

EAST 375: Korean Popular Culture and Media

General Information

Term and Year: Winter 2025

Course pre-requisite(s): None

Course Schedule: Tuesdays and Thursdays 1:05 pm to 2:25 pm

Number of Credits: 3

Instructor Information

Name and Title: Kimberly Chung, Assistant Professor

Email: kimberly.chung2@mcgill.ca

Office location: 680 Sherbrooke, Room 274

Office Hours: Wednesdays 10:00 am to 11:00 am; Thursdays 2:45 pm- 3:45 pm

Communication Plan

Please email the instructor with any course content related questions. Responses may take up to 48 hours during the week, exclusive of weekends.

Course Overview

This course will examine Korean popular culture as an important social, economic, and political text, and consider how popular culture is both influenced by and influences readers, viewers, and consumers. This course will introduce students to different kinds of methodological and theoretical approaches to popular culture, like performing close representational and textual analysis of primary sources, examining the production of, political contexts and industry practice of culture, and the audience/viewer reception of popular culture. We will pay particular attention to popular genres and the characteristics, styles, and practices of different forms. The course is not ordered chronologically but organized under various popular genres and themes over the twentieth and twenty-first century to encourage comparisons among different historical contexts, cultural moments, viewing practices, and technological changes. Primary sources will be accompanied by secondary sources that give theoretical, methodological, and/or contextual insight to help our study of culture.

This course will be in both lecture and discussion format. Reading and/or viewing assignments are due on the date that they appear on the course schedule.

No previous knowledge of East Asian languages is required. All media and literature will be shown or given with subtitles or in translation.

Learning Outcomes

By the end of this course:

- 1) students will develop an understanding of the historical contexts of cultural production in Korea, North Korea, and South Korea.
- 2) students will be introduced to research methods in interdisciplinary cultural studies.
- 3) students will practice the close reading of texts, media, and film in the broader socio-political contexts of Korea, North Korea, and South Korea.
- 4) students will be able to converse with an existing scholarly discussion in the mode of a contemporary theoretical discourse and bring this framework into their own analysis of primary texts.

Required Course Materials

All readings are available on mycourses.

Attendance

Attendance in this course is required. Students are permitted 2 absences without penalty. More than 2 absences will affect the student's attendance mark (each absence will result in a reduction of 2% of total grade). There will be no distinction in the course between "excused" and "unexcused" absences except in exceptional circumstances.

Evaluation:

Class Engagement:	10%
Weekly Reading Response Postings:	30%
Final Research Proposal:	5%
Close Reading Presentation:	15%
Final Research Paper:	40%

Course Engagement

As this is a humanities course, engagement is considered an important part of learning and training. Being an engaged listener, active learner, effective communicator, and collaborative student are some of the skills that are being highlighted through the evaluation of engagement. This class is a space for one to develop and hone these foundational skills. A detailed rubric on how engagement is evaluated will be provided on mycourses under "Content." If this poses any difficulties for a student, please communicate with the instructor.

Weekly Response Postings

Students are required to post 7 weekly reading responses (from week 3-12 on the week of their choosing) to the "discussions" section on mycourses. Students are also encouraged to read and respond to other student postings.

Students with last names that start with A-L will post on Mondays (by Monday night at 8 pm) and Students with last names that start with M-Z will post on Wednesdays (by Wednesday night at 8 pm).

Reading responses should include a 1-2 sentence summary of each of the readings and then any well-developed comments or questions related to the one or both readings. These responses should be longer than 3 sentences but under 2 paragraphs.

Research Paper Proposal

A paragraph that describes your research question and a preliminary list of primary and secondary sources for your proposed topic. A detailed information sheet will be available on mycourses. Students will be given points for submitting the proposal.

Final Research Paper

Students will submit an 8-10 page research paper connecting independent primary source research to one or more of the topics introduced in the course. A detailed rubric will be provided on mycourses.

Late Assignment Policy

No extensions will be given for assignments. Late assignments are subject to a penalty of 3% per day, including weekends. Exceptions are only made in exceptional circumstances and students should contact the instructor *in well advance of the due date* with appropriate documentation (ie. medical note)

Language of Assignment Submission

"In accord with McGill University's [Charter of Students' Rights](#), students in this course have the right to submit in English or in French written work that is to be graded. This does not apply to courses in which acquiring proficiency in a language is one of the objectives." (Approved by Senate on 21 January 2009)

« Conformément à la [Charte des droits de l'étudiant](#) de l'Université McGill, chaque étudiant a le droit de soumettre en français ou en anglais tout travail écrit devant être noté, sauf dans le cas des cours dont l'un des objets est la maîtrise d'une langue. » (Énoncé approuvé par le Sénat le 21 janvier 2009)

Reread Requests

Requests for re-read of papers must be made within 10 working days after the graded assignment has been made available to the student. Requests should be made according to the "Reread Policy of the Department of East Asian Studies" available on mycourses under "Content."

Academic Integrity

"McGill University values academic integrity. Therefore, all students must understand the meaning and consequences of cheating, plagiarism and other academic offences under the Code of Student Conduct and Disciplinary Procedures (see www.mcgill.ca/integrity for more information)."

"L'université McGill attache une haute importance à l'honnêteté académique. Il incombe par conséquent à tous les étudiants de comprendre ce que l'on entend par tricherie, plagiat et autres infractions académiques, ainsi que les conséquences que peuvent avoir de telles actions, selon le Code de conduite de l'étudiant et des procédures disciplinaires (pour de plus amples renseignements, veuillez consulter le site www.mcgill.ca/students/srr/honest)."

Statement on the Use of Generative AI Tools

If you choose to use generative AI tools as a learning aid on any of the EAST493 assignments in any way, it is expected that the AI generative tool be properly referenced and accompanied with a description outlining why the AI writing tool was used/for what purpose, and how it enhanced your assignment. Failure to include a proper reference and description will be considered a breach of academic integrity. If you have any questions about the use of generative AI tools, please reach out to your instructor for clarification.

******In the event of extraordinary circumstances beyond the control of McGill University, assessment tasks in a course are subject to change, provided students are sent adequate and timely communications regarding the change ******