



Bachelor of Arts Program in Intercultural Studies and Language (International Program)

Degree Level Bachelor's Degree Graduate

Diploma Master's Degree Higher Graduate Diploma

Ph.D.

Course Title Popular Culture
Course Code ICCU325/ICIC366

Mahidol University International College
Humanities and Language Division

TQF3 Course Specification

Section 1 General Information

1. Course Code and Title

In Thai ICIC 366 (Section 1) วัฒนธรรมสมัยนิยม
In English ICIC 366 (Section 1) Popular Culture

2. Number of Credits 4 (4-0-8)

3. Curriculum and Course Type

3.1 Program of Study Intercultural Studies and Language Major Program
Critical Cultural Literacy Minor Program

3.2 Course Type Literary and Cultural Studies Concentration Elective Course

4. Course Coordinator and Instructor

4.1 Course Coordinator Dr. Matthew Robert Ferguson
Humanities and Language Division
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matthew.fer@mahidol.ac.th

4.2 Instructor Dr. Matthew Robert Ferguson

5. Trimester/Class Level

5.1 Trimester Trimester 1, 2020-21

5.2 Number of Students Allowed Approximately 40 Students

6. Pre-requisite

N/A

7. Co-requisites

N/A

8. Study Site Location

MUIC



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9. Date of Preparation/Latest Revision of the Course Specifications

Day 01 Month July Year 2020



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Section 2 Aims and Objectives

1. Course Goals

The course introduces students to a variety of analytical and critical strategies for reading, viewing, and understanding trends in popular mainstream culture. Students will hone their critical thinking skills by using popular culture texts in books, TV, film, and new media.

2. Objectives of Course Development/Revision

2.1 Course Objectives

This course aims to understand current cultural trends and develop in students an awareness of how corporatism shapes our cultural ideas of self and identity.

2.2 Course-level Learning Outcomes (CLOs)

By the end of the course, students are able to

1. CLO1 Identify trends and values being produced in pop culture products.
2. CLO2 Consume pop culture products with a heightened sense of awareness.
3. CLO3 Assess the implications of pop culture on traditional forms of culture.
4. CLO4 Synthesize philosophy and theory with contemporary products and movements.
5. CLO5 Write about pop culture products and argue about their relevance in our world.



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Section 3 Course Description and Implementation

1. Course Description

(In Thai) บทนำของการวิเคราะห์และวิจารณ์วิธีการอ่าน การดู และการท าคความเข้าใจแนวทางของวัฒนธรรมซึ่งเป็นที่นิยม ฝึกปรี้อความสามารถในการคิดวิเคราะห์ผ่านการใช้บริบทตามวัฒนธรรมที่ได้รับความนิยมในหนังสือ โทรทัศน์ ภาพยนตร์ และสื่อสมัยใหม่อื่นๆ ศึกษาบทความตามสมัยและวิเคราะห์ถึงอิทธิพลในเชิงกระแสและความกระวนกระวายที่บทความเหล่านั้น าสเสนอและวางขายต่อผู้บริโภค

(In English) An introduction to a variety of analytical and critical strategies for reading, viewing, and understanding trends in popular mainstream culture; honing critical thinking skills by using popular culture texts in books, television, film, and new media; looking at a variety popular texts and analyzing what current trends and anxieties these texts represent and market to consumers.

2. Number of hours per trimester

Theory (hours)	Practice (hours)	Self-study (hours)
36	12	96

3. Number of Hours per Week for Individual Advice

Office Hours or Online Consultations / 2 hours per week



Section 4: Development of the expected learning outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)
 By the end of the course, students who successfully complete the course will be able to:
 1. CLO1 Identify trends and values being produced in pop culture products.
 2. CLO2 Consume pop culture products with a heightened sense of awareness.
 3. CLO3 Assess the implications of pop culture on traditional forms of culture.
 4. CLO4 Synthesize philosophy and theory with contemporary products and movements.
 5. CLO5 Write about pop culture products and argue about their relevance in our world.
2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

ICIC366	Teaching and learning experience management	Learning outcomes measurements
CLO1	Lecture / Reading / Viewing / Discussion	Essays/Presentations/Reflections
CLO2	Lecture / Reading / Viewing / Discussion	Essays/Presentations/Reflections
CLO3	Lecture / Reading / Viewing / Discussion	Essays/Presentations/Reflections
CLO4	Lecture / Reading / Viewing / Discussion	Essays/Presentations/Reflections
CLO5	Lecture / Reading / Viewing / Discussion	Essays/Presentations/Reflections



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Section 5 Lesson Plan and Evaluation

