

Course Outline: Contemporary Korea: Korean Popular Culture and Korean Wave

DEPARTMENT OF LANGUAGES, LITERATURES & LINGUISTICS

Course Code

AP/KOR3610 3.0 Contemporary Korea: Korean Popular Culture and Korean Wave

Course Description

This course introduces students to contemporary Korean culture, identity, and society through the study of Korean popular culture and the Korean Wave. Students examine how Korean cultural products are produced, circulated, and consumed within Korea and transnationally across Asia and beyond. The course uses lectures, discussions, and authentic media materials such as drama clips, films, songs, and advertisements. The course is taught in English.

Course Delivery

Delivery Mode: ONLN

This is a fully online course delivered through eClass, with two recommended synchronous Zoom meetings. Students engage with online lectures, weekly readings, glossary activities, group work, and video-based assignments. Instructor: Mihyon Jeon, Ph.D. | Contact: mihyjeon@yorku.ca | Office Hours: Zoom by appointment.

Course Materials

Required materials are provided via eClass and include journal articles, book chapters, and digital course resources focused on K-pop, the Korean Wave, Korean television, webtoons, mukbang, and cinema. Students also need regular access to eClass, Zoom, a stable internet connection, and a device with webcam and microphone for online participation.

Examples of weekly materials include academic readings on K-pop and transcultural fandom, chapters on Korean Wave consumption, and authentic cultural media such as TV commercials, drama clips, films, songs, and online video content.

Tentative Grade Breakdown and Deadlines

All assignments are submitted digitally through eClass. APA citation style is required. Late submissions are normally penalized by 5% per day.

Assessment	Weight	Mode	Tentative Deadline
Weekly Glossary	16%	Online	Every week
Narrative Video Essay	24%	Online pair video project	Week 6
Group Presentation	25%	Online group presentation / YouTube submission	Assigned week
Final Research Project (Video)	35%	Online group video project	Week 13
Total	100%		