

Glocal East Asian Cultural Contents

Fostering Specialized Human Resources

Overview

➤ Director

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Research Field	Modern and Comtemporary Chinese History		

➤ Overview

Project Name	Brain Korea 21 Plus For Leading Universities and Students	Support Organization	National Research Foundation of Korea, Ministry of Education
Project Period	7 years	Budget	KRW 1.8096 Billion
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➔ Organization Chart



Greetings from the Director



The BK research group of 'Glocal East Asian Cultural Contents' is searching for new fields in the humanities to meet the needs of the glocal era. Its aims are to support interdisciplinary research, to popularize the humanities, and to foster specialized next-generation human resources. This research group, which is focused on the regional unit of East Asia, sheds light on the convergent and combined research among history, language and literature, philosophy, and other fields in the humanities. In addition, it also provides comprehensive education

services. Being supported by the National Research Foundation of Korea and the Ministry of Education, the research group is to develop new East Asian Studies and East Asian Perspective as well as to foster specialized experts by actively combining practical fields such as producing cultural content, making use of storytelling, lecturing on history and culture, and interpreting cultural heritage. Furthermore, it is focused on developing graduate students to help them achieve new level of excellence by developing new educational content, joint degree programs with other East Asian graduate schools, and increasing the popularity of East Asian Studies.

Goals

○ Establishment of 'New Glocal East Asian Studies'

- Critical and alternative studies on a wide range of East Asia discourses
- Review of concepts, categories, and the academic system of 'Glocal East Asian Studies'
- Contents, characteristics, and relevant theoretical and positivist research of 'Glocal East Asian Studies'

○ Humanistic Conception of the East Asian Perspective Coordinated with East Asian Studies

- Establishing the scope and historical criteria of East Asia
- Searching for modern adaptation and alternative glocalism of East Asia
- Seeking a future-oriented East Asia community

○ Fostering Glocal Experts for the Dissemination of Glocal East Asian Studies

- Applying the established theoretical frame and outcomes to the instructional programs
- Creating the cultural contents to disseminate Glocal East Asian Studies
- Fostering glocal human resources

Contents

○ Establishment of an Interdisciplinary Graduate Program, the Department of East Asian Culture by March 2014

- The needs to develop an interdisciplinary and collaborative department
- Pursuit of research for mutual coexistence, equality and peace, and the conception of alternative East Asian vision

○ Development of New Research and Instructional Programs

- East Asia as alternative thought, system, and culture
- Formation and perspective of modern East Asia discourses
- Viewing East Asia from the periphery
- History of border conflicts and peaceful resolutions
- Immigration and emigration in East Asia
- Formation and development of overseas Chinese societies
- Glocalism and East Asia
- Formation and vision of East Asia economic and cultural networks
- Manchuria in East Asia
- Modern adaptation of East Asian tradition
- Modernity and Overcoming Modernity, and Overcoming Modernity as alternative East Asia
- Comparison and integration of East Asian literature, culture, and language
- Theory and creation of glocal East Asian cultural content
- Theory and creation of glocal East Asian storytelling

○ Nurturing Practical-Glocal Talents

- Making glocal East Asian cultural content
- Fostering glocal East Asian storytellers
- Fostering East Asian history and culture speakers
- Fostering Asian language interpreters and translators
- Training experts to coordinate East Asian intentional conference and events
- Training travel specialists
- Training specialists in cultural event coordination and development
- Fostering multicultural consultants

Strategy

○ **Integrating Theory and Practical Knowledge**

- Producing practical knowledge
- Establishing Glocal East Asian studies and fostering glocal talents

○ **Development of Joint Degree Program with East Asian Graduate Schools**

- Joint degree program with other East Asian graduate schools: Gansai Graduate School in Japan, Peking Foreign Language Graduate School in China
 - Degree program with the two graduate schools:
One year (at Yeungnam) + One year (either in Japan or in China)
 - Degree program with the three graduate schools:
One year (at Yeungnam) + One year (in Japan) + One year (in China)

○ **Holding an International Research Conference on a Regular Basis**

- Improving the research conference for the three nations' graduate students which began in 2012
- Encouraging joint participation in the international conference for graduate students and their supervisors
- Holding international conferences for glocal East Asian studies

○ **Opportunity to Study Abroad**

- Short term oversea training program
- Medium and long term overseas training program
- Supporting joint degree programs for graduate students
- Supporting participation in the international conference for graduate students

