

## Graduate School of Culture

### *Contact Information*

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## ■ Graduate School of Culture

### History

|      |      |   |
|------|------|---|
| Oct  | 2005 | School of Culture at JNU authorized to open   |
| Mar  | 2006 | First-year graduate students enrolled in the Program of Culture Theory and Planning and the Program of Culture and Tourism,<br>Performed the 1st Asian Culture & Arts Academy project(Ministry of Culture & Tourism, Gwangju Metropolitan City) |
| Mar  | 2007 | Held an academic seminar on storytelling for the creation of Hub City of Asian Culture(Hub City of Asian Culture Promotion Group)   |
| July | 2008 | Moved from the Yongbong Cultural Center building to the Yongji Center building.   |
| Sep  | 2009 | Change the Name of the Program of Culture and Tourism to Cultural Management and Tourism  |
| Mar  | 2011 | Performed a service to change the comprehensive plan for the Creation of Hub City of Asian Culture(Gwangju Metropolitan City)   |
| Mar  | 2012 | Worked on the 518 Road Development Project(Ministry of Culture, Sports and Tourism, Gwangju Metropolitan City)  |
| Mar  | 2013 | Worked on the Asian Culture Academy Consignment Operation Project(Hub City of Asian Culture Promotion Group)<br>Conducted Brain Korea 21 PLUS Program( ~ 2020, Ministry of Education)   |
| Mar  | 2014 | Change the Name of the Program of Culture Theory and Planning to Arts and Culture Planning<br>Launched a Ph.D. program (Department of Cultural Studies) at Graduate School, 30 first-year students enrolled in the Ph.D. program                |
| Mar  | 2015 | Students enrolled in the newly added Program of Media and Arts Technology   |
| Jan  | 2020 | Established the Cultural Convergence Research Institute   |
| Aug  | 2021 | Change the Name of the Program of Media and Arts Technology to Media Content & Culture Technology   |

### Vision

- To foster creative and competent cultural planners and educational specialists in the field of Korean culture.
- To develop creative minds with the ability to identify the natural relationship between uniqueness and universality based on a comprehensive understanding of cultural diversity.
- To nurture the ability to attract aesthetic or artistic factors from daily life and to commercialize them based on the knowledge of Korean cultural technology.

## Staff

| Position       | University Classification | Name                  |
|----------------|---------------------------|-----------------------|
| Dean           | Professor                 | Shin-Kyum Kang, Ph.D. |
| Associate Dean | Professor                 | Ki-Hyun Park, Ph.D.   |

## Faculty Members

|     | Faculty    |                      |                      |            | Staff           |             |                               | Total |
|-----|------------|----------------------|----------------------|------------|-----------------|-------------|-------------------------------|-------|
|     | Professors | Associate Professors | Assistant Professors | Assistants | General Affairs | Maintenance | School Supporting Association |       |
| No. | 8          | 2                    | 1                    | 1          |                 |             | 1                             | 13    |

## Entrance Quota for Each Department

| Departments    | Arts and Culture Planning<br>Cultural Management and Tourism<br>Media Content & Culture Technology | Total |
|----------------|--|-------|
| Entrance Quota | 30   | 30    |

## ■ Overview of Programs

The Graduate School of Culture was established in 2006 in order to nurture creative professionals working in the culture industry. The School's programs are aimed at teaching students the social and financial values of art and culture, and developing a long-term perspective on commercialization using the academic base of liberal arts studies. To achieve this goal, the School provides three programs:

- 1) Arts and Culture Planning
- 2) Cultural Management and Tourism
- 3) Media Content & Culture Technology

The Arts and Culture Planning program is designed to educate talented planners able to produce creative cultural products based on knowledge of the humanities that encompass aesthetics, cultural studies, literature, ecology, philosophy, and sociology. The program aims to create cultural art theorists who have a clear grasp of current trends in global cultural project planning and policy. The program also aspires to enable professionals to communicate cultural and art products to the general public, and identify consumption and production practices.

The aim of the Cultural Management and Tourism Program is to train professionals in cultural management and tourism and create culture and place marketing experts who can conduct research and planning, and oversee management by uniting various professional fields in a creative and integrative way based on passion, knowledge, and executive ability.

“Culture, Tourism, and Place” are chosen as three key words of this program, and the two routes, the Cultural Tourism Strategist route and Place Marketing Strategist route, are available along with a 32-subject curriculum.

The Cultural Tourism Strategist route is designed to create tourism professionals equipped with comprehensive and unique abilities. This route empowers students to overcome the limits of mass tourism by identifying alternative industries such as ecotourism, social welfare tourism, sustainable tourism, and green tourism.

