

Hanyang ERICA Summer School

Korean Popular Culture and Korean Wave

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Course Description

This course examines Korean popular culture and its related issues in historical and sociocultural contexts, focusing on Korean popular music. For this examination, the course surveys a history of various genres of Korean popular music, from *Sinminyo* (new folksong) in the early twentieth century to the recent K-pop. Also, the course explores a variety of issues in contemporary Korean popular culture, including Korean Wave. The course then discusses the ramification of Korean popular culture and Korean Wave in the global, local, and glocal cultural landscapes. Thus, this course will lead students to better understand Korean popular culture in broader contexts.

Course Objectives

Through this course, students will be able to:

- Understand contemporary Korean society and its history especially in relation to popular music cultures, as well as a history of Korean popular music.
- Analyze Korean popular music socio-historically, socio-politically, and socio-economically.
- Know Korean Wave and other phenomena and issues closely connected to the development of Korean popular culture.

Notice for Students

This course will include lectures and in-class discussions. To facilitate the course, class will draw upon audio and video examples. Also, students will be required to carry out research on Korean Wave in different areas as team project. Additionally, students will deliver in-class presentation of their team project.

Textbook

No textbooks are required. Reading materials, including journal articles, newspaper stories, and blog postings, will be distributed by the instructor if needed.

Evaluation

Attendance 15%

Final Exam 30%

Team Project 40%

Participation 15%

Daily Lecture Plan and Assignments

Day	Title	Activity
1	Orientation	<ul style="list-style-type: none">• Overview of the syllabus and class policies

		<ul style="list-style-type: none"> • Introduction of the instructor and students with expectations for the course • Understanding culture (culture, high culture, and popular culture) • Summary of Korean history along with orientation to music cultures in each historical era (from the ancient time to the Joseon Dynasty) • Students will be grouped for team project and assigned to choose ONE area where Korean Wave has occurred/occurs (East Asia/Southeast Asia/Europe/North America/Latin America).
2	<ol style="list-style-type: none"> 1. <i>Sinminyo</i> (new folksong) and <i>Yuhaengga</i> (popular song) in Korea in the early 20th century and the Japanese Colonial Period 2. The emergence of rock ‘n’ roll and youth culture in Korea 	<ul style="list-style-type: none"> • Popularity and circulation of <i>sinminyo</i> and <i>yuhaengga</i> both within and outside of Korea • The emergence of first pop stars • Modernization (Westernization) in Korean popular music genres • Understanding rock ‘n’ roll and youth culture (the American context) • Pioneers in Korean rock ‘n’ roll in the 1960s • The development of Korean rock bands in the 1970s-80s • The construction of youth culture in postwar South Korea
3	<ol style="list-style-type: none"> 1. Korean modern folk and collegiate culture 2. <i>Minjung gayo</i> (the people’s song) and Korean protest culture 	<ul style="list-style-type: none"> • The rise and fall of Korean modern folk under dictatorships and the development of collegiate culture in the 1960s and 70s • <i>Minjung gayo</i> and protest culture during/after Korean pro-democracy movement • Screening of the Korean movie <i>C’est Si Bon</i> (2015)
4	<ol style="list-style-type: none"> 1. Trot and Korean suburban/commoners’ culture 2. Korean pop ballads in the 1980s-90s and urban culture 	<ul style="list-style-type: none"> • Musical styles, musical performance, and culture of trot since the 1930s • Musical traits and culture of Korean pop ballads in the 1980s-90s • Screening of the Korean movie <i>Highway Star</i> or <i>Mask Dalho</i> (2007)
5	Influence and appropriation of global pop in the Korean music scene	<ul style="list-style-type: none"> • Taiji Boys • The dominance of rap dance music • <i>Sinsedae</i> (new generation) culture in the 1990’s Korea

		<ul style="list-style-type: none"> • Hip-hop in Korea and Korean hip-hop • Other African-American/global popular music genres and styles in the Korean music scene
6	First generation idol musicians and <i>Hallyu</i> (Korean Wave)	<ul style="list-style-type: none"> • The emergence of first-generation idol musicians in Korea • The first-generation idols' advance into the Asian pop music market • The beginning of <i>hallyu</i>
7	<ol style="list-style-type: none"> 1. Globalization, localization, and glocalization of Korean idol pop 2. The blossoming of K-pop 	<ul style="list-style-type: none"> • K-pop idols' musical and non-musical activities to attract broader audience members both within and outside of Korea • K-pop by both idol and non-idol musicians and its popularity across Korea and other countries since the 2010s
8	Gender and sexuality in the K-pop scene	<ul style="list-style-type: none"> • Male idols' masculinities • Male homosexuality for female fandom • LGBTQ issues in the K-pop scene • Female idols' objectification and sexualization • Misogyny and feminism in the K-pop scene
9	Fandom and Korean popular culture	<ul style="list-style-type: none"> • Understanding fandom at large • History of fandom for popular culture in Korea • Diverse activities in K-pop fandom (fan singing/chanting, K-pop dance covers, and fan merchandise/fan-made content) • BTS and Armys
10	Group presentation on team project and final exam	<ul style="list-style-type: none"> • Group presentation on Korean Wave in East Asia, Southeast Asia, Europe, North America, and Latin America • Final exam