Korean Wave: Contemporary Korean Popular Culture
HUFS International Summer Session
Period 3 (13:40~15:30)

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Office hours: After class or by appointment

Course Description
This course is designed to provide students with a comprehensive introduction to 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 television, film, and music. 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. The classes will primarily be conducted in the form of lectures and discussions of readings and assignments. We will also make one research trip as a class to a Korean media institution.

Required Texts
We will be using a course packet composed of select book chapters and research articles. The course packet will become accessible to enrolled students once the final reading list is finalized. Samples of the readings we are expecting to complete are given at the end of this document.

Course Requirements and Assessments
1. Weekly Assignments/Quizzes 20% 4. Participation 10%
2. Research Paper 20% 5. Attendance (penalties)
3. Final Exam 50%

TOTAL 100%
*The means of assessment may change. Revisions will be made before the semester begins.*
1. **Weekly Assignments/Quizzes (20%)**
Students will submit a 1 page written assignment once or twice a week. Assignments will include opinion papers on course readings, reviews of cultural content, etc. At times, an announced quiz may be given instead of a written assignment.

2. **Research Paper (20%)**
Students will work in small groups to conduct in-depth research on a topic of choice (If enrollment size is small, students will conduct individual research). Detailed guidelines will be given in class. Teams will produce a 10~15 minute presentation to be delivered to the class and submit a report describing the rationale behind and details of their final product.

3. **Final Exam (50%)**
Students will have one exam at the end of the semester. The exam will include multiple-choice and short-essay questions. Exams will cover all lectures and readings.

4. **Participation (10%)**
Students will be graded on the extent and quality of their participation during class. The score for this portion will reflect the professor’s observations and assessment of your productive contributions to class as well as your overall class conduct and attitude.

5. **Attendance**
Attendance will be taken at the beginning of every class. If you arrive more than 15 minutes late or leave any time before the professor ends the class, you will be marked tardy. Each unexcused absence will result in a penalty of 1 point from your final score for the course.

*Calculation of final grades*

The sum of your scores for all of the above will result in your final score for the course. Scores and letter grades will NOT be negotiated in any instance. Personal extra credit opportunities will not be provided.

**Academic Integrity**

All work submitted in this class is assumed to be your original work and free from academic dishonesty. Academic dishonesty includes cheating, fabrication, falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. The normal penalty for an offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade.

**Course Schedule**

**Week 1:** Historical development and theory of Korean popular culture and the Korean Wave

**Week 2:** Production, distribution, content, and reception of K-drama and K-film

**Week 3:** Production, distribution, content, and reception of K-entertainment and K-pop

**Week 4:** Other K-content; Backlash and future of the Korean Wave
List of Required Readings (Incomplete & Tentative)


