ANTH 399  
K-Pop, Hallyu & Korean Culture  
Fall 2019

Professor: Gyu Tag Lee  
Time: Tuesday / Thursday 13:30 – 14:45  
Room: TBA  
Email: gleeg@gmu.edu  
Office: #547  
Office Hours: Tuesday 15:30-17:30 or by Appointment

Course Description:

This course provides an introduction to the contemporary culture of Korea, with an emphasis on the Hallyu (Korean Wave), K-Pop and Korean culture and media. Major themes throughout the course will be: (1) Important aspects that have shaped today’s Korean society and media culture; (2) Korea in East Asia; (3) the development of Hallyu; (4) the history of K-Pop and its globalization and (5) the co-existence of local and global in Korea. Although readings and assignments are set up on different forms of cultural products, the overall intent of the course is comprehensive understanding of the ambivalence of Korean popular culture – local and global at the same time.

Course Textbooks:

- **There’s no specific textbook for this class.**

- Most of the course texts will be made available on Blackboard (https://mymasonportal.gmu.edu) or will be provided by email. It is your responsibility to print these texts or read them electronically, and take good notes. Please check Blackboard regularly for course texts and announcements. Also, PowerPoint materials used in the class would be available on the Blackboard.

- For those who can read and understand Korean well, two Korean books are strongly recommended:

  1) *The K-Pop Age* (케이팝의 시대) by Gyu Tag Lee  
  2) *Hallyu in Globalization and Digital Culture Era* (세계화와 디지털 문화 시대의 한류) by Seok-Kyeong Hong

  Both books will be available at our IGC Library. These books are ‘recommended’, not ‘required’ for this course though they surely would assist you to understand the course better.

- Another important “text” for this course is your **GMU email account**. I will be periodically sending out updates, announcements, and syllabus changes to your GMU email addresses and it is your responsibility to regularly check your email and maintain space in your inboxes. The phrase “I did not get your email” is not an acceptable excuse.
Course Policies and Student Responsibilities:

1. Attendance
   a. You are expected to **attend all classes**, arriving **before** the class begins and remaining engaged for the duration of each class meeting. If you cannot attend class due to illness or other emergency, you should notify your professor directly or by email before class.

   b. Arriving late or leaving early is equal to 1/2 absence. **Any more than 3 absences** will result in a grade penalty in participation.

   c. If a student misses **more than 6 classes** (7 classes or more) he or she would be fail.

2. Class Preparation and Participation
   a. **Class Preparation and Participation**
      (1) Students must prepare in advance for every class meeting (recommended reading and written homework). Class participation means that you actively engage in the discussions/activities and that you take notes during discussions and lectures.

      (2) **DO NOT WORK ON OTHER CLASS ASSIGNMENTS, TEXT MESSAGE/KAKAO TALK, READ EMAIL, FACEBOOK OR ENGAGE IN OTHER SOCIAL MEDIA DURING CLASS TIME.** Your grade will be seriously lowered if the instructor finds you doing those things.

   b. **Mobile Phones and Other Electronic Devices** (Laptops, Tablets, etc.)
      (1) During class all mobile phones should be switched off or to silent mode, and put away out of sight. Mobile phones on your desk, lap, or within sight are not allowed. Using phones without permission can negatively impact your participation grade. If mobile phones or other devices use continues after the start of class you may be asked to leave the classroom, which could also affect your attendance score.

