

2023Year 2nd Semester Syllabus

Created Date	2023-06-25 07:54:12		Last-Modified	2023-06-25 07:54:12	
Course Title	UNDERSTANDING K-POP		Course Code-Section	IEE3371-05	
Credit/Time/Experiment, Lab, Practical Technique Time	3/Tue7/Thu8,9		Department	Undergraduate	
Time	Tue7/Thu8,9		Location	Realtime online lecture/Pre-recorded lecture(Unable to take other class)	
Exam Date & Time	Midterm exam		Final exam		
Class Language	English		Evaluation Type	Absolute evaluation	

Instructor's Profile	Name	Park Jieun		Telephone	
	Department	국제처		Mail	JPARK34@U.ROCHESTER.EDU
	Office			Interview information	

TA's Name & Contact Information	Name		Contact Information	Telephone	
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<p>Course Description Brief Introduction of the Course</p>	<p>This course offers a comprehensive exploration of the cultural, social, and artistic dimensions of the global phenomenon known as K-pop. Through a multidisciplinary approach, students will delve into the historical, economic, and technological factors that have shaped the rise and influence of K-pop on a global scale.</p> <p>The course begins with an overview of the origins and development of K-pop, tracing its roots back to the Korean popular music industry and its transformation into a global cultural force. Students will examine the unique characteristics of K-pop, including its music, choreography, fashion, and fandom culture, while critically analyzing its impact on identity formation, gender dynamics, and cultural representation.</p> <p>Through a combination of scholarly readings, audiovisual materials, and interactive discussions, students will engage with key theoretical frameworks and methodologies for studying K-pop as a cultural phenomenon. They will explore the ways in which K-pop intersects with various fields, such as media studies, popular culture, globalization, and transnationalism.</p> <p>Furthermore, students will analyze case studies that highlight the cultural dynamics and global reception of K-pop, critically examining the roles of media, technology, and fan communities in its dissemination and consumption. They will investigate the complex relationship between K-pop idols, their agencies, and their fans, as well as the production processes, marketing strategies, and social media practices that contribute to K-pop's global success.</p> <p>Throughout the course, students will develop their analytical and critical thinking skills through individual and group projects, research assignments, and presentations. They will be encouraged to explore topics of personal interest related to K-pop, such as fandom studies, music production, visual aesthetics, cultural appropriation, or the impact of K-pop on regional pop industries.</p> <p>By the end of the course, students will have gained a comprehensive understanding of K-pop as a cultural phenomenon, critically evaluating its societal implications and its significance in the broader context of global popular culture. They will also develop the skills to analyze and interpret K-pop texts, engage in informed discussions, and contribute to ongoing scholarly conversations surrounding this vibrant and rapidly evolving field.</p> <p>Note: This course assumes no prior knowledge of K-pop and is open to students from various academic backgrounds who have an interest in popular culture, media studies, music, sociology, or cultural studies.</p>
	<p>K-pop을 세계적인 문화 현상으로서의 역사적, 문화적, 사회적 측면을 종합적으로 이해하는 능력을 발전시킨다. 또한, K-pop이 세계 음악 산업에 미치는</p>

Course Goals	1.	Korean	영향을 평가하고, 국제 대중문화의 형성에 기여하는 역할을 분석하기. 소프트 파워와 문화 외교 수단으로서의 중요성을 평가하며, 국가 간 문화 교류와 연결성 측면에서의 의의를 이해하기.				40%
		English	Develop a comprehensive understanding of the historical, cultural, and social dimensions of K-pop as a global cultural phenomenon. Furthermore, evaluate the impact of K-pop on the global music industry, its role in shaping international popular culture, and its significance as a vehicle for soft power and cultural diplomacy.				
	2.	Korean	K-pop의 핵심 요소인 음악, 시각적인 면모, 안무, 패션 및 팬 문화를 분석하고 비판적으로 평가하기.				40%
		English	Analyze and critically evaluate the key elements of K-pop, including its music, visuals, choreography, fashion, and fandom culture.				
	3.	Korean	K-pop을 연구하고 해석하는 데 사용되는 방법론을 탐구하기. 또한, 사례 연구, 학문적인 독서 및 멀티미디어 자료를 통해 분석 및 비판적 사고 기술을 발전시키기.				20%
		English	Explore the theoretical frameworks and methodologies used to study and interpret K-pop within the fields of media studies, popular culture, globalization, and transnationalism. Furthermore, develop analytical and critical thinking skills through the analysis of K-pop case studies, academic readings, and multimedia materials.				
	4.	Korean	수업 토론, 발표, 그리고 글쓰기 과제를 통해 구두 및 서면 의사소통 능력을 향상시키기.				
		English	Enhance oral and written communication skills through class discussions, presentations, and written assignments that articulate informed perspectives on K-pop.				
	5.	Korean					
		English					
Core Competencies	The total measurable competencies must be 100%. Each course objective should set the competency as 25%. The core and major competencies should equal at least 50%.						
Sub-Competencies/Learning Unit1							
Sub-Competencies/Learning Unit2							
Sub-Competencies/Learning Unit3							
Core Competencies(Liberal Arts)Major competency(Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).						
Sustainable Development Goals							
Average Recommended Amount of Learning per	Average Reading Volume	1-3 pages		Average amount of writing(Based on A4)	1-2 pages		
Course Methods (%) Total Amount 100	Lecture	Practice Training	Presentation	Dabate	Team Project		
	60%	10%	10%	10%	10%		
Course Methods 2 Select Relevant Items	PBL Subject	Capstone Design	CBL, Social Innovation Course	Flipped Classroom	Work Experience, Internsh		
Grading Policy(%) Total Amount 100 Free Input for Other Information	Midterm exam	Final exam	Quiz	Individual Assignment	Team Assignment	Attendance	Others
	15%	15%	0%	30%	10%	10%	20%

