



This is an abridged sample syllabus. Information is subject to change. Full syllabus will be distributed to registered students when term begins.

ASIA_V 327 - Korean Popular Music in Context

Hyejin Jo

This course will explore South Korean pop music from the early 1990s to the present, primarily focusing on K-pop (idol music). Students are not expected to have an in-depth familiarity with Korean music, history, culture, or language. The course will provide a comprehensive, integrated, and critical perspective to better understand contemporary Korean pop music as a global cultural phenomenon within the broader context of the Korean Wave (Hallyu). The class will investigate how Korean pop music is situated and contextualized alongside Korean cultural industries, government policies, media systems, and transnational audience culture. Topics may encompass significant theoretical frameworks that contribute to Korean pop music and examine socio-cultural issues embedded in cultural production and consumption practices.

Mode of Delivery: Online

Sample Readings

Jin, D. Y. (2016). New Korean Wave: Transnational cultural power in the age of social media (pp. 20-40). University of Illinois Press.

Fedorenko, O. (2017). Korean-Wave celebrities between global capital and regional nationalisms. *Inter-Asia Cultural Studies*, 18(4), 498–517.

Chang, H. K. (2023). BTS's soft power and public diplomacy: Partnership with UNICEF. In S. Lim (Ed.), *South Korean popular culture in the global context* (pp. 6-24). Routledge.

Assignments

Quizzes | 20%

Comparative Analysis of K-pop Idols | 30%

Reading Reflection | 20%

Take-Home Final Exam | 30%