School exam in KOR1506: South Korea's Popular Culture Spring 2024 Postponed

4 hours

Inspera will automatically save your answer every 15 seconds. After starting the exam, you will see your remaining time in the upper left corner.

You may, at any time, switch back and forth between exam modules in order to check what you have done in each; however, the modules are numbered and you must do each module as a separate unit.

If you want to withdraw from the examination, contact the senior supervisor and make sure you do not submit the answer.

Practical information about the examination**:** 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.

Best of luck!

Question 1

Describe what you know about Korean cinematic tradition before the 1990s, including both colonial period (1910-1945) and post-1945 South Korea. What was the role and place of sinp'a melodramas in this tradition? Which topics and themes did the films tend to deal with? How did South Korean films reflect social and cultural changes and may we say that filmic portrayals exerted the influence of their own on social and cultural developments?

Question 2

Describe your understanding of how the representations of femininity in South Korean popular culture have been evolving since the 1990s. What do the portrayals of female athletes in advertisements say about the understanding of gender and gender roles in South Korean society? What does the evolution of female protagonists' behavioral patterns in South Korean television drama series indicate, as long as the gender stereotypes of South Korean society are concerned?

Question 3

Describe the political economy of South Korean popular culture's international successes after the late 1990s. What were the contributions of South Korean entertainment businesses, governmental strategy and multinational capital (especially social network services and streaming platforms) into

these successes? How did these successes influence South Koreans' self-perception and the perceptions of South Korea and South Koreans abroad?