### Subject Title

Korean Wave: Contemporary Korean Popular Culture

### Lecturer

Herim Erin Lee

### Course Summary

**Synopsis & Purpose**

This course is designed to provide students with a comprehensive introduction to and critical understanding of contemporary Korean popular culture within the context of the Korean Wave (*Hallyu*). The course will begin with an overview of the historical development of Korean popular culture and its global diffusion and then review how these processes have been understood from a theoretical standpoint. The course will then pursue a more detailed investigation of the specific cultural industries that drive Korean popular culture, mainly focusing on the industries of popular music, television, and film. During this stage of the course, we will examine the production and distribution processes of each cultural industry, analyze the types of social and cultural issues represented in the cultural content, and understand the ways in which this content is consumed and received by domestic and global audiences. The course will end with a discussion of the limitations and prospects of the Korean Wave.

### Required Textbooks

Course packet (composed of selected book chapters and research articles) – See below

### A manner of Lecturing

Lectures (70%) and class discussions (30%) of readings and assignments.

### Evaluation (100%)

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<tr>
<th>Mid</th>
<th>Final</th>
<th>Attendance</th>
<th>Report</th>
<th>ETC</th>
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<td>35</td>
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### Further Information

1. Exam (35%): Students will have one written exam at the end of the semester.
2. Weekly assignments (25%): Students will submit a 1-2 page written assignment once every week, regarding reflections on course readings, reviews of cultural content, etc.
3. Research presentation (25%): Students will individually prepare a 15-minute presentation on a topic of choice related to the course material.
4. Participation (15%): Students will be graded on the extent and quality of their participation during class and small-group discussions.
5. Attendance (penalties applied): Each unexcused absence results in a penalty of 2 points from final score for semester. Three tardies equal one absence.
<table>
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<tr>
<th>Day</th>
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<tr>
<td>1</td>
<td>Course &amp; student introductions; What is the Korean Wave to you?</td>
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| 2   | Definitions & History of Korean Wave  
| 3   | Development of K-Wave: Fans, culture industry, government, commercial interests  
| 4   | Globalization and K-Wave: Cultural imperialism vs. Cultural hybridity  
| 5   | History of Korean popular music  
| 6   | Evolution of K-pop: Role of entertainment houses  
| 7   | K-pop idols: Representation and labor practices  
| 8   | K-pop fans: Global reception  
| 9   | History of Korean TV and film  
| 10  | Korean TV industry & content  
| 11  | Korean film industry & content  
| 12  | K-TV fans: Global reception  
| 13  | K-Wave’s nationalism and anti-fans  
| 14  | Student presentations |
| 15  | Student presentations, Wrap-up, and Review |
| 16  | Final Exam |