

## *CONTEMPORARY KOREAN CULTURE & THE KOREAN WAVE*

CREDIT	3	INSTRUCTOR	Hyunjun Min
OFFICE	TBA	OFFICE HOURS	TBA
TIME	09:30 ~ 12:00	CLASSROOM LOCATION	TBA
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### [COURSE INFORMATION]

COURSE DESCRIPTION & GOALS	<p>Korean popular culture has recently gained critical attention in the global media marketplace. Particularly, Hallyu (the Korean Wave), a term coined in Asia describing the widespread popularity of Korean cultural products and their regional and trans-regional influence, has been prominently addressed by scholars, critics, and fans in many parts of Asia and beyond. Contemporary Korean culture can only be properly grasped if the historical process by which Korea arrived at its current position is understood. To that end, the first week of the course will trace Korea's trajectory toward its present status as a major world economy and exporter of not only goods but culture as well.</p> <p>Through readings, discussions, presentations, and in-class screenings, this course aims to provide a comprehensive view of contemporary Korean culture and society not limited only to the Hallyu phenomenon. Course materials are taken from a variety of sources including modern and contemporary Korean history and literature, recent scholarship on Korean and the Hallyu phenomenon, editorial writings, film, and video.</p> <p>The main aims of the course are to 1) impart an understanding of the process by which Korea arrived at its current cultural position, and 2) through critical analysis, produce a comprehensive (to the extent it is possible) understanding of Korean culture and behavior.</p>
PREREQUISITE	None
COURSE REQUIREMENTS	Reading packet will be provided.
GRADING POLICY	<ul style="list-style-type: none"> <li>- <b>Attendance and participation 20%</b></li> <li>- <b>Midterm Paper 40%</b></li> <li>- <b>Final Exam 40%</b></li> <li>- <b>Individual Presentation extra%</b></li> </ul> <p><b>Participation &amp; attendance (20%):</b> Participation includes actively contributing to in-class, large group discussions and demonstrating familiarity with the material if called upon by the instructor. Students will be asked to bring their own summaries</p>

	<p>of assigned readings and lectures and be prepared to discuss them if called upon. Lack of a will or ability to respond will negatively affect participation points. Actively participating will facilitate a good evaluation.</p> <p><b>Midterm Paper &amp; Final Exam</b> TBA</p> <p>After the first absence every subsequent absence will result in a one point grade deduction regardless of reason.</p> <p><b>Electronic Devices: Laptops, iPads, Cell phones and all mobile devices</b> must be turned off and put away during class unless the instructor allows to use them for academic tasks and activities. Students who text during class, leave regularly to use phones or act in a disruptive manner will find that their final attendance-participation grades suffer significantly. Leaving before class is finished will be counted as both an absence and also a violation of participation requirements (bad form).</p> <p>Grades will be assigned according to the following point spreads:</p> <p>94-100=A+</p> <p>89-93=A</p> <p>83-88=B+</p> <p>78-82=B</p> <p>72-81=C+</p> <p>67-71=C</p> <p>61-66=D+</p> <p>56-60=D</p>
TEXTS & NOTES	In addition to the reader other reading and lecture materials will be uploaded to the YSEC site.
INSTRUCTOR'S PROFILE	Hyunjun Min is a visiting professor at Yonsei University. He completed his Ph.D. majoring in Comparative Literature focusing on Cinema and Aesthetics in the Comparative Literature Program at the University of Maryland at College Park.

[WEEKLY SCHEDULE]

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
1 June 29- July 1	<p><b>June 29</b> (Tue.)-Introduction to the course, the instructor, and the material.</p> <p><b>July 30</b> (Wed.)- How to approach the study of Korean culture. Lecture: A Brief Introduction to Korean Culture</p> <p><b>July 1</b> (Thurs.)- Korea's modernization and industrialization (RECORDING)</p>	<p>John Lie, "What is the K in K-pop? South Korean Popular Music, the Culture Industry, and National Identity" 2012</p> <p>Screening: Im Kwon-taek. <i>Seopyeonje</i></p>	
2 July 5-8	<p><b>July 5</b> (Mon.)- The Growth of Korean Cultural Industry</p> <p><b>July 6</b> (Tue.)- Hallyu in the Asian Media context</p> <p><b>July 7</b> (Wed.)- How is Hallyu made? Is Hallyu a cultural phenomenon or a government campaign?</p> <p><b>July 8</b> (Thurs.)- The success of K-Drama and K-Cinema</p>	<p>Doobo Shim, "The Growth of Korean Cultural Industries and the Korean Wave" 2008</p> <p>Tania Lim, "Renting East Asian Popular Culture for Local Television: Regional Networks of Cultural Production" 2008</p> <p>Choi Jung Bong, "Hallyu versus Hallyu-hwa: Cultural Phenomenon versus Institutional Campaign"</p> <p>Jimmyn Parc and HwyChang Moon, "Korean Dramas and Films: Key Factors for Their International Competitiveness" 2013</p>	
3 July 12-15	<p><b>July 12</b> (Mon.)- The success of K-pop</p> <p><b>July 13</b> (Tue.)- The "idol" system</p> <p><b>July 14</b> (Wed.)-Gangnam Style</p> <p><b>July 15</b> (Thurs.)- The question of cultural</p>	<p>Patrick A. Messerlin and Wonkyu Shin, "The Success of K-pop: How Big and Why So Fast?" 2017</p> <p>Eun-Young Jung, "New Wave Formations: K-pop Idols, Social Media, and the Re-making of the Korean Wave"</p> <p>Marcus Tan, "K-Contagion: Sound, Speed, and Space in "Gangnam Style" 2015</p> <p>Seung-ah Lee, "Of the Fans, by</p>	

WEEK (PERIOD)	WEEKLY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	NOTES
	production and performer agency.	the Fans, for the Fans: The JYJ Republic,"	
<p style="text-align: center;"><b>4</b> <b>July 19-22</b></p>	<p><b>July 19 (Mon) Midterm Paper Due</b></p> <p><b>July 20 (Tue.)- Pop Nationalism</b></p> <p><b>July 21 (Wed.)- The Role of Government?</b></p> <p><b>July 22 (Thurs.)- FINAL EXAM</b></p>	<p>Jeongsuk Joo, "Transnationalization of Korean Popular Culture and the Rise of "Pop Nationalism" in Korea" 2011</p> <p>Seung-Ho Kwon &amp; Joseph Kim, "The Cultural Industry policies of the Korean Government and the Korean Wave" 2014</p> <p>*The instructor reserves the right to make minor changes to the syllabus.</p>	