

KOREAN DISCOURSE AND GENRE

Materials for Intermediate/Advanced Korean
Based on the National Standards

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The Korean Wave — 한류 (한류): K-POP 엑소 (EXO)



THE KOREAN WAVE 한류 (한류)

INTRODUCTION

The Standards for Korean Language Teaching have recently been developed and published through ACTFL (American Council on the Teaching of Foreign Languages). They center on five basic concepts, referred to as the 5Cs: *Communication, Cultures, Connections, Comparisons, and Communities* and are intended to replace the more mechanical and artificial categories of proficiency, commonly known as the “4 skills” of listening, speaking, reading, and writing. The 5Cs of the Standards shift the focus away from the “skill” of language and instead highlight elements of language that are linked to *people* and *culture* and *discourse*. At the same time, the Standards provide teachers and learners with specific, concrete sets of goals to strive for in learning and teaching Korean.

The units developed in this series, *Korean Discourse and Genre*, are designed to complement existing pedagogical materials for Korean. They contain authentic, media-based samples of actual language used in Korea by Koreans for specific interactional purposes: television programs (e.g., talk shows, reality shows, news, weather reports), radio programs, films, internet-based discourse (interviews, reviews, blogs, news items, recipes), and the like.

The focus of our units is on *Discourse* and *Genre*. *Discourse* relates generally to language and how language is used in these various communicative contexts. *Genre* refers to the specific ways in which particular features of language combine to create a certain *type* of discourse, e.g., conversation, expository writing, formal interview, recipes, weather reports, diary entries, and so forth.

We provide instances of actual Korean *discourse* within various *genres* of language use. Each language segment is followed by a vocabulary list that provides definitions or approximate English equivalencies of potentially unfamiliar words, all listed in the same order that the words appear in the text.

The goals of the units are to raise teachers’ and students’ awareness of and sensitivity to specific language patterns in oral, written, and technology mediated communication as they occur within particular types of discourse genres. More importantly, the materials provide activities for teachers to use in their classrooms—activities that are designed to match the goals and standards as set forth in the Standards for Korean Language Learning:

GOAL 1 COMMUNICATION

Communicate in Korean:

- *Provide and obtain information, express feelings, exchange opinions. (INTERPERSONAL)*
- *Understand and interpret written and spoken Korean on variety of topics. (INTERPRETIVE)*
- *Present information, concepts, and ideas to an audience of listeners on a variety of topics. (PRESENTATIONAL)*

GOAL 2 CULTURES

Gain Knowledge and Understanding of Korean Culture:

- *Demonstrate understanding of the relationship between practices and perspectives of Korean culture.*
- *Demonstrate understanding of the relationship between products and perspectives of Korean culture.*

GOAL 3 CONNECTIONS

Connect with Other Disciplines and Acquire Information:

- Reinforce and deepen knowledge of other disciplines through the Korean language.
- Acquire information and recognize distinctive viewpoints that are only available through the Korean language and culture.

GOAL 4 COMPARISONS

Develop insight into the Nature of Language and Culture:

- Demonstrate understanding of the nature of language by comparing Korean with other languages that students know.
- Demonstrate understanding of the concept of culture by comparing Korean culture with other cultures that students know.

GOAL 5 COMMUNITIES

Participate in Multilingual Communities at Home and Around the World.

- Use Korean both within and beyond the school setting.
- Show interest in becoming life-long learners by using Korean for personal enjoyment and enrichment.

This shift in foreign and second language education, from the four skills to the 5Cs, will allow for greater flexibility in learning tasks. It will also encourage more authentic and robust uses of language, both in the classroom and beyond. *Students will be exposed to a greater variety of discourse samples in the target language and consequently will also be asked to produce a greater variety of discourse.*

Our materials represent early steps toward these goals, by providing authentic Korean language samples and a wide variety of activities that can be used in the classroom (and outside). These activities are designed to help students achieve a multiplicity of goals as noted above, with a natural integration of Korean grammar and culture within the 5Cs. The activities are also designed to help teachers become more sensitive to language-related issues as they pertain to *discourse* and *genre*.

The units on 한류 (한류), THE KOREAN WAVE, center on dramas and K-Pop. Following our format and methodological goals, each unit is designed to both *provide* a variety of discourse genres, e.g., expository writing, narrative, e-mail, interviews, chats, blog, and so forth, and *have students interact within* these various genres. The final section of each unit discusses the specific types of *discourse genres* used as text in the unit, and isolates particular features of each genre for further study.

We hope you find these materials useful. Please direct questions, comments, and other feedback to: Center for Advanced Language Proficiency Education and Research (CALPER), Korean Project, c/o Professor Susan Strauss, The Pennsylvania State University, 305 Sparks Building, State College, PA 16802, email: sgs9@psu.edu

NOTE TO INSTRUCTORS: Our units are designed to stimulate students' thinking about the Korean language and Korean people and culture. Each activity is centered on multiple goals and sub-goals within the 5Cs noted above. The units provide ideas for students to use Korean in various genres of discourse (e.g., expository writing, interviews, conversation, e-mail) and to interact at various levels (e.g., with other individuals, in small groups, and in full class contexts). Please feel free to supplement these assignments with your own goal-specific tasks so that they best fit the needs of your classes. We provide a blank box at the end of each segment for you to create your own assignments based on these or related issues.

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The Korean Wave — 한류 (한류): K-POP

엑소 (EXO)

This unit continues our work on K-Pop, by focusing on one popular Korean idol group, EXO. EXO is a 12-member boy band managed by SM Entertainment, one of the top idol-managing firms in South Korea. What makes EXO unique among Korean idol groups is its member composition, with six members comprising the Korean half of the group, EXO-K, and six members comprising the Chinese (Mandarin) half, EXO-M. This unit will introduce the group itself and the entertainment company that manages it. We provide links to some of EXO's performances as well as song lyrics in *hangul* and English, and a blog post relaying details and impressions from an EXO concert from May, 2014, immediately after the Summer 2014 EXO concert held at the Olympic Gymnastics Arena in Seoul.

