

COMM 421 Global Media and K-Culture

Loyola University Chicago, Summer 2019 (May 20-June 1, Seoul, South Korea)

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COURSE DESCRIPTION

This is a two-week course held in Seoul, South Korea, and where students will become immersed in Korean culture through group outings to cultural, historical, and public places, including cafes to sample local cuisine. Guest speakers and site visits will provide a first-hand look at where and how strategic communicators work in other countries and real-world examples of the projects and campaigns they do and the issues they face. Readings, case studies, and discussions of the cultural, social, national, and business factors that affect international strategic communication will be part of the course. Assignments, including a paper and reflection, due after returning home will culminate learning.

Learning Objectives

- Develop deeper sensitivities and understanding of the Korean culture, economy, and social structures, and South Korea's place in the world.
- Become familiar with strategic communication and media practices in South Korea.
- Develop knowledge of current issues and opportunities practitioners face when involved in developing local and global strategic communication.
- Learn to apply real life experiences when solving communication tasks in another country.

Prerequisite

Graduate and upper-level undergraduate student standings.

Suggested Sources and Readings

Kim, D., & Kim, M. S. (Eds.). (2011). *Hallyu: Influence of Korean popular culture in Asia and beyond*. Seoul National University Press.

Kim, Y. (Ed.). (2013). *The Korean wave: Korean media go global*. New York: Routledge.

Lee, C. Y. (2012). Korean culture and its influence on business practice in South Korea. *The Journal of International Management Studies*, 7(2), 184-191.

Marinescu, V. (Ed.). (2014). *The Global Impact of South Korean Popular Culture: Hallyu Unbound*. Lanham, MD: Lexington Books.

MarketLine. (2018). *Macroeconomic outlook report: South Korea*.

COURSE FORMAT

This course will require students to prepare readings and assignments and meet once or twice with the instructor as needed prior to traveling. While in South Korea, class will meet for two weeks (May 20 – June 1) with onsite visits to businesses and cultural institutions. Final assignments and projects will be due two weeks after returning to the USA (June 17).

ASSIGNMENTS AND GRADING

Grading Criteria

- Learning question/topic and two sources: 15 points
- Attendance and participation at pre-travel activities and meetings: 5 points
- Attendance and participation at activities and class meetings during travel: 20 points
- Final Report: 50 points
- Travel reflection: 10 points

Grading Scale

100-95% = A	89-87% = B+	79-77% = C+	69-67% = D+
94-90% = A-	86-83% = B	76-73% = C	66-63% = D
	82-80% = B-	72-70% = C-	62-60% = D
			59% > = F

LEARNING QUESTION/TOPIC AND SOURCES

Due Wednesday, May 15, 11:55 pm

Based on your interests and area of study, propose a learning question/topic for a final paper and to give you focus on the trip. Describe your intentions and what you will be looking for and how the subject may apply to your career or area of practice. Topic ideas could include, but are not limited to, K-culture, celebrity culture, tech culture/use, food and drink, consumers or demographic trends, branding, advertising, public relations, social media, media industries, strategy, and creative.

Provide a description of a few paragraphs (400 words) of the subject and what you will be watching for or pursuing (e.g., visiting markets or video cafes, interviewing practitioners) while in South Korea. Include two sources that you found to base your ideas on and that can be part of your personal “course reading list.” Enter paper on Sakai.

PAPER

Due Monday, June 17, 11:55 pm

Students will write a paper on their selected topic. Content needs to be original and based on observations, experiences, contacts, and learnings gained while visiting South Korea, as well as self-directed readings, discussions, and basic research before and after the immersion trip. The paper should demonstrate how the student has been involved with, synthesized, understood, and considered applications of the course material and events. Provide examples, visuals, and descriptions from your trip and include at least two sources.

Paper should use business writing style (as learned in previous GSC courses, AP style), unless discussed with the instructor. Paper should be 6-8 pages long, including title page, images, and reference page. Submit the paper on Sakai. Below is the grading rubric for the paper.

