

COURSE DETAIL

DIGITAL MEDIA AND SOCIETY IN KOREA

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

101

UCEAP Course Suffix

S

UCEAP Official Title

DIGITAL MEDIA AND SOCIETY IN KOREA

UCEAP Transcript Title

DIGITAL MEDIA & SOC

UCEAP Quarter Units

4.50

UCEAP Semester Units

Course Description

This course explores the evolving media landscape of 21st century Korea, challenging students to critically analyze and engage with current media forms and trends. We begin with fundamental questions: What is media? What is the current media environment? And what should the ideal media environment look like? These inquiries frame our exploration, which addresses the multidimensional nature of media, the transition from the mass media era to the post-mass media era, and the relevant issues of relevance that arise in contemporary media contexts in Korea. This course redefines "media" in the 21st century by considering it as a pervasive environment rather than just tools or platforms. The course explores the five dimensions of media-tools, content, institutions, people, and spaces-and traces the evolution from the era of centralized mass media to today's fragmented, participatory media environment. This shift has created both opportunities and challenges, particularly around the concept of "relevance" in media. The course examines how the mass media era created a "crisis of relevance" by delivering standardized content that was often disconnected from individual lives. In the post-mass media era, this has morphed into a "super-crisis of relevance," where personal and local stories gain visibility but risk commodification and distortion by global platforms. Students gain insight into the ethical concerns of the current media environment and strategies for thoughtfully navigating it. By reshaping how we conceptualize the role of media, this course empowers students to critically assess the impact of the media environment on our collective and personal realities.

Language(s) of Instruction

English

Host Institution Course Number

IEE3605

Host Institution Course Title

DIGITAL MEDIA AND SOCIETY IN KOREA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2026-2027

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