



Korea University International Summer Campus (KU ISC) 2021

Embark on a unique summer

June 28, 2021 ~ August 5, 2021

ISC181 – Media, Art, Culture, and Society

I . Instructor

Professor	:	Haerin Shin
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Home Institution	:	Korea University
Office	:	TBD
Office Hours	:	12am-1pm or by appointment

II. Textbook

Required Textbook	:	All materials will be available for download / online access on Blackboard or a designated class Google Drive folder
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III. Course Description and Objectives

Cultures and societies stand at the intersection of diverse traditions, ethnicities, race, value systems and other categories of identification. Among the many nodes that constellate this colorful landscape, members of certain communities who bear social markers that stand apart from the perceived mainstream or the upper strata of social hierarchy are labeled “minority,” and are often represented in ways that frame their presence as *alien*— strangers in their own home land. Whether it be outright discrimination, unsavory stereotypes, or their satiric appropriations that seemingly subvert but also insidiously reinforce deeply ingrained prejudices, mechanisms of alienation permeate our society on countless fronts. Situating the contemporary mediascape in this broader context of minority discourse, this class invites students to problematize accepted metrics of normalcy and investigate their modes of delivery across different mediums, asking questions such as the following: could the use of racial, ethnic, and cultural stereotypes be justified when framed as critical commentary? How are we to demarcate the thin line between appropriation and inordinate reproduction? What happens when “otherness” as concept becomes translated (in other words, technologized) across mediums such as from written text to visual media, and how may we understand the gaps and misalignments that constitute this process? How does technology, in communicating indexes of otherness or as a source of power in the age of global capital, serve as a double-edged sword in addressing the issues of alienation when specifically applied to the Asian context? The course will provide an introduction to theories and critical reflections that pertain to key concepts in postcolonial/decolonial discourse, including the ‘other,’ hybridity, identity, and ethnicity through works by scholars such as Homi K. Bhabha, Edward Said, Gayatri Spivak, and explore contemporary media productions that represent the multivalent facets of otherness across TV, film, written fiction, and more. Students will engage in

group presentations, in-class writing, plenary/small group discussions, and media projects.

<Course Objectives>

- Explore various forms and concepts of otherness including alienation, transplantation, difference, hierarchy, and discrimination through the lens of works that feature unique stylistic, thematic, and genre or medium-specific characteristics
- Examine the interactive relationship between the agents and agencies involved in the process, perception, and institutionalization of otherness by looking into issues such as social justice and ethical integrity, the formation and illusions of racial identity, trauma and healing, nation-building and world-making, diversity and hybridity, etc.
- Understand how the discursive nexus of theories or critical reflections on race, ethnicity, and culture may contribute to, contradict, and shape our own understanding of otherness in a wider context
- Enhance student ability to understand the role of formal structure and narrative strategies in different media
- Develop critical skills to situate and understand the texts not only within the socio-historical rubrics they arise from, but also in connection to the contemporary world and our own lives

IV. Grading

Attendance & Participation (including discussion board posts)	:	25%
Midterm Project Proposal or Paper Abstract and Annotated Bibliography	:	15%
Final Project / Paper	:	25%
Group Presentation	:	15%

V. Class Outline

Date	Topic	Assignment after class	Remarks
	Week 1: Intro, Mediating the Mechanisms of Alienation		
June 28 (Mon)	Intro: what are “mechanisms of alienation”?		Online
June 29 (Tue)	Edward Said <i>Orientalism</i> excerpt in class reading and discussion		Online
June 30 (Wed)	Intro to <i>Techno-Orientalism</i> , Philips Robot Ad	Blackboard	Online

		post and response	
July 1 (Thu)			Online
	Week 2: Yellow Peril and Its Evolution – Novel & Film (adaptation)		
July 5 (Mon)	Group Presentation on Prelude to <i>Crazy Rich Asians</i> Preface & the Film		Online
July 6 (Tue)	Group Presentation on <i>Yellow Peril</i> visual analysis		Online
July 7 (Wed)	Group Presentation on “I, Stereotype: Detained in the Uncanny Valley,” in-class writing	Blackboard post and response	Online
July 8 (Thu)	In-class screening of <i>To All the Boys I’ve Loved Before</i> (episode TBD), discuss		Online
	Week 3: Model Minority and Triple Package, TV		
July 12 (Mon)	Orientation Day (no classes)		
July 13 (Tue)	Group presentation on <i>To All the Boys I’ve Loved Before</i>		
July 14 (Wed)	Group Presentation on NYT article on model minority, in-class writing		
July 15 (Thu)	Read of excerpt from <i>Triple Package</i> & discussion		
July 16 (Fri)	(Make-up classes for OT) Group presentation on Han and Eng “Dialogue on Racial Melancholia,” discussion * Submit a proposal for your final presentation plan by Sun midnight (Google Drive Folder)		
	Week 4: Asian American Graphic Narratives, Subalterns		
July 19 (Mon)	Group presentation on <i>The Shadow Hero</i> (Gene Luen Yang)		
July 20 (Tue)	Graphic Narrative theory (lecture & discussion)		
July 21 (Wed)	Activity – create your own superhero!	Blackboard post and response	
July 22 (Thu)	Group Presentation on Gayatri Spivak “Can the Subaltern Speak” in-class writing		
	Week 5: Immigration, Assimilation, and Alienation		
July 26 (Mon)	Group presentation on <i>Minari</i> , discussion and analysis		
July 27 (Tue)	Group presentation on <i>Wind</i> , discussion and analysis		
July 28 (Wed)	In-class workshop: Consultations Final Project		
July 29 (Thu)	Theory and Concept Recap – google doc writing take home assignment		
	Week 6: Final Class Conference		
Aug 2 (Mon)	Class Conference Day 1		
Aug 3 (Tue)	Class Conference Day 2		
Aug 4 (Wed)	Class Conference Day 3		
Aug 5 (Thu)	/ Graduation Day		

