



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2017

"New Experience, New Engagement"

## Urban Sociology of Subcultural Neighborhoods in the City of Seoul

Prof. Eui Hang Shin, Sungkyunkwan University

### SHORT COURSE DESCRIPTION

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This course is a virtual sociological tour of the variety of districts in Seoul City. The course explores the economic, political, and social subcultures of unique neighborhoods in the city. The historical origins, settlement processes, and current conditions of social structures of each of the subcultural neighborhoods will be reviewed. The urban ecological and ethnographic methods will be used in analyzing the interactions between people and organizational establishments in city life. The neighborhoods considered in the course would include the following districts of Seoul: 1) cosmetic surgery clinics in Gangnam district; 2) private cram schools in Daechidong; 3) ethnic enclaves in Itaewon; 4) art galleries in Pyeongchang-dong; 5) popular music and indie band music clubs in Hongdae area; 6) apparel wholesale and retail shops at Dongdaemun market; 7) traditional herb medical supply at Kyungdong market; 8) a mega-size Protestant church, Yoido Full Gospel Church; 9) a residential section for the rich in Seongbuk-dong; 10) a shanty town, Guryong Village; and 11) a financial district in Yoido.

### READING MATERIALS

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*Urban Sociology of Seoul City: A Collection of Journal Articles, Book Chapters, and Statistical Data Compiled* by Eui Hang Shin. 2017.

### COURSE REQUIREMENTS AND GRADING

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#### Course Requirements

- 1) Students are expected to attend each and every class meeting.
- 2) Students should review the assigned reading materials before each class.
- 3) Students would have to write two reports based on actual field visits to any two of the 11 sites listed above.
- 4) Students would make two class presentations (3 minutes-long each) on their reports.
- 4) Due Dates:
  - Paper Proposals: June 30, 2017
  - Two Short Papers (two to three page-long, single-spaced, font-size=12, list 5-6 Key words) Due Dates: July 7th, and July 14th.

#### Determination of Final Grade

Writing Assignments: 20%  
Presentations: 20%  
Final Examination: 50%  
Class Discussion/Attendance: 10%

## COURSE SCHEDULE

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### – WEEK I –

#### Tuesday (27 June)

Introduction to the Course  
A History of Seoul, Geopolitics, and Feng Shui

#### Wednesday (28 June)

The Culture of Educational Zeal and Cram Schools in “Daechidong”

#### Thursday (29 June)

Consumption Behaviors, Social Mobility, and Cosmetic Surgery Clinics in “Gangnam” District

#### Friday (30 June)

The Ethnic Enclaves and Multiculturalism in “Itaewon” Neighborhood

### – WEEK II –

#### Monday (3 July)

Night Life Style, Popular Music and Indi Band Music Clubs in “Hongdae” Area

#### Tuesday (4 July)

The Compressed Economic Development, Social Polarization, and Residential sections for the Rich and Poor: The Cases of “Seongbukdong” and “Guryong Village”

#### Wednesday (5 July)

The Urban Economics, Apparel Wholesale and Retail Shops in “Dongdaemun Market”

#### Thursday (6 July)

The Student Presentations on their Selected Seoul Neighborhoods

#### Friday (7 July)

Folk Medicine, Health Care, and Traditional Herb Medical Supply at “Kyongdong Market”

### – WEEK III –

#### Monday (10 July)

Religious Belief System and Mega-size Protestant Churches: The Case of “Yoido Full Gospel Church” in “Yoido”

#### Tuesday (11 July)

Globalization of the Korean Economy and the Financial District in “Yoido”

#### Wednesday (12 July)

The Fine Art Industry and Highbrow Art Galleries in “Pyeongchangdong”

#### Thursday (13 July)

The Food Culture, “Noryangjin Fishmarket,” and “Majangdong Butcher Shops”

Friday (14 July)

The Student Presentations on their Selected Seoul Neighborhoods

**– WEEK IV –**

Monday (17 July)

Final Examination