



The Hebrew University of Jerusalem

Syllabus

Korean cultural industries - 46016

Last update 04-09-2024

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Asian Studies

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Ira Lyan

Coordinator Email: irina.lyan@mail.huji.ac.il

Coordinator Office Hours: Dr. Ira Lyan

Teaching Staff:

Dr. Irina Lyan

Course/Module description:

In this course we will focus on the development of Korean cultural industries from the colonial period till today. The course is divided into three core actors: the government, industries themselves, and the target audience. We will discuss questions, such as who are responsible for the success of the Korean Wave, what are the main challenges of Korean cultural industries, and what is the future of these industries.

Course/Module aims:

Learning outcomes - On successful completion of this module, students should be able to:

- 1. To learn about Korean cultural industries and key actors who strengthen or weaken them, including adjunct industries.*
- 2. To deepen knowledge about contemporary Korean economy and export ability*
- 3. To get familiar with the diversity of topics in Korean Studies.*

Attendance requirements(%):

90

Teaching arrangement and method of instruction: lectures, documentaries and class & Moodle

Course/Module Content:

- 1. To learn about Korean cultural industries and key actors who strengthen or weaken them, including adjunct industries.*
- 2. To deepen knowledge about contemporary Korean economy and export ability*
- 3. To get familiar with the diversity of topics in Korean Studies.*

Required Reading:

Elberse, Anita, and Lizzy Woodham. "BIGHIT Entertainment and Blockbuster Band BTS: K-Pop Goes Global." Harvard Business School Case 9, no. 520-125 (2020): 1-22.

Lee, Min Joo. "Touring

the Land of Romance: Transnational Korean Television Drama Consumption from Online Desires to Offline Intimacy." *Journal of Tourism and Cultural Change* 18, no. 1 (2020): 67–80. <https://doi.org/10.1080/14766825.2020.1707467>.

Lee, Seung Ah. "Of the Fans, by the Fans, for the Fans: The JYJ Republic." In *Hallyu 2.0: The Korean Wave in the Age of Social Media*, edited by Sangjoon Lee and Abé Mark Nornes, 108–30. Ann Arbor: University of Michigan Press, 2015.

Lyan, Irina. "Welcome to Korea Day: From Diasporic to Hallyu 'Fan-Nationalism.'" *International Journal of Communication* 13 (2019): 3764–80.

Saeji, CedarBough T. "K-Pop Politics: Burning Sun Club Scandal Scorches South Korea's Image." *East Asia Forum Quarterly* 11, no. 2 (2019b): 16–19.

Yoon, Kyong. "Diasporic Youth Culture of K-Pop." *Journal of Youth Studies* 22, no. 1 (2019a): 138–52. <https://doi.org/10.1080/13676261.2018.1496407>.

Lyan, Irina. "'I Was Probably Korean in a Previous Life': Transracial Jokes and Fantasies of Hallyu Fans." In *Korean Pop Culture beyond Asia: Race and Reception*, edited by David C. Oh and Benjamin Min Han. Seattle: University of Washington Press, 2024.

Roald Maliangkay, "Supporting Our Boys: American Military Entertainment and Korean Pop Music in the 1950s and Early 1960s," *Korean Pop Music* (2006), 21–33.

Oh, Ingyu, and Gil Sung Park. "From B2C to B2B: Selling Korean Pop Music in the Age of New Social Media." *Korea Observer* 43, no. 3 (2012): 365–97.

Oh, Youjeong. *Pop City: Korean Popular Culture and the Selling of Place*. Ithaca, NY: Cornell University Press, 2018.

Shim, Doobo. "Hybridity and the Rise of Korean Popular Culture in Asia." *Media, Culture & Society* 28, no. 1 (2006): 25–44. <https://doi.org/10.1177/0163443706059278>.

Additional Reading Material:

Chang, Kyung Sup. *South Korea under Compressed Modernity: Familial Political Economy in Transition*. London: Routledge, 2011.

Chen, Kuan Hsing. *Asia as Method: Toward Deimperialization*. Durham, NC: Duke University Press, 2010.

Iwabuchi, Koichi. *Recentring Globalization: Popular Culture and Japanese Transnationalism*. Durham, NC: Duke University Press, 2002.

Jin, Dal Yong, Kyong Yoon, and Wonjung Min. Transnational Hallyu: The Globalization of Korean Digital and Popular Culture. London: Rowman & Littlefield, 2021.

Kim, Kyung Hyun. Hegemonic Mimicry: Korean Popular Culture of the Twenty-First Century. Durham, NC: Duke University Press, 2021.

Grading Scheme:

*Essay / Project / Final Assignment / Home Exam / Referat 85 %
Submission assignments during the semester: Exercises / Essays / Audits / Reports
/ Forum / Simulation / others 15 %*

Additional information:

The program is tentative and might change later