

**ANTH 399: K-Pop, Hallyu & Korean Culture**  
**KORE 320: Korean Popular Culture in a Global World**  
**Fall 2020**

**Professor: Gyu Tag Lee**

Time: Tuesday / Thursday 15:00 – 16:15

Room: #202

Email: [gleeg@gmu.edu](mailto:gleeg@gmu.edu)

Office: #547

Office Hours: Wednesday 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.

Students are going to listen to many K-Pop songs, watch a couple of Korean films, excerpts from K-Drama, Korean documentaries, and more. It means that this course will be fun and even entertaining sometimes! However, it is REALLY important for students to actively participate into the class discussion when enjoying all those K-media products. Though it is a 300-level course, the Professor would like to lead the course to a quasi-graduate level course asking students to act autonomously.

**Course Textbooks:**

- **There's no specific textbook for this class.**
- Most of the required/recommended 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, Korean books below are strongly recommended:
  - 1) *The K-Pop Age* 『케이팝의 시대』 by Gyu Tag Lee 이규탁
  - 2) *K-Pop in Conflict* 『갈등하는 케이팝: 한국적인 동시에 세계적인 음악』

3) *Hallyu in Globalization and Digital Culture Era* 『세계화와 디지털 문화 시대의 한류』 by Seok-Kyeong Hong 홍석경

These books will be available at the IGC Library. They 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.~~

**→ NOT APPLICABLE DURING ONLINE WEEKS!**

**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/>. *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.

**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 2020**

Your course grade will consist of the following:

1. Monthly Response Papers (three [3] total)	15% (50 pts. each)
2. Short Essays	16% (total 160 pts.)
3. Excursion Attendance & Paper	10% (100 pts.)
4. 'In the News' Presentation	15% (150 pts.)
5. Blackboard Discussion	10% (100 pts.)
6. Final Paper	14% (140 pts.)
7. Attendance	10% (100 pts.)
8. Participation	10% (100 pts.)
<b>Total</b>	<b>100% (1,000 pts.)</b>

**Grading Scale**

- A+ = 97.0~100, A0 = 93.0~96.9, A- = 89.0~92.9
- B+ = 85.0~88.9, B0 = 81.0~84.9, B- = 77.0~80.9
- C+ = 73.0~76.9, C0 = 69.0~72.9, C- = 65.0~68.9
- D or F = below 65.0

**Overview of Course Assignments**

**1. Monthly Response Papers: 3\*5 = 15% (50 pts. each; 150 pts. total)**

- a. Students will be asked to write **three (3) informal, at least 1,000-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 5% of your final grade and must be submitted at the due date. 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. Short Essays: 16% (160 pts)

- Every two week the Professor will give you a topic related to main themes that you study. The word-count for each essay will be 350 words.
- The essay does not have to be very formal and strictly academic. You can write your thoughts, opinions, and arguments more freely than the typical academic essay.
- **Avoid summarizing** the readings and other references – move quickly into an analytical response and show your own arguments/opinions. This essay should be argumentative, rather than too descriptive and/or informative.
- 8 or more essay assignments will be given for this semester.
- For each writing assignment you will get either 16 or 20 pts. However, if your answer is well-made and seems more insightful/interesting than usual, you will get up to 4 extra points. Therefore, you can get maximum 24 pts including bonus. If you get extra points for some of your essays, your total points can be more than 160 pts.
- Note on grading: When marking this, 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**.

## 3. Excursion Attendance & Paper: 10% (100 pts.)

**(This can be replaced by other assignments or cancelled according to the COVID-19 situation.)**

- a. Our class will have an excursion in the semester (expected to be one of Saturdays in October or November). The excursion is to see and feel directly what we learn and discuss in the classroom.
- b. Students will write one excursion paper (330-word, double-spaced). The paper should be submitted in the very next class after the excursion.
- c. Excursion is considered two full-classes (a week).
- d. Details about the excursion (such as the exact date, time, and the place) will be announced later in the class.
- e. Participating excursion is MANDATORY. Students should arrange their own schedules.

**4. 'In the News' (Presentation and Leading discussion): 15% (150 pts.)**

- 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.

**5. Blackboard Discussion: 10% (100 pts.)**

- a. Each week the Professor will give you a couple of discussion questions sometimes with reading materials (such as newspaper/magazine articles) or videos through Blackboard Discussion section. Please read the assigned article(s) and make your own thoughts and replies to others' thoughts on the Blackboard.
- b. You will make comments on others by the different due date from your own discussion. Details will be announced on each Discussion forum.
- c. For each discussion you will get either 8 or 10 pts when you post your answer AND make comments on peers. However, if your answer is well-made and seems more insightful/interesting than usual, you will get 2 extra points. Therefore, you can get maximum 12 pts including bonus. If you get those extra points for some of your discussions, your total points can be more than 100 pts.
- d. If you don't make reply to others' answers when participating in the discussion, 2 pts will be deducted (for example, you make a less satisfying answer without making reply to other, you may get 6 pts only).

