KOR1506 Exam Spring 2023

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

Explain how K-pop (South Korean popular music) production functions as an industry. Who are the main K-pop producers? What are their methods of recruiting, training and managing the performers? What are their export strategies? How do they use different media and platforms? In which ways do they cooperate with state agencies and how important is this cooperation for their export results?

Part 2

Describe the socio-cultural meanings of South Korean TV dramas (K-dramas) for South Korean and foreign audiences. What sort of social habits, cultural values, beliefs and views do they reflect and, in turn, normalize in the eyes of the public? How do they help to define "Korean-ness" from the viewpoints of domestic and international viewership? How does their popularity influence the image of South Korea and South Koreans, especially internationally?

Part 3

Describe how the images of South Korean female athletes are being represented by South Korean advertisement industry since the 1990s. How do the national discourses of gender and sexuality operate through the representations of female athletes, especially the internationally prominent ones? What sorts of subjectivity and values are being emphasized by the advertisements featuring globally famous Korean female athletes in South Korea? Do these South Korean representations of Korean female athletes differ from how their images are being projected abroad, for example, in the United States of America?