

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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