



## UNSW Course Outline

# ARTS3662 Korean Popular Culture and Language - 2024

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## General Course Information

**Course Code :** ARTS3662

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** Faculty of Arts, Design and Architecture

**Academic Unit :** School of Humanities and Languages

**Delivery Mode :** Online

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

The course explores language use and underlying cultural values in contemporary Korea, using selected Korean dramas, films, songs and TV talk shows. Focuses on how interactional meanings such as identities, politeness, solidarity and affection are exchanged in this language

and what constitutes, and how to account for, strategic language use in contemporary Korea.

## Relationship to Other Courses

This is one of post-ARTS3661 or professional level courses.

## Course Learning Outcomes

Course Learning Outcomes
CLO1 : Identify and apply specialised Korean language to discuss popular culture in contemporary Korea
CLO2 : Critically reflect on personal learning to identify the knowledge and understanding of popular culture in contemporary Korea
CLO3 : Outline and explain how language is used to exchange interactional meanings in Korean
CLO4 : Identify and discuss cultural values depicted in selected Korean pop culture materials

Course Learning Outcomes	Assessment Item
CLO1 : Identify and apply specialised Korean language to discuss popular culture in contemporary Korea	<ul style="list-style-type: none"><li>• Research Project</li><li>• Presentation</li><li>• Quizzes</li></ul>
CLO2 : Critically reflect on personal learning to identify the knowledge and understanding of popular culture in contemporary Korea	<ul style="list-style-type: none"><li>• Research Project</li><li>• Presentation</li></ul>
CLO3 : Outline and explain how language is used to exchange interactional meanings in Korean	<ul style="list-style-type: none"><li>• Quizzes</li><li>• Research Project</li></ul>
CLO4 : Identify and discuss cultural values depicted in selected Korean pop culture materials	<ul style="list-style-type: none"><li>• Presentation</li><li>• Research Project</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System | Blackboard Collaborate | Microsoft Teams

## Additional Course Information

The course aims to facilitates further development of Korean language skills through studying about Korean popular cultural texts. Using texts from selected contemporary Korean dramas, films, songs and TV shows as well as writings about Korean pop culture, ARTS3662 explores some of the concepts and practices over Korean pop culture and the language use underlying salient cultural values in contemporary Korea.

Special attention is paid to how interactional meanings such as identities, politeness, solidarity, and affection are exchanged in this language and what constitutes, and how to account for, strategic language use in contemporary Korea.

The Course pursues two questions: (1) What kind of things do specialists talk about when they talk about Korean pop culture? (2) How are meanings negotiated in Korean?

The Course promotes systematic lexicogrammar knowledge by using it, which empowers students at this level to continuously cultivate their Korean language skills.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Research Project	30%	Due Date: 16/04/2024 05:00 PM
Presentation	30%	Due Date: 25/03/2024 03:00 PM
Quizzes	40%	Start Date: 11/03/2024 04:00 PM Due Date: 08/04/2024 04:00 PM

### Assessment Details

#### Research Project

##### Assessment Overview

You will conduct a small library or empirical research on issues related to Korean popular culture and language. Submission length: 1,500 words.

Feedback via numerical mark and rubric.

##### Course Learning Outcomes

- CL01 : Identify and apply specialised Korean language to discuss popular culture in contemporary Korea
- CL02 : Critically reflect on personal learning to identify the knowledge and understanding of popular culture in contemporary Korea
- CL03 : Outline and explain how language is used to exchange interactional meanings in Korean
- CL04 : Identify and discuss cultural values depicted in selected Korean pop culture materials

##### Detailed Assessment Description

You are required to investigate the interplay between Korean popular culture and language, focusing on how language is portrayed, influenced, and disseminated through various mediums

such as K-dramas, K-pop, and online platforms. You are required to conduct a small library research, utilising available resources to gather empirical data and analyse the impact of Korean popular culture on language dynamics.

The primary objective of this research project is for you to explore and understand the intricate relationship between Korean popular culture and language. To achieve the objective, (1) examine the linguistic features portrayed in popular Korean cultural products such as K-dramas and K-pop; (2) assess the influence of Korean popular culture on language acquisition and usage among non-Korean speakers; and/or (3) investigate the role of online platforms, such as social media and streaming services, in disseminating Korean language and culture globally.

