



HANYANG UNIVERSITY

Hanyang ERICA Summer School

Office of International Affairs, Hanyang University ERICA
 55 Hanyangdaihak-ro, Sangnok, Ansan, Gyeonggi-do, 15588, Korea
 Tel. +82-31-400-4914 | hess@hanyang.ac.kr

2018 HESS Course Syllabus

Course Information	Course Title(Eng)	Music, Imagination, Media-Technology and Cultural Change in K-Pop	Course Category	Elective Non-Major (General)
	Course Title(Kor)	K-팝의 상상력, 미디어 테크놀로지, 문화적 변화 그리고 음악		
	Credit-Lecture-Lab	3 credits-4.5 hrs-0 hrs	Course Restrictions	None
	College/School	International Summer School(ERICA)	College/School Responsible	INTERNATIONAL SUMMER SCHOOL(Y0001114)
	Meeting Times		Electronic Attendance	Y/N

Instructor Info	Department	Dept. of Cultural Anthropology	Name	Ildong Joe
	Contacts	+82-10-8729-1874	E-mail	heavyjoe@hanmail.net
	Homepage	none		
Course Type	Teaching Method	Lecture, Discussion, Listening Music, Watching Films		

Course Description	K-pop is not something that have been emerged suddenly. It has been formed since 1990s and is being formed and transformed by various modern popular music styles out of Korea, changes of media environment and technologies, and cultural changes and politics. In this course, we examine the history of cultural imaginations that lead the development of K-Pop. This will shed light on the way that K-Pop would move forward to Asian pop culture.
Course Objectives	<ol style="list-style-type: none"> 1. Understanding the cultural imagination of K-Pop created by media-technological change, globalization and music industry. 2. Understanding the peculiarities of Asian modernities through K-Pop's history. 3. Understanding current popular music as cultural politics of sound through K-Pop studies.
Notice for Students	Only need "Curiosities" about history, culture, and politics surrounding K-pop.

Textbook	No.	Title	Author	Publisher	ISBN	Price(KRW)

Evaluation	Evaluation Criteria	Percentage(%)	Evaluation Criteria	Percentage(%)
	Attendance	30	Quiz	
	Assignments		Mid-term Exam	
	Discussion	20	Final Exam	
	Team Project	20	Participation	10
	Other			Percentage(%)
	Presentation of Team Project (to find Cultural meanings of K-Pop)			20
	Total 100 %			

Daily Lecture Plan and Assignments	Day	Title	Activity
	1	Introduction	Why do we study K-Pop? Imagined Modern world by sound: Between western music and westernized music
	2	Capturing Sound	Birth of Korean popular music: Jazz around the world and Trot around Korea
	3	Music as Cultural Politics I	Colonialism and Korean War in Korean popular music
	4	Rock and Soul in Korea	1950s: Whole new imagination of Modern and U.S. military show of encouragement
	5	The first Youth Culture in Korea	My Generation: Blue jeans, American popular music and portable radio in 1970s
	6	Bud of K-Pop	Korean styled disco, standard pop and rock music were formed in 1980s
	7	Heyday of the recording industry	New waves from dance floor, heavy metal stage and hiphop club in 1990s
	8	Music as Cultural Politics II	Bigger or more independent!: Paradigm shift in K-Music industry between late 1990s and early 2000s



	9	K-Pop and Online-culture	Bigbang of K-Pop with the Online-culture: mp3 file, Youtube, fandom and market around the World + What comes next? Where it's going?
	10	Team Project	Presentation of team project (Cultural meaning of K-Pop, which we are found)