

KHU Summer School 2024

Course title: Global Appeal and Uniqueness of Korean Culture

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Course description: Over the last twenty years, Korean culture has spread across Asia and, increasingly, the rest of the world. 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 Korean cultural content continue to spread, 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 and television, 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 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.

Course Learning Objectives

By the end of this course, students will 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
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Course structure

WEEK 1: Fundamentals of Korean popular culture

- Class 1: Introduction to Korean (popular) culture
- Class 2: Global cultural flows
- Class 3: Postcolonialism, modernity, and cosmopolitanism
- Class 4: Politics, nation branding and soft power
- Class 5: Korean Art and Literature

WEEK 2: Korean popular culture and media

- Class 1: K-pop: History
- Class 2: K-pop: Present and future
- Class 3: Korean Film
- Class 4: Korean TV and Drama
- Class 5: Korean Comics and Webtoons

WEEK 3: Korean food and consumer culture

- Class 1: K-Fashion and K-Beauty
- Class 2: K-Tourism
- Class 3: Korean Food
- Class 4: Korean Sports and eSports
- Class 5: Group presentations

Assessments

1. Quizzes (3 x 10%)

Students will complete three quizzes relating to weekly topics, at the end of each week.

2. Response journals (3 x 20%)

Students will complete three response journals, responding to set questions and activities.

Each journal will be submitted by Monday of the following week.

3. Group presentations (10%)

Students will form groups and present on a topic related to Korean culture in the final class.

This will be further explained and discussed in classes.

Classes

The course will consist of recordings, activities, and scheduled classes held via Zoom. Required resources including reading and class materials will be provided by the instructor.

Further details will be provided closer to the start date. As an indication, each class will include:

1. Recorded lecture
2. Set readings and other individual activities
3. Online discussion