

Next Generation Leaders: BTS

Facilitators: Susan Rodriguez-Miranda & Anahita Farshi Haghro
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Faculty Sponsor: Edwin Lin
Class Days & Hours: 2 hours a week, Tuesdays 7-9
Class Location: 107 GPBB
Unit Information: Sociology 198, 2 units

Course Description:

This course will focus on Korean boy group, BTS, and their global impact. We will attempt to **explore** the group's history, artistry, philanthropy, and many other aspects in order to **analyze** their growing impact in society as well as their international success. Additionally, we will dive into the intricate world they have created through their album concepts and videos, also known as, "Bangtan Universe." We will also look at media texts like articles, interviews, and the group's own music videos to allow students to think critically and create their own theories about the group's success.

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
- Interpret the intricate Bangtan Universe franchise

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. Anyone and 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 and discussions will take place and it is what the assignments are based upon. Participation depends on engagement in class and doing 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
- More than 2 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 plagiarization will result in a NP

Weekly Calendar (subject to change):

Week	Topics & Agenda	Assignments
02/05	Class Introduction	n/a
02/12	History: 2010 to Present	n/a
02/19	Artistry: songwriting, production, concept	Reflection on History
02/26	Screenings: HYYH Day 1	Reflection on Artistry
03/05	Screenings: HYYH Day 2	Reflection on HYYH
03/12	Social Media	Reflection on HYYH
03/19	ARMY Fandom Culture	Reflection on Social Media
03/26	Spring Break	
04/02	Social Impact	Reflection on Fandom Culture
04/09	Economic Impact	Reflection on Social Impact
04/16	Image & Masculinity	Reflection on Economic Impact
04/23	Success in America	Reflection on Image & Masculinity
04/30	Presentations	Final Project

Readings:

Readings will supplement discussion so they should be done before class

February 5: Class Introduction

- None

February 12: History

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

February 19: Artistry

- 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*.
- 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*.

February 26: HYYH Screening Day 1

- N/A

March 5: HYYH Screening Day 2

- N/A

March 12: 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*

March 19: ARMY Fandom Culture

- 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*.

April 2: Social Impact

- 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*.
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April 9: Economic Impact

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

April 16: Image and 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*.

April 23: Success in America

- N/A

April 30: Presentations

- N/A