

Next Generation Leaders: BTS

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Class Days/Hours: 2 hours a week, Monday 7-9pm PST

Class Location: Virtual, Zoom

Unit Information: Sociology 198, 2 units

Course Description:

This course will focus on Korean boy group, BTS, **analyzing** their influence through an academic lens. Some of the content we will cover includes the artists' history, image, and philanthropy. The class attempts to **define** their impact by discussing globalization and media portrayals. Students will be able to reflect on their own perspectives regarding the intersection of culture, language, and identity by **observing** BTS' rise to fame in both the Eastern and Western hemispheres.

Learning Objectives:

- Learn about the world's biggest music group
- Examine possible reasons for their success
- Analyze BTS's career from history to present
- Think critically about the impact of music in a globalized world
- Study intersectionality through BTS' identity and career

Course Structure:

In-class sessions will consist of lectures, screenings, and group discussions. Lectures will focus on introducing material, while the screenings will supplement the material. We will then open the floor for group discussions which will focus on attempting to answer questions we have prepared for each class session.

Out-of-class assignments will consist of weekly reflections that require analyzing concepts discussed in class. Additionally, the readings due each week will aid in preparation for the following class. The final is an open-ended project that will provide

students a chance to showcase and incorporate what they have learned. The format can be anything from a paper to a presentation to artwork, as long as it has been approved by the facilitators beforehand.

Course Requirements:

Prerequisites:

There are no prerequisites for this course. Everyone is welcome to take this DeCal.

Textbooks/Required materials:

There is no required textbook. Supplemental readings will be emailed to students.

Grades are based upon the following:

Attendance and Participation (40%)*

Weekly Assignments (25%)

Final Project (35%)

*Attendance is **highly crucial** as it is where most of the learning, discussions, and homework assignments will be applied. Participation depends on engagement in class and completing the readings.

Class policies:

- Failure to submit 3 homework assignments will result in a NP.
- Failure to submit the final project will result in a NP.
- 3 unexcused absences will result in a NP.
- Late homework will be accepted up until the following week.
- All work must be your own. Any instance of plagiarism will result in a NP.

Weekly Calendar (subject to change):

Week	Topics & Agenda	Assignments
Week 1	Class Introduction (Info Session)	N/A
Week 2	History: 2010 to Present	N/A
Week 3	Artistry Part I: 2 Cool 4 Skool- HYYH:YF	Reflection on History
Week 4	Artistry Part II: Wings-Present	Reflection on Artistry Part I
Week 5	Social Impact & HYYH	Reflection on Artistry Part II
Week 6	Social Impact Part II	Reflection on Social Impact
Week 7	Image & Masculinity	Reflection on Social Impact Part II
Week 8	Globalization	Reflection of Image & Masculinity
Week 9	Media	Reflect on Globalization
Week 10	Social Media	Reflection on Media
Week 11	Fandom	Reflection on Social Media
Week 12	Success in America	Reflection on Fandom Work on Final Project
Week 13	Presentations	Final Project

Readings (subject to change):

Readings will supplement discussion and should be read before each class.

Week 1: Class Introduction (Info Sessions)

Week 2: History

- Bruner, Raisa. (2018). “How BTS Is Taking Over the World” *TIME Magazine*.

Week 3: Artistry Part I

- Yoon, Min-sik. (2018). “[Herald Interview] BTS fever ‘revolutionizing’ existing structure” *The Korea Herald*.
- Kim, Jae Ha. (2018). “How BTS Are Breaking K-Pop’s Biggest Taboos” *Rolling Stone*.
- Pearce, Sheldon. (2018). “BTS Love Yourself: Tear Review” *Pitchfork*.

Week 4: Artistry Part II

- Kim, Youngdae and Park, T.K. (2018). “How BTS Succeeded Where Other Boy Bands Couldn’t” *Vulture*.
- Jin, Dal Yong and Ryoo, Woongjae. (2014). “Critical Interpretation of Hybrid K-Pop: The Global-Local Paradigm of English Mixing in Lyrics” *Popular Music and Society*.