The unit is divided into three sections: Section 1 is a news article announcing the potentially scandalous relationship between EXO member 백현 and Girls Generation 태연. Section 2 provides the song lyrics and links to EXO's performance of 중독 "Overdose." Section 3 is the emotional blog post from a loyal EXO fan, complete with photos and details of this particular concert event.

Section 1: EXO – News Article

- 태연 & 백현 Admit They Are Dating—First News of EXO Romance. Interest ↑
- Activities
- Further Assignments

Section 2: EXO – Performance and lyrics of 중독 "Overdose"

- 중독 "Overdose"
- Activities
- Further Assignments

Section 3: Blog post: EXO concert review

- Exo Concert Review – Blog post excerpt
- Activities
- Further Assignments

SECTION 1: 태연 & 백현 ADMIT THEY ARE DATING—FIRST NEWS OF EXO ROMANCE. INTEREST ↑

<http://sports.donga.com/3/all/20140619/64437330/4> (accessed 6/24/2014)

Read the following article. What is newsworthy here? Why is “Interest ↑”?

태연 백현 열애설 인정, 엑소의 첫 열애 소식! 관심↑

‘SM의 현재와 미래’ 그룹 소녀시대 리더 태연(26)과 엑소(EXO) 멤버 백현(23)이 열애 중이다. SM엔터테인먼트 19일 두 사람이 지난 2월부터 4개월 동안 연인관계를 이어오고 있다는 보도가 나오자 “친한 선후배 사이로 지내다 최근 들어 호감을 갖기 시작한 단계”라고 사실을 인정했다.

앞서 여러 차례 소녀시대 멤버들의 열애 사실이 공개됐지만 이번 태연과 백현의 열애는 후폭풍이 거셀 것으로 보인다. 명실상부 대한민국을 대표하는 걸그룹의 리더와 한국을 넘어 ‘아시아의 대세’로 떠오른 그룹 멤버의 만남이니 그럴만하다.

앞길이 창창한 ‘글로벌 대세’ 엑소의 첫 열애 소식이라는 것도 주목 할만한 포인트다. 엑소는 SM엔터테인먼트의 미래를 책임지는 그룹. 지난 2012년 데뷔한 엑소는 약 2년 만에 국내 톱 가수 대열에 올랐다. 거대한 팬덤이 형성됐고, 실력과 퍼포먼스로 전문가들의 인정도 받고 있다.

이들은 지난달 열린 콘서트에서 멤버 크리스의 탈퇴를 사실상 인정하며 “이제부터가 진짜 시작”이라고 선언, 새로운 시작을 알리기도 했다. 이 시점에서 터진 백현의 열애 보도는 어떤 영향을 미치게 될까?

소녀시대와 엑소는 SM엔터테인먼트의 현재와 미래다. 팀 내에서 큰 영향력을 발휘하고 있는 두 사람의 열애가 앞으로 이들 그룹의 행보에 어떤 영향을 미칠지 귀추가 주목되고 있다.

누리꾼들은 “태연 백현 열애설 인정, 부러워” “태연 백현 열애설 인정, 후폭풍 거셀듯” “태연 백현 열애설 인정 대박이네” 등의 반응을 보였다.

VOCABULARY

열애	passionate love
연인관계	relation of lovers
이어오다	to keep, continue
호감 갖다	to have a good feeling
인정했다	to acknowledge
공개되다	to become opened
후폭풍	lit. 'back blast,' consequence, backfire
거세다	to be tough, violent
명실상부	to be true to the name
대표하다	to represent
대세	trend
창창한	promising (adj.)
주목하다	to pay attention
책임지다	to be in charge of
~대열에 올랐다	to ascend to ~ level
거대한	immense
팬덤	fandom
형성됐다	to be formed
퍼포먼스	performance
인정받다	to be recognized
탈퇴	withdrawal
사실상	actually
인정하다	to admit, acknowledge
알리다	to inform, announce
시점	a point in time
영향을 미치다	to influence, impact
영향력	influence (n.), force (n.)
발휘하다	to demonstrate
행보	one's (future) move
귀추	consequence
대박	(exclamation) terrific!, unbelievable!, awesome!, wonderful!
반응을 보이다	to show a response, react

ACTIVITIES

1. Conduct an internet search in Korean on the group EXO. Who are the 12 members? Who are the members of EXO-K and who are the members of EXO-M? How did they come together to form the band? What does their name mean? How did it originate? Whose idea was it?

NOTES: _____

2. The gist of this news article points to a potential scandal involving an important member of a popular boy band and an important member of a popular girl band. Who are the members?

(a) Conduct a basic internet search in Korean on each of the two idol celebrities, noting their dates/places of birth, family lives, and the historical trajectories of their involvement in the entertainment industry (i.e., how did they begin?, what steps did they go through to reach the level of stardom that they have today?)

변백현



김태연



- (b) Work in pairs to compare notes on your findings. Did you note any previous relationships for either of the two singers?

Now, think about this: What sorts of potential “consequences” might occur as a result of this relationship? Why the seemingly serious concern of the author of this article, and perhaps also of the general public? What seem to be the risks of this particular romance on each individual’s career and on the bands that each belongs to? How might this concern play out within a U.S. or British context? How are the dating habits of well known band members portrayed in the media? What sorts of “gossip” circulate about each person, and what sorts of concerns relating to performers’ futures do you find? What do you think the expression 관심 ↑ means in this article?

Is there a difference in how the media portrays love interests of famous band members in the U.S./Britain and Korea? If so, how would you articulate those differences? Why do you think they exist?