1. Lesson Plan

Class	Topic/Details	Number of hours		Online Sessions	On-Campus	Instructors	Note
		In-Class sessions	Lab sessions				
1	Thurs 12-4 Defining the Popular	4		x		Matthew Ferguson	ZOOM
2	Thurs 12-4 Culture Industry	4		x		Matthew Ferguson	ZOOM
3	Thurs 12-4 Hyperreality and Representation	4			x	Matthew Ferguson	
4	Thurs 12-4 K-Pop (imperialism & hybridity)	4		x		Matthew Ferguson	ZOOM
5	Thurs 12-4 K-Pop (stereotyping and ambiguity)	4		x		Matthew Ferguson	ZOOM
6	Thurs 12-4 Reality Entertainment	4			x	Matthew Ferguson	
7	Thurs 12-4 Analysis Assignment	4		x		Matthew Ferguson	ZOOM
8	Thurs 12-4 The American Superhero	4			x	Matthew Ferguson	
9	Thurs 12-4 Horror, Fear, and Femininity	4		x		Matthew Ferguson	ZOOM
10	Thurs 12-4 Horror, Fear, and Alienation	4			x	Matthew Ferguson	
11	Thurs 12-4 Pop Culture Exhibition	4		x		Matthew Ferguson	ZOOM
12	Thurs 12-4 Course Review and Exam Preparation	4		x		Matthew Ferguson	ZOOM
Total		48					



2. Evaluation of the CLOs

2.1 Measurement and Evaluation of learning achievement

a. Formative assessment

Formative assessments are conducted through a series of critical reflections.

b. Summative assessment

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Measurement Method	Weight (Percentage)	
CLO1 Identify trends and values being produced in pop culture products.	Reflections	5	20
	Essay / Presentation	15	
CLO2 Consume pop culture products with a heightened sense of awareness.	Reflections	5	20
	Essay / Presentation	15	
CLO3 Assess the implications of pop culture on traditional forms of culture.	Reflections	5	20
	Essay / Presentation	15	
CLO4 Synthesize philosophy and theory with contemporary products and movements.	Reflections	5	20
	Essay / Presentation	15	
CLO5 Write about pop culture products and argue about their relevance in our world.	Reflections	5	20
	Essay / Presentation	15	
Total			100



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(2) Measurement and evaluation

A (90) B+ (85) B (80) C+ (75) C (70) D+ (65) D (60) F (>60)

(3) Re-examination (if the course allows any)

With approved documentation issued by the Office of Academic Affairs, MUIC, a re-examination is possible in accordance with the regulations of MUIC.

3. Students' Appeal

If understanding and compromise fail with the course instructor, students are directed to the Office of Academic Affairs, MUIC, to make an appeal.

Section 6 Teaching Resources

1. Required Texts

1) Texts and course materials issued by the instructor.

2. Suggested Materials

- 1) Internet resources.
- 2) Video streaming services (YouTube, Netflix, Apple+)

3. Other Resources (if any)

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Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

Continual course reflections.
Informal student surveys.

2. Strategy for Teaching Evaluation

End-of-term course and teacher evaluations (collected by the Office of Academic Affairs)

3. Teaching Improvement

Continual reflection.
Participation in teacher-development seminars and trainings.

4. Verification of Standard of Learning Outcome for the Course

Through the use of precisely designed rubrics.

5. Revision Process and Improvement Plan for Course Effectiveness

- Through discussions and feedback with the Program Director of the Intercultural Studies and Language Major Program.
- Through benchmarking with other similar course offerings in other universities.
- Through classroom research.



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Appendix

Relations between the course and the program

Table 1 Relations between the course and the PLOs

Course Name <i>Popular Culture</i>	PLOs						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
(Course Code) ICIC 366	R		R	R	R		R

Table 2 Relations between CLOs and PLOs

(Course Code) ICIC 366	PLOs						
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
CLO1 Identify trends and values being produced in pop culture products.	1.1						
CLO2 Consume pop culture products with a heightened sense of awareness.	1.2						
CLO3 Assess the implications of pop culture on traditional forms of culture.			3.3				
CLO4 Synthesize philosophy and theory with contemporary products and movements.				4.3	5.2		
CLO5 Write about pop culture products and argue about their relevance in our world.							7.1



Table 3 PLOs that the course is responsible for

PLOs	SubPLOs
PLO1 Communicate confidently and sensitively within and across cultures in oral and written forms.	1.1 Identify the various dimensions that constitute cultural identity for audience analysis. 1.2 Reflect critically on one's own cultural identity and how it shapes one's perspective of cultural others. <input type="checkbox"/>
PLO3 Investigate historical and emergent Eastern and Western cultural, theoretical and philosophical traditions.	3.3 Use knowledge of key concepts and theories related to intercultural studies to construct meaning in multicultural environments.
PLO4 Critique the construction of cultural values and how they are creatively and socially articulated.	4.3 Integrate abstract concepts, principles and dimensions of culture into real life social behaviors and contexts.
PLO5 Appraise various forms of cultural production qualitatively and quantitatively.	5.2 Locate and evaluate cultural knowledge and products on electronic databases and the internet.
PLO7 Collaborate responsibly to produce comprehensive, logical, and well-researched individual written reports and/or oral presentations. <input type="checkbox"/>	7.1 Write and/or present critical commentaries on academic and/or literary works using appropriate media. <input type="checkbox"/>