



# HANYANG UNIVERSITY

## 2019 HISS Syllabus

### (Seminar: Media Industry in Korea)

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Dept.:	Art+Art History

**Description:**

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?

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.

There will be a series of guest lectures by industry professionals including a film director, a TV producer, and movie actors 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.

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.

**Objective:**

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 the film and broadcasting industry in Korea.

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.

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.

1. To examine and understand how film and broadcasting industry work in Korea

#### **Hanyang International Summer School**

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2. To better understand another culture and production methods through the study of media industry in Korea and comparison of different media.
3. To describe varying ways of interpreting the relationship between media and society in Korea.
4. *To compare and contrast differing approaches to professional media careers in an international context.*

Preparations: READINGING: I'll email you the course reader: Seminar: Media Industry in Korea Study Guide

Schedule:	Week 1	<ul style="list-style-type: none"> <li>• Introduction to the course, syllabus, schedule</li> <li>• Overview of media Industry in Korea</li> <li>• Brief report exercise: Print Media</li> <li>• Mass Media in Society</li> <li>• Film/Video Screening for the guest Lecture 1</li> <li>• Mass Media in Society: media effects and case study</li> <li>• Research Report &amp; Discussion</li> </ul>
	Week 2	<ul style="list-style-type: none"> <li>• Film Industry in Korea 1: Major Production Company</li> <li>• Research Report &amp; Discussion</li> <li>• Film Industry in Korea 2: Korean Films and Movements</li> <li>• Research Report &amp; Discussion</li> <li>• Film/Video Screening for the Guest Lecture 2</li> <li>• Guest Lecture 1: Film/TV Producer</li> <li>• Korean Wave (<i>Han-ryu</i>)</li> <li>• Research Report &amp; Discussion</li> </ul>
	Week 3	<ul style="list-style-type: none"> <li>• TV Drama / Broadcast Media</li> <li>• Research Report &amp; Discussion</li> <li>• Guest Lecture 3: Media Entertainer</li> <li>• Korean Pop Music (K-Pop)</li> <li>• Research Report &amp; Discussion</li> <li>• Research Method for Media Company Profile</li> </ul>
	Week 4	<ul style="list-style-type: none"> <li>• Guest Lecture 4: K-Pop artist</li> <li>• Field Trip</li> <li>• Final Presentation</li> <li>• Review and Reflection</li> </ul>

Evaluation:	Research Report (%)	Responses to Guest Lecture (%)	Final paper (%)	Final Presentation (%)	Participation In Discussion (%)
	20	20	40	10	10