



Korean Wave and Soft Power

Course Code	200.202		
Class Times	Mon/Wed/Thu 13:00-16:00	Classroom	TBA
Equivalent Year Level		Course Credit	3
Instructor	Geun, Lee	Sessions	
Office	Bld.140-1, Rm. 604	Email	gnlee@snu.ac.kr

□ Instructor's Profile



Geun Lee

Professor, Graduate School of International Studies, Seoul National University

Geun Lee is Professor of International Relations at the Graduate School of International Studies, Seoul National University, and former Dean of Office of International Affairs, Seoul National University. He is also former Chair of the Global Agenda Council on the Future of Korea of World Economic Forum, and currently a member of Global Future Council of World Economic Forum. His publications include “The Clash of Soft Power between China and Japan,” “Inter-Korean Relations and the US policy for Northeast Asia: A Theoretical Review and Policy Recommendations,” “A Theory of Soft Power and Korea’s Soft Power Policy,” “A Soft Power Approach to the Korean Wave,” “The Nexus between Korea’s Regional Security Options and Domestic Politics,” “US Global Defense Posture Review and its Implications on US-Korea” and co-authored *The Environmental Dimension of Asian Security*. He received his B.A. in political science from Seoul National University, and M.A. and PhD in political science from the University of Wisconsin at Madison, U.S.

Education

Ph.D. in political science, University of Wisconsin at Madison, U.S.
M.A. in political science, University of Wisconsin at Madison, U.S.
B.A. in political science, Seoul National University

Expertise

International Politics of Northeast Asia, Inter-Korean Relations, Soft Power

□ Course Information



Course Description	This is an introductory course to the political economy of the Korean Wave from the perspective of Soft Power. During the course, students will read basic materials relating to theories of soft power, history and geography of the Korean Wave, and also to various aspects of the Korean Wave. This course aims at exploring the reasons why the Korean Wave has become so popular in the Asian region (and possibly beyond the region), and examines both positive and negative political, cultural and economic implications of the Korean Wave. The lectures will use many visual and audio materials.
Course Evaluation	The final evaluation will reflect the following: class participation (30%), one mid-term exam (35%), and one final exam (35%). If a student misses the class more than twice or late for the class more than 4 times without (prior) due excuses, he or she may fail the course.
Course Materials	Course Packet
Class Policy	Students should read all the reading materials for the class discussion. (The lectures will not summarize the reading materials).
Etc. (e.g. Guidelines)	

□ Course Schedule

Week 1: Introduction

Week 2: What is Soft Power? (1)

Joseph Nye, *Soft Power: The Means to Succeed in World Politics* (New York: Public Affairs, 2004)

Geun Lee, "A Theory of Soft Power and Korea's Soft Power Strategy," *Korean Journal of Defense Analysis*, 2009

Week 3: What is Soft Power? (2)

William McNeill, *Keeping Together in Time: Dance and Drill in Human History* (Harvard University Press, 1995)

Steven Mithen, "Making Music Together," in *The Singing Neanderthals* (Harvard University Press, 2006)

Week 4: Monitor Society and the Power of Celebrities



Lecture and Documentary

Week 5: History of the Korean Wave

Mark Ravina, Conceptualizing the Korean Wave, *Southeast Review of Asian Studies*, Volume 31 (2009), pp. 3-9

Doobo Shim, "Waxing the Korean Wave," *Asia Research Institute Working Paper Series* No.158, (2011), pp. 1-21

Brian Yecies and Ae-Gyung Shim, "Contemporary Korean Cinema: Challenges And The Transformation of 'PLANET HALLYUWOOD'" *ACTA KOREANA*, VOL. 14, NO. 1, JUNE 2011: 1-15

Hilary V. Finchum-Sung, "Image Is Everything: Re-imaging Traditional Music in the Era of the Korean Wave," *Southeast Review of Asian Studies* Volume 31 (2009), pp. 39-55

Week 6: Geography of the Korean Wave (1): Is the Korean Wave Imperialisitic?

Lara Farrar, 'Korean Wave' of pop culture sweeps across Asia, CNN, December 31, 2010, http://articles.cnn.com/2010-12-31/world/korea.entertainment_1_korean-wave-exports-content?s=PM:WORLD

Xiaowei Huang, 'Korean Wave' — The Popular Culture, Comes as Both Cultural and Economic Imperialism in the East Asia, *Asian Social Science*, Vol. 5, No. 8 (August 2009), pp. 123-130

Cho Hae-Joang, Reading the "Korean Wave" as a Sign of Global Shift, *Modernity, Popular Culture and East-West Identity Formation: A Discourse Analysis of the Korean Wave* (2002).

