Globalization of Korean Society (GKS)

Why is there so much fuss about globalization? For most of us at Yonsei University, globalization is something good, evitable, and irreversible. But even supporters of globalization are not sure if Korean society is globalizing or globalized and if it is not, how to make it more globalized.

In thinking about how to globalize Korean society, we must begin with some general conceptual questions. What do we mean by globalization and why is globalization accelerating at the global level? Is globalization new or something we always had? After examining the phenomenon of globalization at the global level, we move to deal with national responses to globalization. We ask how to conceptualize and measure the national level of globalization and how to explain variations across countries in the globalization level. The first part (Part I) of the course therefore gives a basic analytical framework for framing and analyzing the problem of Korean globalization.

To identify and analyze factors unique to Korean globalization, a good understanding of Korean history is necessary. Throughout its history, Korea has lived in a very dynamic international environment, so has always been subject to external influences. But Korea’s openness to the outside has varied and we want to ask in Part II why some periods in Korean history were more open than others.

Part III looks at sectors of Korean society that are examples of successful globalization. For each sector selected, we ask three questions: Is this sector setting new global standards or generally recognized as a standard setter? If so, what accounts for its success? Can we say that the success is based on a Korean, Asian or global model? Lastly, can this sector become a champion of Korean globalization? A close look at successful globalizers in Korean society will help us understand what is needed for further globalization of Korean society as a whole.
Grading: Mid-term (30%), final (40%), quizzes (20%) and participation (10%)

Readings: The Course Packet to be purchased at the Copy Center. You can also look up where I stand on current issues at my homepage, http://www.rig.or.kr. Required readings are labeled with an asterisk (*).

Course Schedule

Part I: Globalization: Concepts and Models

Lecture 1/2 (June 29): What Is Globalization?
* “Globalization and its critics,” The Economist, September 21, 2001

  Ch1.
Deloitte Research, Globalization at Risk, September 2005

Lecture 3 (June 30): History of Globalization

Friedman, Thomas. The Lexus and the Olive Tree. Introduction and chapter 1.
Friedman, Thomas. The World Is Flat. Selected sections.
  Introduction to Part II and chapters 8, 9, 10

Lecture 4 (July 1): Measures of National Globalization

KOF Index of Globalization
Lecture 5 (July 5): The 2008 Financial Crisis and the National Models of Globalization


Lecture 6 (July 6): Globalization and the Theory of Protectionism


Part II: Korean globalization in historical perspective

Lecture 7 (July 7): The Traditional Order of East Asian Relations
* Bae, Ki-chan. Korea at the Crossroads, pp 39-55.

Holcombe, Charles. The Genesis of East Asia: 221 B.C.- A.D. 907. Chapters 1, 2, 3 and 7

**Lecture 8 (July 8): Korean Intellectuals and the Breakdown of the Sinocentric Order**
* Korea Old and New. Chapters 13 and 14.

**Lecture 9 /10 (July 12, 13): Japan and the United States**
* Korea: The Politics of the Vortex. Chapters 4 and 5


[Video] Modern Boy, 2008 (모던보이)

**Lecture 11 (July 14): The Transition to Export-Led Industrialization in the Early 1960s**


[Video] The Land of Korea, 1968 (속팔도강산 -세계를 간다)
Lecture 12 (July 19): The Politics of Liberalization and Stabilization in the Early 1980s


Lecture 14 (July 21): Post-Crisis Reforms


Lecture 15 (July 22): Globalization and the Future of Korean Society


Part III: Champions and Drivers of Korean Globalization

Lecture 16 (July 26): Samsung
* “Samsung: As Good as It Gets?,” *The Economist*, January 13, 2005


“Google fails to make inroads in South Korea,” *USA Today*, April 30, 2006.

Lecture 17 (July 27): Korean Popular Culture


[Video] My Sassy Girlfriend, 2001 (엽기적인 그녀)

**Lecture 18 (July 28): Korean Youth**


Lecture 19 (July 29): Korean Women

Lecture 20 (August 2): Korean Church


Lecture 21 (August 3): English Language Education

Lecture 22 (August 4): Looking toward the future: Which Model of Globalization?
* Woo-Cumings, Meredith. “Three Mirrors for Korea’s Future.” Korea Economic Institute.

[August 5: Final Examination]