

Course Description Form

Course number and section: 001

Course Topic: Transnational Asian Pop Culture: Transmedia and the Korean Wave

Credits: 3

Term: 1

Instructor: Kyong Yoon

Course Description (aim for no more than 80 – 100 words for your course description):

This course explores how Asian pop culture is transnationally produced, circulated, and consumed in and beyond Asia. In particular, the course focuses on the recent rise of South Korean popular culture, known as the Korean Wave. The course provides insights into cultural globalization from a cultural studies perspective. Drawing on the major theoretical frameworks of cultural studies that challenge Euro-centric and Western-centered understanding of cultural globalization, the course examines how Asian pop culture texts and practices have been transnationalized in contemporary contexts.

Tentative Reading List: (Be as concise as possible with your reading list, but please also specify the genre of each required text. See sample below)

Kim, Y. (2022). *Media in Asia: Global, digital, gendered and mobile*. New York: Routledge.

Yoon, K. (2022). *Diasporic Hallyu: The Korean Wave in Korean Canadian youth culture*. New York: Palgrave.

Iwabuchi, K. (2002). *Recentering globalization: Popular culture and Japanese transnationalism*. Durham: Duke University Press.

Other: The tentative reading list above is subject to change. All required reading materials may become digitally available via the UBC library system.