



## K-Pop, Hallyu, and Korean Society

### SHORT COURSE DESCRIPTION

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This course provides an introduction to the recent cultural phenomenon – globalization of K-Pop and Hallyu. To understand this further, this course will deeply explore diverse context of Korea that have shaped K-Pop and Korean media products, especially its historical, political economic, social, and cultural context. Also, this course gives an opportunity to understand key aspects of Korean culture behind K-Pop and Korean media products as well.

### READING MATERIALS

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There are no specific textbooks for this class. Recommended reading materials will be provided when needed.

### COURSE REQUIREMENTS AND GRADING

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All ISS classes are either pass or fail based on the student academic achievement evaluated by grades on a scale of 100 points (grade of 60 or above is Pass). **SKKU regulations require students to attend at least 80% of all classes.** It means more than 3 absences will result in a grade penalty that might lead to fail.

Grade Distribution:

- *Attendance: 20%*  
: Every student must also attend the final presentations by other students.
- *Participation (class discussions, online discussions (if any) and Q&A sessions participation): 30%*
- *Individual project (including proposal and final presentation): 50%*

### COURSE SCHEDULE

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#### – WEEK I –

#### Monday (27 June)

- Course Introduction: What do you know about Korea?
- Korea and East Asia

#### Tuesday (28 June)

- A Brief History of Modern Korea
- Between Patriotism and Nationalism

#### Wednesday (29 June)

- Film Day (1): *Untold Scandal*  
: Watching and Discuss the film (cultural hybridization in Korean popular culture)

#### Thursday (30 June)

- Establishment of Korean popular culture  
: Korean Journalism and the role of Government / Development of Korean cultural Industries

– WEEK II –

Monday (4 July)

- East Asian Cultural Exchange  
: Establishment of East Asian regional cultural market

Tuesday (5 July)

- Film day (2): *Chungking Express*  
: Watching and Discuss the film (East Asian films)

Wednesday (6 July)

- Hallyu: Overview (1)

Thursday (7 July)

- Hallyu: Overview (2)
- Individual Project Proposal

– WEEK III –

Monday (11 July)

- Film day (3): *Memories of Murder*  
: Watching and Discuss the film (Korean society in the 1980s)

Tuesday (12 July)

- K-Pop (1): A History of Korean popular music

Wednesday (13 July)

- K-Pop (2): K-Pop the Beginning

Thursday (14 July)

- Film day (4): Documentary: *Nine Muses of Star Empire / How K-Pop Saved Me*  
: Watching and Discuss the film (different aspects of K-Pop)

Friday (15 July)

- K-Pop (3): K-Pop Goes Global

– WEEK IV –

Monday (18 July)

- K-Pop (4): BTS and the Future of K-Pop
- Final Individual Presentations (1)

Tuesday (19 July)

- Final Individual Presentations (2)

\*This schedule is tentative and can be changed. The Professor will announce it prior to the change.