



## Korea University International Summer Campus (KU ISC) 2023

*Embark on a unique summer*

June 27, 2023 ~ August 3, 2023

### ISC285A – [Blended] Media and Popular Culture in Korea

#### I. Instructor

Professor	:	Ji Hoon Park
E-mail	:	<a href="mailto:koreamediaschool@gmail.com">koreamediaschool@gmail.com</a>
Home Institution	:	Korea University
Class Time	:	Period 2 (10:50am ~ 12:30pm KST)
Office	:	Media Hall 504
Office Hours	:	By Appointment

#### II. Textbook

Required Textbook	:	Reading packet
Recommended Additional Readings	:	

#### 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, sexuality, collective memory, K-pop, Korean wave, film, journalism, broadcasting, etc. Student will undertake research projects and discuss their work in class.

#### IV. Grading

Midterm Exam	:	35%
Final Exam	:	45%
Assignments	:	20% (Self-introduction essay & Group presentation)
Participation	:	2 point deduction per absence

#### V. Class Outline

Date	Topic	Chapter	Remarks
June 27 (Tue)	Orientation Day		
June 28 (Wed)	Introduction, Korean Film		

June 29 (Thu)	Korean Film		
June 30 (Fri)	Korean Film		
July 3 (Mon)	Collective Memory and Korea Media		
July 4 (Tue)	Collective Memory and Korea Media		
July 5 (Wed)	Gender relations and Korea Media		
July 6 (Thu)	Gender relations and Korea Media		
July 10 (Mon)	Sexuality and Korea Media		
July 11 (Tue)	<b>Midterm (the date may be subject to change)</b>		
July 12 (Wed)	History of Korean Broadcasting		
July 13 (Thu)	History of Korean Broadcasting		
July 17 (Mon)	Recent Topics in Korean Broadcasting		
July 18 (Tue)	Recent Topics in Korean Broadcasting		
July 19 (Wed)	Recent Topics in Korean Broadcasting		
July 20 (Thu)	Korean Journalism		
July 24 (Mon)	Korean Journalism		
July 25 (Tue)	History of Korean Popular Music		
July 26 (Wed)	History of Korean Popular Music		
July 27 (Thu)	K-Pop		
July 31 (Mon)	Hallyu: Globalization of Korea Popular Culture		
Aug 1 (Tue)	Hallyu: Globalization of Korea Popular Culture		
Aug 2 (Wed)	<b>Final Exam (the date may be subject to change)</b>		
Aug 3 (Thu)	/ Graduation Day (Available both Online / Offline)		