

Globalization of Hallyu: Economics, Political and Social Dynamics of the Production of South Korean Popular Culture

Course Description:

This course introduces and familiarizes students with current events and issues in contemporary South Korean popular culture. It explores contemporary Korean popular culture with particular attention to the Korean Wave, the cultural phenomenon known as Hallyu. The use of a wide range of South Korean cultural products such as TV dramas, films, music, sports, tourism, and media will be examined in terms of political interests, market strategy, social demand, popular desire, and the reception by consumers. This course will be further analyzed with the how internet negotiates, translate, and circulate the ideology of Korean identity and culture as these products participate in the global cultural production and culture market as they attract global audience and fandom. The course also aims to equip students to critically assess popular culture as they are exposed to cultural studies and globalization theories and methodologies. No prior knowledge of Korean languages or history is required.

Required Readings:

Textbook:

Lee, Sangjoon, and Norene's, Abe Mark edited. *Hallyu 2.0: The Korean Wave in the Age of Social Media*. University of Michigan Press: Ann Arbor, 2015.

Extra readings will be assigned later.

Course Requirements:

1. Attendance and Participation 20%

Regular attendance and participation are essential to the success of this class and thus an academic requirement for student evaluation. Students are expected to attend all classes and offer active participation in class discussions and activities, and be respectful to others in the class. You are responsible for reading all assigned materials and watching the viewing materials before coming to class, and you should make your best effort to contribute positively to class discussion. *Please note that you are expected to have watched films/videos/music videos assigned for viewings before the beginning of the day's class. SKKU regulations require students to attend at least 80% of all classes. Three tardies will be counted as one absence.*

2. Daily Assignments 20%

You are required to submit analytical study questions, **not factual questions**, from the assigned materials for the day. It should be typed double-spaced and turned in to the instructor at the beginning of each class from 6/29/2020 to 7/16/2020 (10 in total). **NO LATE SUBMISSION WILL BE ACCEPTED.**

3. Quiz 30%

After each unit, you will have quizzes that consist of multiple choices and True/False questions. The questions will be based on our readings, lecture materials, and viewings. There will be six quizzes, and the lowest score will be dropped.

4. PowerPoint Presentation 30%

You will have a final PowerPoint Presentation (Max. 10 slides) on any topic about Korean popular culture. You are also required to relate your analysis of the issue to class materials. It would help if you began your presentation by raising an analytical studying question about the material and providing answers to your question via presentation. This presentation will be evaluated on organization, research, articulation of wording, and the quality of your analysis.

Academic Integrity and Plagiarism:

University policies concerning academic dishonesty will be strictly enforced, and students are responsible for familiarizing themselves with these policies. Plagiarism and cheating on exams/research papers are subject to sanctions and may include expulsion or suspension from the university.

Schedule*

Week I

Monday, June 27

Unit 1: Introduction (Reading, pp. 1-27)

Module 1: What is Popular Culture? What is Hallyu?

Tuesday, June 28 Quiz #1

June 28, 29, 30, and July 4.

Unit 2: K-Drama (Reading, pp. 133-153; pp. 172-192)

Viewing: *Squid Game* (2021), *Winter Sonata* (2003, Ep. 1 only), *My Love from the Star* (2013, Ep. 1 only), *Boys Over Flowers* (2009, Ep. 1 only), *Search: WWW* (2019, Ep.1 only)

Tuesday, June 28 Module 1: Global OTT and *Squid Game*
Wednesday, June 29 Module 2: First Hallyu: Memory of the First Love, *Winter Sonata*
 Module 3: In the Name of Romantic Comedy: Strength of K-Drama
Thursday, June 30 Module 4: Adaptation
 Module 5: Emergence of *ssen onni* (Women Power): Changes of Female Character in K-Drama

Week II

Monday, July 4 Quiz #2

July 4, 5, 6, and 7

Unit 3: K-Pop (Reading, pp. 229-243)

Monday, July 4 Module 1: BTS
Tuesday, July 5 Module 2: Seo Taiji: Birth of Idol
 Module 3: Idol Republic (Reading, pp. 73-89)
 Module 4: *Miss/Mr. Trot* and *Show Me the Money*
Wednesday, July 6 Module 5: Issues in K-Pop Industry: Gender and Sexuality
 (Reading, pp. 90-107)
Thursday, July 7 Module 6: Issues in K-Pop Industry: Fandom (Reading, pp. 108-129)
 Module 7: Issues in K-Pop Industry: *Kihoeksa* System

Week III

Monday, July 11 Quiz #3

July 11, 12, 13, and 14

Unit 4: K-Cinema

Viewing: *Parasite* (2019), *Joint Security Area (JSA)* (2000), *Oldboy* (2003), *Minari* (2020)

Monday, July 11 Module 1: *Parasite* and Neoliberalism
Tuesday, July 12 Module 2: *JSA* and National Division
Wednesday, July 13 Module 3: *Oldboy* and International Film Festivals
Thursday, July 14 Module 4: *Minari* and Familism

Friday, July 15 Quiz #4

Unit 5 Next Wave?

Friday, July 15 Module 1: K-Beauty, K-Food, and Tourism
Module 2: E-Sports
Module 3: Webtoon and WebNovel

Week IV

Monday, July 18 Quiz #5

Unit 6 An Issue in Hallyu (Reading, pp. 195-211)

Module 1: Anti-Hallyu and Ultrnationalism

Tuesday, July 19 Quiz #6
Final PowerPoint Presentation

***Schedule is subject to change.**