○ **Scholarships for Graduate Students**

- University grants: Scholarship for good grades (Chunma scholarship), several other scholarship programs
- Research grants from BK21 group: Master's (KRW 600,000/month), Doctorate (KRW 1,000,000/month)

○ **Supporting Research Activities for Graduate Students**

- Working together with the Institute of Humanities, the Institute of Korean Culture, and the Cyber Emotions Research Center
- Utilizing academic journals such as *The Journal of the Humanities*, *The Journal of Korean Cultural Studies*, and *Journal of Contemporary Eastern Asia*

- Joint research between graduate students and researchers in the above institutes
- Joint research with professors and graduate students

Expected Outputs

- Developing research capacity of graduate students and researchers in this BK research group
- With joint degree programs, regular based international research conferences with Korea, China and Japan, as well as multiple international exchange
- Acting as a successful model of convergent and combined studies by establishing Glocal East Asia Studies
- Producing graduates who specialize in Glocal East Asian Studies
- Producing practical experts who works in East Asia
- Fostering 21st-century leading intellectuals who reject the conflicts and confrontations in East Asia and move toward peace and coexistence
- Guaranteeing graduate students stable life and research with the scholarship programs

Department of East Asian Cultural Studies

1. About the Department

The department of East Asian Cultural Studies at Yeungnam is dedicated to the establishment of new area of studies: glocal East Asian studies, the humanistic conception of the East Asian perspective coordinated with East Asian studies, and fostering practical experts for the dissemination of East Asian cultural studies. The department offers three instructional strategies to effectively achieve its goals.

- It provides students with both a theoretical and a practical education in glocal East Asian studies.
- It provides students with creative interdisciplinary education to apply theories and applications to a wide range of fields.
- It provides students with individualized and specialized education.

■ Educational Objectives

1. The education which is relevant to East Asian studies has distinctly been divided into the scholarly fields according to countries such as Korea, China, and Japan. The education has progressed respectively and dispersively. In accordance with the extension of distribution network, information network, and humane network which transcends the above three nations, the department is fostering experts for East Asian studies who searches for the regional unit of East Asia tying the three nations together.
2. Yeungnam as the flagship university which has regional characteristics of Korea is establishing alternative East Asian studies approaches such as 'East Asia viewed from regions and peripheries' and 'East Asia viewed from boundaries'. Therefore, this is a kind of a complementary measure against the mainstream East Asian discourses which was prevalent in the past and continues to be so in the present. That's why the department is nurturing alternative East Asian scholars by stimulating the regional discourses and the regional experience which have been disregarded and suppressed.
3. Glocal East Asian studies based on new cultural contents overcome an intolerant national viewpoint which are trapped in the frame of the existing nationalism and statism. The department fosters specialized experts who present new perspective to overcome defeatism and privilege such as regionalism or internal colonialism.

2. Faculty Listings

Position	Professor Name	Final Education	Degree	Major
Professor	Sang Rae Noh	Yeungnam University	Doctor of Literature	Korean Literature
Associate	Jae Ho Woo	Seoul National University	Doctor of Literature	Chinese Literature
Assistant Professor	Yang Sun Kim	Japan) Kansai Gaidai University	Doctor of Linguistics	Japanese Linguistics
Assistant Professor	Seung Hoi Son	Seoul National University	Doctor of Literature	Chinese History
Associate	Hwan Soo Lee	Yeungnam University	Doctor of Literature	Korean History
Associate Professor	Han Woo Park	USA) SUNY at Buffalo	Doctor of Philosophy	Media & Communication

3. Curriculums

■ Basic Common Subjects

STUDY OF DOCUMENT IN EAST ASIAN LITERATURE 3 Credits

In this class, students will study and analyze basic literature texts from Korea, China, and Japan. It provides students with an in-depth approach to literary genres and exploration of the relationship between the aforementioned literary texts.

EAST ASIA AND CHINESE CULTURE 3 Credits

China has had a considerable influence on the cultures of surrounding countries and still continues to affect them today. This class will analyze the nature and the features of Chinese culture. In addition, this course will comprehensively search for each country's cultural features in East Asia and examine cultural cross-fertilization phenomena.

EAST ASIA AND JAPANESE CULTURE 3 Credits

Students will study and analyze the features of Japanese literature. Based on this approach, they develop the ability to understand each country's cultural features and cultural cross-fertilization phenomena in East Asia.

