

Course Overview:

"Media" of various types saturate our world, and no form of media saturates it more thoroughly or powerfully than English-language media. Many young people, intent on studying English as a foreign language, have gravitated towards using "media" as a study aid. While that is a useful approach to media, this course is premised upon the notion that a critical, self-aware reading of media is necessary to improve understanding of the English language and the Anglophone cultures that it contains. Students will therefore actively interact, rather than passively consume, the media that we will examine. We will discuss not just media, but the role of media in their lives, in Anglophone (and Korean) society, and more.

Course Objectives:

1. Students will develop a critical vocabulary and methodology for the discussion of various aspects and forms of contemporary media (such as radio, TV, magazines, film, and advertisement).
2. Students will get practice leading or co-leading discussions of various examples of media in a discussion or panel discussion setting.
3. In order to accelerate the demystification of media and its language, students will creatively spoof, lampoon, or imitate specific works or types of media.
4. Students will get a firmer basis of knowledge on the history of modern media and their impact on the world in general, with a special focus on the English-speaking world and on the entrance of modern foreign-language media into Korea.

Teaching method:

There will be a mixture of lectures, group discussions, presentations or panel discussions (depending on enrollment), and occasional viewings of media in the classroom.

Homework

Homework for this class falls under several different categories:

- reading/viewing preparation
 - preparation for classroom discussions
 - written homework to prepare for discussions
 - creative projects related to course topics
- as much as possible, our sources will be available for free online, or provided as photocopied handouts.

Textbook: n/a. However, students are strongly recommended to read, either in the original English or in Korean translation, H.G. Wells' novel *The War of the Worlds* in preparation for Week 9. A link for the English text (and possibly the Korean version, if I can find it) will be made available online. Other reading materials will be distributed either online or in the form of photocopies.

Assessment

- Classroom "Meetings" Participation – 30%
- Presentation/Panel Discussion – 15% (your discussion) +10% (general participation in panel discussions)
- Homework –20%

Midterm Exam/Report or Project (TBA) – 10%

Final Exam/Report or Project (TBA) – 15%

However, a 0% in any of the above marks will result in an incomplete grade. Students must at least attempt all homework assignments in order to complete the course.

My contact information:

Office: N223

Office Phone: 02-2164-4459

Email: mistergord@gmail.com

Class Website: <http://gordsclass.com>

Course Outline:

The following is extremely tentative and subject to change at any time, but it should give you an idea of what's planned.

Week 1: Introductions, Paperwork, etc.

Week 2: Starting Out 1: Media & You | Signup for Panels, Group Discussion

Week 3: Starting Out 2: A Short (Whirlwind) Tour of Media History | Group discussion of Korea-related media essays

Week 4: Advertising 1: What are They Selling? Messages in Advertising | Student Discussion #1: Advertising in Korea

Week 5: Advertising 2: What are They Selling 2: Product Placement & Trademark Faces | Student Discussion #2 Spokespersons in Korea

Week 6: The Business of Taste: The TV Aesthetic: Edgy vs. Cute | Student Discussion #3: Why so Cute, Korea?

Week 7: The Business of Taste: Ratings & Censorship: This Movie Has Not Yet Been Rated: Ratings Systems and Censorship | Student Discussion #4: Forms of Censorship in World Media

Week 8: MIDTERM WEEK

Week 9: Radio Days 1: It's the End of the World! *The War of the Worlds* hits the airwaves. | Student Discussion #5: Media Savvy

Week 10: Radio Days 2: Bucking the Trend: *This American Life* and NPR. | Student Discussion #6: Media without Big Money?

Week 11: Films and "Education": *The Birth of a Nation* and *Welcome to Dongmakgol* | Student Discussion #7: Politics in Korean Cinema and Cinemas

Week 12: The Internet 1: Bloggers and Politics | Student Discussion #8: The Korean Blogosphere

Week 13: The Internet 2: Piracy, Copyright, and Culture | Student Discussion #9: Are You a Criminal?

Week 14: The Internet 3: Building a New Commons | Student Discussion #10: UCC – Fad or Foundation?

Week 15: The Future: A discussion of various predictions about our mediascape. | Student Discussion #11: Which Will You Choose?

Week 16: FINAL EXAM WEEK

References for this course:

"Broadcasting, Cultural Hegemony, and Colonial Modernity in Korea, 1924-1945" by Michael Robinson, from *Colonial Modernity in Korea*, edited by Gi Wook Shin and Michael Robinson.

The War of the Worlds original radio broadcast (link will be available on website).
More TBA.