

## Global Korean Popular Culture | Kyung Hee University GAFC, July 2–20, 2018

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### Course Summary

Over the last fifteen years, *Hallyu* — the Korean wave — has spread across Asia and, increasingly, the West. From *Winter Sonata* to BTS, Korean cultural contents have become increasingly visible in global mediascapes. Significant academic attention has been devoted to explaining and theorising the reasons for this global interest in Korean popular culture, as well as its future. How did Korean popular culture become a global phenomenon? What exactly do non-Korean fans find attractive about Korean popular culture? For how long will *Hallyu* continue, and what are its opportunities and threats?

This course explores the development and socio-cultural aspects of Korean popular culture both domestically and globally, and aims to develop students' understanding of transnational and transcultural aspects of Korean popular culture. We will explore various pop culture and content industries, ranging from K-pop, film, television, and webtoons, to Korean food, fashion and beauty. This course will investigate the economic and strategic factors underlying the growth of Korea's cultural contents industries, and their spread beyond Korea. Additionally, we will apply key theoretical concepts in media and cultural studies to analyse and critique the production, consumption and meanings of Korean popular culture. Key themes and topics include: modernity, globalisation, postcolonialism, hybridity, nation branding and soft power, and the internet and social media.

### Learning Objectives

By the end of this course, students should be able to:

1. Explain key paradigms and concepts relating to the globalization of Korean popular culture
2. Analyse Korean popular culture and its texts using relevant theoretical approaches and tools
3. Understand the social, economic, and historical development of Korean popular culture and its globalization
4. Describe topics and themes in contemporary *Hallyu* scholarship

### Course schedule

A complete schedule of topics, including required reading, is provided below. Week 1 considers global Korean popular culture through several perspectives and analytical frameworks, introducing students to key concepts, terms, and theories in cultural studies and media studies. Weeks 2 and 3 examine texts and topics within global Korean popular studies in more depth, focusing on key texts and case studies.

Class activities will consist of lecture, group or class discussions and activities, and assessments (see below). Suggested further reading and questions related to readings/lectures will be provided in class.

### **Required reading and attendance**

Students are expected to attend all classes, having completed the required reading (including taking notes) and fully prepared for discussion. Please inform your instructor if you cannot attend class for any reason.

### **Course assessments**

#### 20% In-class Quiz (last day of Week 1)

Students will complete an in-class quiz at the end of Week 1. The content for this quiz will be drawn from material covered in Week 1. Further details on this assessment will be discussed in class.

#### 30% Presentation (Weeks 2 and 3)

Students will deliver a presentation analysing a Korean popular media text of their choice, using relevant theories and concepts discussed in this course. Presentations will commence in Week 2. Dates for presentations will be allocated in Week 1. Further details on this assessment will be discussed in class.

#### 20% Participation

Students are required to participate in class discussions. This includes completing required readings and bringing notes/questions to class, as well as responding to discussion questions presented in class. In Weeks 2 and 3, participation will also require responding to other students' presentations, in the form of questions, comments, suggestions or critiques for each presentation. These responses will form the basis for discussion after presentations. Further details on this assessment will be discussed in class.

#### 30% Essay (end Week 3)

Students will complete an essay applying a selected theory/concept to two (or more) examples of Korean popular culture or Korean popular media texts, and evaluate their differences. This assignment should demonstrate a functional knowledge of the selected theory/concept in practice. Further details on this assessment will be discussed in class.

## **Course Schedule**

### **Week 1-1: Defining Global Korean Popular Culture**

Required Reading: Huat, Chua Beng (2012). 'Chapter 1. East Asian Pop Culture: Mapping the Contours'. In *Structure, Audience and Soft Power in East Asian Pop Culture*, Chua Beng Huat. Hong Kong: Hong Kong University Press, pp. 9–30.

### **Week 1-2: Global cultural flows**

Required Reading: Ryoo, Woongjae (2009). 'Globalization, or the logic of cultural hybridization: the case of the Korean wave.' *Asian Journal of Communication*, 19:2, pp. 137–151.

