

**Cultural Products, Representational Discourses and
Transnational Identities**

Code: 44258

ECTS Credits: 10

Degree	Type	Year	Semester
4317118 Global East Asian Studies	OB	0	1

Contact

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Other comments on languages

Part of the module will be taught in English.

Use of Languages

Principal working language: spanish (spa)

Teachers

Irene Masdeu Torruella

Makiko Fukuda

Alba Serra Vilella

Blai Guarné Cabello

Roberto Figliulo

Tomás Grau Grau De Pablos

Jordi Mas Lopez

Artur Lozano Mendez

Esther Torres Simon

Prerequisites

None.

Objectives and Contextualisation

Module 1 "Cultural products, representational discourses and transnational identities" is a compulsory module of 10 ECTS that focuses on the study of the global circulation of cultural products and creative industries, transnational identities, and images & discourses related to East Asia. From this perspective, the module looks at East Asia as a node of sociocultural influences, political and identity processes, and discursive and representational formations that transcend its regional boundaries by impacting on the global scenario. The module consists of three formative parts: 1) Cultural products and creative industries; 2) Images, discourses and representations; 3) Transnational identities.

Competences

- Analyse the dynamics that make up global circulation of cultural products and creative industries, transnational identity trends and the representational images and discourses relating to East Asia.
- Apply the paradigms and theoretical trends in the study of sociocultural and political and economic changes which, with East Asia as a principal actor, are taking place on a global scale.
- Describe the changing relationship between new forms of social communication and cultural and communication policies, with special attention to the diversity of the agents involved in their organisation.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- Recognise and explain sociocultural influences, political-identity processes and discursive-representational formations which, in relation to East Asia are emerging and developing on a global scale.
- Reflect and argue critically on the basis of analysis and synthesis within the methodologies and theoretical approaches of the specialist area.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Work individually and in teams in interdisciplinary and multicultural environments.

Learning Outcomes

1. Analyse the implications and recognise the importance of emerging and developing globalisation processes in relation to the societies of East Asia.
2. Competently apply theoretical currents to explain the processes of identity politics, discourse and representation that operate globally in connection with East Asia.
3. Critically analyse the cultural and creative pre-eminence of East Asia in the contemporary world.
4. Critically analyse the role played by the new forms of social communication in the circulation of products, content and images developed in East Asia.
5. Identify and analyse the discourse and representation strategies that shape the policies on culture and communication associated with East Asia.
6. Identify and describe the dynamics of global circulation of cultural products, creative industries, currents of identity, and representational images and discourses related to East Asia.
7. Identify, describe and analyse the new interactions emerging inside and outside East Asia in society and culture, identity politics, and representations and discourses.
8. Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
9. Recognise and analyse, from a critical perspective, the main factors involved in the dissemination, (re)production and consumption of cultural products and creative industries associated with East Asia.
10. Recognise and competently use paradigms and theoretical currents to explain the transformations in society and culture, identity politics, and representations and discourses that are taking place globally with East Asia as a protagonist.
11. Reflect and argue critically on the basis of analysis and synthesis within the methodologies and theoretical approaches of the specialist area.
12. That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
13. That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
14. Work individually and in teams in interdisciplinary and multicultural areas of work.

Content

The module focuses on the study of the global circulation of cultural products and creative industries, transnational identities, and images & representational discourses related to East Asia. The contents of the module are:

1. Cultural products and creative industries:

- Audiovisual, musical, literary, art and electronic industries and products.
- Digital contents, cross-media narratives and transmedia interactions.
- Relationships, appropriations and new practices in social communication and consumption.
- Circulation, dissemination, commoditization and global (re)production of cultural products.

2. Images, discourses and representations:

- Discursive formations: "Occidentalisms" and "Orientalisms", political imaginaries and cultural nationalism.
- Cultural policies and commoditization practices: cultural heritage, tourist landscapes, sport consumption.
- Communication policies: marketing practices, soft-power strategies, nation branding initiatives and cultural diplomacy.

3. Transnational identities:

- Identity idioms: linguistic & cultural, diasporic, referential, of gender, of personal adscription and consumption.
- Negotiations: intercultural, transcultural, bicultural, hybrid.
- Political identifications: inclusions, exclusions, diversity, differences.

The module integrates the theoretical and conceptual contributions of the disciplines of Anthropology, Sociology, and Cultural and Literary Studies.

Methodology

- Lectures
- Specialized talks
- Paper Writing
- Oral presentations and debates
- Readings
- Personal Study

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures, invited talks	50	2	1, 2, 3, 5, 6, 7, 13, 12, 4, 9, 10, 11, 8, 14
Type: Supervised			
Oral defense of essays and debates	10	0.4	1, 2, 3, 5, 6, 7, 13, 12, 4, 9, 10, 11, 8, 14
Type: Autonomous			

Assessment

The information on the evaluation, the type of evaluation activity and its weight on the final grade is provided for information purposes only. Instructors responsible for the different parts of the module will provide specific detail at the beginning of their teaching periods.

In case of irregularities (plagiarism, copying, identity fraud, etc.) in an evaluation activity, the grading of this activity will be 0. In case of irregularities in various evaluation activities, the final grade of the module will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Oral defense of papers	30%	4	0.16	1, 2, 3, 5, 6, 7, 13, 12, 4, 9, 10, 11, 8, 14
Submission and discussion of papers	70%	6	0.24	1, 2, 3, 5, 6, 7, 13, 12, 4, 9, 10, 11, 8, 14

Bibliography

At the beginning of the classes the instructors of the different sections of the module will provide specific bibliography for each topic.

Software

We will not use specific software.