      (2) Students should keep in mind that this is a **laptop ban class**. It means that using a laptop is not allowed in this class.

   c. **Homework and Written Assignments**
      : You must complete the homework and written assignments **independently and individually**. **Copying homework and/or a written assignment from a current or former student is cheating.** University policies for cases of academic integrity can be found at: [http://oai.gmu.edu/](http://oai.gmu.edu/). **If you have any questions about these policies, please ask your professor before completing the assignment.**

   d. **Course Readings and Worksheets**
      : You are responsible for completing reading homework for every class meeting if there is any. You should be prepared to share the main ideas from
each reading and have the written assignments ready for in-class discussions/activities. Your professor may check to see if your homework is complete at any time. These homework checks are part of your Preparation and Participation Grade. Do not email “missing” or late worksheets to your professor. You must be present in-class to receive credit for homework.

e. **Graded Assignments**
   : These must be typed using MS Word. All text must be in 12-point font and double-spaced. Please check spelling and grammar prior to submitting your assignments. You must submit written assignments **by hardcopy** (it means that you should print out your written assignments and submit them directly to the Professor in the class unless there is an additional instruction).

3. **Late Work**
   : You must get permission from the Professor to submit work after the posted due date. Otherwise, late work will not be accepted and will result in a “zero” grade. Even when permission is given, late work may be subject to a certain percent grade penalty.

4. **Technology**
   : You are expected to use Blackboard to access course materials. Also, you should be able to access your GMU e-mail account.

5. **Time Management**
   : You are encouraged to make an appointment with the course professor as soon as you experience difficulty in the course or have questions about an assignment or exam. Do not wait to get help. *Keep in mind that poor planning on your part does not constitute an emergency on the part of your professor* (i.e. if you wait until the last minute to make an appointment with your professor, you may not have the opportunity to do so).

**Students with Disabilities**

: If you are a student with a disability and you need academic accommodations, please see me and contact the Office of Academic Affairs at 032-626-5060. All academic accommodations must be arranged through the Office.

**Mason Diversity Statement**

: George Mason University promotes a living and learning environment for outstanding growth and productivity among its students, faculty and staff. Through its curriculum, programs, policies, procedures, services and resources, Mason strives to maintain a quality environment for work, study and personal growth.

An emphasis upon diversity and inclusion throughout the campus community is essential to achieve these goals. Diversity is broadly defined to include such characteristics as, but not limited to, race, ethnicity, gender, religion, age, disability, and sexual orientation. Diversity also entails different viewpoints, philosophies, and perspectives. Attention to these aspects of
diversity will help promote a culture of inclusion and belonging, and an environment where diverse opinions, backgrounds and practices have the opportunity to be voiced, heard and respected.

The reflection of Mason’s commitment to diversity and inclusion goes beyond policies and procedures to focus on behavior at the individual, group and organizational level. The implementation of this commitment to diversity and inclusion is found in all settings, including individual work units and groups, student organizations and groups, and classroom settings; it is also found with the delivery of services and activities, including, but not limited to, curriculum, teaching, events, advising, research, service, and community outreach.

Acknowledging that the attainment of diversity and inclusion are dynamic and continuous processes, and that the larger societal setting has an evolving socio-cultural understanding of diversity and inclusion, Mason seeks to continuously improve its environment. To this end, the University promotes continuous monitoring and self-assessment regarding diversity. The aim is to incorporate diversity and inclusion within the philosophies and actions of the individual, group and organization, and to make improvements as needed.
Course Assessments and Grading Scale  
Fall 2019

Your course grade will consist of the following:

1. Monthly Response Papers (three [3] total) 24% (8% each)
2. Excursion Attendance & Paper 10%
3. ‘In the News’ Presentation 15%
4. Blackboard Discussion 10%
5. Final Paper 21%
6. Attendance 10%
7. Participation 10%

Grading Scale

- A+ = 96~100, A0 = 91~95, A- = 86~90
- B+ = 81~85, B0 = 76~80, B- = 71~75
- C+ = 66~70, C0 = 61~65
- D or F = below 60