### **Week 1-3: Postcolonialism, modernity, and cosmopolitanism**

Required Reading: Choi, Jungbong (2015). Hallyu versus Hallyu-hwa: Cultural Phenomenon versus Institutional Campaign. In *Hallyu 2.0: The Korean Wave in the Age of Social Media*, Sangjoon Lee and Abé Markus Nornes (eds.), University of Michigan Press, pp. 31–52.

### **Week 1-4: Politics, nation branding and soft power**

Required Reading: Walsh, John (2014). 'Hallyu as a Government Construct: The Korean Wave in the Context of Economic and Social Development.' In Yasue Kuwahara (ed.) *The Korean Wave: Korean Popular Culture in Global Context*, London: Palgrave Macmillan, pp. 13–31.

### **Week 1-5: Technology, Mobility and the Internet**

Required Reading: Jin, Dal Yong (2015). New Perspectives on the Creative Industries in the Hallyu 2.0 Era: Global-Local Dialectics in Intellectual Properties. In *Hallyu 2.0 : The Korean Wave in the Age of Social Media*, Sangjoon Lee and Abé Markus Nornes (eds.), University of Michigan Press, pp. 53–70.

## **Assessment: In-class Quiz (20%)**

### **Week 2-1: K-pop [1]**

Required Reading: Lie, John (2014). 'One: How Did We Get Here?' In *K-Pop : Popular Music, Cultural Amnesia, and Economic Innovation in South Korea*, University of California Press, pp. 14–85.

## **Assessment: Presentations (30%) commence this week**

## **Week 2-2: K-pop [2]**

Required Reading: Jung, Eun-Young (2015). New Wave Formations: K-pop Idols, Social Media, and the Remaking of the Korean Wave. In *Hallyu 2.0 : The Korean Wave in the Age of Social Media*, Sangjoon Lee and Abé Markus Nornes (eds.), University of Michigan Press, pp. 73–89.

## **Week 2-3: Film [1]**

Required Reading: Lee, Nikki J. Y. ‘Localized Globalization and a Monster National: "The Host" and the South Korean Film Industry.’ *Cinema Journal*, Vol. 50, No. 3, pp. 45-61

## **Week 2-4: Film [2]**

Required Reading: Joanna Elfving-Hwang (2015). ‘Disaster Narratives in the South Korean Cultural Imaginary.’ *Korea Journal*, 55(3), pp. 8–29.

## **Week 2-5: Drama**

Required Reading: Youjeong Oh. “The Interactive Nature of Korean TV Dramas: Flexible Texts, Discursive Consumption, and Social Media.” In Sangjoon Lee, and Abé Markus Nornes (eds) *Hallyu 2.0 : The Korean Wave in the Age of Social Media*, University of Michigan Press, pp. 133–153.

## **Week 3-1: Television and WebTV**

Required Reading: Younghan Cho, Hongrui Zhu (2017). Interpreting the Television Format Phenomenon Between South Korea and China Through Inter-Asian Frameworks. *International Journal of Communication* 11, 2332–2349.

## **Week 3-2: Animation, *manhwa*, and Webtoon**

Required Reading: Ae-Ri Yoon (2009). ‘In between the Values of the Global and the National: The Korean Animation Industry.’ In Berry, Chris, et al (eds.) *Cultural Studies and Cultural Industries in Northeast Asia : What a Difference a Region Makes*, Hong Kong University Press, HKU, pp. 103–115.

## **Week 3-3: Travel and Tourism**

Required Reading: Kim, Sangkyun and Nam, Chanwoo (2016). ‘Hallyu Revisited: Challenges and Opportunities for the South Korean Tourism’, *Asia Pacific Journal of Tourism Research*, 21:5, pp. 524–540.

### **Week 3-4: Food, Fashion, Beauty, and Aesthetics**

Required Reading: Song, Jee Eun Regina (2014). 'The Soybean Paste Girl: The Cultural and Gender Politics of Coffee Consumption in Contemporary South Korea'. *The Journal of Korean Studies* 19(2), pp. 429–448.

### **Week 3-5: Sports and e-Sports**

Required Reading: Jin, Dal Yong and Chee, Florence (2008). 'Age of New Media Empires: A Critical Interpretation of the Korean Online Game Industry'. *Games and Culture*, v3, pp. 38–58.

**Assessment: Essay (30%) due end of this week**