COURSE DESCRIPTION
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) popular music and indie band music clubs in Hongdae area; 5) apparel wholesale and retail shops at Dongdaemun market; 6) traditional herb medical supply at Kyungdong market; 7) a mega-size Protestant church, Yeouido Full Gospel Church; 8) Gwanghwamun and City Hall squares as mass demonstration sites; 9) a shanty town, Changshindong; 10) wedding halls in Gangnam District; 11) funeral homes at a university hospital; 12) art galleries in Pyeongchang-dong; 13) Karaoke rooms and screen golf studios; 14) civil service examination preparatory institutes at Noryangjin; 15) fish market at Noryangjin; and 16) weekend gatherings of Filipino immigrant workers at Hyehwadong.

READING MATERIALS

COURSE REQUIREMENTS AND GRADING
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 form a three-person research team.
4) Each research team would make two class presentations (5 minutes-long each). The presentations should be based on actual field visits to any two of the 16 sites listed above.
5) Due Dates:
   - Project Proposals: June 29, 2018
   - PowerPoint Slides for Presentations: July 5th, and July 12th, 2018.

DETERMINATION OF FINAL GRADE
| Presentations: | 30% |
| Final Examination: | 60% |
| Class Discussion/Attendance: | 10% |

COURSE SCHEDULE
<table>
<thead>
<tr>
<th>Date</th>
<th>Discussion Topics</th>
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<tr>
<td>Tuesday, 26 June</td>
<td>Introduction to the Course</td>
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The Ethnic Enclaves and Multiculturalism in “Itaewon” Neighborhood

Wednesday, 27 June: A History of Seoul, Geopolitics, and Feng Shui Mass Political Demonstrations at Gwanghwamun and City Hall Squares

Thursday, 28 June: The Urban Economics, Apparel Wholesale and Retail Shops in “Dongdaemun Market”

Friday, 29 June: Consumption Behaviors, Social Mobility, and Cosmetic Surgery Clinics in “Gangnam” District

Monday, 2, July: The Culture of Educational Zeal and Cram Schools in “Daechidong”

Tuesday, 3 July: Marriage Culture and Wedding Halls in Gangnam District


Thursday, 5 July: The Student Presentations on Their Selected Seoul Neighborhoods

Monday, 9 July: Night Life Style, Popular Music and Indi Band Music Clubs in “Hongdae” Area

Tuesday, 10 July: Religious Belief System and Mega-size Protestant Churches: The Case of “Yeouido Full Gospel Church” in “Yeouido”

Wednesday, 11 July Civil Service Examination Preparatory Institutes at Noryangjin The Political Economy of Noryangjin Fish Market

Thursday, 12 July: The Student Presentations on Their Selected Seoul Neighborhoods

Monday, 16 July: The Cultural Dimensions of Death and Funeral Services at Funeral Homes

Tuesday, 17 July: Karaoke Rooms and Screen Golf Studios Art Galleries in Pyeong Chang-dong Area

Monday, 18 July: Final Examination

REFERENCES