STUDY OF DOCUMENT IN EAST ASIAN HISTORY 3 Credits

In this class, students will study historical texts and documents from Korea, China, and Japan. Through examining the interrelated historical ordeals of Korea, China, and Japan, this course will provide students with the opportunity of establishing peaceful equilibrium in East Asia.

COLONY LITERATURE IN EAST ASIA 3 Credits

Students will historically review of orientalism originated from the West and the East Asian discourse originated from East Asian countries. Accordingly, this course will define the features and limitations of orientalism and East Asian discourses respectively. In addition, it will establish the futuristic East Asian vision as a theoretical approach.

QUANTITATIVE RESEARCH METHODS IN EAST ASIAN STUDIES 3 Credits

In this class, students will build methodological knowledge in the scholarly field of East Asian studies to enhance the research ability. Through this course, students can quantitatively investigate and analyze the cultural phenomena in East Asia.

■ Major Subjects

INDEPENDENT STUDY (1) 3 Credits

INDEPENDENT STUDY (2) 3 Credits

COLONY LITERATURE IN EAST ASIA 3 Credits

Joseon, Manchukuo, China, and Taiwan in modern East Asian regions experienced the colonial era, which are represented in a wide range of literature. The aim of the class is to recognize a difference of viewpoint in colony literature.

HISTORY OF MODERN LITERATURE IN EAST ASIA 3 Credits

In this class, students will identify universality and particularity in modern East Asian

literature. Student will also examine affinity and heterogeneity in modern East Asian literature. They will also find a common denominator and difference of the modernization process represented in the literary texts.

SPECIAL LECTURE ON CULTURES IN EAST ASIA 3 Credits

The class will provide students with the opportunity to define homogeneity and heterogeneity as well as cultural cross-fertilization pattern among the cultures of the three East Asian countries. Furthermore, it will inquire into the historical significance based on the East Asian perspective.

EXCHANGES BETWEEN KOREAN AND CHINESE LITERATURE 3 Credits

Korean classical literature including Sino-Korean literature has its roots in cross-fertilization with Chinese literature. The students in this class will examine the cultural cross-fertilization between Korea and China. They will study the phenomena of the cultural interchange between Korea and Japan as well as between China and Japan.

UNDERSTANDING CLASSICAL TEXTS OF EAST ASIA 3 Credits

It is said that Chinese classics represents the world view and the ideas of East Asia. The students in this class will read the selected Chinese classics written in Korean, Chinese, Japanese, and Vietnamese, and develop the ability to read and comprehend the original texts.

EAST ASIA AND TRANSLATION STUDIES 3 Credits

The students in this class will search for the universality and particularity in East Asia by means of the works translated in East Asia after the modern period. Accordingly, students will study the theory of translation studies, and examine the East Asian aspects from various angles by comparing the original work to the translated work. Students will develop the theoretical framework as translation specialists.

CULTURAL INTERACTION OF JAPAN 3 Credits

Japan first introduced westernization in East Asia which is still having a considerable effect on East Asia. Based on the different scholarly fields such as language/education, literature/art, society/lifestyle, students will analyze the process of accepting and disseminating cultures which generated from Japan after modern period. Accordingly, students will establish a creative viewpoint towards conflict resolution among Asian

countries.

HISTORY MATERIALS FOR EAST ASIA 3 Credits

In this class, students will understand the truth of history in depth by reviewing the raw materials related to East Asian history. They will also develop the ability to read and comprehend Sinography, Chinese, Japanese, and English.

HISTORIC APPROACHES TO THE COMPARATIVE STUDIES IN EAST ASIA
3 Credits

Students will study similarities and differences between East Asian countries with the viewpoint of comparative history. The class will explore the East Asia perspective and develop a recognition of East Asia by the comparative method.

MANCHURIA IN EAST ASIA 3 Credits

In this class, students will examine the historical establishment and transition of Manchuria by the future-oriented method as well as by overcoming Japanese and Manchurian history. In this respect, students will understand a wide range of cultural/ethnic conflicts and convergence which take place in the process of emigration to Manchuria and settlement in Manchuria.

THE DEVELOPMENT OF THE GLOCAL EASTERN ASIA HISTORY 3 Credits

In this class, students will engage in a critical analysis, review of the history of East Asia, and approach to historical truth for the region of East Asia. The students in this class will challenge East Asian discourses as routine discourses, and search for the glocal East Asian vision.

