



Syllabus (Fall, 2021)

Course Title	Communication & Society	Course No.	36029
Department/ Major	Communication & Media	Credit/Hours	3 Credits
Class Time/ Classroom	Monday 12:30 - 13:45, Wednesday 14:00 - 15:15 / Everywhere with Internet where you are at.		
Instructor	Name Yoon, Ho Young	Division of Communication & Media	
	E-mail hoyoungyoon@ewha.ac.kr	Phone 02-3277-4491	
Office Hours/ Office Location	By Appointment Only		

I . Course Overview

1. Course Description

"Communication & Media (CM)" has been an introductory course for communication & media major students. The course covers mainly four areas of the CM: journalism, communicative interaction (human, culture, technology), ads & marketing, public relation. It has also been a theory-driven class, explaining conceptual frameworks and thought experiments.

But we are going to start a new type of experiment. If you are considering enrolling this class for this upcoming semester based on the past records and stories, you may want to enjoy an opportunity to register in the future class, not this one. In this semester, you will need to read, think, write, share and discuss class materials with your classmates. You will need to participate class activities rather than to take notes.

We will cover those theoretical aspects of communication & media, eventually. But, the process to reach those end points, it will be entirely different from the past. That's why we start this course from a question about BTS.

< On Class Registration >

If you wanted to register for the class but couldn't, please send me email after the first Wednesday Class. If you are not participated on the first class, we will not be able to register for this class. Emails about the registration before the first day of the class will be disregarded.

< On Recommendation Request >

Often students ask recommendation letter or statement during the semester. Please ask me at least three days before the deadline. If the deadline is within two days after you asked, you would not get the recommendation from me. Please note "three days before the deadline".

2. Prerequisites

None

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
40%	60%	%		%

(Instructor can change to match the actual format of the class.)

1. Students are expected to study course materials for the week before Monday.
2. On Monday class, students discuss what they studied as a group.
3. On Wednesday class, a lecture will be given along with your group discussion contents.

4. Course Objectives

1. Understand social phenomena related to communication & media.
2. Learn how to organize thoughts, ideas and present those to others
3. Learn theories related to communication & media
4. Get used to group activities as usual
5. Widening perspectives on communication & media related subjects

5. Evaluation System

☐ Relative evaluation ☒ Absolute evaluation:

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments & Participation	Other
%	30%	%	30%	%	40 % (30 +10%)	%

* Evaluation of group projects may include peer evaluations.

1. Final Exam: Testing knowledge. 30%.
2. Presentation: Team Presentation & Group Discussion Results. 30%
3. 10 Weekly Attendance Task Assignments 40%
(One question quiz, a short answer, a three-paragraph essay, etc)
= a weekly assignment is also an attendance checking material.
Thus, if you miss to turn it in on time, you also miss the attendance for the week. Please be aware.

II . Course Materials and Additional Readings

Required Materials

Materials uploaded on cyber campus.

III. Course Policies

NO LATE SUBMISSION ALLOWED WITH A ONE TIME EXCEPTION. ZERO POINTS FOR THE LATE SUBMISSION AFTER THE EXCEPTION. BUT IF YOU TURN IN ON-TIME, YOU USUALLY GET MOST OF POINTS FOR THE ASSIGNMENT.

'Zoom' attendance will be checked, too.



IV. Course Schedule (15 credit hours must be completed.)

Week	Date	Topics & Class Materials, Assignments
Week 1	1 Sep (W)	Class Introduction. : What the class is about; How to take the class; What to do.
Week 2	6 Sep (M)	A Question: "Why BTS is now singing with (ENTIRELY) English song once they rejected?" 1. How They Succeeded: Industry Logic 2. Global Fandom & K-Pop 3. The Dynamics between Legacy Media and New Media
	8 Sep (W)	
Week 3	13 Sep (M)	
	15 Sep (W)	
Week 4	20 Sep (M)	Chu-Suk Holidays
	22 Sep (W)	
Week 5	27 Sep (M)	A Question: "What about BlackPink ?"
	29 Sep (W)	4. American's Got Talent Type Programs VS Korean Auditioning Programs 5. All those Reaction YouTube: For what?
Week 6	4 Oct (M)	A Question: "Okay, Is social media bad for society?"
	7 Oct (W)	6. Mask & Vaccine & Social Media
Week 7	11 Oct (M)	Han-Gul Nal (observed Holiday for 9 October) : Online Class Assignment, Pre-recorded
	13 Oct (W)	7. Social Media & Journalism
Week 8	18 Oct (M)	8. Media Effects Theories
	20 Oct (W)	Mid-term for General Class (No Class)
Week 9	25 Oct (M)	A Question: "Then, what does make a good journalism?" 9. Bring me on a good journalism practice 10. News Ecology & its Enemy. 11. Journalists, who are they? : Lipmann & Dewey, Habermas about the role of Journalism
	27 Oct (W)	
Week 10	1 Nov (M)	
	3 Nov (W)	
Week 11	8 Nov (M)	A Question: "Is it an algorithm society?"
	10 Nov (W)	
Week 12	15 Nov (M)	12. News Recommendations VS Filter Bubble 13. It's everywhere, don't you know? : Commerce & Shopping, Data 14. Algorithm Debates
	17 Nov (W)	
Week 13	22 Nov (M)	A Question: "What does make a good Ad today?"
	24 Nov (W)	
Week 14	29 Nov (M)	15. Ads Example: "Wave" by D'strict 16. Nike & Heineken 17. Award Winning Ads
	1 Dec (W)	
Week 15	6 Dec (M)	Review & Sample Questions (Uploaded. Pre-Recorded)
	8 Dec (W)	



Week	Date	Topics & Class Materials, Assignments
Week 16	13 Dec (M)	Final Exam
	16 Dec (W)	Score Review (by Appointment)

- Course materials are subject to change

V. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> . Visual impairment : braille, enlarged reading materials . Hearing impairment : note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	Extra days for submission, alternative assignments	<ul style="list-style-type: none"> . Visual impairment : braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment : written examination instead of oral . Physical impairment : longer examination hours, note-taking assistant

- Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.