

JMCO257: Mass Media and Popular Culture in Korea
(Korean Foundation Global E-School Course) subject to change



Spring 2021

Monday, 4-6:50 p.m.

Professor: Dr. Ji Hoon Park

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Zoom Office Hours: By appointment

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 and historical perspectives. The topics to be examined include film, collective memory, gender, broadcasting, journalism, music, Korean wave, etc. Students will undertake group research projects on issues not fully covered in class and discuss their work in class.

INTENDED AUDIENCES OF THIS COURSE

This class is designed for students who have little understanding of Korea culture. I encourage students who were born and raised in Korea to take advanced courses that offer more in-depth understanding of Korean culture and media.

GLOBAL E-SCHOOL COURSE

Students at Peking University in China join our class. You can find more info about KF Global e-School at <https://en.kf.or.kr/?menuno=3788>

REQUIRED TEXTS: All the readings and PDF files are available on the Blackboard.

COURSE EVALUATION:

Exam (Midterm + Final)	30% each = 60%
Korean Culture and I: Self-Intro Essay	10%
Group Presentation	15%
Reading Assignment (Presentation)	15%
Total	100%

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**
- ◆ **Physically-Attended Exam:** In principle, you must take the midterm and final exam on campus. If the Covid-19 situation gets worse and the exam date falls under the restricted period for physical-attendance classes in accordance with government guidelines, the exam will be administered online.
- ◆ **Overseas Students:** If you are not in Korea and can't perform the midterm and/or final exam as physically attended exam, you have to notify professor Park on the first day of class. Online exams will be given to you only when you submit a copy of official documents that prove your current location at the time of the exam. It is your responsibility to prepare the document in a timely manner.
- ◆ **Online Exam:** If the exam is administered online, 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: You will get an F if the proctor (e.g., TA or Professor Park) spots a suspicious behavior** (e.g., talking to other student, murmuring, attempt to borrow a pen from other student, repetitive grooming gesture, tightly gripping a bag, watching other students, 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.
- ◆ **Internet Connection:** It is your responsibility to have a reliable Internet connection.

- ♦ **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.
- ♦ **Grading scale:** A+ (96-100), A (90-95), B+ (85-89), B (80-84), C+ (75-79), C (70-74), D+ (65-69), D (60-64), F (0-59) No rounding
- ♦ **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

- ♦ **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:

Lecture & Seminar

Week 1:

March 8: **Introduction**

Course, people, assignments, etc.

Week 2

March 15: **Korean Film**

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

Week 3

March 22: **Korean Film**

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.

Week 4

March 29: **Collective Memory and Korean Media**

Zelizer, B. (1995). **Reading the past against the grain: The shape of memory studies.** *Critical Studies in Mass Communication*, 12(2), 211-235.

Week 5

April 5: **Collective Memory and Korean Media**

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.

Week 6

April 12: **Gender & Korean Media**

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.

Week 7

April 19: **Gender & Korean Media**

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.

Week 8 (April 26): **Midterm Exam**

Week 9

May 3: Korean Broadcasting & Journalism

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.

Week 10

May 10: Korean Broadcasting & Journalism

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

Week 11

May 17: Korean Pop Music History

Lie, J. (2012). **Where is K in K-Pop: South Korean Popular Music, the Culture Industry and National Identity.** *Korean Observer*, 43(3). 339-363.

Hare, S. & Baker, A. (2017). **Keepin' it real: Authenticity, commercialization, and the media in Korean hip hop,** *Sage Open*, 7(2), 1-12.

Week 12

May 24: K-Pop

Oh, I. (2013). **The Globalization of K-pop: Korea's Place in the Global Music Industry.** *Korean Observer*, 44(3). 389-409.

Week 13

May 31: Korean Wave

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

Week 14

June 7: Korean Wave

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.

Week 15

June 14: Korean Wave

Week 16 (June 21): **Final Exam**
