COURSE DETAIL

MEDIA COMMUNICATION IN KOREA
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Sociology Communication Asian Studies
UCEAP Course Number 122
UCEAP Course Suffix
UCEAP Official Title MEDIA COMMUNICATION IN KOREA
UCEAP Transcript Title MEDIA COMM IN KOREA
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course provides an overview of the traditional media and the newer technology-oriented media in Korea. The course is divided into three main parts: examining the role of the traditional media in the social and political development and change of the Korean society; examining the influence of the newer media such as the Internet and social media that have brought about further changes in Korean society; and examining the content and Influence of the Korean entertainment media. The first part of the course starts by examining the general media landscape and then looks at the various factors in the development of Korean media. Since the development of Korean media is closely linked with various social and political factors in the development of democracy in Korean society, a critical aspect of is and understanding of Korean political history. We watch the movies “Peppermint Candy”and “Tae Guk Gi: Brotherhood of War” to this effect. Factors that affect the characteristics of Korean newspapers are examined in the first part of the course. In the second part of the course, we examine the extent of the influence of traditional media such as newspapers and broadcasting and compare it with the influence of newer forms of media that are being offered through the Internet such as Blogs, SNS, youtube videos, and podcasts. We try to understand the influence of these newer media in changing the Korean political and social culture. The third and last part, we look at the Korean media audience and try to understand the “Korean Wave”(Hanryu, Hallyu) not just in Asian countries but also around the world.

Language(s) of Instruction
English

Host Institution Course Number
IEE3317

Host Institution Course Title
MEDIA COMMUNICATION IN KOREA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Host Institution Degree
Host Institution Department Underwood International College
Course Last Reviewed 2021-2022

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