COURSE DETAIL

MEDIA COMMUNICATION IN KOREA
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University Summer
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Sociology Communication
UCEAP Course Number 22
UCEAP Course Suffix S
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 introduces contemporary media and popular culture in South Korea along with relevant issues. A primary emphasis will be placed on the ways in which the media express and mediate Korean popular culture. Students learn theoretical concepts and ideas that enable them to understand Korean media and “read” Korean popular culture from academic perspectives. The topics include ownership, diversity, economics, policy, globalization, multiculturalism, Korean Wave, K-pop, film, journalism, broadcasting, among others. Students undertake group research projects and discuss their work in class.

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
Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2025-2026

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