

The Hebrew University of Jerusalem

Syllabus

Popular Culture In South Korea - 46122

Last update 16-08-2022

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: Irina Lyan

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

Coordinator Office Hours: Thursdays, 14.00-15.00

Teaching Staff:

Dr. Irina Lyan

Course/Module description:

This introductory course on Korean popular culture aims to investigate the ways in which contemporary Korean popular media such as film, TV-drama, social media, and popular music convey everyday Korean life; and explains how these forms of culture are co-related to a rapidly changing global environment.

This course also provides theoretical concepts and ideas that enable students to understand Korean popular culture from an interdisciplinary perspective. Some of the crucial issues students will deal with include the trans-cultural significance of the Korean wave (Hallyu), race and ethnic relations, gender and sexuality, and nationalism.

Course/Module aims:

The goal of this course is to provide a comprehensive view of contemporary Korean society, politics, and economy through examining some of the most representative forms of popular culture.

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

The students will be able to understand the reasons behind the success of Korean popular culture and to understand Korean society in the prism of its cultural products

Attendance requirements(%):

90

Teaching arrangement and method of instruction: Lectures and active discussion

Course/Module Content:

- 1. What's culture, what makes it's popular and Korean?*
- 2. "Jurassic Park" and Korea's soft power*
- 3. Hallyu 1.0: TV series*

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4. Analysis of TV series
 5. Welcome to K-Dramaland
 6. Introduction to Korean Cinema
 7. Analysis of a movie
 8. Hallyuwood
 9. Hallyu 2.0: K-pop
 10. K-pop and gender
 11. Fandom
 12. Gangnam Style
 13. Conclusion

Required Reading:

*Elfvig-Hwang, Joanna (2013). *South Korean Cultural Diplomacy and Brokering 'K-Culture' outside Asia*. *Korean Histories* 4(1), 14-26.

*Lee, Jiyeun, and Sung-Yeon Park (2015). *Women's Employment and Professional Empowerment in South Korean Dramas: A 10-Year Analysis*. *Asian Journal of Communication*, 25(4), 393-407.

Kim, Shin-dong, 2013. "The Rise of the Korean Cinema in Inbound and Outbound Globalization", pp. 172- 193 in Fung Anthony Y.H. (ed), *Asian Popular Culture: The Global (Dis)continuity*. New York: Routledge.

Schulze, Marion. "Korea vs. K-dramaland: The culturalization of K-dramas by international fans." *Acta Koreana* 16, no. 2 (2013): 367.

Shim, Doobo. "Hybridity and the rise of Korean popular culture in Asia." *Media, culture & society* 28, no. 1 (2006): 25-44.

John Lie. *K-Pop: Popular Music, Cultural Amnesia, and Economic Innovation in South Korea*. CA: University of California Press, 2015, 71-82.

Lie, John. 2015. *K-Pop: Popular Music, Cultural Amnesia, and Economic Innovation in South Korea*. Oakland: California University Press, pp. 97-120.

Klein, Christina (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.

Katarzyna J. Cwiertka, "The Global Hansik Campaign and the Commodification of Korean Cuisine," in *The Korean Popular Culture Reader*, edited by Kyung Hyun Kim and Youngmin Choe. Durham: Duke University Press, 2014, 363-380.

Lyan, Irina, Sulafa Zidani, and Limor Shifman. "When Gangnam Hits the Middle

East." *Asian Communication Research* 12, no. 2 (2015): 10-31.

Stephen Epstein with James Turnbull, "Girls' Generation? Gender, (Dis)Empowerment, and K-Pop, in *The Korean Popular Culture Reader*, edited by Kyung Hyun Kim and Youngmin Choe. Durham: Duke University Press, 2014, 314-333

Nissim Otmazgin and Irina Lyan, "Hallyu Across the Desert," *Cross-Currents* 9 (December 2013): 68-85.

*Stephen Epstein with James Turnbull (2014). *Girls' Generation? Gender, (Dis)Empowerment, and K-Pop. In The Korean Popular Culture Reader*, edited by Kyung Hyun Kim and Youngmin Choe. Durham: Duke University Press, pp. 314- 333.

Additional Reading Material:

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Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 90 %

Assignments 10 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

The program is tentative and can be updated later