KOR1506 Exam Spring 2022

Practical information

4 hours school exam.

This exam consists of three parts. You should respond to all three parts and write 700-1000 words in each part. All questions must be answered in English.

Part 1

Discuss the underlying factors behind the global success of such children-oriented South Korean animation products as Pororo the Little Penguin (2003). Discuss the significance of cultural hybridity and cultural deodorization in this context.

Part 2

Discuss the evolution of South Korean advertisement as a popular cultural form since the 1950s and until recently, in terms of its ideological content, modes of expression and the stereotypes of masculinity and femininity which it utilises. What can the changing trends in advertisement industry tell us about the evolution of social, cultural and gender norms in South Korean society?

Part 3

Can you name any South Korean popular music performer, or popular music band, who acquired international recognition since the early 2000s? Discuss the importance of cultural hybridity for the global successes of South Korean-produced popular music (K-pop) during the recent decades.