

HPCH5012/6012 Chinese Populer Culture and Media Assessment Guide

The portfolio assessment for this module consists of two 2,500-word essays of equal weight.

Please choose two topics from the following essay topics. Alternatively, students may formulate their own essay questions linked to an area of their own interest. However, questions must be approved by the module lecturer to ensure that they are level appropriate.

1. 'Xiu Xian' or Daoist immortality cultivation has become a very popular theme in Chinese films/TV series/novels, examine the reasons behind this phenomenon.
2. Chinese traditional cultural influences are the primary contributor for the prevalence of self-(health) care in modern China. Do you agree?
3. Examine the reasons for the popularity of Hanfu (汉服) among young people.
4. Based on a popular culture theory of your choice, select one example of Chinese popular culture and analyse how the theory can be applied.
5. Some people claim that Shanzhai Culture (山寨文化) is very popular in contemporary China. Do you agree, why?
6. Evaluate the advantages and disadvantages of mobile payment (WeChat and AliPay) in China.
7. What challenges has the online shopping culture brought on traditional Chinese culture values.
8. Compare the different attitudes of Chinese and UK parents on their children's education, and analyse the cultural influences behind them.

Submission deadline:

Both essays are due on Sunday, 7th February 2021 at 23:59 (submit through the dedicated Turnitin link on the module Moodle Page).