

DONGGUK INTERNATIONAL VIRTUAL SUMMER SCHOOL

COURSE TITLE	Korean Pop Culture ; Society & Media	
DATES	July 5(Mon.), 2021 – July 19(Mon.), 2021	
COURSE TIMES	13:30-17:00	
CREDIT HOURS	3	
PROFESSOR	KIM CHANG LAE	
COURSE DESCRIPTION	<p>This class is designed to encourage the student to develop the skills of analysis, critical reading, and self expression. Discussion topics include the discrimination issue on Korean Entertainment, the June Democracy movement in the 1980s, The Female Representation on Korean Film, etc.</p> <p>This course aims to introduce students to cultivate an appreciation of Korean film, TV drama and music as a complex form of popular culture. The class involves film/video screening, class discussions, reports, in class analysis exercises and written assignments. The class will also look more deeply at Korean society and the nature of popular culture itself, and the intertextual relationship of individual text & cultural industries with the audience.</p>	
SCHEDULE	DAY 1	Introduction to Korean Popular Culture
	DAY 2	How Female Characters were described in Korean Film, <I Can Speak>
	DAY 3	The History of K-pop
	DAY 4	Korean Cinema in early 2000, <Memories of Murder>
	DAY 5	Discrimination on Korean Entertainment
	DAY 6	Student Presentation
	DAY 7	Hollywood Influence on Korean media, <Terror Lives>
	DAY 8	Retro & YOLO trend in Korean Variety Show
	DAY 9	The Latest Trend in K- Drama
	DAY 10	The Future of Korean Pop Culture
	DAY 11	Evaluation (Written Test)
REFERENCE	<p>■Darcy Paquet, New Korean Cinema, Breaking the wave, Wallflower Press</p> <p>■Gateward, Frances, ed. Seoul Searching: Culture and Identity in Contemporary Korean Cinema, State Univ. of New York Press, 2007.</p> <p>■The Korean Wave: Korean Media Go Global (Internationalizing Media Studies) 1st Edition</p>	
EVALUATION	<p>■ Final Exam 30%</p> <p>■ Short Papers 20%</p> <p>■ Presentation/Participation 30%</p> <p>■ Attendance 20%</p> <p>• In this class attendance is very important. Absences not only affect the student, but they affect fellow classmates and eventually the entire class.</p> <p>As class attendance is critical to student's understanding of course material, the student is allowed only three absences over the course of the term. After three absences, the student will fail the class. It is also important to know that for every two absences student's final grade average will be dropped a full letter grade.</p> <p>Two tardies will also be counted as one absence.</p>	
ASSIGNMENT	<p>-Female Representation on Korean TV Drama</p> <p>-SM Entertainment's Localization Strategy</p> <p>(More detail will be given)</p>	