

Syllabus (2025-Winter)

Course Title	Hallyu in Global Contexts	Course No.	TBA
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Fri Classroom TBA		
Instructor	Name HO YOUNG YOON	Department COMMUNICATION & MEDIA	
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Office Hours Office Location	By Appointment / TBD by arranged Appointment		

I. Course Overview

1. Course Description

This course examines the Korean Wave within a global framework. We will explore what the Korean Wave is, how it differs from other cultural phenomena, its development trajectory, and its current status. While many studies on the Korean Wave tend to view it as a mere fad without situating it within the context of other cultural hegemony or phenomena, this course aims to discuss its historical context, the path it has taken to become a topic of conversation, and how it is being received globally. Various learning materials such as articles, videos, papers, and book chapters will be used in this process.

This course will employ a combination of lectures and discussions, and active participation in discussions is essential. It is necessary to speak up freely with your own thoughts.

The format of the last three days will be announced in the first day of the class. It could be “entirely online” class at your own activities.

2. Prerequisites

None

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
40 %	40 %	%	20 %	%

4. Course Objectives

Understanding the Korean Wave in depth within a historical and cultural context, not as a simple fad.
 Analyzing the development process, characteristics, and global diffusion process of the Korean Wave.
 Cultivating the ability to view the Korean Wave from various academic perspectives and think critically.
 Enhancing the ability to express one's thoughts logically and accept other opinions through discussions.

5. Evaluation Systems

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

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
20%	30%	%	20%	%	%	30%	%

II. Course Materials

Required Materials

To be announced in Cybercampus.

III. Course Schedule

Day	Topics & Class Materials, Assignments
Day 1	Class Introduction (a brief one)
Day 2	Cultural Flow Theories : Macro-Micro Linkages, Geography vs Individual Experience and so on
Day 3	Putting Hallyu at the center of cultural discourse (1) : Culture & Hegemony – Let's talk about its precedent Popular Culture How is it different from American Culture? Or Japanese one?
Day 4	Putting Hallyu at the center of cultural discourse (2) : History on its progress What is history about it?
Day 5	Bringing Institution back in : Is it technology, Government, Or People? How does it diffuse around the world?
Day 6	Hallyu at the crossroad. : Lots of mis-directions on Hallyu
Day 7	Midterm Essay Submission Due
Day 8	K-POP : Industry/Management Perspective
Day 9	K-DRAMA/FILM : How they launched in the Global Market
Day 10	K-FOOD : Ride the tide. Challenges & UCC
Day 10	K-PRODUCTS (e.g. cosmetics) : Price/Performance (Function) Ratio
Day 11	K-TOURISM : CONSUMING KOREA ITSELF

Day	Topics & Class Materials, Assignments
Day 12	Who's Next? Or, What's Next?
Day 13	Final Exam
Day 14	Group Project Day
Day 15	Group 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"> . Visual impairment: braille, enlarged reading materials . Hearing impairment: note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> . Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment: written examination instead of oral examination . Physical impairment: longer examination hours, note-taking assistant

-Actual support may vary depending on the course.

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