



# HANYANG UNIVERSITY

## Hanyang International Summer School

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<b>Course Information</b>	<b>Class No.</b>	18043	<b>Course Code</b>	PER2037	<b>Credits</b>	3
	<b>Course Name</b>	Korean Wave and Korean Popular Culture				
	<b>Lecture Schedule</b>	Tue-Fri / 13:00~16:00				
	<b>Course Description</b>	As a post-colonial and post-authoritarian democracy, Korea has risen from a war-torn country to a cultural and economic powerhouse in a relatively short period of time. Undoubtedly one of the reasons for its success has been the Korean Wave (Hallyu). This course charts its origins, its growth, and the sudden explosion in the 21st century with acts such as BTS, BLACKPINK, and the film-making of Bong Joon-ho.				
	<b>Course Objective</b>	<p>The course is designed to achieve the following fundamental objectives:</p> <ol style="list-style-type: none"> <li>1. Understand the origins and development of the Korean Wave</li> <li>2. Examine how the Korean Wave has shaped the identity and image of Koreans both domestically and abroad</li> <li>3. Analyze the role of capitalism and consumerism in the Korean Wave</li> <li>4. Determine how issues of sexuality and gender in a burgeoning post-authoritarian democracy shape the music and movies</li> </ol> <p>Critically assess the symbolism and messages in a variety of K-pop videos and movies vis-à-vis the concept of modernity</p>				
	<b>Prerequisite</b>	- N/A				
	<b>Materials/Textbooks</b>	All materials will be supplied by the professor. They will be a combination of academic articles, newspaper articles, documentaries, and YouTube videos.				
<b>Evaluation</b>	<b>Attendance</b>	%	<b>Quiz</b>	%		
	<b>Assignment</b>	%	<b>Mid-term Exam</b>	30%		
	<b>Presentation</b>	20%	<b>Final Exam</b>	20%		



	Group Project		%	Participation	20%
	Etc.	Evaluation Item			Ratio
					%
					%
Daily Lecture Plan	Week 1	Day 1	Opening Ceremony		
		Day 2	The Birth of the Korean Wave		
		Day 3	K-Pop: From Gugak to Metaverse		
		Day 4	K-Pop and the World: Cultural Appropriation, Parasocial Relationships, and Identity		
	Week 2	Day 1	Gender and The Korean Wave		
		Day 2	Korean Beauty: Lookism and Beauty Standards		
		Day 3	The Viral Oppa: Fetishization of the Asian Body		
		Day 4	Midterm Exam		
	Week 3	Day 1	K-Dramas: Cinderella and High-Teen Romance		
		Day 2	K-Dramas: History and Social Equality		
		Day 3	K-Dramas: Violence, Zombies and Death		
		Day 4	Student Presentations		
	Week 4	Day 1	K-Dramas: Netflix Success and Modernity		
		Day 2	Koreaboos and Outside Opinions		
		Day 3	The Future of the Korean Wave		
		Day 4	Final Exam		