- (c) Still working in pairs, try to locate at least three other news articles in Korean about the relationship between 태연 and 백현. Do you find similar concerns about the consequences of their relationship in these three additional articles?

Read each of these articles carefully and highlight the ways in which the reporters talk about: 태연 and 백현 as individuals, Girls’ Generation (태연’s band), and EXO. How do the reporters discuss the relationship and the potential “consequences” of their relationship?

Then, find four articles in English that highlight the early stages of a dating or romantic relationship between an American or British pop star and another celebrity. You might want to consider looking in such publications as *People* and *Us* magazines. Read each of those articles carefully and, again, highlight the ways in which the reporters mention: the pop star, his or her love interest, the effect of this relationship on the band, etc.

Do you notice any difference in reporting styles of the Korean news and the US/British news in terms of: publicity and gossip (i.e., private and personal details about each celeb), attempts to keep relationship details a secret, etc.? Is there anything else that strikes you as you compare and contrast these media-based relationship portrayals from Korea and from the U.S./Britain?

Each team of two students should then prepare a poster presentation that compares and contrasts the ways in which the media portrays romantic relationships (especially at early stages of dating) of pop stars. One student should be able to articulate in Korean an overarching tendency of U.S./British patterns of media representation on this topic. The other student should articulate in Korean the overarching tendency of Korean patterns of media representation. What sorts of patterned differences do you find? What sorts of patterned similarities do you find? What accounts for the differences? The similarities?

3. The article in this section uses the term 팬덤 ‘fandom.’ What is your conception of “fandom” in English as opposed to other variants of the term, “fan,” “fanbase,” “fan culture,” and so forth. What is the etymology of the English word *fan*? What sorts of special interests (e.g., sports, music) were originally associated with the term “fan” in English? What sorts of special interests are associated with the term today, limiting your discussion only to the U.S. context?

What types of TV shows, movies, art, sports, or music groups attract “FANS” in the U.S.? What is “fan culture” in the United States?

Is it accurate to refer to fans, fandom, and fan culture as *sub-cultures*? Why or why not?

4. Another example of a “fan culture” is the group in Japan known as *otaku* (おたく). *Otaku* might be considered a *sub-culture*, and it refers to the people who have a deep and excessive interest in *manga* and *anime*. Conduct an internet search about Japanese *otaku*. Be sure to list your sources so that you can go back and refer to them later, if you need to. Are Japanese *otaku* viewed in a generally positive light or negative light? Why might this be so? Can you think of any fan cultures in the United States that might be comparable to Japanese *otaku*? What other fan cultures do you know of outside of the United States and South Korea?

5. What is 팬덤 in Korea? What sorts of special interests seem to be associated with Korean 팬덤 (e.g., music, dance, sports, sci-fi, anime/manga?). At first glance, do you find overlapping tendencies in the Korean notion of 팬덤 in comparison with U.S. notions of fans and fan cultures and the Japanese group of *otaku*?

6. Below is an excerpt of a wiki website that extensively discusses 팬덤.

<https://namu.wiki/w/%ED%8C%AC%EB%8D%A4> (accessed 2/19/16)

1. 본문

Fandom.

간단히 말해 어떤 대상의 **팬들이 모인 집단**을 일컫는 개념이다. 텔레비전의 보급과 대중문화의 확산으로 인해 팬덤이 사회적, 문화적 영향력을 행사하게 되면서 '팬덤 문화' 라는 말이 탄생하기도 했다.

국내에서 팬덤이라 하면 보통 **가수**, **아이돌** 팬덤을 연상하는 경우가 많지만(이 문서도 오로지 아이돌 팬덤에 관련하여 쓰여있었다) 팬덤이란 **팬질의 대상이 되는 모든 대상에 대한 팬들의 집단**을 상대로 한 것이다. 당연히 **책**, **게임**, **만화**, **영화**, **드라마**, **배우**, **작가**, **정치인**, **예술가**에 이르기까지 하나의 커다란 집단을 이룰 만큼의 팬들만 있으면 그것이 곧 팬덤이므로 팬덤의 종류는 그야말로 무궁무진하다.

How does this definition of 팬덤 in paragraph 1 and 2 above compare to the definitions that you came across for the English word “fan?”

7. Note that paragraph 1.1 below is entirely dedicated to the phenomenon of the “idol fandom.” According to this excerpt (and the full text online), what is an “idol fandom?”

What does this focus on 팬덤 reveal about the entertainment industry in South Korea? Which entertainment firm name emerges as the exemplary company in the promotion of pop idols in Korea?

1.1. 아이돌 팬덤 ¶

아이돌은 아무리 대중적인 인지도가 높아도 팬덤이 탄탄하지 않으면 수익을 많이 내기 어렵다. "아이돌은 팬덤장사"라는 말도 나올 정도이다. 국내 최대 아이돌 기획사인 **SM엔터테인먼트**가 팬덤 구축에 막강한 노하우를 가지고 있다. 팬덤을 정규적으로 조직화 하면 **팬클럽**이 된다.

현재 가요계를 보면 구매력이 높은 아이돌 팬덤들이 시장을 꽉 쥐고 있는 상황이지만, 좋아하는 아이돌을 1위로 올려주기 위해 같은 **앨범**을 여러 장 사재기하고, 여러 음원사이트에 가서 음소거를 해놓고^[1] 같은 음원을 계속 듣다거나 하는 식의 기형적인 가요계를 형성하고 있다.

Add your own vocabulary words here from the above paragraph:

_____	_____
_____	_____
_____	_____
_____	_____

8. Conduct an internet search in Korean on SM 엔터테인먼트. What do the initials SM stand for? Who is the founder of this agency? How did he start out in business and how did his business grow? Which bands does SM 엔터테인먼트 manage? Find other entertainment agencies in Korea that might be comparable to SM 엔터테인먼트. Which agencies are they? For additional information and background on Korean entertainment management firms, see our **한류 K-POP** unit on **버즈 Buzz**.