**e. Final Paper: 14% (140 pts.)**

- a. One final paper (**about 2400 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.

f. **Attendance: 10% (100 pts.)**

: Refer to the course policy section

g. **Participation: 10% (100 pts.)**

- 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. This is separate from your general attendance. They are separately graded.
- b. Participation includes, but not limited to, 'In the News' discussions and ordinary class discussions led by the Professor. Also, your 'Discussant' role during the 'In the News' discussions will be counted as a participation.
- c. It will be counted based on how many times you participate. Therefore, you can get zero if you do not make any participation during class discussions in the semester. Just saying 'yes' or 'no' will not count as participation.



## Class Schedule:

### IMPORTANT NOTICE:

1. Because of the sudden serious COVID-19 situation, we will temporarily convert all courses scheduled to be taught face-to-face to online. The effective dates for online format are **Monday, August 24, through Friday, October 16 (Week 8).**

2. Based on my experience of online classes, I have found it is not a good idea to make asynchronous/synchronous online lectures too long for students. Because of the different environment (such as less inter-communication between the Professor and students, and even among students than face-to-face), 30-minute online synchronous class is almost equal to 60-minute face-to-face class in terms of fatigue and education effect. Also, since there is a limitation of technology, the online classroom is not a good environment for watching, enjoying, exploring, and discussing films, TV series, and music – the most important thing that this class focuses.

Therefore, this class will be based on ‘hybrid approaches’ during the period – having both asynchronous and synchronous online classes.

- Basically, we have one synchronous online meeting on **every Tuesday 15:00-16:15**. But occasionally we may have additional synchronous online meetings also on Thursday 15:00-16:15. The professor will let you know if there is an additional Thursday meeting.
- As asynchronous content, there will be Short Essay assignments, watching films/Youtube clips/music videos, reading materials, or discussion board assignment. It will be uploaded on the Blackboard ‘Weekly Lessons’ section. You can expect feedback from the Professor about your assignment and discussion within a week after the submission.

**Week 1** (08. 25 / 08. 27)

**Course Introduction**

**Week 2** (09. 01 / 09. 03)

**A Brief History of Modern Korea**

#### Reading:

Sudhanva D. Shetty (2016). “Between Patriotism and Nationalism”. Retrieved from [http://www.huffingtonpost.in/sudhanva-d-shetty/patriotism-nationalism-a-b\\_9354822.html](http://www.huffingtonpost.in/sudhanva-d-shetty/patriotism-nationalism-a-b_9354822.html)

**Week 3** (09. 08 / 09. 10)

**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.

**Week 4 (09. 15 / 09. 17)**

**Issues in Korean Contemporary Culture: Gender Description in Korean Media Products/ McDonald and *Honbap* Culture – The Rise of Individualism**

Readings:

Korean Expose (2017). “South Korean Comedy’s Misogyny Machine”. Retrieved from <https://www.koreaexpose.com/south-korean-comedy-misogyny-machine/>

Sangmee Bak (2006). “McDonald’s in Seoul”. In *Golden Arches East: McDonalds in East Asia* (2<sup>nd</sup> edition) (pp. 136-160). Stanford: Stanford University Press.

Korea Herald (2016). “Why More Koreans Eating Alone”. Retrieved from <http://www.koreaherald.com/view.php?ud=20160529000252>

**Week 5 (09. 22 / 09. 24)**

**Korean Journalism and the Government**

Readings:

Myung-Jin Park, Chang-Nam Kim and Byung-Woo Sohn (2000). “Modernization, Globalization, and the Powerful State: The Korean Media”. In James Curran and Myung-Jin Park (Eds.), *De-Westernizing Media Studies* (pp. 111-123). London and New York: Routledge.

Recommended Film:

*Inside Men* (내부자들) (2015)

**\*09. 25 (Fri.): Monthly Paper Due**

**Week 6 (09. 29 / 10. 01)**

**NO CLASS (Fall Recess / Chuseok Holidays)**

**Week 7 (10. 06 / 10. 08)**

**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?

**Week 8 (10. 13 / 10. 15)**

**East Asian Cultural Exchange before *Hallyu***

Reading:

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: HKU Press.

**Week 9 (10. 20 / 10. 22)                      Beginning of *Hallyu***

Reading:

Doobo Shim (2008). “The Growth of Korean Cultural Industries and the Korean Wave”. In Chua Beng Huat and Koichi Iwabuchi (Eds.), *East Asian Pop Culture: Analysing the Korean Wave* (pp. 15-31). Hong Kong: HKU Press.

**Week 10 (10. 27 / 10. 29)                      From *Hallyu* 1.0 to 3.0 (I)**

Reading:

Dal-yong Jin (2016). “The Rise of Korean Wave”. In *New Korean Wave: Transnational Cultural Power in the Age of Social Media* (pp. 3-17). Urbana: University of Illinois Press.

Tae-Jin Yoon and Bora Kang (2017). “Emergence, Evolution, and Extension of ‘Hallyu Studies’: What Have Scholars Found from Korean Pop Culture in the Last Twenty Years?”. In Tae-Jin Yoon and Dal Yong Jin (Eds.), *The Korean Wave: Evolution, Fandom, and Transnationality* (pp. 3-21). Lanham: Lexington Books.

