COURSE DETAIL

MUSIC INDUSTRY IN THE VISUAL AGE
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Music Communication
UCEAP Course Number 114
UCEAP Course Suffix
UCEAP Official Title MUSIC INDUSTRY IN THE VISUAL AGE
UCEAP Transcript Title MUSIC INDUSTRY
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course explores the history of rock and pop music, including its significant performers, recordings, performances, and cultural identity. It focuses on the 1970s and 1980s, the two decades that shaped the visual era in popular music. The course uses audio and video aids as it considers the effects of popular music on contemporary history, culture, and society. Thus, this is the quintessential media history course, as it examines the role of music as a cultural content, technological agent, and global product. Reading assignments introduce the distinct musical styles, performers, and works that comprise each genre and time period. They also cover the relationship of pop and rock music to American and global popular culture, historical representation, and authenticity. This course focuses on commercial, visual, technological and global aspects, which parallel with the social changes of the era (1970s-1980s).

Language(s) of Instruction
English

Host Institution Course Number
COM3161

Host Institution Course Title
THE MUSIC INDUSTRY IN THE VISUAL AGE

Host Institution Course Details
https://underwood1.yonsei.ac.kr/

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Mass Communication

Course Last Reviewed
2025-2026

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