9. Prepare a team-based report in Korean on the Korean entertainment management industry in which you name the top three firms that you locate and the most well-known artists that these firms manage. Be sure to share with the class the respective websites from each agency. As you work with those websites, analyze the various ways in which each firm represents itself and its clients. Look at uses of photographs, font and print varieties and color, and also be sure to analyze the discourse: How do the agencies refer to themselves? How do they refer to their clients? Find statements on the websites that articulate the firm’s mission statement and its ideology in both managing the stars and in keeping the public continually satisfied. Each report should take approximately 30 minutes and each should be developed into a final, co-authored term paper. The term paper should conclude with an articulation of what you as students learned from this specific project: What you learned about the entertainment industry in Korea, about idol fandom and how it is “created” by the various agencies, about agency image and artist image, and about capitalist competition in this very volatile yet lucrative business of stardom manipulation and crowd pleasing.

FURTHER ASSIGNMENTS

SECTION 2: SONG LYRICS – 중독 “OVERDOSE”

In this section, we'll analyze the performance styles, lyrics, and meanings of a few EXO songs, focusing first on 중독 “Overdose.” You will find the translation of the lyrics in Appendix B.

Here is a link to one of the music videos of EXO performing 중독 “Overdose”

<https://www.youtube.com/watch?v=TI0DGvqKZTI> (accessed 8/30/14)

중독 “Overdose”

lyrics source-http://blog.naver.com/eunz0_0/220103702676 (08/30/2014)

모든 걸 걸고 널 들이킨 나
이젠 돌이킬 수도 없다
이건 분명 위험한 중독
So bad no one can stop her
Her love her love 오직 그것만 바라
그녀의 사랑 하나뿐인걸
치명적인 Fantasy
황홀함 그 안에 취해
Oh she wants me
Oh she's got me
Oh she hurts me
좋아 더욱 갈망하고 있어
Someone call the doctor 날 붙잡고 말해줘
사랑은 병 중독 Overdose
시간이 지날수록 통제는 힘들어져
점점 깊숙이 빠져간다 Eh oh
Too Much 너야 Your love 이걸 Overdose
Too Much 너야 Your love 이걸 Overdose
놀리는 그 손길로 온 너
본능은 너를 갈구해 좀 더
가빠진 숨으로 질식된 후에
전율 그리곤 한숨
Her Love Her Love 독한 약 같아
내겐 헤어날 수 없는 Destiny
피는 뜨거워졌지
마침내 모두 지배해
Oh She wants me
Oh She's got me
Oh She hurts me
계속 너만 그리고 그런 나

Someone Call The Doctor 날 붙잡고 말해줘
사랑은 병 중독 Overdose
시간이 지날수록 통제는 힘들어져
점점 깊숙이 빠져간다 Eh oh
Too Much 너야 Your love 이걸 Overdose
Too Much 너야 Your love 이걸 Overdose
모두 다 내게 물어와 내가 변한 것 같대
심장에 네가 박혀버린 듯
세상이 온통 너인데
멈출 수 없어 이미 가득한 널
지금 이 순간 You're in my heart
난 너를 맛보고 너를 마신다
온 몸이 떨려와 계속 들이켜도
아직 모자라
손끝까지 전율시킨 갈증 이 순간을
잡아
질주를 멈추지 마 너무 좋아 I can't stop
Hey Doctor 지금 이대로 팬찮나 나
주체할 수 없는 이끌림 속에
녹아내려가 난
이 느낌 없이는 죽은 거나 마찬가지인 걸
내가 사는 이유 난 너란 달콤함에 중독
Someone Call The Doctor 난
그녀가 필요해
하루도 난 버틸 수 없어 버티지 못해
벗어나고 싶지 않은 천국 같은 너
긴 긴 이 덧은 아름다워 Eh oh
Too Much 너야 Your love 이걸 Overdose
Too Much 너야 Your love 이걸 Overdose

VOCABULARY

모든 걸 걸다	to bet everything
들이키다	to chug (alcohol)
돌이키다	to undo
중독	addiction, poisoning, overdose
치명적인	fatal
황홀함	ecstasy
취하다	to be drunk
갈망하다	to long for, to crave
붙잡다	to take hold of
통제	control, regulation
깊숙이 빠져간다	to sink deeply into something
손길	touch (n.)
본능	instinct
갈구하다	to long for, crave
가빠진 숨	lit. 'fast breath,' hectic
질식되다	to be smothered
전율	shudder (n.)
한숨	breath, sigh
헤어나오다	to get out of
뜨거워졌다	to become hot
지배하다	to dominate
박히다	to be driven in
온통	wholly, every and all
떨리다	to shake, to tremble
모자라다	to be insufficient
갈증	thirst
질주	speeding
주체하다	to cope with
이끌림	attraction
녹아내리다	to melt down
마찬가지	the same
버티다	to endure
덫	a trap

ACTIVITIES

1. What is your initial impression of this music video? How is the video structured? What is the background? Who are the people in the video? What sorts of other “props” are involved? How do the visuals in this video relate to the lyrics of the song? (e.g, themes of entrapment, obsession, loss of emotional control, etc.)

2. Work in pairs and discuss the following:

What does the song mean? (based on the lyrics alone).

How do the words in the song create this meaning that you have articulated above?

Which words and/or expressions are they?

Make a list of the *emotion* expressions in this song:

(a) Do these words predominantly express *positive emotions* or *negative emotions*?

(b) How do the lyrics and the visuals match in terms of such concepts as:

obsession, addiction, excess, freedom (vs. lack of freedom), self-control

(c) How does the physical setting reflect the psychological/emotional states expressed in the song lyrics?