Week 5: Social Impact Part I

- Click, Melissa A., Holladay, Holly Willson, & Lee, Hyunji. (2017). “‘You’re born to be brave’: Lady Gaga’s use of social media to inspire fans’ political awareness” *International Journal of Cultural Studies*.
- Nissen, Aleydis. (2018). “How South Korean boy band BTS became a K-pop hit by fighting for social rights” *The Conversation*.

Week 6: Social Impact Part II & HYYH

- Hinterberger, Thilo and Leubner, Daniel. (2017). "Reviewing the Effectiveness of Music Interventions in Treating Depression." *Front Psychol.*
- Miller, Ashley M. (2017). "Analyzing songs Used for Lyric Analysis With Mental Health Consumers Using Linguistic Inquiry and Word Count (LWC) Software." *Uknowledge.*
- Warren, Molly. (2016). "The Impact of Music Therapy on Mental Health." *National Alliance on Mental Illness.*

Week 7: Image & Masculinity

- Jones, Vivien. (2018). "Makeup is changing the meaning of masculinity." *CNN.*
- DeNinno, Nadine. (2012). "The Korean Men Makeup Fad: South Korea Is Largest Market For Men's Skincare In The World." *International Business Times*
- "Flowerboys and the Appeal of 'Soft Masculinity' in South Korea." *BBC News, BBC*, 5 Sept. 2018, www.bbc.com/news/world-asia-42499809.
- Giaccardi, Soraya, et al. (2016). "Media and Modern Manhood: Testing Associations Between Media Consumption and Young Men's Acceptance of Traditional Gender Ideologies." *Sex Roles.*

Week 8: Globalization

- Nissen, Aleydis. (2018). "How South Korean boy band BTS became a K-pop hit by fighting for social rights" *The Conversation.*
- Drysdale, Jennifer. (2017). "BTS Partners With UNICEF on 'Love Myself' Anti-Violence Campaign" *Entertainment Tonight.*
- Falk, Pamela. (2018). "K-pop boy band, "BTS," to give some buzz to staid UN" *CBS News.*
- Thompson, Georgina. (2018). "World leaders unite under new initiative to provide quality education and training for young people" *Unicef.*
- Click, Melissa A., Holladay, Holly Willson, & Lee, Hyunji. (2017). "'You're born to be brave': Lady Gaga's use of social media to inspire fans' political awareness" *International Journal of Cultural Studies.*

Week 9: Media

- Amos, Clinton, et al. (2008). "Exploring the Relationship between Celebrity Endorser Effects and Advertising Effectiveness." *International Journal of Advertising*.

Week 10: Social Media

- Hookham, Jade. (2018). "BTS Is a Social Media Success Story" *Study Breaks*.
- Global Music Report 2018 by IFPI p. 21
- Verboord, Marc & van Noord, Sharon. (2016). "The online place of popular music: Exploring the impact of geography and social media on pop artists' mainstream media attention" *Popular Communication: The International Journal of Media and Culture*

Week 11: Fandom

- Renhern, Valonea. (2018). "Speak Love, Not English: What BTS and My Sister Showed Me About the Universality of Music." *A Medium Corporation*.
- Perry, David. (2019). "What happens when the BTS Army adopts you." *Minnesota Public Radio*.
- Choi, Miri. (2018). "The Success of BTS from the Viewpoint of a Korean Teacher: English, Korean, and the ARMY Translation Team (English ver.)." *Organic Korean*.
- Yoon, Kyong. (2019). "Transnational fandom in the making: K-pop fans in Vancouver" *the International Communication Gazette*.
- Chang, WoongJo and Park, Shin-Eui. (2019). "Fandom of Hallyu, A Tribe in the Digital Network Era: The Case of ARMY of BTS." *Ateneo de Manila University*.

Week 12: Success in America

- Work on Final Project

Week 13: Presentations

- N/A