

## 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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