(d) What effect, if any, is created by the use of English in these lyrics? Why do you think the English expressions exist here?

(e) Is this a “love song?” Why or why not?

3. Project work: Work in teams of 3-4 students. Conduct research on EXO using multiple types of discourse: music videos; expository writing; blog posts with bloggers’ opinions on the song.

Compare your research notes on EXO, its group members, its management firm, and its rapid rise to stardom.

4. Watch the music video (<https://www.youtube.com/watch?v=KH6ZwnqZ7Wo>, accessed 2/19/16) and concentrate on the narrative that precedes the video. Note especially the narrative that precedes the music video (note: pay attention to both the words and the visual

imagery throughout the video and especially in the introductory narrative.) What is the main theme of that narrative? Do you think the narrative is a necessary component to link the themes and images to the music video and lyrics? Why or why not?

마마 “Mama”

Careless, careless
Shoot anonymous, anonymous
Heartless, mindless
No one, who care about me?

잃어버린 채 외면하는 것 같아
참을 수밖에 없어
눈을 감지만

마마! 이젠 내게 대답해줘 왜 사람들이 달라졌는지
아름다운 시절이라는게 존재하긴 했는지 이제 더는 사랑하는 법도 잊었고
배려하는 맘도 잃었고
등을 돌린 채로 살아가기 바쁘걸

익명의 가면에 감췄던 삶의 가득한 질서
끝을 봐도 배고픈 듯한
이젠 만족해?

우린 더 이상 눈을 마주 하지 않을까?
소통하지 않을까? 사랑하지 않을까?
아픈 현실에 다시 눈물이 흘러
바꿀 수 있다고 바꾸면 된다고 말해요 마마, 마마

언젠가부터 우린 스마트한 감옥에 자발적으로 갇혀
0 과 1로 만든 디지털에 내 인격을 맡겨 거긴 생명도 감정도
따뜻함도 없고 언어 쓰레기만 나뒹구는 삭막한 별판
날이 갈수록 외로움만 더해져
우리가 인간일 수 밖에 없는 건
상처 받는 것 yeah

만나고 손을 잡고 느끼며 함께 울고 웃고
땀아가고 서로 연결돼
돌이키고 싶다면

우린 더 이상 눈을 마주 하지 않을까?
소통하지 않을까? 사랑하지 않을까?
아픈 현실에 다시 눈물이 흘러
바꿀 수 있다고 바꾸면
된다고 말해요 마마, 마마

Turn back!

죽고, 죽이고 싸우고 외치고
이건 전쟁이 아니야
도와줘요 마-마-마-마-마-마-마-마 turn back
깨닫게 마-마-마-마-마-마-마-마 rolling back
박고 치고 편을 나누고 싸우고
이건 게임도 아니야
도와줘요 마-마-마-마-마-마-마-마 turn back
Yeah

Careless, careless.
Shoot anonymous, anonymous.
Heartless, mindless.
No one, who care about me?

삶에 허락된 축복받은 날들에 감사하고
매일 새로운 인연들을 만들고 깨져버린 마음에 보다
기쁜 사랑을 모두 함께
웃을 수 있다면

우린 더 이상 눈을 마주 하지 않을까?
소통하지 않을까? 사랑하지 않을까?
아픈 현실에 다시 눈물이 흘러
바꿀 수 있다고 바꾸면 된다고 말해요 마마, 마마

Careless, careless
Shoot anonymous, anonymous
Heartless, mindless
No one, who care about me?

(a) What does this song mean?

What types of symbolism do you find in the video? Note especially the theme of *duality*.

How is that theme structured in the video and lyrics? (e.g., good / evil, past / present, light / dark). How are the related notions of unity, lack of unity, and return to unity expressed throughout the video?

(b) Can you identify any recognizable influences from other music videos from other popular performers (i.e., delivery [pronunciation] style, lyrics, clothing style)?

What, in particular, did you notice that seemed familiar to you from other recordings and other music videos? Which artists in particular do you feel may have influenced the production of this video (and 중독 “Overdose”)? Why? Do these influences add to or detract from your early impressions of the video?

(c) Find reviews of EXO-K and EXO-M performances of 마마 “Mama” from the fan club website(s). Synthesize the overall reactions by the bloggers in terms of: their opinions about the song, their opinions of EXO in general, their views on the meaning of this song, etc.

5. Guidelines for your project: Prepare an in-depth report in Korean about EXO and its rapid rise to stardom from April 2012, beginning with this very song. Where is EXO now and how did they get there? This project will require that you conduct similar types of analyses of other songs and performances (by EXO and perhaps other artists), using some of the guiding questions that we have here for 마마 “Mama.” Be sure to include your opinion concerning why EXO became so popular so quickly.

Group Powerpoint Presentation in Korean:

- 20 minutes per group (include photos and video clips)
- Conclude your powerpoint presentation with three questions for the class to discuss and lead the discussion for 10 additional minutes. (Be sure to pose the questions in such a way they will easily generate student response).

6. Written report on your findings (5 pages in Korean), responding to the following question:

EXO is one of the most popular bands in Korea (and beyond) today. What accounts for its rapid success? Where do you think EXO will be in the next five years? Why?

- Your essay should provide a detailed, expository background on EXO and perhaps also SM Entertainment. Also include relevant analyses of other music videos (along the lines of how you analyzed 마마 “Mama”), analyses of blog

posts by fans, and other newspaper articles on EXO. You might want to compare and contrast EXO with other K-Pop artists as you structure your arguments for this essay.

Be sure to cite all sources.

In addition to your 5-page essay, you can include an appendix of EXO's complete discography; song lyrics, if relevant; etc.

SECTION 3: 엑소 콘서트 후기!! 'A REVIEW OF THE EXO CONCERT!

http://blog.naver.com/hs_aimer/220009639164 (accessed 06/22/2014)

In this section, you will read a concert review from an EXO fan. The review was written right after the concert was over.

