

2018 KF Global e-School

Providing Univ.	Seoul National University		
Receiving Univ.	Seoul National University/Tsinghua University(China)		
Semester	Fall 2018	Language of Instruction	English
Course Title	English	Global Communication	
	Korean	글로벌 커뮤니케이션	
Instructor	Myungkoo KANG (Department of Communication)		
Course Description	<p>The main purpose of this course is to learn new perspectives and approaches to understanding “the other” and other cultures. The students will acquire cross-cultural sensitivity at the levels of sociological, cultural, and practical engagements. The focus of this class will be on mutual understanding of Chinese and Korean students through sharing their cultural experiences. Strangeness and familiarity, ignorance and misunderstanding, respect and indifference among people (us) will be explored and reflected.</p>		
Reading Materials	<p>Peter Burke(2009). Cultural Hybridity. London : Polity. Martin, J.N. and Nakayama, T.K (2010). Intercultural Communication in Contexts. Third Edition. McGraw Hill.</p>		
Course Contents	Week 1	Introduction (SNU campus)	
	Week 2	Marriage, Un-marriage and beyond marriage in East Asia. Lecture by Prof. KANG.	
	Week 3	Kick-off for TH & SNU joint class. Class introduction, greeting each other and ‘Team research guide’ by TH & SNU professors	
	Week 4	No Class. National Holiday in China.	
	Week 5	No Class. National Holiday in China.	
	Week 6	Introduction to Cross-cultural communication. Lecture by TH professor.	
	Week 7	Tourism and Geographical Imaginaries in East Asia. Lecture by Prof. KANG.	
	Week 8	(Tentatively Scheduled) Special Lecture by the CEO of CJ E&M in Beijing	
	Week 9	Lecture by Korea Ambassador to China. (Being Contacted)	
	Week 10	Presentation of final paper working plans.	
	Week 11	(Tentatively Scheduled)Lecture on Landscape of Chinese media Lecture by TH professor Prof. Shi Anbin.	
	Week 12	Lecture on Chinese Cinema by Prof. Cao./or Round table of Chinese bloggers on Korean pop culture and cosmetics.	
	Week 13	Creative Young Generations in China and Korea. Lecture by Prof. KIM	
	Week 14	Presentations of final essays(1)	
	Week 15	Presentations of final essays(2)	