Date: 5 February 2013
To: Scott Chandler, Chair, General Education Governance Committee
A265 Murphy Hall, CAMPUS 157101
Attention: Myrna Dee F. Castillo, Program Representative
From: William M. Bodiford, Chair, ALC

RE: Korean 40 Introduction to Korean Popular Culture

Dear Professor Chandler,

The Department of Asian Languages and Cultures proposes below the assignment of GE status to a newly developed course, "Introduction to Korean Popular Culture" (Korean 40). Within the department, Korean 40 will provide a gateway course, along with Korean 50, for Korean majors, and will complement already-existing lower-division courses on Japanese and Chinese culture. The course also responds to a growing worldwide interest in Korean and East Asian popular culture, as well as a significantly increased interest in popular culture among academics.

Korean 40 will not only introduce a specific set of cultural artifacts but will engage students in an analysis of those artifacts in relation to social, economic, political, and cultural developments on the Korean peninsula and in East Asia more broadly. The course aims to demonstrate how relevant topics -- ranging from premodern politics (bureaucratic/monarchical political forms) and Confucian social organization to twentieth- and twenty-first-century issues of colonization, national language, post-1945 international relations, the division of the peninsula and the status of North Korea in contemporary global politics, labor migration, and international marriage among others -- appear in and are rationalized by forms of contemporary Korean popular culture. Students should come away with a sense not only of popular culture itself but also how popular culture is treated in social and academic discourse, and how it has increasingly become an entry-point into East Asian history and culture for a globalizing constituency. Given these factors, we believe that "Foundations of Society and Culture" is the most appropriate home for this course.

Thank you for your consideration.
General Education Course Information Sheet
Please submit this sheet for each proposed course

Department & Course Number
ALC / Korean 40

Course Title
Introduction to Korean Popular Culture

Indicate if Seminar and/or Writing II course
N/A

1. Check the recommended GE foundation area(s) and subgroup(s) for this course

   Foundations of the Arts and Humanities
   • Literary and Cultural Analysis
   • Philologic and Linguistic Analysis
   • Visual and Performance Arts Analysis and Practice

   Foundations of Society and Culture
   • Historical Analysis
   • Social Analysis
   X

   Foundations of Scientific Inquiry
   • Physical Science
     With Laboratory or Demonstration Component must be 5 units (or more)
   • Life Science
     With Laboratory or Demonstration Component must be 5 units (or more)

2. Briefly describe the rationale for assignment to foundation area(s) and subgroup(s) chosen.

   While the object of study is primarily visual culture, the analysis of these examples (film, t.v.,
   music, etc.) is placed in relation to socioeconomic and political developments in Korea. The
   methodology is thus one of social analysis, demonstrating how topics such as premodern politics
   (monarchy/bureaucracy), colonial rule, national language, international/regional political relations,
   national division (North Korea/South Korea), labor migration, international marriage, and other
   issues appear in and are rationalized by forms of contemporary Korean popular culture.

3. "List faculty member(s) who will serve as instructor (give academic rank):
   Christopher Hanscom (Assistant Professor, ALC)"

   Do you intend to use graduate student instructors (TAs) in this course? Yes x No
   If yes, please indicate the number of TAs 2-3

4. Indicate when do you anticipate teaching this course over the next three years:

   2013-2014 Fall x Winter Enrollment 100 Spring
   2014-2015 Fall x Winter Enrollment 100 Spring
   2015-2016 Fall x Winter Enrollment 100 Spring

5. GE Course Units

   Is this an existing course that has been modified for inclusion in the new GE? Yes ___ No x
   If yes, provide a brief explanation of what has changed.

   Present Number of Units: _____ Proposed Number of Units: 4
6. Please present concise arguments for the GE principles applicable to this course.

- **General Knowledge**: The course expands knowledge of a particular and important world region and links it to contemporary developments globally.

- **Integrative Learning**: The course will help students draw connections across curricula in its focus on a particular cultural phenomenon from a variety of disciplinary viewpoints, and by encouraging critical cultural analysis and writing skills that are transferrable to other classes.

- **Ethical Implications**: The course raises a variety of ethical questions—including questions of historical responsibility, race relations, and global citizenship—by connecting each instance of popular culture with a particular historical context.

- **Cultural Diversity**: The course encourages consideration of cultural diversity not only in expanding students' knowledge of an important world region but also in seeking out diversity in that (often homogenized) region.

- **Critical Thinking**: The course is structured to demand critical thinking from the students, in terms of both written assignments and in-class participation/presentations.

- **Rhetorical Effectiveness**: The course requires structured oral presentations from each student.

