



## Korea University International Summer Campus (KU ISC) 2018

*Embark on a unique summer*

June 26, 2018 ~ August 2, 2018

### ISC282A - Mass Media and Popular Culture in Korea

#### I . Instructor

Professor : Ji Hoon Park  
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Home Institution : Korea University (School of Media & Communication)  
Office : Media Hall 402  
Office Hours : By appointment

#### II. Textbook

Required Textbook : Course packet **[All the readings are available in the Blackboard]**

#### III. Course Description and Objectives

This course helps students to become familiar with a number of critical issues about contemporary popular culture in Korea. A primary emphasis will be placed on the ways in which the media express and mediate Korean popular culture. Students will learn theoretical concepts and ideas that enable them to “read” Korean popular culture from academic perspectives. The topics to be examined include gender, race, sexuality, multiculturalism, collective memory, K-pop, Korean wave, film, journalism, broadcasting, etc. Student will undertake group research projects and discuss their work in class.

#### IV. Grading

Attendance : 5%  
Midterm Exam : 40%  
Final Exam : 40%  
Presentation : 15%

#### V. Course Policies

Fairness is the most important aspect in academic learning. This class has important course policies in order to maintain “fairness” in course evaluation. Students will enjoy maximum educational benefits if all can be assured that standard policies are consistently applied. The following general policies will thus be in effect. Exceptions will be made only in the most extreme of circumstances and, in any event, only by the professor. *Your decision to stay in the course is your acceptance of the following policies written in this syllabus.*

**NO MAKE-UP EXAMINATIONS:** Exams are taken only at the scheduled times, and make-ups are not given. Any foreseeable schedule conflicts or medical issues should be discussed immediately with the professor.

**GRADING:** Consultations about grades are welcome, but are intended to clarify course standards and procedures and to provide guidance that might improve future performance. Assigned grade will not be changed unless clear and significant procedural errors have occurred. Generally, good grades such as A+ and A reflect students' efforts *and* good performance. But efforts do not necessarily guarantee good performance. Please do not ask your professor to raise your grade simply only because you think you have made sufficient efforts. Your grade will be determined purely on the basis of your performance.

**STUDENTS WITH DISABILITIES:** Any student with disabilities should inform the instructor at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course.

## VI. Class Outline

| Date          | Topic  |
|---------------|--|
| June 26 (Tue) | Orientation Day  |
| June 27 (Wed) | Introduction: Syllabus, People   |
| June 28 (Thu) | <b>Korean Film</b><br><br>KOFIC (2009). <b>History and Current Status of Korean Film Industry</b> and <b>"Fundraising Structure of Korean Film.</b> In <i>The Guide to Korean Film Industry and Production</i> . 14-39<br><br>Pacquet, Darcy (2005). <b>The Korean Film Industry: 1992 to the Present.</b> In Shin, Chi-Yun and Stringer, Julian (Eds.). <i>New Korean Cinema</i> (pp. 32-50). Edinburgh: Edinburgh University Press.<br><br>Paquet, Darcy (2011). <b>An Insider's View of a Film Industry in Transition: Darcy Paquet's Mediations on the Contemporary Korean Cinema.</b> <i>Acta Koreana</i> 14(1), 17-32. |
| June 29 (Fri) |  |
| July 2 (Mon)  |  |
| July 3 (Tue)  |  |
| July 4 (Wed)  | <b>Multiculturalism and Korean Media</b><br><br>Ahn, Jihyun (2011). <b>Transforming Korea into a multicultural society: Reception of multiculturalism discourse and its discursive disposition in Korea.</b> <i>Asian Ethnicity</i> , 13(1), 97-109.<br><br>Cha, Na Young, Lee, Claire & Park, Ji Hoon (2016). <b>Construction of obedient foreign brides as exotic others: How production practices construct the images of marriage migrant women on Korean television.</b> <i>International Journal of Communication</i> .  |