As you read through the review, think about the following: What is the gender of the writer? What clues tell you this? How would you characterize the writer's overall impression of the concert experience?

엑소 콘서트 후기!! (FROM. EXO PLANET#1) + 디오 솔로곡 다운

http://blog.naver.com/hs_aimer/220009639164



진짜 감동이었습니다... 

뭐라 할 말이 없네요..ㅠㅠㅠㅠ 으아아.. 위에 애드벌룬처럼 정말
위아원이었습니다.

정말 정말루... 좋았어요. 진짜 정신없이 소리 지르고 야광봉 흔들다
왔네요ㅋㅋㅋ..

처음에 귀청 떨어지는 줄 알았던 함성도ㅋㅋㅋ 어느새 적응이 되어 저도 같이
난리를 치고 있었네요.

스탠딩이랑은 또 다른 맛이 있네요, 좌석이ㅎㅎ 스탠딩 때는 내 몸 챙기기도
힘들어서ㅋㅋㅋ...

맨 마지막에 Lucky 부르는데 진짜 눈물이 확 쏟아질 것 같았습니다 ㅠㅠㅠ
여러가지 감정이 막 복잡하게 왔었네요ㅎㅎ

콘서트 준비하느라 수고한 엑소 11명 모두 정말 고마워요.(+ 관계자 및
스텝분들도)



올림픽공원 체조경기장 3층 제가 앉았던 곳의 시야입니다.
 사진이니까 당연히 실제로 보면 훨~씬 더 가까워요.
 3층치고는 잘 보이기 는 하는데, 스탠딩에서 보다 여기서 보면 그냥...ㅋㅋㅋㅋ
 근데 애들 가까이 많이 오고, 진짜 서비스 좋았어요 ㅠㅠ 전 좌석
 99000 원이라 3층도 신경 좀 써주나봅니다.ㅋㅋ
 공연 내용 스포는 안할게요ㅋㅋㅋ.. 또 보시는 분들도 계실테니.



바람때문에 애들 얼굴이 다 찌그러져서...ㅋㅋㅋ 안타까운...



키야... 잘생겼다 잘생겼다.



낮 버전 애드벌룬입니다.



좌석에 놓여져 있는 이벤트 피켓입니다.
별거 아닐 것 같은 이벤트였지만, 막상 그 순간에는 정말 감동이었어요.
울컥하기도 하고, 몽클하기도 하고, 노래 가사가 또 가사인만큼.. ㅎㅎ
같은 나라에 태어나서 같은 언어로 말을 해서 참 행운이야, 참 다행이야 세상에
당연한건 없어.

ㅠㅠㅠㅠㅠㅠㅠㅠ 🙏 진짜 이걸 겪어 본 사람만 알 수 있는 그런 느낌..
짠- 했습니다.

그리고 무엇보다 좋았던게 야광봉 통일이었어요. 전에 중국 쇼케이스 때처럼
온갖形形色색 컬러의 야광봉들이...;; 없어서 정말 다행이었습니다.

진짜 예쁜 하나의 빛으로 공연장이 물들었어요. 최고 🍷
다음 콘서트도 진짜 꼭 가야겠습니다..ㅠㅠ 가기 시작하니까 이제 멈출 수가
없네요..ㅎㅎ

VOCABULARY

감동이다	to be impressive
애드벌룬	ad balloon
정신없이	absent-mindedly
소리 지르다	shout, yell
야광봉	luminous stick
귀청 떨어지다	lit. 'to drop one's eardrum,' 'to break/rupture one's eardrum (because of loud noise)
함성	shouting
어느새	before I realized
적응이 되다	to become adapted
난리를 치다	to have an uproar
스탠딩	standing
몸 챙기다	to take care of one's body or oneself
확 쏟아지다	to pour(gush) out suddenly
여러가지 감정	various(diverse) feelings
복잡하게	complicatedly
수고하다	to put forth effort, take trouble
시야	(a field of) view, sight
신경 좀 써주다	to care for, mind
스포	spoiling
찌그러지다	to be crushed
안타깝다	to be regrettable, pitiful
좌석	a seat
이벤트 피켓	an event picket (i.e. a promotional card that is placed on the seats for the concert goers)
별것	something special
막상	in reality, after all, really, actually
울컥하다	to have a tight feeling in the throat
몽클하다	to be filled with emotion
다행이다	to be lucky
당연하다	to be natural
겪다	to undergo
통일	uniform (adj.)
형형색색	various, diverse
물들다	to get dyed, to be bathed in color

ACTIVITIES

1. The author provides a photo of an “event picket.” What image does the word “picket” conjure up in your mind? What is the origin of the meaning of the English word “picket?” (Note: it derived from the French word *piquer/piquet* ‘pointed stick,’ hence “picket fence”). What are the meanings of “picket” in English?

Obviously, the Korean term means something different. It expresses the promotion of something and/or the public support of something.

Below you will find a link to a short video—a “global picket supporting event.”

<https://www.youtube.com/watch?v=f7KMQvaS31k> (accessed 8/31/2014)

What other uses can you find of the term 피켓 where the meaning points to the notions of promotion and/or public support.

2. Make a list of the *emotion* expressions including emoticons in this blog:

Describe the author’s emotion of being part of the crowd.

At the beginning of this section, we asked you to guess the gender of the writer. What was your response? Why? Do these expressions have anything to do with your guess?

3. Now, compare and contrast the following blog from a “Directioner” (a One Direction fan), Ruby Karp, posted on June 2, 2012 (<http://hellogiggles.com/one-direction-a-concert-review>) with this Korean review of EXO and other reviews that you might find.