- **Problem-solving**: 

- **Library & Information Literacy**: The course includes a strong focus on writing and encourages students to parse a diversity of information and sources and to draw conclusions from these sources.

### (A) STUDENT CONTACT PER WEEK (if not applicable write N/A)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lecture:</td>
<td>3</td>
</tr>
<tr>
<td>2. Discussion Section:</td>
<td>1</td>
</tr>
<tr>
<td>3. Labs:</td>
<td>N/A</td>
</tr>
<tr>
<td>4. Experiential (service learning, internships, other):</td>
<td>N/A</td>
</tr>
<tr>
<td>5. Field Trips:</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**TOTAL Student Contact Per Week**: 4 (HOURS)

### (B) OUT-OF-CLASS HOURS PER WEEK (if not applicable write N/A)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Review &amp; Preparation:</td>
<td>4</td>
</tr>
<tr>
<td>2. Reading:</td>
<td>5</td>
</tr>
<tr>
<td>3. Group Projects:</td>
<td>N/A</td>
</tr>
<tr>
<td>4. Preparation for Quizzes &amp; Exams:</td>
<td>N/A</td>
</tr>
<tr>
<td>5. Information Literacy Exercises:</td>
<td>N/A</td>
</tr>
<tr>
<td>6. Written Assignments:</td>
<td>3</td>
</tr>
<tr>
<td>7. Research Activity:</td>
<td>1</td>
</tr>
</tbody>
</table>

**TOTAL Out-of-class time per week**: 13 (HOURS)

**GRAND TOTAL (A) + (B) must equal at least 15 hours/week**: 17 (HOURS)
Korean 40
Introduction to Korean Popular Culture
Term/Year

Instructor: Email:
Lecture: Room:
Discussion sections: Room:

Course description

This course offers an introduction to Korean popular culture, with a particular focus on
the representative regional phenomenon of hallyu or the "Korean Wave." While concepts that
theorize multilateral transnational flows of culture and the relationship between cultural and
sociopolitical power will provide an important framework for the course, we will focus in large
part on the individual examples of popular culture that we encounter—from film, television,
music, and literary works—and through our analysis will try to understand each as an example of
the larger movement of culture across national borders from contexts of production to contexts of
reception. Focusing on how popular culture represents (rather than reflects) social reality, we will
analyze the imagination, construction, and critique of (trans-)national identity and cultural
tradition across these art forms. No Korean language ability is required; no background
knowledge in Korean history or culture is assumed; all films and dramas are subtitled in English,
and literary and other texts will also be provided in translation. Students should come away with
a sense both of the development of Korean popular culture and its relationship with aspects of
politics and society.

Course Format

Students will view media outside of class as part of the weekly assignments. Tuesday
lectures will focus primarily on readings, while Thursday lectures will focus on presentation and
analysis of media.

Course Requirements

Class Participation: 20% of final grade
   Class participants will first of all be expected to complete all readings, think carefully
about the topics, artworks, and writings introduced each week, and to participate fully in class
discussions.

Weekly response papers: 40% of final grade
   A total of eight weekly one-page (250-300 words) response papers based on the media,
readings and discussion questions for the week will be due via the course website at 9 p.m. the
evening prior to discussion section.

Student presentations: 20% of final grade
   Students will be expected to lead portions of discussion at least once during the term,
presenting their thoughts on one or more of the readings in conjunction with the film, drama,
music, television program or fiction assigned for that week and introducing questions for
discussion.
Dr. review: 20% of final grade
Students will select a television drama miniseries either from a list prepared by the instructor or on their own (with instructor approval), and will view the miniseries over the course of the term. Toward the end of the term students will write a 3-4 page (double-spaced) review of their drama—summarizing the plot, characterization, cast, etc.; providing critical judgment on the drama; and discussing the drama in terms of the course, answering questions such as: "How is this drama an example of popular culture?" or "How is Korea portrayed in this drama?" or "Does this example of the 'Korean Wave' work well in a non-Korean setting?" or "Is this drama comprehensible to an international audience? Why or why not?" etc. The reviews will be posted to our course website and will function as a sort of temporary database for other students' reference.

Schedule/Topics:

Wk1  What Is Popular Culture? Introduction to the Korean Wave

Reading:
- Hyejung Ju, "Glocalization of the Korean Popular Culture in East Asia: Theorizing the Korean Wave" (Ph.D. diss., Univ. of Oklahoma, 2010), 56-83.

Wk2  Transnational Collaborations in Imperial East Asia (Representations of the Nation in Popular Culture)

Viewing: Spring on the Peninsula (1941)

Reading:
- Bruce Cumings, "Eclipse: 1905-1945," in Korea's Place in the Sun, 139-184.