Overview of Course Assignments

1. Monthly Response Papers: 24% (3 * 8%)
   a. Students will be asked to write three (3) informal, at least 900-word papers. The paper should address your reactions and interpretations of class materials (including lectures, films, and ‘In the News’ presentations and discussions) each month. The papers are relatively informal in structure. In other words, you can discuss whatever you found intriguing about the readings and lectures without organizing the paper around a central argument as you would in a more formal paper.
   b. Professor will give a detailed instruction about the paper 1 to 2 weeks before the due date (such as possible topics, format, etc.).
   c. Each paper will be worth 8% of your final grade and must be submitted at the beginning of class via hard-copy unless there is an additional instruction by the Professor. You can check the due date for each paper in each instruction provided by the Professor as well as Class Schedule section of this syllabus.
   d. Note on grading: When marking these, I will NOT be strictly looking for grammar, organization, and so on. I will be looking for evidence that you are engaged with what we’ve done during the class, and your own thoughts/reflections/opinions about the topic that you choose to write about. Papers that simply re-hash the lectures or the readings, or that fail to show an explicit connection to the class will receive reduced or zero credit.
2. **Excursion Attendance & Paper: 10%**
   
a. Our class will have an excursion in the semester (expected to be one of Saturdays in November). The excursion is to see and feel directly what we learn and discuss in the classroom.

b. Students will write one excursion paper (300-word, double-spaced). The paper should be submitted in the very next class after the excursion.

c. Details about the excursion (such as the exact date, time, and the place) will be announced later in the class.

d. Participating excursion is MANDATORY. Students should arrange their own schedules.

3. **‘In the News’ (Presentation and Leading discussion): 15%**
   
a. Almost every class one student will have his/her individual presentation about ‘what is happening nowadays in Korea’.

b. A Student chooses a topic from recent news/magazine articles and/or TV news about contemporary Korean politics, economics, society, history, culture, etc.

c. Then the student makes 15-minute presentation about it, explaining why he/she chooses the topic and the details about the issue. After the presentation, we will have a discussion about it, which will be graded as your participation.

4. **Blackboard Discussion: 10%**
   
a. Professor will often give you a couple of discussion questions sometimes with reading materials (such as newspaper/magazine articles) through Blackboard Discussion page.

b. Please read the assigned articles (if there is any) and make your own thoughts and replies to others’ thoughts on the Blackboard. We will have discussions next class based on them.

5. **Final Paper: 21%**
   
a. One final paper *(about 2400-2600 words, double-spaced)* that presents either: (i) a comparative analysis between your local and Korean popular culture, or (ii) a more focused research about one area of Korean contemporary culture (for example, film, music, television dramas, variety shows, literature, art, etc.). Topics can be chosen from class materials including lectures, readings, films, Blackboard discussions, and ‘In the News’ presentations.

b. For the final paper, you also can choose one of your three monthly papers already
submitted to develop it into more detailed and articulated one. Details will be announced later.

6. **Attendance: 10%** : Refer to the course policy section

7. **Participation: 10%**

   a. Class participation is crucial to one’s overall grade. It will be assessed by your participation during other students’ presentation and other usual class participations.

   b. Participation includes, but not limited to, ‘In the News’ discussions and ordinary class discussions led by the Professor.
Class Schedule:

**Week 1 (08. 27 / 08. 29)**  
Course Introduction

**Week 2 (09. 03 / 09. 05)**  
A Brief History of Modern Korea  

Required:  

**Week 3 (09. 10 / 09. 12)**  
**Film (I): Untold Scandal** (스캔들: 조선남녀상열지사)  
- Why does the professor choose this film for ANTH 399?  
- How have local film industries interpret global films according to their own contexts?  
- Global universality vs. local particularity  
- Etc.

*09. 12 (Thur.): No Class (Chuseok Holiday)*

**Week 4 (09. 17 / 09. 19)**  
**Film (I): Untold Scandal** (cont.)  
Issues in Korean Contemporary Culture (I): Gender Description in Korean Media Products

Required:  

**Week 5 (09. 24 / 09. 26)**  
Issues in Korean Contemporary Culture (II): McDonald and Honbap Culture – The Rise of Individualism?  
Issues in Korean Contemporary Culture (III): Korean Journalism and the Government

Required:  


Routledge.

