

K-movie and Hallyu

(Summer 2024)

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Course Description:

This course is designed as an introductory survey to the major social, cultural, and popular trends related to globalization, commercialization, and consumption of the latest trends in the “Korean Wave” based domestically and abroad. Class lectures will analyze K-movies and various Hallyu content through case studies and interactive approaches. By taking an inter-disciplinary comparative and historical approach, we will adopt a critical view towards the making and marketing of ‘Korean’ cultural content and industry, for both domestic audiences and increasingly international consumption.

Course Objectives:

The general course objective is to equip students with the knowledge and concepts needed to comprehensively understand contemporary Korean popular culture and its global reception.

Course Format:

Lecture attendance and participation, as outlined in the following class schedule, constitute the most important part of the course. Lectures will be given by the instructor. In the middle of the lectures, this course will run discussions. Student participation in class discussions will comprise an important part of this course. In-class presentations will consist of a current topic of students’ choice related to K-movie and Hallyu.

Grades:

Attendance: 10%

Midterm: 20%

Final: 20%

Case study Presentation: 20%

Workshop: 30% (10% * 3)

Total: 100%

Attendance (10%):

- FA System

Sogang University has a policy known as the FA (Failure because of Absences) System, which requires students to be present for a minimum number of classes in order to pass a course. In order to receive credits, students are required to participate in at least 80% of the total class hours. (Three tardies are equivalent to one absence.)

The grade for the course in which a student receives an FA will be recorded as FA. The student who receives an FA will be removed from the class list and will not be able to receive any credit for the course.

- Attendance

Attending lectures is the student's basic right and responsibility. The teaching assistant checks attendance at the beginning of class. A student who comes within 10 minutes of the beginning of class is considered tardy, and after 10 minutes, absent. A student who leaves the classroom during the class session is also counted as absent. Three tardies are counted as one absence.

Exam (40%: 20% x 2): Midterm and Final. Exams will cover lectures, class materials and discussions.

Case Study Presentation (20%): During Week 1, students will decide the topic of their final project which is a case study from one area of K-movie and Hallyu.

- PowerPoint Presentation (20%): 8 - 12 slides, slides could include photos and video clips.
- Evaluation: Content (10 pts), Delivery (5pts), Leading discussions after a presentation (5pts)
- 15 minutes presentation and 5 minutes discussion

Workshop (10% x 3): Day 8, 12, and 13.

- 1) 1-page essay on field trip
- 2) <Itaewon Class> comparison between the webtoon and the drama
- 3) Analysis 5 K-pop music videos (Any songs and any singers)

References

Lee, Sangjoon (eds.) (2019). *Rediscovering Korean Cinema*. University of Michigan Press.

Choi, Jinhee (2010). *The South Korea Film Renaissance*. Wesleyan University Press.

Kim, Youna (eds.) (2022). *The Soft Power of the Korean Wave: Parasite, BTS and Drama*. Routledge.

Lee, Sangjoon and Abé Mark Nornes (eds.) (2015). *Hallyu 2.0: The Korean Wave in the Age of Social Media*. University of Michigan Press.

Kim, Jyung Hyun and Choe, Youngmin. (eds.) (2014). *The Korean Popular Culture Reader*. Duke University Press.

Grading Scale:

A+	97-100		A	94-96	A-	90-93
B+	87-89		B	84-86	B-	80-83
C+	77-79		C	74-76	C-	70-73
D+	67-69		D	64-66	D-	60-63
F	59% and below					

Course Policies:

- Students are expected to attend class regularly and participate actively in class. Attending class means that you are punctual, stay for the entire class period, and devote your undivided attention to the lesson.
- Plagiarism will be strictly penalized in this course. During the semester, you will submit an essay. The assignment must be completed by you alone. Copying sentences or ideas from the internet or other sources without citations is strictly prohibited. If you are found to have plagiarized or cheated, you will be punished to the fullest extent of university policy. This includes and is not limited to: no credit for the assignment or failure in the course.

Course Schedule:

Class	Topics & Activities	
1	Course Introduction, Survey	
	<Extreme Job>	
2	10 Million Viewer Club	
	<The Admiral: Roaring Currents>	
3	Division Films	
	<Shiri>, <Joint Security Area>, and <Welcome to Dongmakgol>	
4	Modern Korean History in Films	
	<Ode to My Father>, and <Taxi Driver>	
5	Disaster Films: Social Commentaries in Korean Movies	
	<The Host>, <Train to Busan>, and <Tunnel>	
6	K-Zombie	
	<Train to Busan>, <#Alive>, and <Kingdom>(Netflix drama)	
7	Midterm	
8	Field Trip: TBA	Workshop1
9	History of Hallyu	
	Seoul and Gangnam	
10	The Appeal of K-drama	
	<Reply> Series, <Misaeng: Incomplete Life>, <Guardian: The Lonely and Great God>, and <Moon Lovers: Scarlet Heart Ryeo>	
11	K-Tourism	
	K-Food	
12	Webtoons and K-dramas based on Webtoons	Workshop2
	<Misaeng: Incomplete Life>, <My ID is Gangnam Beauty>, and <Itaewon Class>	

13	K-pop 1	Workshop3
	What is K-pop?	
14	K-pop 2	
	PSY and BTS	
15	Presentations	
	Presentations	
16	Final	