

COURSE DESCRIPTION & BRIEF INTRODUCTION OF THE COURSE	This course explores the evolving media landscape of the 21st century in Korea, challenging students to critically analyze and engage with current media forms and trends. We begin with basic questions: What is media? What is the current media environment? And what should the ideal media environment look like? These inquiries frame our exploration, which will address the multidimensional nature of media, the transition from the mass media era to the post-mass media era, and the pertinent issues of relevance that arise in contemporary media contexts in Korea.									
	This course redefines media in the 21st century, viewing it as a pervasive environment rather than just tools or platforms. The course explores the five dimensions of media-tools, content, institutions, people, and spaces-and traces the evolution from the era of centralized mass media to today's fragmented, participatory media environment. This shift has created both opportunities and challenges, particularly around the concept of "relevance" in media. The course examines how the mass media era created a "crisis of relevance" by delivering standardized content that was often disconnected from individual lives. In the post-mass media era, this has morphed into a "super-crisis of relevance," where personal and local stories gain visibility but risk commodification and distortion by global platforms. Students will gain insight into the ethical concerns of the current media environment and strategies for thoughtfully navigating it. By reshaping how we conceptualize the role of media, this course empowers students to critically assess the impact of the media environment on our collective and personal realities.									
COURSE GOALS	1. To understanding the concept of media									
	2. To understand the changes in the current media environment									
	3. To become media literate in evaluating issues in the current digital media environment									
	4.									
COURSE METHODS (100% TOTAL)	LECTURE		PRACTICE TRAINING		PRESENTATION		DEBATE		TEAM PROJECT	
	70						30			
GRADING POLICY (100% TOTAL)	MIDTERM	FINAL EXAM	QUIZ	INDIVIDUAL ASSIGNMENT		TEAM ASSIGNMENT		ATTENDANCE		OTHERS
		90						10		
PREREQUISITE	None									

<b>COURSE REQUIREMENTS</b>	<ul style="list-style-type: none"> <li>- Reading assigned reading materials</li> <li>- Participating actively class discussions</li> </ul>
<b>TEXTS &amp; REFERENCES</b>	<p>Kim, Y. C. (forthcoming). Post-Mass Media. Routledge.</p> <p>An online version of this book will be provided to students.</p>

**[WEEKLY SCHEDULE]**

<b>WEEK</b>	<b>DAILY TOPIC &amp; CONTENTS</b>	<b>COURSE MATERIAL &amp; ASSIGNMENTS</b>	<b>REFERENCE</b>
WEEK1 (December 27, 2024 ~ January 3, 2025)	<ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Transition from mass media era to post-mass media era</li> <li>• Characteristics of post-mass media society</li> <li>• Five dimensions of media</li> </ul>	Post-Mass Media. Chapter 1, 2, 3	
WEEK 2 (January 6, 2025 ~ January 10, 2025)	<ul style="list-style-type: none"> <li>• Media as tools in post-mass media society</li> <li>• Media as contents in post-mass media society</li> <li>• Media as institutions in post-mass media society</li> <li>• Media as persons in post-mass media society</li> <li>• Media as spaces in post-mass media society</li> </ul>	Post-Mass Media. Chapter 5, 7	
WEEK3 (January 13, 2025 ~ January 17, 2025)	<ul style="list-style-type: none"> <li>• Media and relevance</li> <li>• Crisis of relevance in the mass media era</li> <li>• Super-crisis of relevance in the post mass media era</li> <li>• Issues of platformization of Korean society</li> </ul>	Post-Mass Media. Chapter 4, 6, 8	