

Syllabus (2026-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	
Office Hours Office Location	By Appointment, Location : TBD by arranged appointment		

I. Course Overview

1. Course Description

This course provides the opportunity to understand entertainment. We will talk about the current issues in the development of entertainment industry from technological development, business structure, and audience (or consumer). Of course, we will definitely talk about theoretical approaches about content distribution and consumption from communication and sociology perspective.

Courses will be based on lectures and Q&A between the lecturer and students during the class. The class discussion is the key. Hopefully, many students are actively participating and talking during the class.

Other activities required: Visiting one of broadcasting network in Korea. However, it is subject to change depending upon the availability of the visiting schedule from the network.

Tentatively, the last three days of the class could be arranged “entirely online activities” of uploading group activities presentation and the final exam. The finalization of the format in the last three days will be announced the first day of the class.

2. Prerequisites

None

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
50%	30%	0%	20%	%

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 games?
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%	0%

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 and extra. Details are to be explained in the first class.

III. Course Schedule

Day	Topics & Class Materials, Assignments
Day 1	Class Intro & Things to decide (First Day will be brief)
Day 2	Why Social Media is a Big thing? (1) : Let's think about the Internet before the Social Media & How it is different between Western Countries & Korea.
Day 3	Why Social Media is a Big thing? (2) : Network Perspective about Social Media & history
Day 4	Why K-POP is a big beneficiary of Social Media? : What makes K-POP different from its precedent ?
Day 5	Multi-label strategy : How K-POP industry has changed for last 30ish years?
Day 6	Midterm Exam
Day 7	Visit to TV station : (The exact date is subject to change, possibly switching with other day)
Day 8	Netflix World (1) : Its development, power & beyond
Day 9	Netflix World (2) : Its development, power & beyond
Day 10	Netflix World (3) : Global Top 10 Data
Day 11	Online Gaming Culture in Korea (1)

Day	Topics & Class Materials, Assignments
Day 12	Online Gaming Culture in Korea (2)
Day 13	Final Exam
Day 14	Final Exam Explained / Team Project Day
Day 15	Final Project 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.