



International Summer Program

Special Lecture / Activity Introduction
Only in Chung-Ang University

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*Lectures are subject to change



Special Lectures

Major B

*Lectures are subject to change



Korean Pop Culture



Francis Chung

- NYU Stern School of Business, Marketing and International Business double major w/ concentration in Entertainment
- 2008: CJ International Strategy for Entertainment and Media
- 2009: CJ Entertainment Intl Business
- 2012: Produced MAKE YOUR MOVE & FINAL RECIPE, starring BoA and Derek Hough, and Henry Lau and Michelle Yeoh respectively
- 2013: Produced SNOWPIERCER starring Chris Evans, Tilda Swinton, Ed Harris and Octavia Spencer
- 2013-2015: started Korea's leading toy company YOUNG TOY's International Business launching its products and animation in Europe for the first time
- 2015-present: CJ Entertainments VP of Global Productions and Head of US productions

What do we learn?

“Overview of Recent K-Culture”

- **What are key success factors of K-Pop?**
- **What is the ‘Factory Girls’?**
- **Netflix in Korea?**
- **Why K-dramas are a big hit?**
- **K-drama Case Study**

Feedbacks

- **“Very informative and highly engaging class!”**
- **“Gained a lot of knowledge about entertainment! Good!”**
- **“A fantastic lecture on Korean K-pop culture!”**
- **“Very easy to follow. Mr.Chung seemed down to earth and friendly”**

Arts of Korea



Cheolseung Kim

- UCLA, MFA (Department of Art, Graduate)
- B.A. Philosophy, Yonsei University
- Adjunct Professor (Performing Arts), West Los Angeles College
- Lecturer (Performing Arts) Chung-Ang / Hanyang / Kukmin University

What do we learn?

“Korean Film/Performing Arts”

- **Brief history of Korean film**
- **Modern style of Korean film**
- **The future of Korean film**
- **Korean performing arts**
- **Pansori 5 Madang**
- **Tradition in modern stage: Hyang-yeon, Just Jerk**

Feedbacks

- **“Thank you for all the film recommendations and advice about Korean culture! I learned a lot!”**
- **“Great lecture which gave a short overview of the history through upon the most important influences on South Korea”**
- **“He gave a different perspective of art which was interesting.”**

Korean Economy



Hoon Baek

- Ph.D./B.A Economics, Northern Illinois University, USA
- 09/1993 - 02/2015 Anseong Campus International Relations Department, Professor, associate professor and professor
- 03/2015 - Professor of Political Science at Chung-Ang University
- 3/1991 - 12/1991 Northern Illinois University, Visiting Assistant Professors
- (Research) The Influences of Ordo-liberalism in the EU's Economic and Monetary Policy
- (Research) Ordo-liberalism and New Institutionalism in Comparative Perspective,

What do we learn?

“Korean Economy : Past, Present and Future”

- **Brief history of Korean Economy**
- **How Korea has been developed?**
- **Present : Korean Economy**
- **Future : What it will be like**

Feedbacks

- **“The lecture is really nice. I have never found a lecturer like you. It was nice to meet you sir!”**
- **“The nicest lecturer I have ever had”**
- **“The lecturer is very talented! Thank you for the great performance!”**

Korean Music



Seah Hong

- Ph.D. Musicology, 1st Class Honors, 2018 Chung-Ang University, Graduate School,
- Researcher, Chung-Ang University school based enterprise Ari
- 13th Kyung-Ki Traditional Music Contest, Bronze-medal winner

- History of Korean Music
- Instrumentals
- Characteristic of Korean Music

<https://www.youtube.com/channel/UCm47hLSTzJxK-HWUSb6CUrA>



Korean Folklore and Culture



Won-Joo Suh

- Guide Team Leader, The War Memorial of Korea
- Education, Yonsei University
- Master, Institute of Education , UCL
- Doctor of Philosophy (ABD), Museum Education, UCL
- Current Vice President of the Museum Association of Korea
- Current Audit of the Museum Education Association
- Former Director of the Children's Museum of War Memorial
- 'Why did human beings need museums?' (National Academy, 13), 'Architecture Education in Korea' (Munhaksa, 10)
- The British Museum's Korean edition (The British Museum Press, '04)
- Academic paper A Study on the Purpose and Direction of Multicultural Education: Focused on the Cases of British Education and British Museum, Children and Museum Studies. 4th. 27-47('13) plus

What do we learn?

“From Eating Manners to...”

- **Korean Eating Manners/Food Culture**
- **Korean Folklore and Cultural traditions**
- **Korean Cultural History**

Feedbacks

- **“I wish we could've heard the whole lecture, he was so kind and his lecture was very educational”**
- **“Good; I like it; all the points are good & have a unique method”**

“ Touch the World! ”



We invite you to a very special Summer!

<http://www.causummer.com>