Week 7: Geography of the Korean Wave (2): Japan

Toru Hanaki, Arvind Singhal, Min Wha Han, Do Kyun Kim and Ketan Chitnis, "HANRYU SWEEPS EAST ASIA - How Winter Sonata is Gripping Japan," *The International Communication Gazette*, (2007), pp 281-294

Justin McCurry, Girls' Generation lead K-pop invasion of Japan, *The Guardian*, September 30, 2011, <http://www.guardian.co.uk/world/2011/sep/30/japanese-pop-girls-generation>

Patrick St. Michel, How Korean Pop Conquered Japan, *The Atlantic*, September 13, 2011, <http://www.theatlantic.com/entertainment/archive/2011/09/how-korean-pop-conquered-japan/244712/>

Soobum Lee and Hyejung Ju, "Korean Television Dramas in Japan: Imagining "East Asianness" and Consuming "Nostalgia"" *Asian Women* 2010 Vol.26 No.2 pp.77-105

Hayashi Kaori and Eun-Jeung Lee, "The Potential of Fandom and the Limits of Soft Power: Media Representations on the Popularity of a Korean Melodrama in Japan," *Social Science Japan Journal* Vol. 10, No. 2, 2007, published online November 15, 2007, pp 197-216

Week 8: Mid-term Exam



Week 9: Geography of the Korean Wave (3) : China, Taiwan, Singapore

Shuling Huang, 'Korean Celeb Face Match' That Seeks Similar Korean Stars Ranks Top in Free Photo Application in China, *Marketwatch, The Wall Street Journal*, March 15, 2012, <http://www.marketwatch.com/story/korean-celeb-face-match-that-seeks-similar-korean-stars-ranks-top-in-free-photo-application-in-china-2012-03-15>

Shuling Huang, "Nation-branding and transnational consumption: Japan-mania and the Korean wave in Taiwan," *Media, Culture & Society*, 33(1), (2011), pp 3–18

Kim Hyun Mee, "Korean TV Dramas in Taiwan: With an Emphasis on the Localization Process," *Korea Journal* / Winter 2005, pp. 183-205

Sung, Sang-Yeon, "Constructing a New Image. Hallyu in Taiwan," *European Journal of East Asian Studies*, Volume 9, Number 1, 2010, pp. 25-45

Francis Bacon Ye Chen, "The Causes of the "Korean Wave" in China," *Conference Proceedings*, (2008), pp. 103-109

Kelly Fu and Liew Kai Khiun, "Pop culture bridges Korea and Singapore," *The Korea Herald*, March 4, 2008 pp. 11

Week 10: Geography of the Korean Wave (4): Other Regions

Eun-Young Jung, "Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States," *Southeast Review of Asian Studies*, Volume 31 (2009), pp. 69–80

Documentary

Week 11: Business and Economics of the Korean Wave

Ahn Shin-Hyun, "Girls' Generation and the New Korean Wave," *SERI Quarterly* Vol.4 No.4 October 2011, pp. 80-86

Sangkyun Kim, Philip Long, Mike Robinson, "Small Screen, Big Tourism: The Role of Popular Korean Television Dramas in South Korean Tourism," *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 2009, pp. 308-333

Samuel Seongseop Kim, Heesung Lee, Kye-Sung Chon, "Segmentation of Different Types of Hallyu Tourists Using a Multinomial Model and Its Marketing Implications," *Journal of Hospitality & Tourism Research* August 2010 vol. 34 no. 3 341-363

Judy Park, "The Aesthetic Style of Korean Singers in Japan: A Review of Hallyu from the Perspective of Fashion," *International Journal of Business and Social Science*, Vol. 2 No. 19 [Special Issue - October 2011]

"Korean pop culture beneficial to business: poll," *The Korea Herald*, March 7, 2012, <http://www.koreaherald.com/national/Detail.jsp?newsMLId=20120307000951>

Week 12: Domestic Politics of the Korean Wave



Hye Ryoung Ok, "The Politics of the Korean Blockbuster," *Transnationalism and Film Genres in East Asian Cinema*, Dong Hoon Kim, editor, *Spectator* 29:2 (Fall 2009): 37-47.

Week 13: International Politics of the Korean Wave

Jeongsuk Joo "Transnationalization of Korean Popular Culture and the Rise of "Pop Nationalism" in Korea," *The Journal of Popular Culture*, Vol.44 No.3, (2011), pp. 489-504

Geun Lee, "A Soft Power Approach to the Korean Wave," *The Review of the Korean Studies*, Vol. 12, No. 2 (June 2009), pp. 123-137

Week 14: The Future of the Korean Wave and Korea's Soft Power

Woongjae Ryoo, "Globalization, or the logic of cultural hybridization: the case of the Korean wave," *Asian Journal of Communication*, Volume 19, Issue 2, 2009, pp. 137-151

Gyu-Chan Jeon, "Realizing the Korean Wave into an Asiatic Cultural Flow," *Korean journal of broadcasting*, (2005), pp. 66-87

Jim Dator and Yongseok Seo, "Korea as the Wave of a Future: The Emerging Dream Society of Icons and Aesthetic Experience," *Journal of Futures Studies*, August 2004, 9(1): 31 - 44

Week 15: Final Exam