Other media:
- *Once Upon a Time* (2007)

RP1 due by 9 p.m.

Wk 3

**Popular Culture in Chosŏn Korea (Representations of Tradition in Popular Culture)**


Reading:

Other media:
- *Ch’unhyang* (2000)
- *Sŏp’yŏnjje* (1993)
- *Jewel in the Palace* (MBC, 2003)
- Mr. Pizza commercial

RP2 due by 9 p.m.

Wk 4

**The Languages of National and Global (Popular) Culture**

Viewing: *Please Teach Me English* (2003)

Reading:
- Gi-Wook Shin, "Between Nationalism and Globalization," in *Ethnic Nationalism in Korea*, 1-8, 204-221.

**RP3 due by 9 p.m.**

**Wk 5**

The Wave Breaking on the Archipelago—*Winter Sonata*, the Korean Wave in Japan/East Asia, and the "Anti-Korean-Wave" (Representations of Popular Culture Abroad)

Viewing: *Winter Sonata* (KBS, 2002; episodes 1-3); *Full House* (KBS2, 2004, episode 1)

Reading:
- Jung-Sun Park, “What is Hallyu, the Korean Wave” in *News and Reviews* (Asian Educational Media Service, Center for East Asian and Pacific Studies at the University of Illinois at Urbana-Champaign) Spring/Summer 2007, 3.

Other media:
- *Winter Sonata* (anime, SKY PerfeTV Japan, 2009)
- *My Name is Kim Samsoon* (MBC, 2005)

**RP4 due by 9 p.m.**
**Wk 6**

Transpacific Radio Waves: Popular Music Across East Asia and Beyond

Viewing: *Our Nation* (dir. Stephen Epstein and Timothy Tangherlini, 2002); MVs to be listed on course website

Reading:


RP5 due by 9 p.m.

**Wk 7**

Peninsular Popular: Popular Culture and the Politics of National Division


Reading:


Other media:

- Spy Meongwol (KBS, 2011)
- Welcome to Dongmakgol (2005)
- Spy Girl (2004)
- The King 2 Hearts (MBC, 2012)

RP6 due by 9 p.m.

Wk 8
Who are the People in the Popular? Multiculturalism in East Asia (I):
Transnational Migration and Foreign Labor


Reading:

- Mina Shin, "Imagining Otherness: Multiculturalism and the
  Representation of Migrant Workers in Korean Cinema," unpublished
  paper, 1-40.
- Eun Mee Kim and Jean S. Kang, "Seoul as a Global City with Ethnic
- Kim Hyung-jin, "No 'real' Chinatown in S. Korea, the result of
- Yoon Ja-won, "Ethnic Chinese face uphill battle in Korea," The Korea
  Herald (July 28, 2006).

Other media:
- Bandhobi (2009)

RP7 due by 9 p.m.

Wk 9
Who are the People in the Popular? Multiculturalism in East Asia (II):
Transnational Migration and "Golden Brides"

Viewing: The Wedding Campaign (2005); Golden Bride (SBS, 2007-2008,
episodes TBA)

Reading:
- German N. Kim, "Koryo Saram, or Koreans of the Former Soviet
- Choe Sang-hun, "Foreign Brides Challenge South Korean Prejudice,"
  International Herald Tribune (June 24, 2005).
- Norimitsu Onishi, "Korean Men Use Brokers to Find Brides in
- Norimitsu Onishi, "Wed to Strangers, Vietnamese Brides Build Korean

RP8 due by 9 p.m.
Wk 10

Reality T.V., K-Pop Schools and the New Social Mobility


Reading:

Final Project: Drama review due by 9 p.m.
New Course Proposal

Korean 40
Introduction to Korean Popular Culture

**Course Number**  Korean 40

**Title**  Introduction to Korean Popular Culture

**Short Title**  KOREAN POP CULTURE

**Units**  Fixed: 5

**Grading Basis**  Letter grade or Passed/Not Passed

**Instructional Format**  Lecture - 3 hours per week

Discussion - 1 hours per week

**TIE Code**  LECS - Lecture (Plus Supplementary Activity) [T]

**GE Requirement**  Yes

**Major or Minor Requirement**  Yes

**Requisites**  N/A

**Course Description**  Lecture, three hours; discussion, one hour. Knowledge of Korean not required. Introduction to Korean popular culture and its relationship to transnational social and political contexts. P/NP or letter grading.

**Justification**  Our department is looking to add more lower division/GE courses that can be offered during the school year or summer.

