

KOR 4060 UA: Media and Public Culture

(<https://gatech.instructure.com/courses/146596>)

Course Meeting Time

May 11, 2020 - June 12, 2020 in an asynchronous format (no set time that you must be logged into the online course)

Instructor Information

Instructor

Seung-Eun Chang

Email

schang323@gatech.edu

Office Hour

Anytime through email

General Information

Course Description

KOR 4060 UA is designed to help students develop their professional language skills and to deepen their knowledge and understanding of contemporary Korean society and culture through the analysis of authentic Korean media resources. Students will strengthen their critical/analytic thinking abilities as well as rhetoric proficiency by studying documentaries, drama clips, commercials, TV variety shows, music, film, TV news programs, and internet news articles. Class activities include discussions, small group case study, and media resource analysis as well as lecture videos. Students will also practice formulating and expressing their thoughts and opinions into an organized report and will gain exposure to different perspective on various topics including historical backgrounds and current social issues in Korea.

Student Learning Outcomes

Upon completion of this course, students will have developed:

- further knowledge about Korean culture and current issues
- skills to comprehend, analyze, and critique reading and listening materials
- the ability to understand and critically review different views and interpretations
- skills to express their opinions and ideas by using professional-level vocabulary, grammatical accuracy, and formal expressions.

Course Materials

- GT Canvas: <https://gatech.instructure.com/courses/146596>
- Digital Archive of Media for Korean Culture: <https://pwp.gatech.edu/koreanmedia/>

Course Topics

- Unit 1: Hurry! Hurry! (Is this a bus or rollercoaster?)
- Unit 2: Lookism, Surgery, & K-Beauty
- Unit 3: Single culture (Eat alone, Drink alone, Live alone!) & Aging Society to Aged Society
- Unit 4: Hierarchy / Army culture (Wait.. Am I in the army now?) & Neologism
- Unit 5: Social Comparison & Schadenfreude
- Unit 6: Educational enthusiasm (21st 맹모삼천, 孟母三遷)

Course Requirements & Grading

- (1) Discussion (20%):** Students debate regarding the given topics.
- (2) Small group case study activities (20%):** Students choose new sub-topics and collect media resources for the given topics.
- (3) Individual assignments (40%):** Students discuss their own thoughts and opinions for the given questions.
- (4) Final project (1) (20%):** Students will choose one among three options: (i) 30 sec. explainer video, (ii) 1 min. public advertisement, or (iii) 3 min. mini documentary

Grading Scale

Your final grade will be assigned as a letter grade according to the following scale:

A	90-100%	C	70-79%	F	0-59%
B	80-89%	D	60-69%		

Course Expectations & Guidelines

Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/> or <http://www.catalog.gatech.edu/rules/18/>. Any student suspected of **cheating or plagiarizing on a discussion, small group activities, or assignment** will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible in order to set up a time to discuss your learning needs.

Extensions, Late Assignments, & Re-Scheduled/Missed Exams

Students who are absent because of participation in approved Institute activities (such as field trips, professional conferences, and athletic events) will be permitted to make up the work missed during their absences. Approval of such activities will be granted by the Student Academic and Financial Affairs Committee of the Academic Senate, and statements of the approved absence may be obtained from the Office of the Registrar.

Student-Faculty Expectations Agreement

At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. See <http://www.catalog.gatech.edu/rules/22/> for an articulation of some basic expectation that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

Honor Code

The Academic Honor Code is a student initiative that became an official Institute policy in 1996. The objective of the Academic Honor Code is to increase academic integrity and strengthen trust in the Georgia Tech community. All students are required to sign an agreement acknowledging their awareness of the Academic Honor Code. They are strongly encouraged to seek a full understanding of their instructors' expectations regarding academic honor. <http://catalog.gatech.edu/rules/18/>
Code of Conduct: <http://catalog.gatech.edu/rules/19/>

Weekly schedule

(i) preview the lesson with individual assignment ↔ (ii) self-study with lecture note ↔ (iii) discussion with others ↔ (iv) wrap-up the lesson with individual assignment

Class Schedule

Week 1 5/11-5/15	Topic	0. Media and Culture / 1. Hurry Hurry Culture!
	Learning Activities & Assignment Due	5/11 (Mon): Lecture Note: Unit 0 & Individual Assignment #0 5/13 (Wed): Individual Assignment (Preview) #1 & Lecture Note: Unit 1 5/15 (Fri): Discussion #1 & Individual Assignment (Review) #1
Week 2: 5/18-5/22	Topic	2. Lookism
	Learning Activities & Assignment Due	5/18 (Mon): Individual Assignment (Preview) #2 & Lecture Note: Unit 2 5/20 (Wed): Small group case study #1 5/22 (Fri): Discussion #2 & Individual Assignment (Review) #2
Week 3: 5/25-5/29	Topic	3. Single Culture / 4. Hierarchy Matters
	Learning Activities & Assignment Due	5/25 (Mon): Individual Assignment (Preview) #3 & Lecture Note: Unit 3 & 4 5/27 (Wed): Final Project Draft 5/29 (Fri): Discussion #3 & Individual Assignment (Review) #3
Week 4: 6/1-6/5	Topic	5. Social Comparison
	Learning Activities & Assignment Due	6/1 (Mon): Individual Assignment (Preview) #4 & Lecture Note: Unit 5 6/3 (Wed): Small group case study #2 6/5 (Fri): Discussion #4 & Individual Assignment #4
Week 5: 6/8-6/12	Topic	6. Educational Zeal
	Learning Activities & Assignment Due	6/8 (Mon): Individual Assignment (Preview) #5 & Lecture Note: Unit 6 6/10 (Wed): Discussion #5 & Individual Assignment #5 6/12 (Fri): Final Project