Korea and Globalization
International Summer School, 2015
University of Seoul

Instructor: Professor Hieyeon Keum
Department of International Relations, University of Seoul

Time: 1:00~3:50 PM. Class time varies according to the extracurricular activities

Place: Room 118, 21 C. Hall

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Course Description

This class is a lecture course with discussion sections, and aims at enhancing the level of understandings on the changes, characteristics, and dynamics of Korea and major issues of her culture, politics, economy, and security. Firstly this course deals with a brief history from traditional state to the present with special emphasis on division and war between the North and South Korea.

In this course, we will also study a ever fast growing and changing Korean society in the era of globalization and how Korean government and people have been trying to preserve its tradition and values while speeding up modernization and industrialization. Korea has China as its continental neighbor and Japan as an insular state, which both countries have had influenced Korea greatly on culture and modernization process.

In addition, Korea as a peninsular state also has been a place for competition and confrontation between superpowers such as the former Soviet Union and the United States. Korea is now in a process of political, economic, and social change that is reshaping how it deals with each other and with the outside world. This course also deals historically and structurally with the international relations and foreign policies of Korea in the region and the changes that it makes, in addition to what these changes mean, especially for certain key issues such as division of Korea and North Korea’s nuclear development, the rise of China and emotional animosity with Japan, etc.

Course Requirements & Evaluation:

(1) Students are required to attend all classes, complete assigned readings and assignments, and participate meaningfully in class discussions and activities. Since a large portion of the grade will depend on student participation in classroom discussions and individual presentations, it is imperative that students conduct close readings of the assigned texts. Class participation is strongly required.

(2) Students should do home works (writing essays, team projects and group presentations on various topics. All the writing assignments must be written in English. Proofreading is strongly recommended and assignments having grammatical errors or typos will have a disadvantage in points. All the writing
assignments should be turned in on time and no late submission is allowed. No email submission either.

*Writing Assignment Rule: Be careful with following directions and guidelines! Cover page is not necessary. Proofreading is strongly recommended to avoid grammatical and typographical errors. The essay having no grammatical errors will be considered a good essay.

* You can send an email. Important announcements or class materials will be posted at the web site or by emails. Visit the web site and check your emails regularly and frequently as you can to download class materials to get further information.

(3) Attendance will be checked strictly. Each absence will take 3 points off from your final points, and 6 points off in case of 2 absences. For those who make three absences, 10 points will be taken off. This means the final letter grade goes down by one letter grade scale. Anyone who skips more than four times will not pass the course. Excused absence will be considered only with the valid proof of emergency, family or personal problems, or any other urgent and reasonable reasons and circumstances.

(4) Each student is supposed to make a presentation. Students will be divided into teams. Teams will work together for making a class presentation on a topic approved by an instructor prior to getting started. Each team must meet an instructor for approval of a topic, table of contents, and structure of the work. One student will present a slide show. Students are strongly encouraged to use Prezi and students are required to prepare handouts for the classmates. Each presentation should not be longer than 30 minutes. Prezi account is free and available at http://prezi.com. Further information will be provided.

**Grading:**

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<tr>
<th>Item</th>
<th>Percentage</th>
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<tr>
<td>Final Exam</td>
<td>30%</td>
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<tr>
<td>Writing Assignment</td>
<td>20%</td>
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<tr>
<td>Team Project</td>
<td>15%</td>
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<tr>
<td>Group Presentation</td>
<td>30%</td>
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<td>Attendance and Participation</td>
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<td><strong>Total</strong></td>
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**Text**

No major textbook is required but there will be one or more readings for each class. Articles and papers will be uploaded at my website or will be distributed in class. Students are required to visit regularly the instructor's website for updating and downloading class materials. Most of the articles or papers for class will be posted at http://ndrive.naver.com. Type id (uosdoir) and password (xxxxxxx) for log in. You will see the folder name ISS 2015 and will be able to download the files. All the files will be deleted by July 15th.
Course Schedule is subject to change according to the class size and level of understanding. Further notice about the updated syllabus will be provided before class begins.

**COURSE SCHEDULE**

**Lecture 1: July 2 (Thursday): Class and Course Introduction**

Introduction of the Course
Differences between East and West (Flowers and Front/Back)

"How to make a good presentation"

Making teams for “Group Presentation and Project”
Students will be divided into groups and each group should have one or more foreign student.