The Place Marketing Strategist route aims to produce experts in the fields of place marketing and spatial culture. Students are empowered to practice in the new paradigm of Place Studies including place identity, urban culture, cultural politics of space, and human communication and networking, from which identity and authenticity of region and place as grounds of daily life are derived. This route focuses on nurturing the ability to conduct creative, critical, and practical research, and devise plans related to urban and local cultural contents and brands.

The Media Content & Culture Technology program focuses on creating quality media specialists who are armed with cultural sensibility and a sound view on society through a comprehensive understanding of video, animation, video games, web, design and digital media industries that are vital in the digital era.

## ■ Degree Requirements

To obtain the MA, a student must meet the following requirements:

- 1) 30 credit hours in the Graduate School of Culture and a minimum of 21 credit hours in the major.
- 2) Students need to demonstrate proficiency in one foreign language (English, Chinese, French, German, or Japanese) and pass a foreign language test recognized by their department.
- 3) submit a “Proposal for Thesis” under the supervision of his/her thesis supervisor.
- 4) submit and defend an acceptable thesis.

## ■ What Do You Study?

### Arts and Culture Planning

Public Art and Community Art(3)

Culture & Community(3)

Performing Arts Planning(3)

International Exhibitions(3)

Multicultural Studies(3)

Cultural Planning in Urban Space(3)

Seminar in Culture Aesthetics(3)

Cultural Industry Seminar(3)

Introduction to Culture Industry(3)

Arts and Culture Education Workshop(3)

Seminar in Art and Culture Planning(3)

Introduction to Culture and Arts Planning(3)

Introduction to Cultural Policy(3)

Cultural Contents Planning Workshop(3)

Cultural Contents Theory(3)

Cultural Contents and Storytelling(3)

Museums and Cultural Complexes(3)

Imagination and Culture(3)

Sound and Global Imagination(3)

Workshop for Minor-cultural Planning 1(3)

Seminar for Minor-cultural Theories(3)

Research on Minority Movement(3)  
 Seminar on Visual Culture(3)  
 Understanding of Visual Culture(3)  
 Music Culture and Performance(3)  
 Local Cultural Policy(3)  
 Workshop for Creative Planning(3)  
 Introduction to Art & Cultural Theories(3)  
 Modern and Contemporary Art: History and Issues(3)  
 Theories of Mass Culture(3)  
 Media Aesthetics(3)  
 Seminar in Culture Planning(3)  
 Research on Cultural City(3)  
 Culture Aesthetics(3)  
 Seminar in Cultural Studies(3)  
 Seminar in Art & Culture Education(3)  
 Introduction to Art&Cultural Theories(3)  
 Myth & Narrative(3)  
 Image & Writing(3)  
 Theories of Visual Communication(3)  
 Project on Gwangju Cultural City(3)  
 Cultural Semiotics & Practice in Cultural Contents(3)  
 Seminal in Culture Producing(3)  
 Research on Cultural Narrative(3)  
 Methods for the Study of Culture(3)  
 Culture & Photography(3)  
 Seminar in Cultural Policy(3)  
 Workshop For Cultural Policy(3)  
 Seminar for MA(3)  
 Study of Regional Cultures(3)

### **Cultural Management and Tourism**

Emotion and Culture Marketing(3)  
 Spatial Culture Design(3)  
 Spatial Culture and Place Identity(3)  
 Culture Politics of Space(3)  
 Public Marketing(3)  
 Audience Development Studies(3)  
 Tourism and Culture(3)  
 Tourism and Local Regeneration(3)  
 Green Tourism Manual(3)  
 Seminar in Urban Tourism Planning(3)

Urban Cultural Policy(3)  
 Theories of Urban Branding Management (3)  
 Cultural Governance Research(3)  
 Data Analysis in Cultural Management(3)  
 Research Methodology in Cultural Management(3)  
 Culture business Strategy and Leadership(3)  
 Cultural Economics(3)  
 Cultural Tourism Economics(3)  
 Seminar in Cultural Tourism planning & Design(3)  
 Cultural Tourism Marketing Research(3)  
 Cultural Tourists'Behaviors(3)  
 Seminar on Cultural Tourism Studies(3)  
 Cultural Tourism Research Methodology(3)  
 Seminar on Cultural Tourism Issues(3)  
 Studies on Cultural Tourism Resources(3)  
 Seminar in Cultural Tourism Policy(3)  
 Cultural Tourism Contents Marketing(3)  
 Arts & Cultural Management Studies(3)  
 Consumer Behavior in Arts and Culture(3)  
 Policy Studies in Promoting Arts & Culture(3)  
 Culture and Welfare(3)  
 Culture Converged Tourism Workshop(3)  
 Cultural Healing Seminar(3)  
 Music Management(3)  
 Seminar for MCT(3)  
 Asia Culture Exchange Workshop(3)  
 Asia Cultural Cities Workshop(3)  
 Art Tourism Seminar(3)  
 Leisure and Culture(3)  
 Arts Organizations & Theater Management(3)  
 Seminar in Place Marketing Strategy(3)  
 Sustainable Tourism(3)  
 Community Tourism(3)  
 Theories of Creative Urban Development(3)  
 Experimental Marketing(3)  
 Festival & Culture(3)  
 Festival and Event Management(3)  
 Culture Business Theory(3)  
 Study on Cultural Tourism Theory(3)  
 Reserch for Ecotourism(3)  
 Workshop for Place Marketing Strategy(3)

