



2026-2027 Korea University International Winter Campus (KU IWC)

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December 22 (Tue), 2026 - January 8 (Fri), 2027

IWC 285 – Media and Popular Culture in Korea

I . Instructor

Professor	Ji Hoon Park
E-mail	koreamediaschool@gmail.com
Home Institution	Korea University
Class Time	9:00 – 11:55 AM (KST)
Office Hours	By appointment
Class Format	In-person
Academic Field	Korean Studies/Social Science

II. Textbook

Required Textbook	Course packet
Recommended Readings	Additional TBA

III. Course Description and Objectives (1 course = 3 credits)

This course provides an overview of contemporary popular culture in Korea, with a focus on media's role in expressing and shaping it. Students will learn theoretical concepts to analyse Korean popular culture from an academic perspective, covering topics such as gender, collective memory, music, Korean wave, film, journalism, broadcasting and more. The course includes group research projects and class discussions.

IV. Grading

Attendance	40%
Midterm Exam	40%
Assignments	20% (Group assignment, self-intro essay)
Participation	2 points deduction for each absence

V. Class Outline

Date	Topic	Chapter	Remarks
Dec 22 (Tue)	Introduction		
Dec 23 (Wed)	Korean Film Klein, C. (2008). Why American studies needs to think		

	about Korean cinema, or, transnational genres in the films of Bong Joon-ho, <i>American Quarterly</i>, 60(4), 871-898.		
Dec 24 (Thu)	Korean Film Park, J., Kim, K. A., & Lee, Y. (2023). Netflix and platform imperialism: How Netflix alters the ecology of Korean TV drama industry. <i>International Journal of Communication</i> , 17, 72-91.		
Dec 25 (Fri)	No Class		
Dec 28 (Mon)	Collective Memory and Korean Media Zelizer, B. (1995). Reading the past against the grain: The shape of memory studies, <i>Critical Studies in Mass Communication</i> , 12(2), 211-235.		
Dec 29 (Tue)	Kim, H. & Lee, S. (2017). Collective memory of Japanese military ‘comfort women’ and South Korean media: The case of television dramas, <i>Eyes of Dawn</i> (1991) and <i>Snowy Road</i> (2015), <i>Asian Women</i> , 33(3), 87-100.		
Dec 30 (Wed)	Midterm Exam		
Dec 31 (Thu)	Korean Broadcasting & Journalism Park, J., Lee, J., & Lee, Y. (2019). Do Webtoon-Based TV Dramas Represent Transmedia Storytelling?: Industrial factors leading to webtoon-based TV dramas. <i>International Journal of Communication</i> , 13, 2179-2198. Seo, S. (2020). South Korea’s Watergate moment: How a media coalition brought down the Park Geun-hye government. <i>Journalism Practice</i> , DOI: 10.1080/17512786.2020.1730221		
Jan 1 (Fri)	No Class		
Jan 2 (Sat)	Korean Popular Music, K-Pop Hare, S. & Baker, A. (2017). Keepin’ it real: Authenticity, commercialization, and the media in Korean hip hop, <i>Sage Open</i> , 7(2), 1-12.		Make-up Class
Jan 4 (Mon)	Kim, J. (2021). BTS as method: A counter-hegemonic culture in the network society. <i>Media, Culture & Society</i> , 1-17. Jin, Y. & Kim, V. (Nov. 5, 2022). ‘Gangnam Style’ brought to the world, but haunted its creator. <i>New York Times</i> .		
Jan 5 (Tue)	Korean Wave		

Jan 6 (Wed)	Park, J., Lee, Y., & Seo, H. (2019). The rise and fall of Korean drama export to China: The history of state regulation of Korean dramas in China. <i>International Communication Gazette</i> .81(2), 139-157.		
Jan 7 (Thu)			
Jan 8 (Fri)	Final Exam		