

IEE3317-01 MEDIA COMMUNICATIONS IN KOREA

COURSE TITLE	MEDIA COMMUNICATIONS IN KOREA	COURSE CODE-SECTION	IEE3317-01
CREDIT	3	CLASS PERIOD	P2(11:00~12:40)
OFFICE	Billingsley Hall 108	OFFICE HOURS	Tuesday & Thursday 3-4 pm
INSTRUCTOR	NAMKEE PARK	EMAIL	npark@yonsei.ac.kr

[COURSE INFORMATION]

COURSE DESCRIPTION & BRIEF INTRODUCTION OF THE COURSE	This course helps students become familiar with contemporary media and popular culture in South Korea along with relevant issues. A primary emphasis will be placed on the ways in which the media express and mediate Korean popular culture. Students will learn theoretical concepts and ideas that enable them to understand Korean media and “read” Korean popular culture from academic perspectives. The topics to be examined include ownership, diversity, economics, policy, globalization, multiculturalism, Korean Wave, K-pop, film, journalism, broadcasting, among others. Students will undertake group research projects and discuss their work in class.						
COURSE GOALS	1. Understanding Korean media and pop culture 2. Basic theories to explain Korean media and culture 3. Theoretical understanding of the Korean Wave and K-pop 4. Understanding various media and their current operations						
COURSE METHODS (100% TOTAL)	LECTURE	PRACTICE TRAINING	PRESENTATION	DEBATE	TEAM PROJECT		
	60		20				20
GRADING POLICY (100% TOTAL)	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT	TEAM ASSIGNMENT	ATTENDANCE	OTHERS
	30	30	10	0	20	10	
PREREQUISITE	No prerequisite.						
COURSE REQUIREMENTS	1. Class participation & Attendance: Students are expected to make informed contributions to class discussions and in-class activities. Regarding class attendance, the instructor will check students’ attendance at the beginning of each class. In addition to following the university’s general guideline of the attendance policy, the instructor will count late attendance or early leave as well. 2. Quizzes: There will be three times of quizzes. The dates for quizzes are July 7, 14, and 28. 3. In-class mid-term and final exams: There will be in-class mid-term and final exams on the designated dates. 4. Research report: Students will work in groups for a report in which they are expected to develop a single topic or issue. The topics or issues can be anything related to media communication and popular culture in South Korea. A one-page						

Course Syllabus
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 6-WEEK PROGRAM



	<p>synopsis of the project should be submitted during the second week. The groups will present their projects to the class at the end of the semester. Presentations must include visual aids and a written report (7 double-spaced pages excluding the list of references/sources). Any citation/reference style guideline (e.g., APA style, Chicago style, Harvard style, etc.) will be fine, but be consistent throughout the paper. The paper should include: (1) background and importance of a topic/issue; (2) summary of the arguments surrounding the topic or the issue (using experts' views); (3) a list of sources you used in the report. Both the presentation slides and a written report need to be uploaded on the Q&A section of LearnUs by midnight August 6.</p>
TEXTS & REFERENCES	<p>No required textbook. Class materials will be provided by the instructor, if necessary.</p>

[WEEKLY SCHEDULE]

WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK1 (June 30 to July 3, 2025)	-Introduction to the class -Introduction to media communication -Media and Korean culture	Class materials will be provided by the instructor.	
WEEK 2 (July 7 to July 10, 2025)	-History and the current status of Korean media -Journalism and newspapers		
WEEK3 (July 14 to July 17, 2025)	-Broadcasting -The Internet		
WEEK4 (July 21 to July 23, 2025)	-Film / Music -Multiculturalism in South Korea		
WEEK5 (July 28 to July 31, 2025)	-Globalization in Korean media -Korean Wave / K-Pop		
WEEK6 (August 4 to August 6, 2025)	-Media theories -Group presentations		