

Syllabus (2026-Summer)

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	
	E-mail hoyoungyoon@ewha.ac.kr	Phone 02-7277-4491	
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 start from the global flow of cultural contents. Then, we move on 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 'fan'-based activities. Yes. it was. But, it's not all. We need to think the industry and regional & global contexts.

To discuss in the class, you may prepare some contents in the class (even if you listened or watched before)

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.

We DO have a group project that involves with YouTube data collection and analysis. You don't need to understand 'coding'. Everything will be taught and easy.

2. Prerequisites

None

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Participation	Other
40 %	40 %	%	20 %	%

4. Course Objectives

- Understanding the Korean Wave in depth within a historical and cultural context
- Comparing its 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.

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

Everything will be on cybercampus.

III. Course Schedule

Day	Topics & Class Materials, Assignments
Day 1	Class Introduction (a brief one for the first day)
Day 2	Cultural Flow Theories : Cultural proximity, discount, audience view and so on
Day 3	Cultural Imperialism : Culture & Hegemony – Let's talk about its precedent Popular Culture How is it different from American Culture? Or Japanese one?
Day 4	K-DRAMA/FILM : Film – It starts from the global awards to OTT stream : Drama – It starts from periphery to core
Day 5	K-POP : Industry/Management Perspective
Day 6	YouTube (1) How does it contribute to the K-Content?
Day 7	Midterm Essay Submission Due
Day 8	YouTube (2) : Mukbang, Ride the tide. Challenges & UCC
Day 9	K-PRODUCTS (e.g. cosmetics) : Price/Performance (Function) Ratio
Day 10	K-TOURISM : CONSUMING KOREA ITSELF & Thinking about Japan, too
Day 11	Let's analyze YouTube (1) _: How to collect data on YouTube
Day 12	Let's analyze YouTube (2) _: How to collect data on YouTube

Day	Topics & Class Materials, Assignments
Day 13	Group Project Day
Day 14	Project Consultation with Professor
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
. 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	. 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.