

# Syllabus (2024-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 hoyoungyon@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 anything called “K-something.” (K-pop, K-drama, K-game and etc). Of course, we will definitely talk about related theoretical approaches about content distribution and consumption but the industry logic itself is also our approach such as technology-facilitated dynamics, what others learn from Korean Idol management system and so on.

Further, in this semester, the course added special elements, space as “media”. That said, we will put programs to visit PC bang, LotterWorld and other places decided by class discussion (at your own expense though).

### 2. Prerequisites

None

### 3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
40%	30%	0%	30%	%

### 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 the way of living (yes. could be translated into culture)?
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%	%

## 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. (TBE, 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, BTS that made successful business in the world.
Day 3	What's going on Music Industry? Now, Pop industry started to copy Korean System
Day 4	Space as Media I : Lotteworld Experience (Schedule will be discussed)
Day 5	Non-Fiction Program Distribution & Consumption
Day 6	Fiction Program : K-Drama and Remake
Day 7	Over-The-Top = More than cutting the cable, linking the world Recommendation Algorithm Explained
Day 8	<b>Midterm &lt; Open Book Format&gt; 목요일</b>
Day 9	Social Media and Its Impacts on Children & Female
Day 10	Space as Media II : PC-Bang Experience (Schedule will be discussed)
Day 11	Gaming Culture (or Addiction)
Day 12	Team Project Day
Day 13	Space as Media III: Visit MBC (one of Korean Broadcasting Network) = Subject to change ... due to participation & schedule

Day	Topics & Class Materials, Assignments
Day 14	Final Project Presentation I
Day 15	Final Project Presentation II

#### 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.