



HANYANG UNIVERSITY

Hanyang ERICA Summer School

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2020 HESS Course Syllabus

Course Information	Course Title(Eng)	Past and Future of K-POP	Course Category	Elective Non-Major(General)
	Course Title(Kor)			
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	N/A
	College/School	International Summer School(ERICA)	College/School Responsible	Foreign Exchange Program(Y0000341)
	Meeting Times	9:00am-12:00pm & 1:00pm-2:30pm 10times	Electronic Attendance	No

Instructor Info	Department	Department of Culture Contents	Name	Kenneth Kim
	Contacts		E-mail	kenkim@hanyang.ac.kr
	Homepage			
Course Type	Teaching Method			

Course Description	This course is an exploration of K-Pop, Korean Popular Culture not limited to music, but including drama, film, food and etc. Students will explore K-Pop from many different perspectives, how it was recognized globally and how became the Pop Culture. Also, the future of the K-Pop will be predicted visioning the present position.
Course Objectives	<ul style="list-style-type: none"> Define and discuss the elements of Korean popular culture. Understand the history of K-Pop and elements of the success Analyze various forms of Korean popular culture and critically examine the impact the culture <p>By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> Understand the intersections history of Korean popular culture. Explain the role and impact Korean popular culture has in our society. Identify examples and portrayals of various ethnic, racial, and other stereotypes in Korean popular culture. Be able to identify and adapt their understanding of Korean popular culture in other contexts
Notice for Students	The course will be lectured, discussed in class, but also be outside of the class visiting companies and related venues.



The attendance and active participation is needed whether in class or at outside of the class.

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)

Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
	Attendance	10%	Quiz	
	Assignments	20%	Mid-term Exam	
	Discussion		Final Exam	
	Team Project	40%	Participation	30%
	Other			Percentage(%)
	Total 100 %			

Daily Lecture Plan and Assignments	Day	Title	Activity
	1	Orientation	Course orientation, What is Case Study?
	2	K-Pop History East Asia Pop Culture	The Past, Present and Future of K-Pop The Globalization of East Asian Pop Music
	3	Western Pop Music	Lady Gaga Case Study
	4	CJ E&M	CJ E&M Creating K-Culture in the U.S.
	5	Guest Lecture	Guest Lecture K-Pop Cover Dance
	6	AKB48	AKB 48 - Going Global
	7	SM Entertainment	SM Entertainment
	8	YG Entertainment	YG Entertainment
	9	Samsung Everland	Samsung Everland - Diversification Strategy
	10	Final Presentation	K-Pop related topic