Where possible, employ a mixed-methods approach, combining qualitative and quantitative research methods to achieve a comprehensive understanding of the research objectives. You may need to conduct a thorough review of academic literature related to the influence of popular culture on language; analyse existing studies on the linguistic features of Korean popular culture and its impact on language acquisition. You may also need to conduct content analysis: Select a representative sample of popular K-dramas and K-pop songs. Conduct a detailed content analysis of linguistic elements, including vocabulary, speech patterns, and cultural expressions. This will involve the identification and categorisation of language features within the selected cultural products. You may also wish to conduct social media analysis. Analyse social media platforms for language-related discussions, trends, and user engagement related to Korean popular culture. This will involve tracking hashtags, forums, and discussions on platforms such as Twitter, Instagram, and Reddit. Identify key themes and sentiments related to the use and dissemination of the Korean language. Last but not least, you may want to utilise library resources. Utilise the library's collection of books, journals, and multimedia materials to supplement the research findings. Explore historical language resources to contextualise language changes over time. This will involve accessing resources related to Korean linguistics, language education, and cultural studies available in the library.

Through this project, you are expected to gain: (1) A better understanding of linguistic features in Korean popular culture; (2) Insights into the influence of Korean popular culture on language acquisition and usage.; (3) Identification of key trends and discussions related to Korean language on social media; and/or (4) Enhanced understanding of the role of a small library in supporting research on Korean popular culture and language.

In summary, your research project should aim to contribute valuable insights into the complex relationship between Korean popular culture and language. By utilising a mixed-methods

approach in a small library setting, your project should seek to provide a nuanced understanding of how language dynamics are shaped and influenced by Korean cultural products. The expected outcomes should contribute to the broader discourse on the impact of popular culture on language and provide valuable insights for language educators, cultural analysts, and enthusiasts alike.

### **Assessment Length**

1500 words (non-heritage students); 2000 words (heritage students) in Korean.

### **Submission notes**

You must submit your project in Moodle.

### **Assessment information**

This is your term project. This assessment will be on a theme of expressions which reflect some aspect of the changing society, combining: (1) a relevant aspect of the K-pop culture or industry, and (2) discussion and analysis of one of the three topics of your choice: poetic licence, culture bound concepts, or newly-coined expressions, in Korean lyrics, dramas and/or films. Details and more information will be uploaded on Moodle in Week 1.

### **Assignment submission Turnitin type**

This is not a Turnitin assignment

## **Presentation**

### **Assessment Overview**

This is a 20-min group presentation. You and your partner(s) will be giving a talk in Korean in a seminar-like setting about aspects of Korean pop culture. Your presentation can include hands-on practice, i.e., short pop-culture material prepared by yourself.

Feedback via numerical mark and rubric.

### **Course Learning Outcomes**

- CL01 : Identify and apply specialised Korean language to discuss popular culture in contemporary Korea
- CL02 : Critically reflect on personal learning to identify the knowledge and understanding of popular culture in contemporary Korea
- CL04 : Identify and discuss cultural values depicted in selected Korean pop culture materials

### **Detailed Assessment Description**

This **Pair presentation** assessment is to present the pop culture materials you and your partner

produced and saved as video clip. Examples for such materials can be a short play, a skit, a talk show, singing, and so on, and your production must be based on the script jointly prepared. The video clip should be for seven to ten minutes maximum, and your presentation on the day must be accompanied by 'live' explanations on your production, e.g, why you made it, what you wanted to show, any stories behind, and so on. Your video clip and explanations should not be for more than twenty minutes all together. The details will be discussed in class.

#### **Assessment Length**

max 20 minutes

#### **Submission notes**

You must attend the class to present your production and this assessment task may be conducted in a classroom in person.

#### **Assignment submission Turnitin type**

This is not a Turnitin assignment

### **Quizzes**

#### **Assessment Overview**

2 x 45 min quizzes. Short answer questions, assessing your knowledge about and capability of explaining in Korean popular culture in contemporary Korea.

Quizzes will be returned with marks and written comments.

#### **Course Learning Outcomes**

- CL01 : Identify and apply specialised Korean language to discuss popular culture in contemporary Korea
- CL03 : Outline and explain how language is used to exchange interactional meanings in Korean

#### **Detailed Assessment Description**

The quiz questions are designed to assess students' understanding of the specialised Korean language used in contemporary popular culture, such as K-pop lyrics and K-drama dialogues. Students are required to apply their knowledge to analyse linguistic elements and explain their cultural significance, aligning with the specified learning outcomes.

#### **Assessment Length**

2 x 45 minutes

### Submission notes

You must attend the class to participate in this assessment tasks and the quizzes may be conducted in a classroom in person (TBA).

