

## IEE3605-01 DIGITAL MEDIA AND SOCIETY IN KOREA

<b>COURSE TITLE</b>	DIGITAL MEDIA AND SOCIETY IN KOREA	<b>COURSE CODE-SECTION</b>	IEE3605-01
<b>CREDIT</b>	3	<b>CLASS PERIOD</b>	2A(13:00~15:30)
<b>OFFICE</b>		<b>OFFICE HOURS</b>	
<b>INSTRUCTOR</b>	YONG CHAN KIM	<b>EMAIL</b>	yongckim@yonsei.ac.kr

**[COURSE INFORMATION]**

<b>COURSE DESCRIPTION &amp; BRIEF INTRODUCTION OF THE COURSE</b>	<p>This course explores the evolving media landscape of 21st century Korea, challenging students to critically analyze and engage with current media forms and trends. We begin with fundamental questions: What is media? What is the current media environment? And what should the ideal media environment look like? These inquiries frame our exploration, which will address the multidimensional nature of media, the transition from the mass media era to the post-mass media era, and the relevant issues of relevance that arise in contemporary media contexts in Korea.</p> <p>This course redefines "media" in the 21st century by considering it as a pervasive environment rather than just tools or platforms. The course explores the five dimensions of media-tools, content, institutions, people, and spaces-and traces the evolution from the era of centralized mass media to today's fragmented, participatory media environment. This shift has created both opportunities and challenges, particularly around the concept of "relevance" in media. The course examines how the mass media era created a "crisis of relevance" by delivering standardized content that was often disconnected from individual lives. In the post-mass media era, this has morphed into a "super-crisis of relevance," where personal and local stories gain visibility but risk commodification and distortion by global platforms.</p> <p>Students will gain insight into the ethical concerns of the current media environment and strategies for thoughtfully navigating it. By reshaping how we conceptualize the role of media, this course empowers students to critically assess the impact of the media environment on our collective and personal realities.</p>						
<b>COURSE GOALS</b>	<ol style="list-style-type: none"> <li>1. To understand the concept of media</li> <li>2. To understand the changes in the current digital media environment</li> <li>3. To become media literate in evaluating issues in the current digital media environment</li> </ol>						
<b>COURSE METHODS (100% TOTAL)</b>	LECTURE	PRACTICE TRAINING	PRESENTATION	DEBATE	TEAM PROJECT		
	70			30			
<b>GRADING POLICY (100% TOTAL)</b>	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT	TEAM ASSIGNMENT	ATTENDANCE	OTHERS
		90					
<b>PREREQUISITE</b>	none						

Course Syllabus  
 2025 YONSEI INTERNATIONAL SUMMER SCHOOL  
 4-WEEK PROGRAM



<b>COURSE REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>- Reading assigned reading materials</li> <li>- Participating actively class discussions</li> </ul>
<b>TEXTS &amp; REFERENCES</b>	<p>Kim, Y. C. (2025, forthcoming). <b>Post-Mass Media</b>. Routledge.</p> <p>An online version of this book will be provided to students.</p>

**[WEEKLY SCHEDULE]**

WEEK	DAILY TOPIC & CONTENTS	COURSE MATERIAL & ASSIGNMENTS	REFERENCE
WEEK1 (June 30 to July 3, 2025)	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Transition from the mass media era to the post-mass media era</li> <li>• Characteristics of post-mass media society</li> <li>• What is media?: Five dimensions of media</li> <li>• Media in Korean society</li> </ul>	<Post-Mass Media> Chapter 1, 2, 3	
WEEK 2 (July 7 to July 10, 2025)	<ul style="list-style-type: none"> <li>• Media as tools in post-mass media society</li> <li>• Media as contents in post-mass media society</li> </ul>	<Post-Mass Media> Chapter 5, 7	
WEEK3 (July 14 to July 17, 2025)	<ul style="list-style-type: none"> <li>• Media as institutions in post-mass media society</li> <li>• Media as persons in post-mass media society</li> <li>• Media as spaces in post-mass media society</li> </ul>	<Post-Mass Media> Chapter 5, 7	Field trip to MBC
WEEK4 (July 21 to July 23, 2025)	<ul style="list-style-type: none"> <li>• Media and relevance</li> <li>• Crisis of relevance in the mass media era</li> <li>• Super-crisis of relevance in the post mass media era</li> <li>• Issues of platformization of Korean society</li> </ul>	<Post-Mass Media> Chapter 4, 5, 6	