

COLL 123: The Art of Attraction in KPop Music

Spring 2016 Syllabus

Instructor: Ashley Buchanan

Class: Tuesday, 7:00-8:00pm

Location: HUMA 227

Office Hours: By appointment (emails aeb5@rice.edu)

Course Description: Is there a universal 'language of love' that psychological research can help to uncover, regardless of differences in cultural discourse and style? Throughout the semester, we'll be answering this question by examining concepts developed in literature on relationship psychology and how they are portrayed in Korean pop videos. Korean pop videos are known for their elaborate plots, high energy cinematic effects, and dramatic storylines, which make them excellent points of study. The point of this course is to illustrate how the "language of love" can be understood despite language and/or cultural barriers. During this course, students will be asked to analyze music videos of artists from Korean backgrounds, and familiarize themselves with empirical research literature in the field of relationship psychology. Most music videos will not be in English, however, efficiency in the Korean language will not be a requirement for taking the course. The course will be formatted around a different theme every week accompanied with four to six music videos of different artists, followed by class discussion. Music videos we will explore will deal with interactions between chosen artists and their romantic counterparts (portrayed in the music video), and how the attributes of each relationship are presented to the audience.

Class Credit and Grade: This is a one credit class, satisfactory or unsatisfactory. Below is the breakdown of the grading rubric.

- Participation: 40%
- Blog: 25%
- Music Video Analysis: 15%
- Wrap-Up Project: 20%

Blog/Forum Posts: Students will be assigned to post a blurb on the OwlSpace forum, 100 to 150 words, along with a link or an embedded form of the music video discussed in the blurb. Detailed instruction for blogging will be provided during class. There is no limit to the format or the length of the comments but they should be meaningful, constructive, and engaging in nature. Blog posts should also aim to incorporate concepts of the assigned articles into their discussion. The due dates for this assignment will be mentioned on the class schedule.

Music Video Analysis: The music video analysis will outline several components of the music video: communicative strata (i.e. discourse, design, etc.), description of media text (i.e. genre, artist, song title, etc.), technical and stylistic elements (i.e. camera work, editing, sound effects, dancing, etc.), ongoing themes and patterns, moving storylines, and levels of meaning (i.e. explicit, implicit, subtextual). Music video analyses will be completed with the supplemental form that can be found on OwlSpace. Analyses can be completed for videos shown in class or mentioned in the “supplemental assignments” section. Due dates can be found on course schedule below.

Relationship Psychology Articles: Every week, you will have assigned research articles to compliment the assigned music videos you will be expected to watch. These research articles have been selected with the help of Dr. Sandra Parsons, professor of “Social Psychology”, as knowledge of concepts discussed in psychology research on attraction is necessary for understanding the main objective of this course. We will go over the main ideas of each paper in class, and it will be expected that concepts addressed in research articles will be used to complete other assignments for the course (i.e. blog, music video analysis).

Wrap-Up Project: Wrap-Up Project will be a group/individual research project and an accompanying presentation. Students will get a chance to come up with their own research topics and form a group in class. The research topics should be approved by the instructor. Further instruction will be given closer to the project due date.

Resources: All of the videos, research articles and handouts given out in the class will be provided on OwlSpace.

Rice University Disability Accommodation Policy: Any student with a documented disability needing academic adjustments or accommodations is requested to speak with the course instructor during the first two weeks of class. All discussions will remain confidential. Students with disabilities should also contact Disability Support Services in Allen Center 111.

Honor Code: Students are expected to abide by the Rice Honor System (<http://honor.rice.edu/>)

Course Outline:

(note: Subject to change, with email notification – please check your Rice email regularly.)

In-Class Lecture Topics	Supplemental Assignments
1. 1/12: Introduction/Syllabus overview, introduction to Korean Pop Music, Korean Entertainment groups and artists.	Jung, S., & Li, H. (2014). Global Production, Circulation, and Consumption of Gangnam Style. Pg. 4-7. “ <i>The Globalization of K-Pop</i> ”

	<ul style="list-style-type: none"> • “Love Me Right” – EXO* • “The Boys” – SNSD* • “4 Walls” – f(x)* • “Boyfriend” – Boyfriend* <p>*optional</p>
<p>2. 1/19: Introduction to Music Video Analysis: How do you analyze a music video?</p> <p>What breeds attraction?</p>	<p>Jacobs L, Berscheid E, Walster E. (1971). Self-Esteem and Attraction. <i>Journal of Personality and Social Psychology</i>. 17:84-91.</p> <p>Moreland RL, Zajonc RB. (1982) Exposure Effects in Person Perception: Familiarity, Similarity, and Attraction. <i>Journal of Experimental Social Psychology</i> 18:395-415.</p> <ul style="list-style-type: none"> • “Solo” – Jay Park • “A Million Pieces” – Kyuhyun • “Q&A” – Seventeen • “The Space Between” – SoYou. Kwon Soonil, Park Yongin • “Pretty” – Infinite H • “So Hot” – Wonder Girls
<p>3. 1/26: “The Enemies of Love: Jealousy, Infidelity, Lust, Revenge, Unrequitedness, and Regret”</p> <p>Unrequited Love; “The Noona/Oppa Complex”</p> <p>Introduction to Class Blogging</p>	<p>Jones, J.(2015) Real Life Noona Romances Are On The Rise In Korea. <i>KDrama Stars</i>. Online.</p> <ul style="list-style-type: none"> • “Twinkle, Twinkle” – Girls Day • “Heartattack” – AOA • “Wedding dress” – Taeyang • “Replay” – Shinee • “Please Don’t” - K. Will • “Mansae” – Seventeen • “Stop Stop It” – GOT7

