HANKUK UNIVERSITY OF FOREIGN STUDIES (HUFS)

2014 INTERNATIONAL SUMMER SESSION in KOREAN STUDIES

July -August 2014

KOREAN FOOD: Understanding Korean food in the era of globalization

Instructor: Benjamin JOINAU

Class Meetings: Mon-Thurs

COURSE DESCRIPTION

This course introduces major issues related to the study of globalization of contemporary culture and the formation of Korean identity as expressed by the food and cuisine sectors. The course consists of viewing and reading assignments, field trips, guest speaker, along with analysis and discussions which explore a unique aspect of the Korean wave.

The course will propose keys to understand what the stakes are behind the new frenzy for developing Korean cuisine on the world stage. Industry, individual actors, soft power, nation-building: diverse are the gains expected from the globalization of Korean food. Therefore a multilevel approach will be favored in order to understand the scope of competing agents and motivations involved in this food issue.

There are no prerequisites.

COURSE GRADING AND REQUIREMENTS:

1. Participation and field trips 10%
2. Attendance 30%
3. Power Point research project or Reading assignment (group)

Topic related to Korean food globalization 60%

REQUIRED CLASS MATERIALS:

*Korean Cuisine*, by Michael J. Pettid (2008).

**CLASS SCHEDULE:** (subject to change)

**PART 1: Introduction: Korean food system**

* Korean food replaced in its historical and geographical dimension
* Towards a definition: in search for essentials
* Field Trip to T’ongin or Kyŏngdong market, observation and direct sampling
  + Readings: Michael J. Pettid, *Korean Cuisine*, Introduction and first chapter.
  + Cwiertka, K. J. (2012b). *Cuisine, Colonialism and Cold War: Food in Twentieth Century Korea*. Reaktion Books. Chapter 5 + book review by Benjamin Joinau.
  + Gallup Korea. (2004). *Han’gug’ini johahaneun 40 gaji - 40 Things that Koreans Love*. Seoul.

**PART 2: Globalization of Korean food (1): internal globalization**

# Introduction to the question: demarcation of the “globalization” issue and its stakes

* Internal globalization: a historical geography of food in Seoul
* Comparison two districts and observation of foreign food restaurants vs local restaurants (Itaewon, Karosugil, HUFS or Hongik areas).
* Post-modernity and internationalization of practices
  + Readings: Lozada, E. P. (2011). Understanding Contemporary Asia Through Food. *Education about Asia*, *16*(3), 1–8.
  + Cwiertka, K. J., & Walraven, B. (Eds.). (2001). *Asian food: the global and the local*. Honolulu: University of Hawai’i Press. Introduction.
  + Bak, S. (2004). Negotiating national and transnational identities through consumption choices: hamburgers, espresso and mobile technologies among Koreans. *Review of Korean Studies*, *7*(2), 33–52.
  + Bak, S. (2010). Exoticizing the Familiar, Domesticating the Foreign: Ethnic Food Restaurants in Korea. *Korea Journal*, *50*(1), 110–132.
  + Kim, C. (2011). The Cultural Identity of Itaewon. *Situations*, *5*.
  + Moon, O. (2010b). Food and Food Consumption as Cultural Practices: Lifestyle Changes in Contemporary Korea? *Korea Journal*, *Spring*, 5–10.
  + Pemberton, R. W. (2002). Wild-gathered foods as countercurrents to dietary globalisation in South Korea. In K. J. Cwiertka & B. C. A. Walraven (Eds.), *Asian food: the global and the local* (pp. 76–94). Honolulu, HI.
  + Yang, Y. (2005). Jajangmyeon and Junggukjip: The changing position and meaning of Chinese food and Chinese restaurants in Korean society. *Korea Journal*, *XLV*(2), 64.
  + Yang, Y. (2010). Well-being Discourse and Chinese Food in Korean Society. *Korea Journal*, *Spring*, 85–109.

**PART 3: Globalization of Korean food (2): on the international scene**

* Mass medias building new narratives:
  + TV dramas: viewing of *Taejanggŭm,* discussion
  + *Shikgaek*: viewing of the movie, comparison with the *manhwa*.
  + *Kimchi chronicles* and other TV programs.
  + Culinary tourism: guest Speaker: Gia Choe, Ongo Food
  + Readings: Cwiertka, K. J. (2004a). Daejanggeum and the gentrification of Korean food culture. *Korea Foundation Newsletter*, *XIII*(1).
  + Walraven, B. C. A. (2002). Bardot soup and Confucian’s meat: food and Korean identity in global context. In K. J. Cwiertka & B. C. A. Walraven (Eds.), *Asian food: the global and the local* (pp. 95–115). Honolulu, HI.