**\*10. 30 (Fri.): 2<sup>nd</sup> Monthly Paper Due**

**Week 11 (11. 03 / 11. 05)                      From *Hallyu* 1.0 to 3.0 (II) / K-Pop and Its System: *Nine Muses of Star Empire* (Documentary Film) (I)**

**Week 12 (11. 10 / 11. 12)                      K-Pop and Its System: *Nine Muses of Star Empire* (Documentary Film) (II) / The History of K-Pop**

**Week 13 (11. 17 / 11. 19)                      The History of K-Pop (II) / K-Pop and *Hallyu***

Reading:

Gyu T. Lee (2013). “The Establishment of K-Pop”, an extract from the unpublished doctoral dissertation.

Recommended (if possible):

Gyu T. Lee (2016). *The K-Pop Age* 『케이팝의 시대』 (in Korean). Paju: Hanul M Plus.

**Week 14 (11. 24 / 11. 26)                      K-Pop Goes Global: Between Nationalism and Transnationalism**

Readings:

Ju Oak Kim (2016). “Establishing an Imagined SM Town: How Korea's Leading Music Company Has Produced a Global Cultural Phenomenon”. *Journal of Popular Culture*, Vol.

49(5), pp. 1042-1058.

Gyu T. Lee (2019). "BTS: New Directions for K-Pop's Ongoing Global Success". *EAF Policy Debates*, No. 116.

Recommended (if possible):

Gyu T. Lee (2016). *The K-Pop Age*.

Gyu T. Lee (2020). *K-Pop in Conflict: Between Local and Global* 『갈등하는 케이, 팝: 한국적인 동시에 세계적인 음악』 (in Korean). Seoul: Three Chairs.

**\*05. 27 (Fri.): 3<sup>rd</sup> Response Paper Due**

**Week 15 (12. 01 / 12. 03)      Korean Film Industry and the Role of *Chaebols* / Questions about the Future of K-Pop and *Hallyu***

Reading:

Mark James Russell (2008). "The Deal". In *Pop Goes Korea* (pp. 3-33). Berkeley: Stone Bridge Press.

**\*12. 10 (Thur.): Final Paper Due**

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**In the interest of everyone's safety, students and faculty must follow these guidelines during the Fall 2020 semester.**

1. Use the basement entrance to enter and exit Mason's building. Your temperature will be screened each time you enter the building. Allow additional time before class to complete the entrance screening procedure. Carry your student ID card with you at all times and be ready to show it when you enter and exit the building. Do not prop doors or let others enter the building through doors on the ground floor.
2. Wear a face mask at all times. Remain 6 feet apart from others. Clean your seat and desk space with disinfectant wipes before you begin class. Use hand sanitizer regularly, and avoid shaking hands or other forms of physical contact. Do not share pens, pencils or other personal items. Limit your use of the elevators, and use stairs to travel between floors of the building. Students are expected to purchase their own masks for personal use. Disinfectant wipes and hand sanitizer will be available in each classroom.
3. Classrooms are marked to indicate appropriate seating to allow for social distancing. Only sit in allowable seats, and maintain current set-up of classroom furniture. If you are asked to re-arrange classroom furniture by your professor for in-class exercises, return furniture to its original position when you are finished.
4. Observe these rules at all times during the class period and while in Mason's building or other public areas of the campus. This includes during class breaks, in small group work (in or out of class), meetings with your professors during office hours, tutoring sessions at

the Academic Resource Center, socializing in common areas, or any other activities on campus.

5. Make sure windows and doors remain open during the class period to promote circulation of outside air. Classrooms without windows have mechanical systems that vent air, but doors should be kept open at all times.
6. The safest option for studying is to study alone in your dorm room or at home. If you must study in the building, alone or in groups, observe these rules at all times.
7. All faculty and students must abide by these rules in the classroom. If you see others who are not observing the rules outside the classroom, you may report this to your instructor, student affairs or academic affairs.
8. Do not enter the Mason building or come to class if you have symptoms such as fever, chills, sore throat, persistent cough, shortness of breath or other respiratory difficulties. If you must miss class for this reason, send an email immediately to the professor prior to the beginning of class. You will not be penalized for missing class for this reason, but you may be asked to provide documentation that you sought medical diagnosis or treatment. You are responsible for making up any missed assignments or tests as a result of your absence.
9. Students who come to class with visible signs of illness will be asked to leave the classroom immediately and seek assistance from the IGC Health Clinic. Faculty will report your name and symptoms to the Office of Student Affairs (mksa@gmu.edu) to confirm that you have sought medical assistance.
10. Failure to comply with any of these guidelines may result in disciplinary action through the Student Code of Conduct.

## **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/academic-calendars/fall-2020>)

: **Last day to add – Aug 31<sup>st</sup>, 2020**

: **Final Drop Deadline (with 100% tuition refund) – Sep 7<sup>th</sup>, 2020**

: 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 ([elee45@gmu.edu](mailto:elee45@gmu.edu), office #521).