### Assignment submission Turnitin type

This is not a Turnitin assignment

## General Assessment Information

Please note that Assessment 2 Presentation and Assessment 3 Quizzes may be conducted in a classroom in person. A confirmation and room information will be advised in due course.

### Grading Basis

Standard

### Requirements to pass course

50%.

## Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Introduction: What do we learn in this course? K-pop culture in global contexts
	Tutorial	Materials in the media.
Week 2 : 19 February - 25 February	Lecture	Music - K-pop songs (1): modern. Songs and language
	Tutorial	Text analysis & discussion
Week 3 : 26 February - 3 March	Lecture	Music - K-pop songs (2): contemporary. Songs and language
	Tutorial	Text analysis & discussion
Week 4 : 4 March - 10 March	Lecture	Drama - K-drama (1): historical/modern. Drama script and language
	Tutorial	Text analysis & discussion
Week 5 : 11 March - 17 March	Lecture	Drama - K-drama (2): contemporary. Text analysis & discussion
	Tutorial	Wk 5 Text analysis and discussion. Quiz 1 (4-5pm)
Week 7 : 25 March - 31 March	Lecture	Film - K-films (1): modern. Film script & language
	Tutorial	Text analysis & discussion
Week 8 : 1 April - 7 April	Lecture	Film - K-films (2): contemporary. Film script & language. NOTE: there is no lecture class on this Monday as it is a public holiday. The recordings will replace the lecture class of the week.
	Tutorial	Text analysis & discussion. NOTE: there is no tutorial class on this Monday as it is a public holiday. The recordings will replace the tutorial class of the week.
Week 9 : 8 April - 14 April	Lecture	TV shows - K-shows: varieties & talk shows. Text analysis & discussion
	Tutorial	Text analysis and discussion. Quiz 2 (4-5pm)
Week 10 : 15 April - 21 April	Lecture	Presentation - Presentation (1) of a produced video clip with explanation
	Tutorial	Presentation (2)

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## General Schedule Information

Students are expected to attend min 80% of the total class hours, unless pre-arranged/approved.

## Course Resources

### Prescribed Resources

There is no prescribed textbook in this course. Some reading materials are available on Moodle.

### Recommended Resources

Additional Readings (available in the UNSW Library).

- Song, Jae Jung. (2005). *The Korean Language: Structure, Use and Context*. New York: Routledge.
- Russell, Mark James. (2008). *Pop Goes Korea: Behind the Revolution in Movies, Music, and Internet Culture*. Berkeley, California: Stone Bridge Press.
- Hillier, Hilary. (2004). *Analysing Real Texts: Research Studies in Modern English Language*. New York: Palgrave.

Websites:

- *The Language of Attitude, Arguability and Interpersonal Positioning* <http://grammatics.com/appraisal>
- *What is a speech act?* <http://www.sil.org/linguistics/GlossaryOfLinguisticTerms/WhatIsASpeechAct.htm>
- *Geert Hofstede™ Cultural Dimensions* <http://www.geert-hofstede.com/>
- *King Sejong Institute* <http://www.sejonghagdang.org/sjcu/home/main.do>
- *Go Korea! and a few others at Asia Education Foundation in Melbourne* <http://www.asiaeducation.edu.au/mainsearch?indexCatalogue=mainsearch&searchQuery=go korea&wordsMode=0>
- *Korean Cultural Centre in Sydney* <http://koreanculture.org.au/>
- *Korean Education Centre in Sydney* <http://www.auskec.kr/>

## Additional Costs

NA

## Course Evaluation and Development

Courses are periodically reviewed and students' feedback is used to improve them. Feedback is gathered from students using myExperience. It is encouraged students complete their surveys by



accessing the personalised web link via the Moodle course site.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Seong-Chul Shin		preferably via MS Teams	preferably via MS Teams	Monday 10-12am or by appointment	Yes	Yes
Tutor	Joo Yun (Rosa) Yang		preferably via MS Teams or Moodle Blackboard Collaborate	preferably via email or MS Tea	TBA	No	No

## Other Useful Information

### Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: <https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines> for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

### Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community

- locate services and information about UNSW and UNSW Library

## Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

## Submission of Assessment Tasks

### Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au)

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

### Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,

- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request [Special Consideration](#) as early as possible before the deadline. Support with [Time Management is available here](#).

## School Contact Information

### School of Humanities & Languages

**Email:** [hal@unsw.edu.au](mailto:hal@unsw.edu.au)

**Location:** School Office, Morven Brown Building, Level 2, Room 258

**Opening Hours:** Monday - Friday, 9am - 5pm