

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 Campus

Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

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