Assignment/ Report, Project Guide	Title of Assignment/Project Name, and Method of Filling Out	Submission Deadline	Type of Submission and Method
Prerequisite	None	Online Course Address	LearnUs

Course Material	Course Material Name	Author	Publisher	Publish Year	ISBN

Main Learner Precautions	Late assignments will be accepted, but the grade will be lowered half a letter grade every 24 hours past the assigned due date.
Attachment	OhHallyu.PDF

Weekly Plan

week	Period	Weekly Topic & Contents	Remarks
1	2023-09-01 2023-09-07	Introduction & Warm-up: 1. What is popular culture?: Discourse of elements of popular culture 2. The root of K-pop: The Eastern sound	(9.1.) Fall semester classes begin (9.5. - 9.7.) Course add and drop period
2	2023-09-08 2023-09-14	1. The Idols: The first generation of Idol and social climates in Korea in the 1990s-2000s. 2. J-pop and K-pop	
3	2023-09-15 2023-09-21	Three first movers: Soo-man Lee (SM Entertainment), Jin-young Park (JYP Entertainment) and Hyun-suk Yang (YG Entertainment)	
4	2023-09-22 2023-09-28	1. The Idols: The second generation of Idol and social climates in Korea in the 2000s-2010s. 2. Production, Distribution and Consumption	09.28 추석
5	2023-09-29 2023-10-05	1. The "Gangnam Style" and the power of crowd psychology 2. A Study of the Fandom Mind	(9.28. - 9.30.) 추석연휴 (10.3.) National Foundation Day 09.29 추석, 09.30 추석, 10.03 개천절
6	2023-10-06 2023-10-12	1. K-pop stars; scandals 2. The success of idol creation formula: girl group and boy group 3. Gender and sexuality issues in the K-pop society	(10.8.) First third of the semester ends (10.9.) Hangeul Proclamation Day 10.09 한글날
7	2023-10-13 2023-10-19	K-Pop, synthesization with Western music and visual arts	

8	2023-10-20 2023-10-26	Midterm Exam	(10.20. - 10.26.) Midterm Examinations
9	2023-10-27 2023-11-02	1. The Idols: The third generation of Idol and social climates in Korea in the 2010s-2020s. 2. Who are the audience of K-pop music?	(10.27. - 10.31.) Course withdrawal period (11.1. - 11.3.) Application Period for S/U evaluation
10	2023-11-03 2023-11-09	1. Strategies of localization and globalization 2. Imitation to innovation	
11	2023-11-10 2023-11-16	BTS theory- The rise of Korea's cultural economy and pop culture	(11.14.) Second third of the semester ends
12	2023-11-17 2023-11-23	Politics and economy of Korean wave	
13	2023-11-24 2023-11-30	The relationship between K-pop and K-fashion	
14	2023-12-01 2023-12-07	The Idols: The fourth generation of idol and social climates in Korea after 2020	
15	2023-12-08 2023-12-14	What is the next?	(12.8. - 12.14.) Self-study
16	2023-12-15 2023-12-21	Final Exam	(12.15. - 12.21.) Final Examinations

- Students with disabilities(SWDs) can request accommodations related to lectures, assignments, or tests by contacting the course professor at the beginning of semester.
(However, accommodations may vary depending on the essentiality of lecture and discretion of professors.)

[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

[Assignments and Test]

- Visual/Physical/Hearing Impairment: (reasonable) extra days for submission, alternative type of assignment, extended test time, alternative type of test, arranging separate test room, and proctors, test ghostwriter
- Intellectual Disability/Autism: (reasonable) extra days for submission, alternative type of assignment