



# HANYANG UNIVERSITY

## Hanyang ERICA Summer School

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## 2020 HESS Course Syllabus

Course Information	Course Title(Eng)	Seminar: Media Industry in Korea	Course Category	
	Course Title(Kor)	한국의 미디어 산업		
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	
	College/School	International Summer School(ERICA)	College/School Responsible	
	Meeting Times	10 Times	Electronic Attendance	Y/N

Instructor Info	Department		Name	
	Contacts		E-mail	
	Homepage			
Course Type	Teaching Method			

Course Description	<p>How do the contemporary media industries including film and Broadcasting in Korea work? How can an analysis of the “business of entertainment” enable a greater understanding of contemporary media aesthetics and culture? What are the major effects by the media in Korean and Asian society?</p> <p>This course takes a critical approach to the study of the production and consumption of mass media, focusing on both film and broadcasting industry in Korea. The course assumes that mass media and the industries that produce media products play significant cultural and political roles in contemporary societies.</p> <p>There will be guest lectures by industry professionals to hear their work experiences in media industry in Korea. This will provide students to gain the valuable insights about the entertainment business in Korea.</p> <p>Screenings and guest lectures guide discussions and analysis geared toward providing familiarity with a broad range of media productions in Korea and connecting them to larger questions of culture production and artistic expression.</p>
Course Objectives	<p>This course will prove useful not only to media studies students but also to any student interested in understanding how and why certain media products do (and do not) get produced and distributed and what process will be involved in media making. In addition, students will be able to understand the basic structure and making process in</p>

	<p>the film and broadcasting industry in Korea.</p> <p>This seminar class is designed to give students an opportunity to study the media landscape in Korea from a truly international perspective—not only in theory, but in fact. By talking with a wide array of experts who live and work in a Korean media environment, students are able to see familiar media issues in a new light—even as they become more familiar with other media cultures.</p> <p>On completion of this course, students will understand film and other media production process as an entertainment business in Korea, based on its basic components and cultural background.</p> <ol style="list-style-type: none"> <li>1. To examine and understand how film and broadcasting industry work in Korea</li> <li>2. To better understand another culture and production methods through the study of media industry in Korea and comparison of different media.</li> <li>3. To describe varying ways of interpreting the relationship between media and society in Korea.</li> </ol> <p>To Compare and contrast differing approaches to professional media careers in an international context.</p>
Notice for Students	<p>The course reader: <u>Seminar: Media Industry in Korea Study Guide</u> will be provided. For the extra field trips in class, there is a field trip fee, 150,000 won.</p>

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)

	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
Evaluation	Research Report	40	Participation in Discussion	10
	Responses to Guest Lecture	10	Final paper	20
	Final Presentation	20		
	Other			Percentage(%)
	Total 100 %			

	Day	Title	Activity
Daily Lecture Plan and Assignments	1	<i>Introduction to the course, syllabus, schedule</i>	Deciding the research topic for the research report Overview of media industry in Korea
	2	<i>Mass Media in Society</i>	Media effects and case study Research report example: Print Media
	3	<i>Film Industry in Korea 1</i>	Major Production Company Research Report & Discussion



	4	<i>Film Industry in Korea 2</i>	Korean Films and Movements Research Report & Discussion Field trip to the Movie Theater
	5	<i>Korean Wave (Han-ryu)</i>	Research Report & Discussion Guest Lecture
	6	<i>TV Drama / Broadcast Media</i>	Research Report & Discussion Field trip to the Broadcasting Station (MBC) and Korea Film Museum
	7	<i>Korean Pop Music (K-Pop) 1</i>	Research Report & Discussion Research Method for Media Company Profile Field Trip to the Ad. Agency and baseball stadium
	8	<i>Korean Pop Music (K-Pop) 2</i>	Research Report & Discussion Field Trip to CJ E&M / M-net
	9	<i>Asiawood vs. Hollywood</i>	Remake vs. Re-creation Final Presentation
	10	Final Presentation	Review and Reflection Farewell Dinner