## Media Content & Culture Technology

3D Animation & VFX(3)  
3D Animation Workshop(3)  
Virtual Reality and Augmented Reality Study(3)  
Emotional Media Study(3)  
Game and Storytelling Workshop(3)  
New Media and Production of Broadcasting(3)  
New Media and Social Media Design Study(3)  
New Media Contents Storytelling(3)  
Media Art Independent Project(3)  
Digital Image Directing Theory(3)  
Digital Interdisciplinary Arts Seminar(3)  
Digital Photography Seminar(3)  
Multimedia Contents Study(3)  
Mobile Contents Analysis and Study(3)  
Media Thesis Research(3)  
Media Art Seminar(3)  
Media Arts & Animation(3)  
Media Art and Communication(3)  
Media Image Analysis(3)  
Media Contents Independent Project(3)  
Media Paradigm and Trend Analysis(3)  
Strategy of Media Public Relation(3)

Broadcast Contents Storytelling(3)  
Book Media Project(3)  
Big data and Social Media Study(3)  
Visual Contents Seminar(3)  
Realistic Media CG Research(3)  
Study on Cartoon and Animation(3)  
The Characteristics of Animated Film(3)  
Interaction between Image and Music(3)  
YouTube and Visual Video Contents(3)  
Interdisciplinary Experiment Media Workshop(3)  
Convergence Contents Project(3)  
Artificial Intelligence and Contents Study  
Interactive Media Study(3)  
Creative Service Design(3)  
Advanced Cartoon Production Animation(3)  
Culture Technology Study(3)  
Killer Contents Analysis and Study(3)  
Technical Arts Projects(3)  
Planning Portfolio(3)  
Human Media Interaction(3)  
CG Animation Independent Project(3)

## Professors

### Administrators

- Shin-Kyum Kang, Ph.D.  
[Professor, Tourism(Cultural Tourism Marketing/  
Ecotourism), tourlab@jnu.ac.kr]
- Ki-Hyun Park, Ph.D.  
[Professor, Media Aesthetics/Cultural Theory,  
dumal@jnu.ac.kr]

### Arts and Culture Planning Program

- Kyung-woon Jeong, Ph.D.  
[Professor, Narratology, kw518@yahoo.co.kr]
- Ki-Hyun Park, Ph.D.  
[Professor, Media Aesthetics/Cultural Theory,  
dumal@jnu.ac.kr]
- Jina Kim, Ph.D.  
[Professor, Art History/Cultural Studies/Exhibition

- Studies, jkart@jnu.ac.kr]
- Shi-Hun Noh, Ph.D.  
[Professor, Cultural Contents, shnoh@jnu.ac.kr]

### Cultural Management and Tourism Program

- Mu-Yong Lee, Ph.D.  
[Professor, Place Marketing/Festival Studies/Urban  
Culture Management, cult@jnu.ac.kr]
- Shin-Kyum Kang, Ph.D.  
[Professor, Tourism(Cultural Tourism Marketing/  
Ecotourism), tourlab@jnu.ac.kr]
- Chi-Ok Oh, Ph.D.  
[Professor, Tourism Management/Tourism Economics,  
chiokoh@jnu.ac.kr]
- Ji-Hyon Park, Ph.D.  
[Assistant Professor, Arts & Cultural Management,

jihyon0906@jnu.ac.kr]

[Associate Professor, Digital Culture Contents/  
AR·VR/ Culture Technology, cshin@jnu.ac.kr]

### **Media Content & Culture Technology**

- Kyoung-Soo Kim, Ph.D.  
[Professor, Multimedia Design, ks@jnu.ac.kr]
- Choon-Sung Shin, Ph.D.

- Trina Hyunjin Byun, Ph.D.  
[Associate Professor, Media Art/Digital Art,  
aawoo@jnu.ac.kr]

## **■ Cultural Convergence Research Institute (CCRI)**

The Cultural Convergence Research Institute (CCRI) is designed to conduct various research and development projects to (re)define regional identity; to support regional culture & economic development; and to realize the universal values and ideals of human societies via the globalization of regional culture. CCRI also aims to increase the academic prestige of Chonnam National University as a nation's leading research university. Currently, eight laboratories are operated by CCRI to serves diverse research activities.