Final Paper Characteristics	Possible	Score
Paper includes rich description and insight of the topic.	10	
Paper includes examples from travel – in writing and visuals – to bring the topic to life.	5	
Student captured visuals from trip and incorporated them into the paper.	5	
Student identified how topic may be relevant to practitioners.	10	
Paper incorporates at least two sources; in-text citations are used where appropriate.	10	
Writing has no grammar or spelling problems.	5	
Student followed directions; material was provided on time in proper format – includes title and reference pages; there were no problems with this assignment.	5	
Total Points (50 Points Possible)		

REFLECTION

Due Monday, June 17, 11:55 pm

Submit a reflection on your experience. Reflection is a process that encourages you to look deeper into your experiences and arrive at a more insightful understanding of your encounters. An excellent reflection should be one where there is intense thought that goes beyond initial reactions. The highest

level of reflection is where you become aware of why you are thinking what you do and challenge your assumptions, imagine alternatives, and identify areas for change or improvement.

Write a paper (2 – 3 pages long, professional style - single space with headings/subheads) that reflects on 4 of the 7 following questions. Give examples in your responses. Clearly identify the questions you are considering. Give your paper a title! The grading rubric is below. Submit your paper on Sakai.

- What were your preconceptions before travel? Scared, excited, hesitant? And, how did you overcome any apprehensions?
- What surprised or impressed you the most about the adventure? And why?
- Have you changed your perceptions or ideas of Korea, industry, yourself, or something else?
- Is there something new you have discovered about industry, culture, yourself, or something else?
- Did you accomplish your goals or make new ones? Explain.
- How has the adventure transformed you and helped you to grow personally? Or change your opinions, behaviors, or interests?
- How may you use your learning and experience in the future for school, career, and life?

Reflection Paper	Points Possible	Score
Paper includes a title.	1	
Responses are thoughtful, relevant, and insightful.	2	
Writing uses specific examples and rich details.	1	
Paper contains correct spelling and grammar.	1	
Four prompts are addressed.	4	
Student followed directions, there were no problems, and paper was posted to Sakai on time.	1	
Total Points (10 Points Possible)		

Important Dates (Detailed itinerary will be provided closer to travel)

May 6 through May 17 (or before) – Preparation

- Students will need to prepare with readings and an assignment before traveling to South Korea.
- Students should be available to meet once or twice as needed with the instructor during this period or before to plan their learning question/topic. Specific days and times will be arranged.

Saturday, May 18 – Probable Travel from Chicago to Seoul

- Students to arrive at O'Hare International Airport (ORD) on their own.
- Group (students may want to coordinate taking the same flight) travel from Chicago (ORD) to Seoul, South Korea, Incheon International Airport (ICN).

Monday, May 20 (early morning) – Arrive Seoul, South Korea

- Group arrives in Seoul, South Korea, Incheon International Airport (ICN).
- Once students clear customs and immigration, the group will be transported to the dorm by pre-arranged transportation. (Anyone not traveling with the group will need to arrange their own pickup/transportation.)
- Dorm check-in.

Monday, May 20 – Classes start and meet Monday through Friday

- Classes will meet at Ewha University in a designated classroom.
- Welcome dinner celebration at a local restaurant.
- Guest speakers and site visits to local businesses and cultural institutions will be scheduled.

Saturday, May 25 – Sunday, May 26 – Weekend Free to Explore

- Make your own arrangements to travel to locations further afield, such as Juju Island, or stay and explore Seoul and nearby sites.

Friday, May 31 – Last day of classes

- Last day of classes.
- Farewell dinner celebration at a local restaurant.

Saturday, June 1 – Leave Seoul

- Dorm check-out.
- Group will be picked up and transported to Incheon International Airport (ICN) by a pre-arranged service.
- Air travel from Seoul (ICN) to Chicago (ORD). (Anyone not traveling with the group will need to arrange their own transportation.)
- Arrive in Chicago (ORD) in the evening.

Monday, June 17, 11:55 – Last day to turn in assignments

- Last day to turn in paper and reflection assignment on Sakai to complete and earn credit for the course.