



浙江大學

**ASCS511**

**Korean Popular Culture Studies**

# ASCS511

## Korean Popular Culture Studies

### Instructor Contact Details

Lecturer-in-charge: Le Kang

Email: 0914129@zju.edu.cn, wlwyxy\_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China

Consultation Time: Book appointment by sending email to: wlwyxy\_29@zju.edu.cn

### Teaching Times, Modes and Locations

Course Duration: 1 July 2024 to 19 July 2024

Modes: Online/Face-to-face

Location: Anywhere via online, or Huajiachi Campus, Zhejiang University via face-to-face

### Academic Level

Undergraduate

### Credit Points:

The course is worth 6 units of credit point.

### Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long course.

### Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

### Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

### Course Description:

This course delves into diverse dimensions of popular culture in both South and North Korea, exploring phenomena ranging from K-pop and blockbuster movies to popular literature, internet culture, video games, and socialist mass culture. It offers a historical and critical examination of Korea's cultural industries, probing their connections to colonialism, militarism, social hierarchies, national identities, and economic globalization. The primary readings, available in English translation, span various genres and media, providing a comprehensive view of the rich tapestry of popular culture in the two Koreas. No prior knowledge of Korean is necessary for this course.

### Prerequisite:

Proficiency in English is required for taking this course.

### Learning Resources

- Kim, Kyung Hyun, and Youngmin Choe, eds. *The Korean popular culture reader*. Duke University Press, 2014.
- Kim, Youna, ed. *South Korean Popular Culture and North Korea*. Routledge, 2019.

### Learning Objectives

By the end of this course, you should be able to:

- Acquire a profound understanding of the global production, distribution, and consumption dynamics of Korean popular culture.
- Analyze the distinctive features of Korean culture and its interplay with other global cultures.
- Develop critical thinking abilities to evaluate the economic, social, and political dimensions of contemporary cultural industries, drawing on concepts from art sociology, cultural economics, and critical theory.

### Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision,

and final exam.

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction to Korean Popular Culture	Lecture; Tutorial
1	Soft Power and the Korean Wave	Lecture; Tutorial
1	The Korean Wave as a Powerful Agent	Lecture; Tutorial
1	Black Markets, Red States	Lecture; Tutorial
1	The Korean Wave: A Pull Factor for North Korean Migration Discussion on the Impact of the Korean Wave on Migration Patterns	Lecture; Tutorial
2	Seminar	
2	Hallyu in the South, Hunger in the North Alternative Imaginings of Life and Societal Disparities	Lecture; Tutorial
2	South Korean Media Reception and Youth Culture in North Korea	Lecture; Tutorial
2	Seminar	
2	Representation of North Koreans in South Korean Visual Media	Lecture; Tutorial
3	Discursive Construction of Hallyu-in-North Korea	Lecture; Tutorial
3	Webtoon and Intimacy	Lecture; Tutorial
3	Exploration of North Korean Males and their Representation in South Korean Media	Lecture; Tutorial
3	Group Presentations on Various Aspects of Korean Popular Culture	Lecture; Tutorial
3	Course Review and Discussion	Lecture; Tutorial
3	Final exam	

Assessments:

Class participation	15%
Class works	15%
Group project study	20%
Final exam	50%

### Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

#### **High Distinction 85-100**

- Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
- Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
- All criteria addressed to a high level.

#### **Distinction 75-84**

- Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
- All criteria addressed strongly.

#### **Credit 65-74**

- Treatment of material displays a good understanding of ideas.
- Work is well-written and stylistically sound, with a minimum of syntactical errors.
- All criteria addressed clearly.

#### **Pass 50-64**

- Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
- Most criteria addressed adequately.

#### **Fail 0-49**

- Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
- Most criteria not clearly or adequately addressed.

### Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

### Policy

The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.

Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

- ✓ Expulsion
- ✓ Suspension
- ✓ Zero mark /fail grade
- ✓ Marking down
- ✓ Re-doing/re-submitting of assignments or reports, and
- ✓ Verbal or written warning.