

Sample Syllabus 2007
EAST 313: Media and Popular Culture in Korea

INSTRUCTOR: Dr. Kyong Yoon (Korea Foundation Visiting Professor, McGill University)

COURSE DESCRIPTION

- This course aims to introduce students to Korean popular culture and its contexts. In particular, we will examine meanings of popular culture and cultural changes in contemporary Korea. The course will combine lectures with discussions of reading materials and with individual/group presentations (depending on the number of students). In the course, we will also discuss various audio-visual materials such as TV dramas, films, and pop songs, in order to understand better the texts and contexts of contemporary Korean society. At the end of this course, students will have a comprehensive understanding of the practices of popular culture in Korea.

GRADE EVALUATION

- **Assignments:** 30% (5 times x 6 %)
Web-board postings (300-600words each); Use "Discussion" section in "My Course" site.
- **Term Paper and Its Presentation :** 30% (Paper 20% + Presentation 10%)
 - A reflection paper based upon one of weekly topics (2000 words in length)& 10 min presentation of the reflection in class
 - Paper is due by Week 11 and its presentation will be assigned between week 12 and 13.
- **Final Exam** (In class quiz): 30%
A combination of essays and short answers; Open book
- **Attendance & Participation:** 10 %
Attendance and completion of required reading materials are required. A student who misses their classes more than 6 times without prior permission may fail the course, regardless of his/her in-class performance

TEXTBOOK

- The packet of reading materials will be available at the university book store (on Sept 9, Monday); the reading material for the first week will be given at the first class on Sept 4 (Tuesday).

RECOMMENDED TEXTS:

- Craig, Timothy J. and King, Richard (eds.). *Global Goes Local: Popular Culture in Asia.*, Vancouver: University of British Columbia Press.
- Erni, J. N. and Chua, S.K. (eds.)(2004). *Asian Media Studies*. London: Blackwell.
- Hall, Stuart (1997). *Representation and the Media*. Media Education Foundation.
- Stokes, Jane (2003). *How To Do Media and Cultural Studies*, London: Sage.

• SPECIAL NEEDS

Students who have any special needs which may require modified means of assessment, or which may have an impact on the way in which the course is taught should inform the instructor by the end of Week 1. Such needs may be the result of visual or hearing difficulties, difficulties in writing, and so forth. If the instructor is not informed of such needs at the start of the semester, it may not be possible to make appropriate arrangements for these special needs.

CLASS SCHEDULE

WEEK 1 Introduction: Why Korean Popular Culture? (Sept 4, 6)

- **Key Themes:**

- How to study Korean popular culture
- Contexts of and discourses about the 'Korean Wave' in Asia
- Implications of Intra-Asian Cultural Flows

- **Required Readings:**

- Kim, Youna (2006). 'Mapping the Korean Wave: Korean Media Go Global', in Thussu, Daya (ed.). *Media on the Move: Global Flow and Contra Flow*, London: Routledge.

- **Further Readings:**

- Shim, Doobo (2006). 'Hybridity and the Rise of Korean Popular Culture in Asia', *Media, Culture & Society*, 28(1): 25-44.
- Cho, Hae-Joang (2005). 'Reading the "Korean Wave" as a Sign of Global Shift', *Korea Journal*, 45(4): 147-182.
- Lin, Angel M. Y. (2002) Modernity and the Self: Explorations of the (Non-) Self-determining Subject in South Korean TV dramas, *M/C: A Journal of Media and Culture*, 5(5). <http://www.media-culture.org.au/mc/0210/Lin.html>
- Shin, Gi-Wook (2005). 'Asianism and Korea's Politics of Identity', *Inter-Asia Cultural Studies*, 6(4): 616-630.

WEEK 2 The History and Theories of Korean Popular Culture (Sept 11, 13)

- **Key Themes:**

- Introduction to Korean popular and material culture
- Introduction to the studies of popular culture
- Cultural Theories & Methodologies

- **Required Readings:**

- Hart, Dennis (2001). 'Materialist Culture and Korea', in *From Tradition to Consumption: Construction of a Capitalist Culture in South Korea*, Seoul: Jimoondang (pp. 1-20).
- Stokes, Jane (2003). *How To Do Media and Cultural Studies*, London: Sage (pp. 20-37).

WEEK 3 Studying Media Texts (Sept 18, 20)

- **Key Themes:**

- Analysis of Media Texts
- Representations and the Media
- Effects of Stereotyping
- Representations of Immigrant Workers and Ethnic Minorities in Korea

- **Required Readings:**

- Ryner, P. et al. (2004). 'Representation', in *AS Media Studies: The Essential Introduction*, London: Routledge (pp. 61-68).
- Lacey, N. (1998). 'Stereotypes', in *Image and Representation*, London: Palgrave (pp.134-139).