A SEMINAR ON SOCIAL NETWORKS IN EAST ASIA 3 Credits

This is a seminar to search for the meaning and features of social networks which are inherited in East Asian societies. The students in this seminar will discuss the structural differences of social networks between the East and the West as well as the human interaction in East Asia.

INTER-CULTURAL COMMUNICATION THEORY IN EAST ASIAN STUDIES
3 Credits

This class will examine the communication phenomena which take place in different

cultures from various theoretical standpoints. Its aim is to study the overall East Asian cultural geography by means of the theory of comparative cultural communication.

MULTICULTURAL SOCIETY IN EAST ASIA 3 Credits

Students in this class will study the multicultural phenomena in Korea and East Asia and search for desirable alternative communities as models for East Asian societies.

STORYTELLING THEORY AND EAST ASIAN 3 Credits

Storytelling is used in various media such as movie, video, animation, cartoon, game, and commercial as a basic content. Furthermore, storytelling is an effective communication method in the modern organizational society. The students in this class will study these aspects.

STORYTELLING PLANNING 3 Credits

Storytelling is a compound word which is formed from the words "story" and "telling". The student in this class will practice the two elements of East Asian cultural storytelling, which are composed of both creating stories and telling the story.

POP-CULTURE IN EAST ASIA 3 Credits

This class will trace the aspects of contemporary East Asian pop-culture and their historical transition. Furthermore, it will intensively discuss how the East Asian countries such as Korea, China, and Japan have cultural cross-fertilization.

STUDIES ON SINOGRAPHY IN EAST ASIA 3 Credits

The three East Asian countries have used Chinese Sinography. However, each Sinography in Korea, China, and Japan has its own authentic form, sound, and meaning as well as homogeneous form, sound, and meaning. By examining the texts written in Sinography of the three East Asian countries, students will develop the ability to understand the East Asian linguistic cultures.

SPECIAL LECTURES ON ANIMATION IN EAST ASIA 3 Credits

In this class, students will analyze the characteristics of animated moves in East Asian countries including Japanese animation which made an early start in East Asia. Students will enhance their capacity to lead the animation market which has high growth potential.

INTERPRETATION AND TRANSLATION ON LOCAL CULTURE IN EAST ASIA

3 Credits

Students will understand and experience a variety of regional cultures in East Asia through translation and interpretation. Accordingly, they will develop the practical ability to translate or interpret for international conferences and/or various cultural events.

THE CONFLICT AND THE RECONCILIATION OF THE EAST ASIA 3 Credits

This class will provide students with the opportunity to review a complex history of the conflict and confrontations such as territorial disputes and wars. Furthermore, it will critically discuss history disputes which are still relevant in East Asia. Historical recognition and history textbook analysis are the important learning contents. Students will establish the 21st creative and alternative archetype for East Asian people.

THE ANALYSIS AND THE PRODUCTION OF THE EAST ASIAN CULTURAL CONTENTS IN EAST ASIA 3 Credits

With the method of comparative analysis between the classical cultural contents and the contemporary cultural contents, this class will search for the useful material and structure of East Asian cultural contents. In addition, it will create new cultural contents from a standpoint of glocal East Asian studies.

INFORMATION SCIENCE SEMINAR ON EAST ASIAN REGION 3 Credits

The aim of this seminar is to discuss digital information which is produced, exchanged, distributed, and disseminated in East Asia. Students will study the current and the future of digitalized East Asia as well as the social and cultural hot issues.

CULTURAL CONTENTS THEORY IN EAST ASIA 3 Credits

This class will deal with the basic concepts of cultural contents and the advanced theory. Students will discuss the status, the perspective, and the application of the cultural contents in East Asia

HISTORY AND CULTURE INTERPRETATION IN EAST ASIA 3 Credits

In this class, students will collect and manage historical and cultural documents which are relevant to East Asian archaeological sites. Students will practice their own storytelling techniques to express culture and history with a narrative approach.

RESEARCH AND PRACTICE ON EAST ASIAN MULTICULTURAL SOCIETY IN
KOREA

3 Credits

This class will provide students with the opportunity to visit multicultural families in Korea and experience various real-life situations. Student will gain a high level of problem solving competence in the multicultural society. Furthermore, they will search for the model culture which the future East Asian communities could emulate.