While overall impressions may be quite similar, you’ll also find clear language-specific distinctions that characterize the Korean reviews on the one hand and the U.S. reviews on the other. What are the similarities and parallel impressions that you find in Korean and U.S. blog reviews? What are some of the differences? Which of those differences are related to the differences in language structure, grammar, conventions of expressing personal opinions, conventions of expressing emotion?

One Direction: A Concert Review Ruby Karp



I have said it before and I will say it again: **I am a Directioner**. So this past Friday, HelloGiggles did the coolest thing ever: they made it possible for me to go to the One Direction concert at the Izod Prudential Center in New Jersey! How cool is that?! So here are some of the things I noticed while I was there.

1. More Than This

I had no idea it was possible for girls to scream so loudly. Imagine a stadium full of females between the ages of 8 and 21, all screaming at the top of their lungs. And then multiply that by quadrillion and that's how loud it was. Maybe louder. And we all knew the words to every single song because we are true Directioners.

2. Everything About You, 1D, Is Awesome

Of course.

3. Up All Night, I Was.

I wish I had their energy. Because when One Direction perform, they jump. A lot. Like constantly. And it's adorbs. More reasons to love them!

4. One Thing: Overpriced Merch

I think I spent 80 dollars on a poster, a tote, a t-shirt and a bracelet. That's a lot of money for anyone. Even a Directioner.

5. Same Mistakes

Well, the thing is, not all Directioners are cool. Like, I was standing outside the Beacon Theatre where 1D was playing the next day and we were herded up like cattle in these barricades, right? And so we were all squished up and this one girl was super rude to me and that was just not cool. Girls take their One Direction very seriously, I get it. But don't make that mistake by being rude to a fellow Directioner. We're all in this together, yo.

6. I Want...More Cool Videos

In between the songs, 1D played their cool videos like when they're at the beach and stuff and being super cute. Ah, 1D.

7. Stole My Heart, Niall

Okay listen: NIALL PLAYED GUITAR. I know he normally does, but it was still AMAZING.

8. So, One Direction, What Makes You Beautiful?

Everything.

9. Gotta Be You

Girls made "Kiss me, I'm Irish!" shirts and posters like "HARRY STYLES 4 LYFE<333." Directioners want to be like 1D. Okay, maybe we just want to be able to gaze at them all day.

10. I Wish...

I could see them again.

4. Here is a link to a *New York Times* article on sports psychology—especially the phenomenon of sports fans and rooting/cheering.

<http://www.nytimes.com/2000/08/11/sports/sports-psychology-it-isn-t-just-a-game-clues-to-avid-rooting.html> (accessed 2/22/16)

Read the article and compare and contrast sports psychology and "sports fandom" to fandom in K-Pop. Do you feel that the phenomenon described here is parallel to or different from the phenomenon surrounding K-Pop fandom. Write a 2-page essay in Korean that responds to this question and then be prepared to share your opinions with the class.

Before you write, do a brainstorming session with the entire class and your instructor(s), so that you and your classmates can begin to work with these ideas and also generate lists of vocabulary items and grammatical constructions that you will need to complete the assignment.

FURTHER ASSIGNMENTS

Appendix A

태연 & 백현 Admit They Are Dating—First News of EXO Romance. Interest ↑
(Published on 06/19/2014)

“SM’s present and future” group Girls Generation’s leader, Taeyeon, and Baekhyun, a member of EXO are dating. On the 19th of June, SM Entertainment acknowledged that the two have been dating for four months, since February. The relationship developed into a romantic one, from their original 후배 and 선배 relationship.

Even though romantic news of other Girls Generation members was made public several times in the past, 태연 and 백현’s relationship is bound to have huge consequences. It’s a romance between the leader of Girls Generation, the epitome of Korean girl bands, and a member of a boy band that is now well known outside of Korea as the ‘Asian Trend.’ (Sub-text: The influence of these two bands is huge in Korea and outside of Korea; for the two to be so open about their dating, it could have serious consequences on their future popularity if fans are not accepting of the relationship).

This is also remarkable because it’s the first dating news about EXO, the ‘Global Trend’ band with a bright future. EXO is a band capable of controlling the future of SM Entertainment. EXO debuted in 2012 and rose to the top of the national singers charts in just two short years. A huge fandom has grown around them, and their ability and performance style have caught experts’ attention.

Last month, EXO essentially admitted that one member, Kris, had withdrawn from the group, announcing their new start: “Our real beginning starts now.” What kind of influence will 백현’s recent news of romance have?

Girls Generation and EXO are the present and future of SM Entertainment. How this romance between the two most influential people of each group will impact their futures is now an issue of concern and attention.

Netizens showed responses such as “태연 and 백현 admitted that they’re in a relationship. I envy them,” “태연 and 백현 admitted they’re dating. There must be huge consequences,” and “태연 and 백현 admitted they’re dating. It is 대박.” (awesome! unbelievably cool!)

Appendix B

중독 “Overdose”

<http://www.kpoplyrics.net/exo-overdose-lyrics-english-romanized.html>

(lyrics, accessed 8/22/14)

I drew you in closer with all I had
Now I can't turn it back
This is clearly a dangerous addiction
So bad no one to stop her
Her love her love
The only thing I want is her love
Her fatal fantasy
I'm drunk with ecstasy
Oh she wants me~ oh she's got me, oh she hurts me
What else can be better than this?
Someone call the doctor, hold me and tell me
Love is a sickness, an addiction, overdose
It's harder to control as time goes by
I'm falling deeper into her
Oh too much, it's you, your love, this is overdose
Too much, it's you, your love, this is overdose
Seeing you inside makes me want you even more
After my breath quickens and chokes
I feel a shiver and then a sigh
Her love her love is like poison to me
I can't escape
My blood gets hotter and she controls all of me
Oh she wants me~ oh she's got me, oh she hurts me
I keep thinking and thinking about you
Someone call the doctor, hold me and tell me
Love is a sickness, an addiction, overdose
It's harder to control as time goes by
I'm falling deeper into her
Oh too much, it's you, your love, this is overdose
Too much, it's you, your love, this is overdose
Everyone asks me if I changed
It's like you're nailed into my heart
My world is filled with you
I can't stop, I'm already filled with you
Right now, this moment, you're in my heart
E X O
(Rap)
I taste you and drink you
My heart trembles, I keep drinking you in but it's not enough yet
This thirst sends shivers even to my fingertips, hold onto that moment

