

**IWC 282B: Mass Media and Popular Culture in Korea**

**Seminar:** Mon. through Fri. (Period 2: 1:10–3:50pm)

**Professor:** Dr. Ji Hoon Park

**Professor's Website:** <https://winterof93.wixsite.com/jihoonpark>

**Office:** Media Hall 402. **Office Hours:** by appointment

**Email:** [koreamediaschool@gmail.com](mailto:koreamediaschool@gmail.com)

**Course Website:** Blackboard

**Instagram ID:** jpark508

**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**

Self-Intro Essay	5%
Midterm Exam	40%
Final Exam	40%
Group Project	15%
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Total:	<b>100%</b>

**REQUIRED TEXTS:** all the readings are available in the Blackboard

**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.  
Do not take this course if you refuse to accept any of the following.**

- ◆ **Overall Course Policies:** A necessary quarantine measures for this course will be fully and faithfully implemented in accordance with quarantine guidelines set by the government and Korea University.

- ◆ **Synchronous Online Class**

- ◆ **Online Exam:** If the exam is administered online (**synchronous only**), you must use your phone or other device to show you and your computer monitor so that professor Park and TA's can proctor the exam. The details will be announced before the exam.



- ◆ **Cheating:** Both midterm and final exams will take place online. **You will get an F if the proctor (e.g., TA or Professor Park) spots a suspicious behavior during the exam** (e.g., talking to other student, Zoom camera turned off, etc.) during the exam. **It's the proctor's word against yours. Therefore, don't do anything that can potentially earn a suspicion.**
- ◆ **No Make-Up Exams:** 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.
- ◆ **Auditing:** Based on the IWC policies, auditing is NOT permitted under any circumstances. If you bring anyone not registered in this course to class without notifying the professor, you will be given an F for the course.
- ◆ **Internet Connection:** It is your responsibility to have a reliable Internet connection.
- ◆ **Online Attendance:** **You will be penalized for absence, late arrival and/or early leaving. If you are absent from class for three times, you will get an F for the course.**

If you check your attendance late or leave early (10 min)	0.5 deduction from the total grade
If your camera is turned off and you not respond to Professor Park's request to respond during class	2 point deduction from the total grade

- ◆ **Note:** You do **not** have the option to choose between synchronous or asynchronous class. Overseas students who can't attend class real-time due to a big time difference and thus need recorded-lecture materials must inform professor Park on the first day of class.
- ◆ **Illegal Behavior:** Professor Park will show many copyrighted materials (e.g. video clips and music videos) for his lecture which can be only permitted to use for educational purposes. **If you record, distribute and/or sell online lectures without Professor Park's and/or each copyright holder's permission, not only will you get an F for the course, but you may also get legal punishment.**
- ◆ **Webcam and mic:** **You must use a webcam and a mic during class to create a sense of interactive classroom.** In case where you don't own a webcam and a mic, you can turn your mobile phone into a webcam with a mic (e.g., Droidcam: <https://www.dev47apps.com>). **If you do not use them, professor Park will take that as your refusal to get involved in class**

## discussion.

- ♦ **Active Participation Rewards:** You will be given extra credits if you actively get involved in class discussions.
- ♦ **Discussion Etiquettes:** Don't be (1) antagonistic or inappropriately argumentative (2) openly rude or inappropriately critical, and (3) threatening or Abusive.
- ♦ **IWC Grading Scale:** A+ (95-100), A (90-94), B+ (85-89), B (80-84), C+ (75-79), C (70-74), D+ (65-69), D (60-64), F (0-59)
- ♦ **Justified Absence:** If you need to be absent from class due to a religious holiday, travel with a university-affiliated team or group, or because of unavoidable circumstances, you should speak with Professor Park. Your absence can be excused only when you notify Professor Park in advance. A medical note from a doctor is required for medical absences to be counted as excused.
- ♦ **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. 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 Disability:** 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.
- ♦ **Plagiarism:** No student should turn in an assignment or a project that is identical to, or borrows heavily from, another paper submitted in this or any other course. **Double submission of papers and/or plagiarism will receive a failing grade in the course.**

## COURSE CALENDAR:

### **Introduction, Korean Film** (December 27, 28)

Sun, R. (Feb 7, 2020). **From 'Parasite' to BTS: Meet the most important mogul in South Korean entertainment.** *Hollywood Reporter*.

Klein, C. (2008). **Why American studies needs to think about Korean cinema, or, transnational genres in the films of Bong Joon-ho,** *American Quarterly*, 60(4), 871-898.

### **Gender and Korean Media** (December 29)

Han, W., Lee, S., & Park, J. (2017). **Gendering the Authenticity of Military Experience: How Male Audiences of a Korean Reality Show Real Men Construct Hegemonic Masculinity in Online Bulletin Board.** *Media, Culture & Society*. 39(1), 62-76.

Lee, J, Lee, R., & Park, J. (2020). **Unpacking K-pop in America: The subversive potential of male K-pop idols' soft masculinity.** *International Journal of Communication*, 14, 5900-5919.

### **Collective Memory and Korean Media** (December 30, 31)

Kim, H. & Lee, S. (2017). **Collective memory of Japanese military ‘comfort women’ and South Korean media: The case of television dramas, *Eyes of Dawn* (1991) and *Snowy Road* (2015).** *Asian Women*, 33(3), 87-100.

### **Sexuality and Korean Media** (January 3)

Park, J. (2018). **Lesbian, Gay, Bisexual and Transgender Studies**, in D. Y. Jin & N. Kwak (Eds). *Communication, Digital Media, and Popular Culture in Korea*. New York: Lexington. 405-422.

### **January 3: Midterm Exam**

### **Korean Broadcasting and Journalism** (January 5, 6, 7)

Park, J., Lee, J., & Lee, Y. (2019). **Do Webtoon-Based TV Dramas Represent Transmedia Storytelling?: Industrial factors leading to webtoon-based TV dramas.** *International Journal of Communication*, 13, 2179-2198.

Seo, S. (2020). **South Korea’s Watergate moment: How a media coalition brought down the Park Geun-hye government.** *Journalism Practice*, DOI: 10.1080/17512786.2020.1730221

### **Korean Popular Music, K-Pop** (January 10, 11)

Hare, S. & Baker, A. (2017). **Keepin’ It Real: Authenticity, Commercialization, and the Media in Korean Hip Hop**, *Sage Open*, 7(2), 1-12.

Kim, J. (2021). **BTS as method: A counter-hegemonic culture in the network society.** *Media, Culture & Society*, 1-17.

### **Korean Wave** (January 12, 13)

Park, J., Lee, Y., & Seo, H. (2019). **The rise and fall of Korean drama export to China: The history of state regulation of Korean dramas in China.** *International Communication Gazette*. 81(2), 139-157.

### **January 14: Final Exam**