A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:
   - Discuss the discussions surrounding the creation, promotion, and consumption of popular culture in Asia.
   - Apply various theoretical and historical viewpoints in the context of Asian popular culture.
   - Explore local and global dimensions of culture, taking into account the social, economic, and political circumstances in Asia.
   - Provide examples of popular culture in Asia surfaces in everyday life.

2. Assignment details:
   - *Requirement*: Choose one of the three options to produce an artifact on:
     - An **industry-oriented white paper** of 2,000 words about your topic
     - A **video podcast** and corresponding script: a self-recorded video about 10-12 minutes long featuring yourself, brief clips of audio, video, graphics, and/or sources from the web.
     - A 12-page, 1,500-word **magazine** with feature articles (A4 format, 3mm margins) including at least 8 student-created photographs or illustrations, and applied knowledge of graphic design principles (grid-based layout, composition, color, typography).

   - *Format*: 2,000-word white paper, video podcast or magazine.
   - *Objectives*: Create a communication artifact to compete in an imagined festival called "Popular Culture from the Peripheries".
   - *Suggested tools (for magazine only):* Adobe InDesign (main tool), Canva (side tool), cameras are needed to produce student-made photos.
   - *Assignment structure (for magazine only):*
     - Front cover (1 page)
     - Introduction (2 pages)
     - Relevant statistics/facts/information surrounding the cultural matter (2 pages) (infographics, highlighted numbers and keywords)
     - Article #1 (2-4 pages)
     - Article #2 (2-4 pages)
     - Interactive games (0-2 pages, adjust according to your articles' length)
     - Back cover (1-page)

B. KEY TERM DEFINITION:

In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.

Term	Definition
Popular culture	According to Storey (2012), popular culture manifests itself as daily and accepted social activities, ideas and structures. In contrast with high and elitist culture, these instances enjoy the common society's embrace.
Cultural homogenization	Often considered as a result of globalization, this notion concerns the phenomenon of multiple cultures merging together and sharing similar aspects, from moral values to traditional practices. In this concept, the commercial benefits usually prove lucrative for nations to engage in "similarizing" their values with those of others. This breeds a new wave of ideologies, perspectives and desires, even to the point of citizens being considered as customers.
Cultural hybridity	As the name suggests, this idea revolves around different cultures fusing their lifestyle elements together to create new expressions and norms. From physical (food, fashion, etc.) to intellectual (religions, literature, etc.) forms, hybridization can occur throughout the societal construct. The constantly improving networks of communication act as a key player in driving this notion forward.
Consumerism	Goods, services and possessions act as consumerism's core subjects, because this ideology is a cultural way of thinking that emphasizes their accession and usage of these items. This heightened importance on possession and consumption of materialistic means is thought to bring about fulfillment, identity and high social status.
Soft power	Usually used in the context of international relations, a country that "possesses" soft power can affect the behavior of other entities without being forceful while doing so (hence the word "soft"). It is through means like cultural attractiveness, media influence, or economic dominance that soft power is practiced.
Cultural imperialism	Discussing cultural imperialism is discussing the assertion of a culture over another. This unequal power dynamic stems from certain trends, beliefs and traditions that push those of the influenced culture out of favor among its people.
Hegemony	Gramsci's (2019) notion of hegemony features an influential societal class that steers a society forward based on rationality and virtue. However, hegemony is not imposed by the dominant, but rather negotiated and merged with the subordinate classes' consent. Within this concept, there are also processes of naturalization and categorization of classes, genders and ages.

Gender performativity	Rather than an innate and predetermined idea, gender identity manifests via repetitive behavior and actions. Using terms like "man" or "woman" implies social expectations that one is accustomed to.

C. FOOD FOR HUNGRY THOUGHTS

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