4. 2/2: Regret	<p>Roese, N. J., Pennington, G. L., Coleman, J., Janicki, M., Li, N. P., & Kenrick, D. T. (2006). Sex differences in regret: All for love or some for lust?. <i>Personality and Social Psychology Bulletin</i>, 32(6), 770-780.</p> <ul style="list-style-type: none"> • “Missing” – Teen Top • “I will show you” – Ailee • “Erase” – Hyolyn and Jooyoung • “Apology” – iKON • “Oh Um Ah Yeah” – Mamamoo <p>Music Video Analysis #1 Due</p>
5. 2/9: Lust and Growing Sex Appeal in Kpop	<p>Jung, Eun-Young (2010). Playing the Race and Sexuality Cards in the Transnational Pop Game: Korean Music Videos for the US Market. <i>Journal of Popular Music Studies</i>, Volume 22, Issue 2, pages 219-236.</p> <ul style="list-style-type: none"> • “Mommae” – Jay Park • “Kiburijima” – U-kiss • “War of Hormone” – BTS • “Body Language” – SanE • “Touch My Body” – Sistar • “Hush” – miss A • “Roll Deep” – HyunA • “Ah Yeah” – EXID <p>Forum Post #1 Due</p>
6. 2/16: Jealousy and Infidelity	<p>Fugère, M. A., Cousins, A. J., & MacLaren, S. A. (2015). (Mis)matching in physical</p>

	<p>attractiveness and women's resistance to mate-guarding. <i>Personality and Individual Differences</i>, 87, 190-195.</p> <ul style="list-style-type: none"> • “Again and Again” – 2pm • “Get out” – JYJ • “Congratulations” – Day6 • “No more perfume” – Teen Top • “This is war” – MBLAQ • “Dirty” – Miryo • “Abracadabra” – Brown Eyed Girls <p>Music Video Analysis #2 Due</p>
7. 2/23: Revenge	<p>McCullough, M. E., Kurzban, R., & Tabak, B. A. (2013). Cognitive systems for revenge and forgiveness. <i>Behavioral and Brain Sciences</i>, 36, 1-58.</p> <ul style="list-style-type: none"> • “Troublemaker” – Troublemaker • “Heart to Heart” – 4Minute • “Go away” – 2ne1 • “Irony” – Wonder Girl • “Mind Your Own Business” – Ailee • “Kiss” - Dara • “Devil” – Super Junior <p>Forum Post #2 Due</p>
8. Spring Break: Feb. 27 – Mar. 6	NO Class
9. 3/9: Hatfield’s Theory of Love	Kim J, Hatfield E. 2004. Love Types and Subjective Well-

<p>“Passionate vs. Companionate Love”</p>	<p>Being: A Cross-Cultural Study. <i>Social Behavior and Personality</i>. 32:173-82.</p> <ul style="list-style-type: none"> • “End of a day” – Jonghyun • “Disturbance” – Taemin & BoA • “Welcome” – Jay Park • “Fxxk You” – Gain
<p>10.3/15: Sternberg’s Triangular Theory of Love</p> <p>“Infatuate Love and Romantic Love”</p>	<p>Sternberg RJ. (1986) A Triangular Theory of Love. <i>Psychological Review</i>. 93:119-135.</p> <p>(Sumter, S. R., Valkenburg, P. M., & Peter, J. (2013). Perceptions of love across the lifespan Differences in passion, intimacy, and commitment. <i>International Journal of Behavioral Development</i>, 37(5), 417-427.)*</p> <ul style="list-style-type: none"> • “Chocolate” – Kang Nam • “Baby Good Night” – G Dragon & T.O.P • “Bloom” – Gain • “Sex Trip” – Jay Park • “Choco Chip Cookies” – Guhara • “Who Are You” – BoA <p>Music Video Analysis #3 Due</p>
<p>11. 3/22: Companionate Love and Empty Love</p>	<p>(Zeki, S. (2007). The neurobiology of love. <i>FEBS letters</i>, 581(14), 2575-2579.)*</p>

	<ul style="list-style-type: none"> • “That XX” – Gdragon • “Fire” – Mad Clown • “Lean On Me” – SoYou • “The girl who can’t breakup and the guy who can’t leave” – LeeSSang • “Disturbance” – BoA & Taemin <p>Music Video Analysis #4 Due</p>
12. 3/29: Liking, Fatuous Love, and Consummate Love	<p>(Diamond, L. M., & Dickenson, J. A. (2012). The neuroimaging of love and desire: Review and future directions. <i>Clinical Neuropsychiatry</i>, 9(1).)*</p> <ul style="list-style-type: none"> • “Lion Heart” – Girls Generation • “Some” - Soyou & Junggigo • “Let’s not fall in love” – Big Bang • “Cinderella” - CNBlue • “Sweet Girl” – B1A4 • “My Last” – Jay Park (ft. Loco and Gray) • “Gotta Go To Work” – Beast <p>Music Video Analysis #5 Due</p>
13. 4/5: Guest Lecture: Dr. Sandra Parsons, Psychology Department	
14. 4/12: Course Wrap-Up/Presentations	
15. 4/20: Course Wrap-Up/Presentations	