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| July 5 (Thu)  | <p><b>Collective Memory and Korean Media</b></p> <p>Zelizer, Barbie (1995). <b>Reading the Past against the Grain: The Shape of Memory Studies.</b> <i>Critical Studies in Mass Communication</i>, 12(2), 211-235.</p> <p>Choe, Sang-Hun (Oct 17, 2015). <b>Park Geun-hye of South Korea Defends Move to Issue State History Textbooks.</b> <i>The New York Times</i>.</p>  |
| July 9 (Mon)  | <p>Koo, Se-Woong (Nov 12, 2015). <b>South Korea's Textbook Whitewash.</b> <i>The New York Times</i>.</p> <p>Ng, Gwendolyn (Jan 27, 2016). <b>1980s Nostalgia and Slice of Life Story Drive K-rama Hit <i>Reply 1988</i>.</b> <i>The Straights Times</i>.</p>  |
| July 10 (Tue) | <p><b>Gender and Korean Media</b></p> <p>Moon, Seungsook (2002). <b>"The Production and Subversion of Hegemonic Masculinity: Reconfiguring Gender Hierarchy in Contemporary South Korea.</b> In Laurel Kendall (Ed.). <i>Under Construction: The Gendering of Modernity, Class, and Consumption in the Republic of Korea</i> (pp. 79-113). Honolulu, HI: University of Hawaii Press.</p>  |
| July 11 (Wed) | <p>Kim, Taeyon (2003). <b>Neo-Confucian Body Techniques: Women's Bodies in Korea's Consumer Society.</b> <i>Body &amp; Society</i>, 9(2). 97-113.</p> <p>Lee, Claire &amp; Park, Ji Hoon (2012). <b>"We Need a Committee for Men's Rights": Male and Female Views on Reverse Gender Discrimination in Korean Comedy.</b> <i>Asian Journal of Communication</i>, 22(4). 353-371.</p> <p>Lee, Sun-Min (July 13, 2015). <b>Pushback Grows against Online Women-Bashing.</b> <i>Joongang Daily</i>.</p> |
| July 12 (Thu) | <b>Midterm Exam</b>   |
| July 16 (Mon) | <p><b>Sexuality and the Media</b></p> <p>Seo, Dong-Jin (2001). <b>Mapping the Vicissitudes of Homosexual Identities in South Korea.</b> <i>Journal of Homosexuality</i>, 40(3/4). 65-78.</p>  |
| July 17 (Tue) | <p>AFP (June 28, 2015). <b>Thousands march in Seoul for S. Korea's gay pride parade.</b> <i>Yahoo News</i>.</p>   |
| July 18 (Wed) | <p><b>Broadcasting &amp; Journalism</b></p> <p>Kang, Myung-Koo (2005). <b>The Struggle for Press Freedom and Emergence of 'Unelected' Media Power in South Korea.</b> In Erni, John Nguyet, and Siew Keng Chua, (eds.). <i>Asian Media Studies</i> (pp. 75-90). Oxford, UK: Blackwell Publishing.</p>   |
| July 19 (Thu) | <p>Park, Myung-Jin et al. (2000). <b>Modernization, Globalization, and the Powerful State: The Korean Media.</b> In James Curran and Myung-Jin Park, (eds.). <i>De-Westernizing Media Studies</i> (pp. 111-123). New York: Routledge.</p> <p>Kim, Eun-Gyoo &amp; Hamilton, James (2006). <b>Capitulation to Capital? <i>OhmyNews</i> as Alternative Media.</b> <i>Media, Culture &amp; Society</i>, 28(4). 541-560.</p>   |
| July 23 (Mon) |   |

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|               | <p>Shin, Yooyeol (2015). <b>Being a Truth-Teller who Serves Only the Citizens: A Case Study of Newstapa</b>. <i>Journalism</i>, 16(5), 688-704.</p> <p>Kwon, Ji-youn (Dec 27, 2015). <b>Cook TV, retro, cable dominate small screens in 2015</b>. <i>Korea Times</i>.</p>  |
| July 24 (Tue) | <p><b>K-Pop</b></p> <p>Jin, Dal Yong and Ryoo, Woong Jae (2014). <b>Critical Interpretation of Hybrid K-Pop: The Global-Local Paradigm of English Mixing in Lyrics</b>. <i>Popular Music and Society</i>, 37(2). 113-131.</p> <p>Oh, Ingyu (2013). <b>The Globalization of K-pop: Korea's Place in the Global Music Industry</b>. <i>Korean Observer</i>, 44(3). 389-409.</p> <p>Lee, Claire Seungeun &amp; Kuwahara, Yasue (2014). <b>Gangnam Style as Format: When a Localized Korean Song Meets a Global Audience</b>. In Yasue Kuwahara (Ed.). <i>The Korean Wave: Korean Popular Culture in Global Context</i> (pp. 101-116). London: Palgrave.</p>   |
| July 25 (Wed) |  |
| July 26 (Thu) |  |
| July 30 (Mon) | <p><b>Korean Wave</b></p> <p>Nye, Joseph &amp; Kim, Youna (2013). <b>Soft Power and the Korean Wave</b>. In Youna Kim (Ed.). <i>The Korean Wave: Korean Media Go Global</i> (pp. 31-42). London: Routledge.</p> <p>Walsh, John (2013). <b>Hallyu as a Government Construct: The Korean Wave in the Context of Economic and Social Development</b>. In Youna Kim (Ed.) (2013). <i>The Korean Wave: Korean Media Go Global</i> (pp. 339-363). London: Routledge.</p> <p><u>Student Presentations</u></p> <p>Ju, Hyejung (2013). <b>Transformations of the Korean Media Industry by the Korean Wave: The Perspective of Globalization</b>. In Yasue Kuwahara (Ed.). <i>The Korean Wave: Korean Popular Culture in Global Context</i> (pp. 33-51). London: Palgrave.</p> |
| July 31 (Tue) |  |
| Aug 1 (Wed)   |  |
| Aug 2 (Thu)   | <b>Final Exam</b>  |