

Media and Public Culture

Last Updated: Wed, 08/06/2025

Course prefix: KOR

Course number: 4060

Section: A

CRN (you may add up to five):
93724

Instructor First Name: Bo Kyoung

Instructor Last Name: Kim

Semester: Fall

Academic year: 2025

Course description:

This advanced Korean language course explores contemporary Korean society and global cultural trends through diverse forms of Korean media. Students will engage with recent and Gen-Z-relevant content including K-dramas, K-pop, YouTube, webtoons, reality shows, and social media. Through critical viewing, discussion, and project-based learning, students will deepen their understanding of Korean public culture while developing advanced-level Korean proficiency in listening, speaking, and presentation. The course emphasizes creative expression, collaborative work, and independent exploration aligned with students' personal interests.

Course learning outcomes:

By the end of the course, students will be able to:

1. Comprehend and analyze authentic Korean media in various genres.
2. Express informed opinions and lead discussions in advanced Korean.
3. Identify major trends and themes in contemporary Korean public culture.
4. Conduct independent research and present findings in Korean.
5. Collaborate effectively on a team-based cultural/media project.

Required course materials:

- Canvas (weekly readings, discussion prompts, assignments)

- YouTube and major Korean platforms (TVING, Viki, Netflix clips, etc.)
- Handouts and links provided by instructor
- Korean keyboard input enabled for typed assignments

Grading policy:

- Individual Presentations: 15%
- Team Project & Group Presentation: 20%
- Class Participation & Discussion: 20%
- Weekly Media Reflections: 15%
- Vocabulary & Grammar Notebook: 10%
- Final Self-Reflection Essay: 10%
- Attendance & Peer Feedback: 10%

Attendance policy:

- Regular attendance is required.
- Up to 2 unexcused absences allowed; additional absences will affect participation grade.
- Notify instructor ahead of time for excused absences.
- Active engagement in all discussions and group work is essential.

Academic honesty/integrity statement:

Students are expected to maintain the highest standards of academic integrity. All work submitted must be original and properly cited. Plagiarism, cheating, or any form of academic dishonesty will result in immediate consequences as outlined in the university's academic integrity policy.

Core IMPACTS statement(s) (if applicable):

*This is a Core IMPACTS course that is part of the **Humanities** area. Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help students master course content, and support students' broad academic and career goals.*

This course should direct students toward a broad Orienting Question:

- *How do I interpret the human experience through creative, linguistic, and philosophical works?*

Completion of this course should enable students to meet the following Learning Outcome:

- *Students will effectively analyze and interpret the meaning, cultural significance, and ethical implications of literary/philosophical texts or of works in the visual/performing arts.*

Course content, activities and exercises in this course should help students develop the following Career-Ready Competencies:

- *Ethical reasoning*
- *Information literacy*
- *Intercultural competence*