



Course Title	KOREAN POPULAR CULTURE AND KOREAN WAVE	Credits	3
Instructor	Jungwon KIM	Department	OIA
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Target Students	International exchange students interested in Korean popular culture, K-pop (Korean popular music), Korean Wave, or Korean culture at large
Course Descriptions & Goals	This course examines Korean popular culture and its related issues in historical and sociocultural contexts. For this examination, the course surveys a history of Korean popular culture in the 20th and 21st centuries, focusing on forms of media culture (popular music, cinema, and TV dramas/shows) that has not only led to but developed through Korean Wave both within and outside of Korea. Also, the course delves into a variety of phenomena and issues in Korean popular culture in conjunction with contemporary Korean society. The course then aims to critically and analytically discuss the ramification of Korean popular culture and Korean Wave in the global, local, and glocal cultural landscapes.
Prerequisite	No prerequisites are required. [NOTE] As part of a virtual exchange program offered by Yonsei University, this course will go online, mainly utilizing YSCEC. Students MUST check their inbox and log in to YSCEC frequently to get information about the course. The instructor will take students' attendance by tracking their video watching which will be recorded in and checked through YSCEC. Also, the instructor will assign the students to submit a one-page-long (maximum 5 paragraphs) on each class to monitor their online learning progress and evaluate their participation in the class. The students will be required to write longer papers than regular weekly reports depending on topics addressed in the class.
Course Requirements	Students will be required to carry out research on Korean Wave in different areas as a team project. This project will be conducted remotely through online meetings which the students will arrange according to their time zone. The students will be required to record a 30-minute-oral presentation of the team project as well as upload this presentation file to YSCEC. Additionally, the students will be assigned to submit a written research report. The students MUST collaborate on this presentation and research report as part of the team project. The students will be required to specify worked cited in the presentation and report. Students are expected to acquaint themselves with romanization of Korean words instead of English translation. Since this class will rely on the Revised Romanization of Korean, students are required to learn themselves this romanization system at http://en.wikipedia.org/wiki/Revised_Romanization_of_Korean .
Grading Policy(Absolute)	No midterm and final examinations are taken in the course. Attendance 40% Assignments 30% Team project 30%
Texts & References	No textbooks are required. Reading materials, including journal articles, newspaper stories, and blog postings, will be posted on the course portal by the instructor.
Instructor's Profile	Dr. Jungwon Kim is an ethnomusicologist specializing in Korean popular music cultures and gender. She earned her Ph.D. from the University of California, Riverside. Her dissertation investigates K-pop and its female fandom in Korea. As a member of fandom for K-pop musicians, Dr. Kim is actively engaging in fan practices herself and researching K-pop fandom. Since 2018, she has taught

Korean popular culture- and K-pop-related courses at several institutions, including Yonsei University.

Syllabus in English Syllabus in English (see the below)

Week	Period	Weekly Topics & Contents	Course Material Range & Assignments	Reference
1	2020-09-01 2020-09-07	Orientation to popular culture and Korea 1. Understanding culture (culture, high culture, and popular culture) 2. A brief summary of Korean history along with orientation to cultures in each historical era (from the ancient time to Joseon Dynasty)	Grouping for team project (research on Korean Wave in 1) East Asia, 2) Southeast and South Asia, 3) Latin America, 4) North America, and 5) Europe)	(9.1.) Fall semester classes begin (9.3. - 9.7.) Course add and drop period
2	2020-09-08 2020-09-14	New terms and media for popular culture in the early 20th century Korea 1. Sinminyo (new folksong), yuhaengga (popular song) and new styles of popular music 2. The emergence of first pop stars and the first Korean Wave 3. Modernization (Westernization) of Korean popular culture 4. Sinyeoseong (new women) and Korean popular culture	TBA	
3	2020-09-15 2020-09-21	Korean rock 'n' roll and youth culture 1. Pioneers in Korean rock 'n' roll in the 1960s 2. The development of Korean rock bands and their music in the 1970-80s 3. The construction of youth culture in postwar South Korea	Watching Korean movies C'est Si Bon (2015) and 1987: The Day Comes (2017)	
4	2020-09-22 2020-09-28	Korean modern folk music and collegiate culture 1. Ups and downs in Korean modern folk music 2. The development of collegiate culture in the 1960s and 70s 3. Korean democratization and protest culture	Watching the Korean movie Mask Dalho (or Highway Star) (2007)	
5	2020-09-29 2020-10-05	Theatre as popular culture in Korea 1. Changgeuk (traditional Korean music drama) 2. Yeoseong gukkeuk (women's national drama) 3. Madanggeuk, modern theatre as appreciation of Korean traditional play 4. Madang nori, traditional-ish Korean musical Trot and urban/suburban culture in Korea 1. Musical and visual traits of Korean trot 2. The change of the main audience and culture of trot	TBA	(9.30. - 10.2.) Chuseok Holiday (10.3.) National Foundation Day
6	2020-10-06 2020-10-12	The 1990s Korean society and popular culture (1) 1. Taiji Boys and the 1990s Korean popular music 2. Sinsedae (new generation) culture	Watching Korean films produced in the 1990s as references for Week 7	(10.6. - 10.8.) Course withdrawal period (10.7.) First third of the semester ends (10.9.) Hangul

