



K-pop Dance & Social Media

Prof. Chuyun Oh, San Diego State University

SHORT COURSE DESCRIPTION

Seoul is a hub of Korean Wave, which refers to the global popularity of Korean pop culture including K-pop, K-drama, and K-beauty products. The course will bring students to globally recognized filming sites, K-pop dance studios, and local festival venues so students gain hands-on experiences in Korean performing arts, tourism, entertainment and fashion industry, and more. Learning the evolution of K-pop dance from the 1980s to the 2020s by analyzing canonical K-pop choreographies and participating in fieldwork, students will be able to identify K-pop dance's origins, unique fandom, and notable characteristics across arts and international business. The course will help students diversify their knowledge on the global pop culture and career as future creators, writers, educators, and entrepreneurs. Consists of lectures, fieldwork, exams, and student presentations. Open to all students, and no previous dance training is required. Upon the successful completion of the course, students are eligible to apply for K-pop Creator Certificate by Oniz Lab (<https://www.onizlab.com/About>).

READING MATERIALS

- Oh, Chuyun. *K-pop Dance: Fandoming Yourself on Social Media* (Routledge, 2022).
- *Hello, South Korea* (DK Eyewitness, 2023)
- Readings are available on Amazon or the school library.

COURSE REQUIREMENTS AND GRADING

1. Attendance and Participation (20 pt)
2. Student Group Presentation (20 pt)
3. Fieldwork and Written Report (30 pt)
4. Final Exam (30 pt)

Grading is based on the point system (1 point = 1%) All ISS classes are pass/fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). See ISS [Academic Policies](#).

Learning Outcomes "What You Will Learn"	Learning Activities "How You Will Learn"	Assessment "How You Show Me What You Have Learned"
-Develop hands-on experience in K-pop dance based on participation observation of dance events	Discussion, Fieldwork	Attendance and participation (20 pt) - Active, constant, high level of participation at the events. -Timely arrival and preparedness at the fieldwork.

<ul style="list-style-type: none"> -Apply dance theory to analyze K-pop choreography -Critically examine complex cultural identities, such as race, gender, sexuality, and ethnicity, and develop problem-solving as a global citizen 	<p>Assigned readings and in-class discussion</p>	<ul style="list-style-type: none"> -Effort to follow the instructor's fieldwork guidelines for safety. Student Presentation (20 pt) <ul style="list-style-type: none"> -Demonstration of clear engagement with assigned readings. -Clearly defined concepts. -Presentation that is well-organized, planned, prepared, collaboratively presented, and submitted on time. -Relevant examples originated from the application of theory to their daily life experiences. -Persuasiveness with the incorporation of sufficient analysis and research and brought important questions to enhance students' learning on the topic.
<ul style="list-style-type: none"> -Develop familiarity to social media portfolio and entrepreneurship via a creative project for career readiness -Articulate sociocultural significance of K-pop dance and dance fandom in writing 	<p>Assigned Readings, viewings of dance videos, and lectures</p>	<ul style="list-style-type: none"> Fieldwork & Written Report (30 pt) <ul style="list-style-type: none"> -Active, constant engagement in the fieldwork. -Timely submission, preparedness, and clarity of the final submission. -Ability to passionately and corporately engage in the activity. - A clear format (3 pages, double-spaced in Times 12). - A clear introduction with a thesis and structured, cohesive, convincing, and balanced descriptions with citations. -Rich, detailed report about the fieldwork and its process.
<ul style="list-style-type: none"> -Identify origins and evolution of K-pop dance from South Korea and globally since the 1980s -Distinguish notable characteristics of K-pop dance and its creative and entrepreneur strategies -Develop global perspectives on Asian popular dance, history, and culture 	<p>Assigned Readings, viewings of dance videos, and lectures</p>	<ul style="list-style-type: none"> Final Exam (30 pt) <ul style="list-style-type: none"> - The ability to retrieve materials with accuracy -The demonstrated ability to synthesize, identify and contextualize materials learned in class. - The comprehensive understanding of theories and their application to visual examples. -Skills to connect, analyze, apply, and integrate examples discussed in class with concepts in readings, viewings, and lectures.