- **Further Readings:**

- Hall, Stuart (1997). *Representation and the Media*, Media Education Foundation. (pdf)

- Hall, Stuart (1997). 'The Work of Representation', in Hall, Stuart (ed.). *Representation: Cultural Representations and Signifying Practices*, London: Sage (pp.15-64).

WEEK 4 Studying the Cultural Industries (Sept 25, 27)

- **Key Themes:**

- Political Economy of the Media
- The Media and Power
- Globalization of Cultural Industry
- Star System

- **Required Readings:**

- Kang, Myung-koo (2005). 'The Struggle for Press Freedom and Emergence of "Unelected" Media Power in South Korea', in Erni, John Nguyet, and Siew Keng Chua, (eds.). *Asian Media Studies*, Oxford, UK: Blackwell Publishing, 76-90.
- Croteau, David and Hoynes, William (2002)(3rd ed.). *Media Society: Industries, Images, & Audiences*, London: Fine Forge Publication, Ch 1 (pp.3-30).

- **Further Readings:**

- Park, Myung-Jin et al. (2000). 'Modernization, Globalization, and the Powerful State: The Korean Media', in James Curran and Myung-Jin Park, (eds.). *De-Westernizing Media Studies*, New York: Routledge.
- Hesmondhalgh, David (2002). *The Cultural Industries*, London: Sage. Ch 1 (pp.27-48).
- Im, Young-Ho (1998). 'The Media, Civil Society, and New Social Movements in Korea, 1985-93', in Chen, Kuan-hsin (ed.). *Trajectories: Inter-Asia Cultural Studies*, London:Routledge (pp.330-51).
- Kang, Myunggoo (2004). 'There is no South Korea in South Korean Cultural Studies: Beyond the Colonial Condition of Knowledge Production', *Journal of Communication Inquiry*, 28(3): 253-268.
- McDowell, Stephen D. and Park, Chunil (2005). 'Direct Broadcast Satellites and the Social Shaping of Technology: Comparing South Korea and Canada', *Canadian Journal of Communication*, 30(1).

WEEK 5 Studying Audiences (Oct 2, 4)

- **Key Themes:**

- Encoding/Decoding
- Interpretive Communities
- Social Practices of Fandom

- **Required Readings:**

- Hall, Stuart (1980). 'Encoding/Decoding'. In Durham, Meenakshi Gigi and Kellner, Douglas (eds.).(2000). *Media and Cultural Studies: Key Works* Oxford: Basil Blackwell.
- Fiske, John (1992). 'Cultural Economy of Fandom', Lewis, Lisa A. (ed.). *The Adoring Audience*, London: Routledge (pp.30- 49).

- **Further readings:**

- Fish, Stanley E. (1998). *Is There a Text in This Cass? : (The) Authority of Interpretive Communities*, Cambridge, Mass. : Harvard University Press, Ch 7 and Ch 8.
- Lee, M. and C.H. Cho (1995) 'Women Watching Together: An Ethnographic Study of Korean Soap Opera Fans in the United States', in G. Dines and J.M. Humez (eds). *Gender, Race and Class in Media: A Text-Reader*, London: Sage, pp. 355-361.

- Lin, Angel and Siu-chu Kwan, Becky (2005). 'The Dilemmas of Modern Working Women in Hong Kong', *Asian Communication Research*, 9: 23-42.

WEEK 6 The Media and Modernity in Korea (Oct 9, 11)

- **Key Themes:**

- The Development of Modern Mass Media in Colonial Korea
- The Media and Modernity: Emergence of the Mediated Self in Korea
- Mid-Term Exam (in class on Tuesday)

- **Required Readings:**

- Thompson, John B. (1995). 'Tradition and the Self in a Mediated World', Heelas, Paul et al. (eds.). *Detraditionalization: Critical Reflections on Authority and Identity*. Oxford: Basil Blackwell, pp. 89-108.

- **Further Readings:**

- Endosor, Tim (2002). *National Identity, Popular Culture and Everyday Life*, Oxford: Berg.
- Moore, Shaun (1995). 'Media, Modernity, and Lived Experience', *Journal of Communication Inquiry*, 19(1): 5-19.
- Robinson, Michael, (1999). 'Broadcasting, Cultural Hegemony, and Colonial Modernity in Korea', Shin, Gi-wook and Robinsons, Michael (eds.). *Colonial Modernity in Korea*, Cambridge: Harvard University Press.

WEEK 7 Memory, History & Popular Culture (Oct 16, 18)

- **Key Themes:**

- Representations of History in the Korean Media: The Reinvention of Tradition in the Media
- Case Studies

- **Required Readings:**

- Morris-Suzuki, Tessa (2005). *The Past Within Us: Media, Memory, History*, London: Verso (pp.1-32).
- Waisbord, Silvio (2004). 'Media and the Reinvention of the Nation', in Downing, J. D. (ed.). *The Sage Handbook of Media Studies*, London: Sage (pp.375-392).

