



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

Jinsung Kim

From trot to BTS, this course explores how Korean pop music evolved into a global cultural powerhouse. Over a century of sound, style, and social change—from colonial-era ballads to streaming-era fandoms—students will examine how K-pop reflects Korea’s shifting politics, identity, and global ambitions. Through the study of music videos, scandals, and industry dynamics, the course reveals how pop culture mirrors power and transformation. Guest talks by a K-pop scholar and members of UBC’s K-Wave Club offer insider perspectives on both industry and fandom. No background in music or Korean language required—only curiosity about how Korea remixed the world.

**Mode of Delivery:** Online

### Sample Readings

Maliangkay, Roald, “The Popularity of Individualism: The Seo Taiji Phenomenon in the 1990s,” in *The Korean Popular Culture Reader*, ed. Kyung Hyun Kim and Youngmin Choe (Durham, N.C: Duke University Press, 2014), 296–313.

Ono, Kent A. and Kwon, Jungmin, “Re-Worlding Culture?: YouTube as a K-Pop Interlocutor,” in *The Korean Wave: Korean Media Go Global*, ed. Kim, Youna (Abingdon, Oxon: Routledge, 2013), 199–214.

Son, Min-Jung. “Regulating and Negotiating in T’urot’u, a Korean Popular Song Style.” *Asian Music* 37, no. 1 (Winter/Spring 2006): 51-74.

### Assignments

Class Attendance & Participation | 5%

Discussion | 10%

Bi-weekly Quiz | 25%

Midterm Exam | 30%

Final Group Video Presentation | 20%

Final Exam | 10%