1. Attendance and Participation (20 pt): Participation and attendance are essential to pass the class. Timely submissions of all the required assignments and active participation during the required live lectures with a high level of engagement and participation. Students will receive the full points when they do not miss any of the deadlines and required assignments with a consistent level of participation and a high level of presence.

2. Student Presentation (20 pt): A student group delivers a 30-minute presentation in class. Students are assigned to a group with an assigned leader. Start conversation ahead of time, at least a week before the due so that your team members clearly notice your contributions. It is unfair to all the other members if a student joins at the last minute when the others have already worked hard and completed the work. As proud college students, you are responsible for their schedules based on the course deadlines available to them from the beginning of the semester.

- Complete the assigned reading and discuss it with your team. Research the main dance genre presented in the reading to better understand the context.
- Key Terms: Choose at least three key terms from the assigned reading and clearly explain them. The terms should be chosen based on students' understanding of the core course topics and themes. They mostly come from the author's main arguments. Students should demonstrate their understanding of the reading and each member's contribution with relevant visual examples, such as videos and photos.
- Creative Responses: Include a creative response to facilitate the audience's understanding of the main topic and the key terms. Details TBA.
- Discussion: Conclude with two discussion questions specifically grounded in the reading and the viewing and lead the discussions.
- The group leader submits a PPT by 11:59 pm, a day before presentation.

3. Fieldwork and Written Report (30 pt): Students will visit select locations for creative fieldwork and write a 3 pages report at the end of the fieldwork. See the appendix. Writing workshop and detailed guidelines will be provided. Fieldwork is subject to change.

4. Final Exam (30 pt): The exam is based on required readings, lectures, viewings, and discussions. Consists of multiple choice and short descriptive answers.

COURSE SCHEDULE

– WEEK I –

K-pop Dance Entrepreneurship

Monday (1 July): Introduction

Tuesday (2 July): Read "Introduction" & Student Presentation

Wednesday (3 July): Read Ch 1 "Social Media Dance" & Student Presentation

Thursday (4 July): Fieldwork at Gangnam district to learn about the "Gangnam style" phenomenon and local business in fashion, music, consuming cultures.

– WEEK II –

K-pop Dance History and Fandom

Monday (8 July): Read Ch 2. "Evolution of K-pop Dance" & Student Presentation

Tuesday (9 July): Read Ch 3. "BTS" & Student Presentation

Wednesday (10 July): Read Ch 4 "Cover Dance" & Student Presentation

Thursday (11 July): Fieldwork at Hongdae. Visit K-pop studios (1M and YGX), MV production and photo studios, street dance festivals to learn about K-pop dance from the street, audition, and influencer cultures.

– WEEK III –

K-pop Dance & Performing Arts Tourism

Monday (15 July): Read “Korea is Kicking Back” & Student Presentation

Tuesday (16 July): Read “Korea is Telling Stories” & Student Presentation

Wednesday (17 July): Read “Korea is Entertaining the World” & Student Presentation

Thursday (18 July): Fieldwork at Gyeongbokgung Palace to experience traditional arts, costume, architecture, and modernized K-pop MV scene at Gyeongbokgung Palace & Bukchon Hanok village nearby N Seoul Tower.

– WEEK IV –

Fieldwork, Presentation & Final

Monday (22 July): Fieldwork at COEX & Bongeunsa. Visit COEX, SM Town Museum, SM Universe, and Bongeunsa to learn about K-pop entertainment business, exhibition, education, and tourism.

Tuesday (23 July): Fieldwork at Jamsil & Han River: Visit JYP café, K-pop pop-up stores, and Stray Kids “S-Class” filming location to learn about the larger context and history of Seoul.

