



Sungkyunkwan University (SKKU) International Summer Semester (ISS) 2021

## K-Pop, Hallyu, and Korean Society

Prof. LEE, Gyu Tag, George Mason University-Korea

### 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 if 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 groups
- Participation (class discussions and Q&A sessions participation): 30%
- Individual project (including proposal and final presentation): 50%

### COURSE SCHEDULE

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#### – WEEK I –

##### Thursday (24 June)

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

##### Friday (25 June)

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

#### – WEEK II –

##### Monday (28 June)

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

##### Tuesday (29 June)

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

Wednesday (30 June)

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

Thursday (1 July)

- Film day (2): *Memories of Murder*  
: Watching and Discuss the film (Korean society in the 1980s)

**– WEEK III –**

Monday (5 July)

- Hallyu: Overview (1)

Tuesday (6 July)

- Hallyu: Overview (2)
- Individual Project Proposal

Wednesday (7 July)

- Film Day (3): *Joint Security Area (JSA)*  
: Watching and Discuss the film (South and North Korea)

Thursday (8 July)

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

Friday (9 July)

- K-Pop (2): K-Pop the Beginning / Documentary: *Nine Muses of Star Empire*

**– WEEK IV –**

Monday (12 July)

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

Tuesday (13 July)

- K-Pop (4): BTS and the Future of K-Pop

Wednesday (14 July)

- Final Individual Presentations (1)

Thursday (15 July)

- Final Individual Presentations (1)

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