				Proclamation Day
7	2020-10-13 2020-10-19	The 1990s Korean society and popular culture (2) 1. Art or popular cinema 2. Korean television (or K-)dramas	TBA	
8	2020-10-20 2020-10-26	First-generation K-pop idols and hallyu (Korean Wave) 1. The emergence of idol musicians in Korea 2. First-generation Korean idols' advance into the Asian pop music market 3. The beginning of hallyu	TBA	(10.20. - 10.26.) Midterm Examinations
9	2020-10-27 2020-11-02	Group presentation	Submission of presentation files and research reports to the instructor	
10	2020-11-03 2020-11-09	K-pop (1) 1. Second-generation K-pop idols' musical and non-musical activities 2. Non-idol musicians recognized as K-pop stars outside of Korea	TBA	
11	2020-11-10 2020-11-16	K-pop (2) 1. Cultural appropriation/appreciation, and cultural imperialism in the K-pop scene 2. Racism (colorism) and xenophobia in Korean popular culture 3. K-pop stars' scandal 4. Extensive conceptualization of K-pop	TBA	(11.16.) Second third of the semester ends
12	2020-11-17 2020-11-23	K-pop (3) 1. Racism (colorism) and xenophobia in Korean popular culture 2. K-pop stars' scandal 3. Extensive conceptualization of K-pop	TBA	
13	2020-11-24 2020-11-30	K-pop (4) 1. Produce 101 series and audience members as pop music producers 2. K-pop fandom	TBA	
14	2020-12-01 2020-12-07	K-pop (4) 1. K-pop fandom (cont.) 2. Gender and sexuality issues in the K-pop scene (1)	TBA	
15	2020-12-08 2020-12-14	K-pop (5) 1. Gender and sexuality issues in the K-pop scene (2)	TBA	(12.8. - 12.21.) Self-study and Final Examinations
16	2020-12-15 2020-12-21	K-pop (6) 1. BTS sensation and issues around BTS	TBA	(12.8. - 12.21.) Self-study and Final Examinations

* Changes in Management of Academic Semester

During the midterm examinations (2020.10.20. - 10.26.) and final examinations (2020.12.8. - 12.21.) period, classes or self-study should be continued unless there is an exam scheduled during the week.

* According to the University regulation section 57-2, students with disabilities can request special support related to attendance, lectures, assignments, or exams by contacting the course professor at the beginning of semester. Upon request, students can receive such support from the course professor or from the Center for Students with Disabilities(OSD). The following are examples of types of support available in the lectures, assignments, and exams: (However, actual support may vary depending on the course.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat
- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker, study mentor

[Assignments and Exam]

- Visual, Physical, Hearing Impairment: extra days for submission, alternative type of assignment, extended exam time, alternative type of exam, arranging separate exam room, and proctors, note-taker
- Intellectual Disability/Autism: personalized assignments, alternative type of evaluation

