **COURSE INTENDED LEARNING OUTCOMES (CILOs)**

CILO	By the end of the course, students should be able to:
CILO 1	Explain the main features of popular music and popular music industry
CILO 2	Discuss the different emphases of popular music studies
CILO 3	Account for the inter-relation between popular music and individuals as well as society
CILO 4	Interpret popular music from a cultural perspective with appropriate theories

10. **TEACHING & LEARNING ACTIVITIES (TLAs)**

CILO alignment	Type of TLA
1-3	The students will be : given hands-on instruction on the development of academic study of popular music; shown with the cases and examples from both the western and local pop music worlds
2-4	working in teams to discuss and debate about controversial issues; offered hands-on experience to pop music productions and events; given written tasks to write their analysis on the related topics
2-4	required to participate actively in tutorial discussions; requested to show the individual arguments in their papers

11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Term Paper	30%	3,4	Term paper will evaluate students' understanding of the concepts and cases from lectures and readings
Group Assignments	30%	1,2	Group Assignments will test the students' ability to analyze and argue the cases with theories.
Final Exam	40%	1,2,4	The examination will test the students' ability to apply their knowledge on various case studies.

END