**PART 4: Three models to promote globalization of Korean food**

## Food products and labels of origin

* + Local level: origin products like Yangyang matsutake or Hoengseong beef
  + Central government level: system of Geographical Indications (GI), relation to WTO and EU FTA – comparing the EU and Korean legal apparatus
  + A mixed exemple: sea salt

## The economical model

* + Foodpolis and industrial food clusters
  + Standardization (international standards like ISO, cooking books)
  + Exportation : frozen *pibimpap* and *ttŏkbokki*, *kimch’i* in the moon, *pibimpap* in the plane
  + To the conquest of world market

## The culturalist-naturalist approach

* + The naturalization (essentialization) of food culture through story telling
  + Inventing royal cuisine and temple food: between rediscovery, archeology and reconstruction
    - Field trip and interview: temple food restaurant chef (Insadong)
  + Dr Strangelove in the kitchen : Korean chili peppers
* A case study: *kimch’i*
  + Readings: Han, K. (2011). The “Kimchi Wars” in Globalizing East Asia: Consuming Class, Gender, Health, and National Identity. In L. Kendall (Ed.), *Consuming Korean tradition in early and late modernity: commodification, tourism, and performance*. Honolulu: University of Hawaiʻi Press.
  + Lee, K., & Cho, M. (2013). The Evolution of Bulgogi over the Past 100 Years. *Korea Journal*, *53*(4), 168–194.
  + Moon, O. (2010a). Dining Elegance and Authenticity: archeology of royal court cuisine in Korea. *Korea Journal*, *50*(1), 36–58.
  + Moon, S. (2008). Buddhist Temple Food in South Korea: Interests and Agency in the Reinvention of Tradition in the Age of Globalization. *Korea Journal*, *48*(4), 145–180.

**PART 5: Food and Nation**

* Colonialism, industry and food culture in Korea
* Post-war identity
* Place and role of food in contemporary collective identity and nation-building process
* Food in North Korea
  + Readings: Cwiertka, K. J. (2012b). Cuisine, Colonialism and Cold War: Food in Twentieth Century Korea. Reaktion Books. Chapters 6 about North Korea.
  + Hahm, H. (2005). Rice and Koreans; Three identities and meanings. *Korea Journal*, *XLV*(2), 89–106.
  + Han, K. (2000). Some Foods are Good to Think: Kimchi and the Epitomization of National Character. *Korean Social Science Journal*, *27*(1).
  + Jung, K.-S. (2005). Colonial Modernity and the Social History of Chemical Seasoning in Korea. *Korea Journal*, *45*(2), 9–36.

**List of possible presentations (research project or reading assignments) to chose from (2 people min.):**

**A. Research Projects**

1. Cultural geography of the restaurant and bar scene in a university area (1): HUFS
2. Cultural geography of the restaurant and bar scene in a university area (2): Hongik
3. Cultural geography of the restaurant scene in Itaewon area
4. Cultural geography of the restaurant scene in Karusogil (Sinsa station) area
5. National cuisine and globalization in your country
6. Propositions for the development of Korean cuisine
7. Survey about Korean food perception among ISS students
8. Timeline of popular Korean foods according to recipe books (materials provided by B. Joinau)

**B. Reading assignments (PPT with multimedia presentation):**

1. Bak, S. (2004). Negotiating national and transnational identities through consumption choices: hamburgers, espresso and mobile technologies among Koreans. *Review of Korean Studies*, *7*(2), 33–52.
2. Bak, S. (2010). Exoticizing the Familiar, Domesticating the Foreign: Ethnic Food Restaurants in Korea. *Korea Journal*, *50*(1), 110–132.
3. Cwiertka, K. J. (2012b). *Cuisine, Colonialism and Cold War: Food in Twentieth Century Korea*. Reaktion Books. Chapters 6 about North Korea.
4. Hahm, H. (2005). Rice and Koreans; Three identities and meanings. *Korea Journal*, *XLV*(2), 89–106.
5. Jung, K.-S. (2005). Colonial Modernity and the Social History of Chemical Seasoning in Korea. *Korea Journal*, *45*(2), 9–36.
6. Lee, K., & Cho, M. (2013). The Evolution of Bulgogi over the Past 100 Years. *Korea Journal*, *53*(4), 168–194.
7. Moon, O. (2010a). Dining Elegance and Authenticity: archeology of royal court cuisine in Korea. *Korea Journal*, *50*(1), 36–58.
8. Moon, O. (2010b). Food and Food Consumption as Cultural Practices: Lifestyle Changes in Contemporary Korea? Korea Journal, Spring, 5–10.
9. Moon, S. (2008). Buddhist Temple Food in South Korea: Interests and Agency in the Reinvention of Tradition in the Age of Globalization. *Korea Journal*, *48*(4), 145–180.
10. Pemberton, R. W. (2002). Wild-gathered foods as countercurrents to dietary globalisation in South Korea. In K. J. Cwiertka & B. C. A. Walraven (Eds.), *Asian food: the global and the local* (pp. 76–94). Honolulu, HI.
11. Walraven, B. C. A. (2002). Bardot soup and Confucian’s meat: food and Korean identity in global context. In K. J. Cwiertka & B. C. A. Walraven (Eds.), *Asian food: the global and the local* (pp. 95–115). Honolulu, HI.
12. Yang, Y. (2005). Jajangmyeon and Junggukjip: The changing position and meaning of Chinese food and Chinese restaurants in Korean society. *Korea Journal*, *XLV*(2), 64.
13. Yang, Y. (2010). Well-being Discourse and Chinese Food in Korean Society. *Korea Journal*, *Spring*, 85–109.