

Syllabus (2025-Winter)

Course Title	Special Topics in Entertainment Media	Course No.	11505
Credit	2 credits	Hours	30 Hours
Class Time Classroom	Mon to Fri Classroom TBA		
Instructor	Name YOON, HO YOUNG	Department Communication & Media	
	E-mail hoyoungyoon@ewha.ac.kr	Phone 02-3277-4491	
Office Hours Office Location	By Appointment, Location: TBD by arranged appointment		

I. Course Overview

1. Course Description

This course provides the opportunity to understand entertainment media, particularly focusing on Korean Contents. industry logics. First, we will talk about the influence of OTT platform and Korean contents, drama and movies and then moves to K-Pop music and variety shows.

2. Prerequisites

Familiarity of K-pop and K-contents. Interests in Entertainment Media Contents.

3. Course Format

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
50%	40%	0%	10%	%

4. Course Objectives

The objective this course is to understand and discuss entertainment media in Korean and Global context. The questions to ask from this class is as follows:

1. How entertainment industry in Korea has developed?
2. What makes Korean contents different from other countries?

5. Evaluation Systems

☐ Relative evaluation ☒ Absolute evaluation (for Ewha International Summer College students only) ☐ Others

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
0%	40%	%	0%	30%	%	30%	%

II. Course Materials and Additional Remarks

- All required materials will be available through CyberCampus.
- Tour to one of broadcasting networks (e.g. MBC) may be scheduled but it is subject to change depending upon the availability of the schedule from the networks.
- Team Project is an in-class activity that you analyze one of K-contents and present why it appeals to people. If the number of students exceeds the level that can be managed in-class activity, it will be changed into a presentation day by re-arranging the date of presentation.

III. Course Schedule

Day	Topics & Class Materials, Assignments
Day 1	First Day Class (will be brief). Introduction: Class & You !
Day 2	OTT Platform Business, its logic
Day 3	Let's talk about Korean Movie & Drama = Kpop Demon Hunters, Parasite, Squid Game and etc
Day 4	Remakes of Drama, Story
Day 5	How Recommendation Works?
Day 6	The development of Music Industry from technology perspective
Day 7	What's going on K-POP industry? = Generations of Kpop Idol
Day 8	Final Exam < Open Book Format >
Day 9	Tour to a broadcasting network (subject to be availability, it's flexible)
Day 10	Team Project

IV. 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 	<ul style="list-style-type: none"> 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 examination . 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.