Korean Wave and Soft Power

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<tr>
<th>Course Code</th>
<th>200.202</th>
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<tr>
<td>Class Times</td>
<td>Mon/Wed/Thu 13:00-16:00</td>
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<tr>
<td>Classroom</td>
<td>TBA</td>
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<td>Equivalent Year Level</td>
<td>Course Credit</td>
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<td>Instructor</td>
<td>Geun, Lee</td>
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<td>Office</td>
<td>Bld.140-1, Rm. 604</td>
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<td>Email</td>
<td><a href="mailto:gnlee@snu.ac.kr">gnlee@snu.ac.kr</a></td>
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**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)


#### Week 3: What is Soft Power? (2)


#### Week 4: Monitor Society and the Power of Celebrities
Week 5: History of the Korean Wave

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


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


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


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


Week 8: Mid-term Exam
**Week 9: Geography of the Korean Wave (3) : China, Taiwan, Singapore**


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**


**Week 11: Business and Economics of the Korean Wave**


**Week 12: Domestic Politics of the Korean Wave**

**Week 13: International Politics of the Korean Wave**


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


**Week 15: Final Exam**