**Syllabus**  File K40 syllabus.doc was previously uploaded. You may view the file by clicking on the file name.

**Supplemental Information**  Will submit proposal to GE committee and FEC.

**Grading Structure**  Class Participation: 20% of final grade

Weekly response papers: 40% of final grade

Student presentations: 20% of final grade

Drama review: 20% of final grade

**Effective Date**  Spring  2013

**Instructor**  Name  Chris Hanscom

Title  Assistant Professor

**Quarters Taught**  
- [X] Fall
- [X] Winter
- [X] Spring

**Department**  Asian Languages and Cultures

**Contact**  Name  LINDSAY DOUNG

E-mail  ldoung@humnet.ucla.edu

**ROUTING STATUS**

**Role:** Registrar's Office

**Status:** Processing Completed

Role: Registrar's Publications Office - Hennig, Leann Jean (lhennig@registrar.ucla.edu) - 556704

**Status:** Added to SRS on 1/10/2013 3:40:38 PM

**Changes:** Description

**Comments:** Edited course description into official version.

Role: Registrar's Scheduling Office - Thomson, Douglas N (dthomson@registrar.ucla.edu) - 51441

**Status:** Added to SRS on 1/8/2013 3:16:53 PM

**Changes:** No Changes Made

**Comments:** No Comments
Role: FEC School Coordinator - Castillo, Myrna Dee Figurac (mcastillo@college.ucla.edu) - 45040
Status: Returned for Additional Info on 1/7/2013 4:25:04 PM
Changes: No Changes Made
Comments: Routing to Doug Thomson in the Registrar's Office

Role: FEC Chair or Designee - Meranze, Michael (meranze@history.ucla.edu) - 52671
Status: Approved on 1/7/2013 3:23:36 PM
Changes: No Changes Made
Comments: No Comments

Role: FEC School Coordinator - Castillo, Myrna Dee Figurac (mcastillo@college.ucla.edu) - 45040
Status: Returned for Additional Info on 1/7/2013 11:49:51 AM
Changes: No Changes Made
Comments: Routing to Michael Meranze for FEC approval

Role: Department/School Coordinator - Dooung, Lindsay Marie (ldoung@humnet.ucla.edu) - 74037
Status: Approved on 1/4/2013 2:53:57 PM
Changes: Supplemental Info
Comments: Please note that we have changed requirements to 8 response papers instead of 7. Let us know if any other changes need to be made.

Role: FEC School Coordinator - Castillo, Myrna Dee Figurac (mcastillo@college.ucla.edu) - 45040
Status: Returned for Additional Info on 12/20/2012 4:08:51 PM
Changes: No Changes Made
Comments: Routing to Lindsay. See FEC comments below.

Role: FEC Chair or Designee - Meranze, Michael (meranze@history.ucla.edu) - 52671
Status: Returned for Additional Info on 12/19/2012 9:35:38 AM
Changes: No Changes Made
Comments: Sorry to be a stickler but I am not sure how 7 response papers translates into 40% of a grade evenly. Once they clear that up I will be happy to sign off.

Role: L&S FEC Coordinator - Castillo, Myrna Dee Figurac (mcastillo@college.ucla.edu) - 45040
Status: Returned for Additional Info on 12/10/2012 10:48:13 AM
Changes: No Changes Made
Comments: Routing to Michael Meranze for FEC approval

Role: Dean College/School or Designee - Schaberg, David C (dschaberg@college.ucla.edu) - 54856, 50259
Status: Approved on 12/6/2012 5:11:58 PM
Changes: No Changes Made
Comments: No Comments

Role: FEC School Coordinator - Castillo, Myrna Dee Figurac (mcastillo@college.ucla.edu) - 45040
Status: Returned for Additional Info on 12/6/2012 4:26:06 PM
Changes: Grading Structure
Comments: Routing to Dean Schaberg for Humanities approval

Role: Department/School Coordinator - Daoung, Lindsay Marie (ldoung@humnet.ucla.edu) - 74037
Status: Approved on 11/13/2012 2:12:26 PM
Changes: No Changes Made
Comments: Approved on behalf of the Department Chair William Bodiford.

Role: FEC School Coordinator - Castillo, Myrna Dee Figurac (mcastillo@college.ucla.edu) - 45040
Status: Returned for Additional Info on 11/9/2012 3:46:32 PM
Changes: No Changes Made
Comments: Routing back to Lindsay, per request.
Role: Initiator/Submitter - Dounq, Lindsay Marie (ldoung@humnet.ucla.edu) - 74037
Status: Submitted on 11/9/2012 10:55:26 AM
Comments: Initiated a New Course Proposal