Don't stop going, it's so good, can't stop
Hey doctor, it won't go like this
You and I will become one with the uncontrollable attraction
Without this feeling, it's like I am dead
The reason I live is because of my addiction to the sweetness that is you
(Someone call the doctor)
Someone call the doctor, I need her
I can't stand it for a single day
You're an addiction I don't want to escape
For a long time, this trap is beautiful
Oh too much, it's you, your love, this is overdose
Too much, it's you, your love, this is overdose

Appendix C

<http://starryangell.blogspot.com/2012/04/exo-k-k-mama-hangul-romanization.html>
(lyrics, accessed 8/30/14)

마마 “Mama”

Careless, careless
Shoot anonymous, anonymous
Heartless, mindless
No one, who care about me?

It feels like I'm turning away as I have lost it
There's no choice but to hold it in
Though I shut my eyes

MAMA! Now answer me and tell me why people have changed
Has there even been a beautiful time before?
They forgot how to love and lost their heart to care
They're busy living with their backs turned on each other

The mask of anonymity hides the jealous eye filled with murderous intent
Though they see the end, they're still hungry
Now are you satisfied?

Why won't we look each other in the eye anymore?
Why won't we communicate? Why won't we love?
We shed tears at the painful reality once again
Please say that we could change things if we wanted MAMA, MAMA

At some point, we have voluntarily trapped ourselves in a smart prison
We base our personalities from a digital world made of 0s and 1s
There's no life, emotion or warmth but just garbage language
A desolately rolling meadow
Loneliness adds as the days go by
We have to be humans because we get scars yeah

We meet, hold hands, feel, laugh and cry together (Yeah yeah)
We resemble one another and we are connected
But if you want to turn it back

Why won't we look each other in the eye anymore?
Why won't we communicate? Why won't we love?
We shed tears at the painful reality once again

Please say that we could change things if we wanted MAMA, MAMA

Turn back!

Die, kill, fight, shout

This isn't a war

Help us MA-MA-MA-MA-MA-MA-MA-MA turn back

Help us realize MA-MA-MA-MA-MA-MA-MA-MA rolling back

Clash, hit, take sides, fight

This is not a game

Help us MA-MA-MA-MA-MA-MA-MA-MA turn back

[Yeah

[Careless, careless (MAMA)

Shoot anonymous, anonymous (MAMA)

Heartless, mindless (MAMA)

No one, who care about me? (MAMA)

If only we can all be thankful for the blessed days that grant us life

If only we can make new relationships Rather than broken hearts

Having a joyful love altogether

If only we can all smile together

Why won't we look each other in the eye anymore?

Why won't we communicate? Why won't we love?

We shed tears at the painful reality once again

Please say that we could change things if we wanted, mama mama

Careless, careless

Shoot anonymous, anonymous

Heartless, mindless

No one, who care about me?

Appendix D

엑소 콘서트 후기!! (FROM. EXO PLANET#1) 'A Review of the Exo Concert!! (blog excerpt)

That was really impressive (exciting).

I have no words to express this.. Uahah... As it says on the ad-balloons (in the picture) above, it was really “We are one.” Really, really... it was good. I found myself yelling and absent-mindedly shaking my glow stick. Before I realized it, I got used to the shouting, which I first thought would split my eardrums, and found myself yelling and cheering with everyone else. Sitting (in seats at a pop concert) had a different feeling than standing (with no seats and everyone is on their feet and listens, cheers, dances. Jumps around). When I was standing (at another concert), it was hard for me to control my own body (because I was in the middle of the wave of sounds and other constantly moving bodies). At the end of the concert, when they sang the song “Lucky” I felt like my tears were gushing out. I felt all sorts of feelings in a complicated way.

I thank the eleven members of EXO for all their efforts in preparing the concert. (And I also thank all the other staff members and related people).

This is the view from my seat, which was on 3rd level of the Olympic Gymnastics Arena. Because this is a photo, of course, (the stage looks very far away, but) it is actually much closer. The view was fine for the 3rd floor, but compared to standing (and closer to the stage), it was just so so...But they, i.e., the EXO band members came very close to us, which was good service (a good PR move to get closer to the audience). Maybe, they also attended to the people on the 3rd floor because every seat cost 99000won. I don't want to spoil (i.e., give away) what they do at live concerts, because I'm sure there are readers who will be going to an EXO concert (in the future).
(photo caption)

Their faces are crumpled because of the wind. It's too bad.
(photo caption)

Kya!! (exclamation). Handsome. Handsome.
(photo caption)

This is a daytime version of an ad balloon.
(photo caption)

This was an event picket placed on the seat.
(photo caption)

This event didn't seem to be anything special, but it was actually touching at that moment. I got a tight feeling in my throat and was overcome with emotion, also because

of the lyrics. It is really fortunate to be born in the same country and to speak the same language (as EXO). It is really lucky. We should take nothing in the world for granted. This is the kind of feeling that can only be felt by people who have gone through the same thing. It was impressive. And most of all, the uniform color of the glow sticks was good. It was really lucky not to have had multi-colored glow sticks, like they had before in the show in China. The place was bathed in one really beautiful light. It was the best. I should really go to the next concert as well. Once I started going, (it feels like) I can't stop.