Wednesday (24 July): Final Exam

COURSE STRUCTURES, POLICIES & EXPECTATIONS

- Course Style: SKKU International Summer School is an intensive faculty-led program which meets the contact hour requirements and learning outcomes of 15-week semester courses and is offered special sessions credit as DANCE 383 K-pop Dance (Humanities and Fine Arts Area C Upper Division Explorations; fulfills Cultural Diversity, Korean Studies & Pop Culture Certificate). No Prerequisite. No dance experience is required. Open to all majors. Consists of reading, writing, viewing, lecture, exam, student presentation, and fieldwork.
- Fieldtrip: As the course includes an international travel, students are required to follow the instructor’s, who is a native Korean, guidelines carefully. Fieldtrip guidelines including emergency contact info, are TBA. Students’ health, safety and security is the priority.
- Expectations: The class adheres the university policy of 45 contact hours for a 3-unit course as the same course offered over a 15-week semester. A unit credit hour shall represent 50 minutes of lecture or recitation combined with two hours of preparation.
- Academic Fairness: This class adheres to a level playing field. Without proper supporting documents or a record of evidence, a last-minute extension request is not accepted for the sake of fairness. Proof of evidence could be requested for extension requests: receipts, letters, or screenshots from healthcare-related organizations, Student Ability Success Center, insurance companies, email/text exchanges (please remove personal info), and academic advisors. All documents should provide specific dates that clearly mark how the incident directly affects the student's schedule. Please consult with the professor ahead of time for additional supports.
- Late Work: All assignments are submitted by 11:59 pm on the given dates. To makeup, proof of evidence is needed (see “Evidence” above). Late works will be automatically penalized 0.5 % each day it is late. 5 points will be deducted for missing midterm and final, plus a daily point deduction. Students are responsible for their scheduling. Technical reasons are not a valid excuse for missing deadlines, without proof of evidence such as a screenshot. For extension, contact the professor at least 1 week prior to the deadline with proper evidence. All makeup must be made a week prior to the final grade report date. No exception will be made.
- Communication and Etiquette: Electronic devices are allowed only for notetaking. Emails will be responded to within 48 hours. Canvas is the primary communication. All assignments

must be directly submitted to Canvas. Avoid repetitive emails that show that you don't carefully read the syllabus. Students will NOT receive responses if their questions are already answered in the syllabus, explained in PPT, or announced in lectures. It is the student's *responsibility* to properly review the necessary information. Please be mindful of the course policies, your professor's time, and so does yours, which is an essential part of professional work ethics. Include your name, course name, and Red ID in your email.

- Diversity and Course Content: As a community of individuals with diverse backgrounds and beliefs, the classroom environment will be based on mutual respect. Unfamiliar aesthetics and new forms of performance can challenge our assumptions and ask us to rethink, see, and experience in new ways. It deals with complex and controversial subjects, including race, gender, sexuality, and colonial history, and often engages difficult histories and issues. It is impossible to create meaningful dialogue about performance that did not include potentially challenging material. This class expects and benefits from civility, open-mindedness, and thoughtful discussion. Inappropriate speech, behavior, or attitude that disturbs or disrespects the learning environment will not be tolerated. Be kind, and respectful, and treat your classmates in the way that you want to be treated.
- Academic Integrity: If you witness, make a screenshot and report to the professor or to the Academic Dishonesty center. All members are obligated to report academic dishonesty. Students who report any suspicious activity will get extra credits for the sake of protecting academic integrity and a safe and fair learning environment. Your report will remain confidential. Students who commit academic dishonesty will be reported to the school Dean and the entire department faculty and get F in this class based on the University Policy.
- Plagiarism: The University adheres to a strict policy regarding cheating and plagiarism. These activities will not be tolerated in this class. Become familiar with the policy and what constitutes plagiarism. Any cheating or plagiarism will result in failing this class and a disciplinary review by the University. These actions may lead to probation, suspension, or expulsion. See the website for the list of plagiarism.
- Student Services: A complete list of all academic support services is available at [Office of International Student Services](#). For Student Disability Services, visit: <https://www.skku.edu/eng/CampusLife/support/DisabilitiesServices.do>