Recommended:

**Week 6 (10. 01 / 10. 03)**  
Issues in Korean Contemporary Culture (III): Korean Journalism and the Government (cont.)

*10. 03 (Thur.): No Class (Gaecheonjeol: National Foundation Day)*

**Week 7 (10. 08 / 10. 10)**  
Film (II): *Memories of Murder* (살인의 추억)

- Why does the professor choose this film for ANTH 399?
- How does the film depict the mood and sentiment of 1980s’ South Korea?
- Why are scenes of violence and torture by the police shown so often in this film?
- What does the last scene mean to you?

*10. 08 (Tue.): No Class (Fall Recess)*

*10. 10: 1st Response Paper Due*

**Week 8 (10. 15 / 10. 17)**  
Film (II): *Memories of Murder* (cont.)

East Asian Cultural Exchange before *Hallyu*

**Week 9 (10. 22 / 10. 24)**  
East Asian Cultural Exchange before *Hallyu* (cont.)

Beginning of *Hallyu*

**Week 10 (10. 29 / 10. 31)**  
From *Hallyu 1.0 to 2.0*

**Required:**

Iwabuchi Koichi (2009). “Reconsidering East Asian Connectivity”. In Chris Berry et al. (Eds.), *Cultural Studies and Cultural Industries in Northeast Asia: What a Difference a Region Makes* (pp. 25-36). Hong Kong: Hong Kong University Press.


**Week 11 (11. 05 / 11. 07)**  K-Pop and Its System: Nine Muses of Star Empire (Documentary Film)

*11. 05 (Tue.): 2nd Monthly Paper Due*

**Week 12 (11. 12 / 11. 14)**  What Is K-Pop?

Required:

**Week 13 (11. 19 / 11. 21)**  Excursion (Expected on 11. 23)

- Date can be changed.
- Details will be announced later

**Week 14 (11. 26 / 11. 28)**  K-Pop Goes Global: Between Nationalism and Transnationalism

Required:

Recommended (if possible):

*11. 28 (Thur.): 3rd Response Paper Due*

**Week 15 (12. 03 / 12. 05)**  Korean Film Industry and the Role of Chaebols

Questions on the Future of K-Pop and Hallyu

Required:
Mark James Russell (2008). “The Deal”. In Pop Goes Korea (pp. 3-33).

*12. 12 (Thur.): Final Paper Due (via e-mail)*
Academic Integrity

: George Mason University has an Honor Code, which requires all members of this community to maintain the highest standards of academic honesty and integrity. Cheating, Plagiarism, lying, and stealing are all prohibited.

: All violations of the Honor Code will be reported to the Honor Committee.

Enrollment

: Students are responsible for verifying their enrollment in this class.
: Schedule adjustments should be made by the deadlines published in the Schedule of Classes. Deadlines each semester are published in the Academic Calendar available from George Mason University-Korea website (https://masonkorea.gmu.edu/mkaa/academic-calendar/fall-2019-calendar)

: Last day to add – Sep. 3th, 2019
: Final Drop Deadline – Sep. 17th, 2019

: After the last day to drop a class, withdrawing from this class requires the approval of the dean and is only allowed for nonacademic reasons.
: Undergraduate students may choose to exercise a selective withdrawal. See the website for selective withdrawal procedures.

GUMK Academic Resource Center

: The Academic Resource Center, GMUK is in the business of looking at your papers and problems to improve your academic achievement in the area of Writing, Mathematics, Accounting, Statistics, and Economics. You are invited to utilize the faculty and student tutor services at a variety of stages in your academic activities, checking to see that your project specifically meets the directions specified by your instructor.

While tutors are ‘fixing’ your writing or projects, they do help you become conscious of particular error patterns that emerge in your work. For more information, please contact Professor Eunmee Lee, director of Academic Resource Center (lee45@gmu.edu, office #521).