Korea University
Mass Media and Popular Culture in Korea

Seminar: Mon. through Fri. (9:20am - 12:00pm.)
Professor: Dr. Ji Hoon Park

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

COURSE EVALUATION

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation &amp; Code of Conduct</td>
<td>5%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>40%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
</tr>
<tr>
<td>Student Presentations</td>
<td>15%</td>
</tr>
<tr>
<td>Total:</td>
<td>100%</td>
</tr>
</tbody>
</table>

REQUIRED TEXTS: all the readings are available in the Blakboard

COURSE POLICIES:
Fairness is the most important aspect in academic learning. This class has important course policies in order to maintain “fairness” in course evaluation. Students will enjoy maximum educational benefits if all can be assured that standard policies are consistently applied. The following general policies will thus be in effect. Exceptions will be made only in the most extreme of circumstances and, in any event, only by the professor. Your decision to stay in the course is your acceptance of the following policies written in this syllabus.

NO MAKE-UP EXAMINATIONS: Exams are taken only at the scheduled times, and make-ups are not given. Any foreseeable schedule conflicts or medical issues should be discussed immediately with the professor.

GRADING: Consultations about grades are welcome, but are intended to clarify course standards and procedures and to provide guidance that might improve future performance. Assigned grades will not be changed unless clear and significant procedural errors have occurred. Generally, good grades such as A+ and A reflect students’ efforts and good performance. But efforts do not necessarily guarantee good performance. Please do not ask your professor to raise your grade simply only because you think you have made sufficient efforts. Your grade will be determined purely on the basis of your performance.

STUDENTS WITH DISABILITIES: Any student with disabilities should inform the instructor at the beginning of the semester of any special accommodations or equipment needs necessary to complete the requirements for this course.

COURSE CALENDAR:
Week 1

December 28: Introduction, Film


December 29: Film


December 30: Multiculturalism in Korea


Week 2

January 2: Collective Memory


January 3, 4: Gender


**January 5: Midterm Exam**

**Week 3**

January 6: **Sexuality**


AFP (June 28, 2015). **Thousands march in Seoul for S. Korea’s gay pride parade.** *Yahoo News.*

**January 9: Broadcasting & Journalism**


**January 10: Broadcasting & Journalism**


Kwon, Ji-youn (Dec 27, 2015). **Cook TV, retro, cable dominate small screens in 2015.** *Korea Times.*

**January 11: K-Pop**


**Week 4**

January 12: **K-Pop**


January 13: Korean Wave


Student Presentations

January 16: Korean Wave