

# Syllabus (2025-Summer)

Course Title	Entertainment Media	Course No.	TBA
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name YOON, HO YOUNG	Department Communication & Media	
	E-mail hoyoungyoon@ewha.ac.kr	Phone 02-3277-4491	
Office Hours Office Location	By Appointment, Location : TBD by arranged appointment		

## I. Course Overview

### 1. Course Description

This course provides the opportunity to understand Korean entertainment media those called “K-something.” (K-pop, K-drama, K-game). We will talk about the current issues in the development of entertainment industry in Korea from technological development, company governance structure, and audience (or consumer). Of course, we will definitely talk about theoretical approaches about content distribution and consumption from communication and sociology perspective with some insights from economics.

Courses will be based on lectures and Q&A between the lecturer and students during the class. The class discussion is the key. Hopefully, many students are actively participating and talking during the class.

Other activities required: Visiting one of broadcasting companies in Korea; Group presentation in the last week.

Tentatively, the last three days of the class could be arranged “entirely online activities” of uploading group activities presentation and the final exam. The finalization of the format in the last three days will be announced the first day of the class.

### 2. Prerequisites

None

### 3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
50%	30%	0%	20%	%

### 4. Course Objectives

The objective this course is to understand and discuss entertainment media in Korean and Global context. The questions to ask from this class is as follows:

1. How entertainment industry with (online) media is different from the past?
2. What are technology, industry, and media logics that spread global diffusion of a certain entertainment content such as music, movie, and games?
3. How do you understand all the interconnectivity between different media and between different regions?

## 5. Evaluation Systems

Relative evaluation  Absolute evaluation (for Ewha International Summer College students only)  Others

Midterm Exam	Presentation & Projects	Assignments & Participation	Others
30%	40%	30%	0%

## II. Course Materials and Team Project

1. All required materials will be available through CyberCampus
2. Team project is a teamwork that you bring your thoughts into the class. It could be experiencing a certain place in Korea or a certain challenging content (like Mukbang by yourself), or interviewing people and extra. Details are to be explained in the first class.

## III. Course Schedule

Day	Topics & Class Materials, Assignments
Day 1	Welcome to K-World ! Class Intro & Things to decide (First Day will be brief)
Day 2	Let's start from K-POP, Recent Issues (e.g. Fifty-fifty & NewJeans) : How stories developed
Day 3	So, what's going on K-pop Industry (1) : From the 2000s to the Present
Day 4	So, what's going on K-pop Industry (2) : Hive, JYP, SM – Multilabel System & Business Logic
Day 5	Insights from Netflix Data : Global Diffusion & Localization of Content Consumption
Day 6	Non-Fiction Program / Re-make Program
Day 7	Midterm Exam
Day 8	Visit to TV station : (The exact date is subject to change, possibly switching to another day)
Day 9	Multi-studio System in Korea : Yes, it's like multilabel system response to OTT (e.g. Netflix)
Day 10	Recommender System Explained
Day 11	Gaming Culture Korea (1)
Day 12	Gaming & Social Media : Addiction / Mental Health

Day	Topics & Class Materials, Assignments
<b>Day 13</b>	Final Exam
<b>Day 14</b>	Final Exam Explained / Team Project Day
<b>Day 15</b>	Final Project Presentation

#### IV. Special Accommodations

\* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> <li>. Visual impairment: braille, enlarged reading materials</li> <li>. Hearing impairment: note-taking assistant</li> <li>. Physical impairment : access to classroom, note-taking assistant</li> </ul>	<ul style="list-style-type: none"> <li>Extra days for submission, alternative assignments</li> </ul>	<ul style="list-style-type: none"> <li>. Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant</li> <li>. Hearing impairment: written examination instead of oral examination</li> <li>. Physical impairment: longer examination hours, note-taking assistant</li> </ul>

-Actual support may vary depending on the course.

\* The contents of this syllabus are not final—they may be updated.