- **Further Readings:**

- Anderson, Benedict (1991). *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, New York: Verso.

WEEK 8 National Identities in Korean Popular Culture (Oct 23, 25)

- **Key Themes**

- The Making of Korean-ness in Korean Popular Culture
- Questions of Others in the Korean Media

- **Required Readings:**

- Lee, Hee-Eun (2006). 'Seeking The "Others" Within Us: Discourses of Korean-ness in Korean Popular Music', in Holden, T.J.M. and Scrase T. J. (eds.). *Medi@sia: Global Media/tion in and Out of Context*, London: Routledge (pp.128-146).
- Epstein, Stephen (2000). 'Anarchy in the UK, Solidarity in the ROK: Punk Rock Comes to Korea', *Acta Koreana* 3: 1-34. (107-114 ; available on-line)

- **Further Readings:**

- Robinson, Michael (2005). 'Contemporary Cultural Production in South Korea: Vanishing Meta-Narratives of Nation', in Shin, Chi-Yun and Stringer, Julian (2005). *New Korean Cinema*, Edinburgh: Edinburgh University Press, 15-31.
- Anderson, Benedict (1991). *Imagined Communities: Reflections on the Origin and Spread of Nationalism*, New York: Verso.

WEEK 9 Globalization, Popular Culture, and Everyday Life (Oct 30, Nov 1)

• Key Themes:

- Globalization of Korean Cultural Industries (Case Studies: Rain, Boa & Lee Hyori)
- Debates on Cultural Globalization
- Globalization and Everyday Life

• Required Readings:

- Bak, Sangmee (2005). 'Negotiating National and Transnational Identities through Consumption Choices', *The Review of Korea Journal*, 7(2): 33-52.
- Kim, Taeyon (2003). 'Neo-Confucian Body Techniques: Women's Bodies in Korea's Consumer Society', *Body & Society*, 9(2): 97-113.

• Further Readings:

- Tomlinson, John (1999). *Globalization and Culture*, Chicago: University of Chicago Press, Ch 1.
- Shin, Jeeyoung (2005). 'Globalisation and New Korean Cinema', in Shin, Chi-Yun and Stringer, Julian (eds.). *New Korean Cinema*, Edinburgh: Edinburgh University Press (pp. 51-62).
- Barker, C.(2005). 'In The Shadow of Cultural Imperialism: Television and National Identities in the Era of Globalization', in J. Howard and M. Romero (eds.). *The Blackwell Companion to Social Inequalities*, Oxford: Blackwell.

WEEK 10 Politics of Representation: Gender, Class & Ethnicity (Nov 6, 8)

• Key Themes:

- Representations and Questions of Gender Identity
- Ethnic Minorities in Korean Media
- Minorities in Recent Korean Films: *Failan*, *If You Were Me*, *My Wedding Campaign*

• Required Readings:

- Hübinette, Tobias(2007). 'Nationalism, Subalternity, and the Adopted Koreans', *Journal of Women's History* 19.1: 117-122.

WEEK 11 North Korea and the Media (Nov 13, 15)

• Key Themes

- The State and Popular Culture in North Korea
- Media Representations of North Korea
- Popular Culture and Everyday Life in North Korea
- Representation of North Korea and its Culture in the Media
- Discussion about recent Korean Popular Cinema: *Shiri*, *Silmido*, *JSA*, *Welcome to Dongmakgol*
- Screening of 'A State of Mind' (Daniel Gordon, UK)

- **Required Readings:**

- Armstrong, Charles K. (2000). 'The Origins of North Korean Cinema: Art and Propaganda in the Democratic People's Republic', *Acta Koreana* 5(1): 1-19.
- Seo, Bo-Myung (2006). 'Reunifying Identities: North and South in Contemporary South Korean Cinema', *Bright Light Film Journal*, 52.

- **Further Readings:**

- Pucek, Vladimir (1996), 'The Impact of Juche on Literature and Arts', in Park, Han S. (ed.), *North Korea: Ideology, Politics, Economy*, Englewood Cliffs, NJ: Prentice-Hall (pp.51-69).
- Lee, Hyangjin (2000). *Contemporary Korean Cinema: Identity, Culture and Politics*. Manchester: Manchester University Press.

WEEK 12 Discussion and Presentation (Nov 20, 22)

- **Key Themes:**

- Representation of North Korea and its Culture in the Media
- Discussion about 'A State of Mind' (Daniel Gordon, UK)
- Presentations

WEEK 13 Presentation and Review (Nov 27, 29)

- **Key Themes:**

- Presentations (continued)
- Concluding Remark: Cultural studies and Korean popular culture
- Outline for Final Exam