



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

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Class: 9:00 – 11:30 AM

Classroom: To be announced

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 further analyze how the internet negotiates, translates, and circulates the ideology of Korean identity and culture as these products participate in the global cultural production and culture market and attract global audiences and fandom. The course also aims to equip students to critically assess popular culture by exposing them to cultural studies and globalization theories and methodologies. No prior knowledge of Korean languages or history is required.

READING MATERIALS

Required Readings will be provided via Class Canvas.

Recommended Reading:

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

COURSE REQUIREMENTS AND GRADING: All ISS classes are pass/fail based on the student's academic achievement evaluated by grades on a scale of 100 points (a grade of 60 or above is a Pass).

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, actively participate in class discussions and activities, and be respectful to others in the class. You are responsible for reading all the 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 viewing 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. In- Class Discussion 30%

After each Unit (Except Unit 1), you are required to respond to the Discussion Questions by analyzing popular cultural products or phenomena such as MVs, films, TV dramas, music, and Esports applying the given methodology. The Discussion questions are mostly critical thinking questions, which challenge you to think analytically and creatively about the various studied themes. The questions sheet will be handed out in the class, and you will work in a group of four or five to respond.

3. PowerPoint Presentation 25%

You will have a final PowerPoint Presentation (max. 10 slides, 5 – 7 min.) on any topic related to the class. 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, wording articulation, and the quality of your analysis.

4. Final Group Project Presentation 25%

You are required to do a fieldwork research presentation. This might be an excellent opportunity to do fieldwork research while you stay in Korea. Visiting shooting locations, attending K-pop concerts, and participating in fandom activities suit this project. Depending on the available events around this time, more detailed information will be given on the first day of the class. You will work in a group of 4 – 5 classmates.

COURSE SCHEDULE*

Week I

Unit 1: Introduction and Unit 2: K-Drama

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

Monday, July 1

Introduction

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

Tuesday, July 2

Module 1: Global OTT and *Squid Game*

Module 2: First Hallyu: Memory of the First Love, *Winter Sonata*

Wednesday, July 3

Module 3: In the Name of Romantic Comedy: Strength of K-Drama, *My Love from the Star*

Module 4: Historical Drama (*Sageuk*), *Dae Jang Geum*

Thursday, July 4

Module 5: Adaptation, *Boys over Flowers*

Module 6: Emergence of *ssen onni* (Women Power): Changes of Female Character in K-Drama, *Search: WWW*

Individual PowerPoint Presentation on K-Drama

Week II

Unit 3: K-Pop

Monday, July 8

Module 1: BTS

Tuesday, July 9

Module 2: Seo Taiji: Birth of Idol

Module 3: Idol Republic

Wednesday, July 10

Module 4: Issues in K-Pop Industry: Gender and Sexuality

Thursday, July 11

Module 5: Issues in the K-Pop Industry: Fandom

Module 6: Issues in the K-Pop Industry: *Kihoeksa* System

Individual PowerPoint Presentation on K-Pop

Week III

Unit 4: K-Cinema

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

Monday, July 15

Module 1: *Oldboy* and Aesthetics of Violence and International Film Festivals

Tuesday, July 16

Module 2: *JSA* and National Division

Wednesday, July 17

Module 3: *Parasite* and Neoliberalism

Thursday, July 18

Module 4: *Minari* and Familism

Individual PowerPoint Presentation on K-Cinema

Week IV

Unit 5: Next Wave?

Monday, July 22

Module 1: K-Beauty, K-Food, and Tourism

Module 2: E-Sports
Module 3: Webtoon and Web Novel

Unit 6 Issues in Hallyu

Tuesday, July 23 Module 1: Anti-Hallyu and Ultrnationalism
Module 2: Positive Influence: ESG, Love Yourself, Equality, and
Political Movements

Wednesday, July 24 **Final Group Project PowerPoint Presentation**

***The schedule is subject to change.**