Any topic would be okay if it is related to Korea’s global reach and status of Korea in the world, such as politics, economy, society, culture, tradition and religion, customs, status of women, birth rate, environment, consumer index such as Big Mac index, GINI Coefficient, Corruption, pollution, industrial development, democratization, etc.

Each presentation should not have more than 25 slides and class presentation should be no longer than 25 minutes including Q&A. Each team should discuss the topic with instructor prior to start. Each slide should not contain too much text. Be sure that the group project or presentation will be "evaluated as a team." Rather than putting separate individual works together, real teamwork and collaborative works are strongly required.

**Lecture 2: July 6 (Monday): Asia at a Glance**

Asian Culture? Asian Values?
"Asiatic Mode of Production” and “Oriental Despotism”

Power Point: East Asia: Special and Unique?
- Differences in Three Asian Countries: China, Korea, and Japan

- Video Clip: “Japan, A Strange Country”
- Video Clip: “China, A Strange Country”
- Video Clip: “Plastic Surgery in Korea, Strange Country”

**Lecture 3: July 7 (Tuesday): East Asian Order**

East Asian Order: Tributary and Suzerainty
China and Japan on Korean Peninsula
Korea, China and Japan during the Industrialization
Read the following articles with a news clip on “Asian Values.” There will be a team discussion on the topic tomorrow. Each team will choose either “He deserves it” or “It is too cruel.”

**In Class Discussion on “Asian Values”: Human Rights or Social Order**

Readings;

1. “American Teen-ager lashed in Singapore arrives home”
2. Summary note, “Asian Values”

- **Writing Assignment 1:** “How did the West see Asia, and how did Asia see the world in the 18th and the 19th century? Why did the Asian countries remain underdeveloped until the late 19th century? What were the Western strength and Asian weakness? Length: 500 words, Due: July 13th, Monday. Proofreading is strongly required.

- **Team project 2:** Try (a) Bizarre Korean Food (s)

Watch the rest of “Bizarre Foods of Korean Series 1 to 5. Try one of these Korean foods (or any other Korean foods) and submit a proof shot (s). PICS or never happened! Each group should upload 5 photos on N Drive in each groups folder.

- **Team project 3:** Each group will have a group project on “Globalization of Korean Cuisine.” Each group makes a 90 second commercial on one Korean food. The video clip should contain audio recording of the script. The instructor must approve the subject and food selection of the commercial before getting started and each group will show the project in the class on July 14th, Tuesday.

Readings below might help.

2. Listverse, “15 Most Unusual Korean Foods”

**Lecture 4: July 13 (Monday): Globalization**

Globalization: Definition and Concepts
Restructuring a New Global Order

Watching Videos:
“What is Globalization”
“Pros and Cons of Globalization”
“Globalization Explained (by Explanity)”

**Lecture 5: July 14 (Tuesday): Globalization**

Globalization: Past, Present and the Future (Prezi Slides)
Political, Economic Dimensions of Globalization

Prejudices and Bias of Korea (or Korean)?

**Writing Assignment 2:** "What are the other ‘TWO’ misperceptions”

Read “Ten Misperceptions of Koreans and fill in the 8th and 9th misperception. Korean students should pick up either China or Japan and write at least 3 misperceptions.

1. Entertainment, Korea, “Top 10 Misperceptions of Koreans”
2. 10 Korean Customs to Know before you visit Korea
3. Things you may not know about Korea
4. 10 Korean Customs to know before you visit Korea
5. “10 Things South Korea Does Better than Anywhere Else”

**Assignment for tomorrow’s class discussion:** Please think about the facilitating factors for a rapid and dynamic economic, political, and political development for class discussion tomorrow. Each students are required to find out one or two the most important factors such as cultural and social elements, security and political leadership in addition to security environment, etc.

Remember! All students MUST talk!

**Lecture 6: July 16 (Thursday): “Understanding Korea”**

“Understanding Korea”
Lecture on Brief History and Culture of Korea (PPT)
“Backgrounds for Asian and Korean Miracle”

History and World View of Korea
“Shrimp between Whales”

Watch Videos:

* **Writing Assignment 3:** Read the newspaper clip, “Beauty through the scalpel-Plastic Surgery in Korea” and write an article with your own argument. Do you think the plastic surgery is necessary? Is it a “unique social symptom” of Korea? What about the other countries? Length: 500 words. Due: July 20, Monday. Proof reading is strongly required.

**Lecture 7: July 17 (Friday): Globalization of Korea**

Globalization of Korea
Soft Power of Korea

**Writing Assignment 4:** Read the following articles and write an essay on "What are the benefits of globalization of Korea, and what is your argument against globalization of Korea? Length: 500 words, Due: July 22, Wednesday.

**Readings;**

1. “Globalization in Asia: Getting the Breeze Without the Bugs”
2. “Globalization in Korea: Dream and Reality”
3. “South Korea’s Globalization Drive”

**Lecture 8: July 20 (Monday): Understanding of Korean Film**

Watch a Korean Movie: "봄 여름 가을 겨울, 그리고 봄" (2003).

* **Writing Assignment 5:** What is the message the director wants to deliver? Do you find any differences in religious credos or beliefs between Korean Buddhism and Western or (your own version of Buddhism) in terms of life and after life? Length: 600 words. Due: July 22, Wednesday

* **Team Project 3:** Read the CNN’s “10 Things South Korea Does Better than Anywhere Else” and write “Ten things you like in Korea and 10 things you do not like in Korea.” Length: 1,000 words. Due: July 27, Monday.

**SPECIAL BONUS: 2 EXTRA POINTS TO YOUR FINAL GRADE**

EXPLORING “JJIMZILBANG” (KOREAN BATHHOUSE). TEAMS OR INDIVIDUAL PICS ARE REQUIRED FOR PROOF OF ‘EXPLORATION’

Reading a newspaper article before you go.


**Lecture 9: July 21 (Tuesday): "Korea in Globalizing Era"**
Watch Videos:
“Delicious Invasion-A New Wave of Korean Food in New York”
“I Want Gangnam Style Face: South Korea’s Bizarre Surgery Trend”
“Smart City-Seoul, Korea”
“South Korea: A Nation to Watch”

**Lecture 10: July 22 (Wednesday): “Korean Wave”**

Hallyu (韩流, Korean Wave)
Success Story about K-POP

Readings:
1. Xiaowei Huang, “Korean Wave’-The Popular Culture, Comes as Both Cultural and Economic Imperialism in the East Asia”
2. Gunjoo Jang, Won K. Baik, “Korean Wave as Tool for Korea’s New Cultural Diplomacy”
3. Dal Yong Jin, “Hallyu 2.0: The New Korean Wave in the Creative Industry”
5. Washington Post, “Chinese Officials Debate Why China Can’t Make a Soap Opera as Good as South Korea’s”

**Writing Assignment 4:** What are differences between Korea and the others in terms of cultural and traditional characteristics which are the secrets of success stories of “Korean Wave”? Compare Korea with any other country, or your own country. Length: 500 words, Due: July 24, Friday

Readings:

- The New York Times, ”Korean Pop Machine, Running on Innocence Hair Gel”

**Lecture 11: July 23 (Thursday): “Korean Peninsula, Another Flash Point”**

Lecture: “Inter-Korea Relations under Park Geun Hye and Kim Jung Eun”

**Lecture 12: July 24 (Friday):**
* **Group Presentation I** (Team 1-3)

Any topic would be okay if it is related to Korea’s global reach and status of Korea in the world, such as politics, economy, society, culture, tradition and religion, customs, status of women, birth rate, environment, consumer index such as Big Mac index, GINI Coefficient, Corruption, pollution, industrial development, democratization, etc.

Each presentation should have more than 25 slides and class presentation should be no longer than 25 minutes including Q&A. Each team should discuss the topic with instructor prior to start.

**July 26 (Sunday): K-POP on the Spot**

- Visiting SBS (Seoul Broadcasting System) or KBS Studio to watch the K-POP Show: “How the Korean K-Pop Music Shows are made.” Further information will be provided.

* Due to limited seat available for the audiences, students who go to the show should write a paper on your impression of the show. Length: 400 words, Due: July 29, Friday

* **Optional Korean Cuisine Tour**: Optional but “You’d better go!”

Those who do not go to the show also are welcome to join the dinner. Time and place will be notified. RSVP is requested and must sign up by July 24, Friday

**Lecture 13: July 27 (Monday):**

* **Group Presentation II** (Team 4-6)

**Lecture 14: July 28 (Thursday):**

* **Group Presentation III** (Team 7-9)

**Lecture 15: July 29 (Wednesday): Final Exam**

2 hours.

- The exams will consist of two parts, short identifications and essay questions. Review questions will be provided prior to the examinations. No makeup exams will be given.