

## Culture, Media, and Mass Communication in the Age of AI for English Education

### Final Video Project – Short Summary (1 page)

#### Task

- Create a **3-6 minute video** analyzing an aspect of **culture** and its connection to **media, communication, or society**.
- Include **background research, real examples, comparison/analysis, and personal opinions or experiences**.
- You may compare **any cultures, countries, regions, generations, or perspectives** you are familiar with.

#### Purpose

- Understand culture and media in real time
- Practice **critical thinking** and **global communication**
- Build **professional video presentation skills** for the AI and multimedia era

#### Video Requirements

- Clear structure: **Title → Background → Examples → Analysis → Opinion → Conclusion**
- Use visuals (slides, images, media clips, subtitles, etc.)
- Include **1-2 sources** (news, articles, videos, academic, AI tools)
- Creativity encouraged

#### Tools

- OBS Studio, PPT recording, Zoom/Meet, phone camera, CapCut, iMovie, Canva, etc.
- Optional: appear on camera (preferred, but voice only is OK)

#### Submission

- Submit via **Unlisted YouTube link** (recommended) or **cloud link** (Google Drive, Naver Cloud, etc.)
- **Email to: [edwardtesol@gmail.com](mailto:edwardtesol@gmail.com)** - Put “Culture Class” in the email title and include your name.

#### Deadlines

- **Preferred: Fri Dec 19**
- **Final deadline: Sun Dec 21**

# Information

## 1. Overview

For your final project, you will create a **5–8 minute video presentation** exploring an aspect of culture and its connection to media, communication, or society. You may choose any cultural theme (e.g., **food, communication styles, language, education, media, technology, identity, values, pop culture, etc.**) and analyze it in a meaningful way.

Your video should include **research-based background, real examples, your opinions, and personal or observed experiences**. You may also include **comparisons** (e.g., *Korea vs. the U.S.*, *collectivism vs. individualism*, *traditional media vs. AI-generated media*, etc.).

## 2. Purpose

This project connects to the goals of the course:

- Understanding contemporary culture and media in **real time**
- Developing critical thinking about **global communication** in the age of AI
- Using **authentic content**, research, and your own voice
- Communicating ideas clearly for an international audience
- Applying **AI tools responsibly** for research and creation

## 3. Project Requirements

**Your video can include:**

1. **Title + Introduction**
  - State your topic, key question(s), and why you chose it.
2. **Background Information**
  - Key definitions, history, concepts, or context.
3. **Examples & Evidence**
  - Real examples from media, news, pop culture, social issues, or academic sources.
4. **Comparison or Analysis**
  - Compare cultures, generations, or perspectives (if relevant).
5. **Personal Opinions / Experiences**
  - Your viewpoint or any personal experience/story.
6. **Connection to AI, English education, or communication**
  - Optional but recommended (e.g., “How is AI changing media culture?”).
7. **Conclusion**
  - Final message / What we can learn / Key takeaway.
8. **References**
  - Include **1-2 sources** (can be articles, videos, news, interviews, AI tools, etc.).

## 4. Format

- Length: 3-6 **minutes**
- Format: **video file** or **YouTube/unlisted link**
- Visuals: slides, clips, images, titles/text, graphs, examples, photos, etc.
- Creativity is encouraged!

## 5. How to Create Your Final Video

You may use **any video recording or editing tools** you prefer. Some recommended options include:

- **OBS Studio** (free tool for recording your screen, PPT, and microphone)
- **PowerPoint / Keynote screen recording**
- **Zoom or Google Meet recording**
- **Smartphone or camera recording**
- **Video editing apps** (CapCut, iMovie, Canva, DaVinci Resolve, etc.)

You may choose to appear on camera, but **it is not required**. You may record only your voice while showing slides, images, charts, media clips, or other visuals.

## 6. Tips for Producing a Professional Video

- Use **clear visuals** such as slides, subtitles, images, graphs, or short media clips.
- Record in a **quiet space** with good lighting and clear audio.
- Speak **slowly and clearly** for an international audience.
- Organize your video with a clear structure (introduction → analysis → examples → conclusion).
- Practice English speaking and presentation skills to simulate a real teaching or training context.
- Use **AI tools responsibly** for research, translation, proofreading, or media creation, and **cite them when used**.

## 7. Why are we making videos for this assignment?

In the age of multimedia communication, professionals and educators need to be confident with digital presentation skills. Creating a video helps you:

- Develop the ability to communicate ideas clearly to a global audience
- Use visual storytelling to support meaning and engagement
- Practice speaking confidently in English
- Build technical skills for **online teaching, digital learning, and content creation**
- Gain experience that will be useful for your future careers as teachers, trainers, or communicators

Producing professional-quality content is becoming an important skill in the modern world—especially in **English education using AI, video, and online platforms**. This assignment is a chance to practice these skills in a meaningful and creative way.

## 8. Submission Information

You may submit your final video in one of the following formats:

### Submission Methods

- **Unlisted YouTube link** (*recommended*)
  - Upload your video to YouTube and set the visibility to **Unlisted**.
  - The OBS guide file I will share separately includes instructions for exporting and uploading to YouTube.
- **Cloud Storage Link**
  - Google Drive, Naver Cloud, OneDrive, Dropbox, or any other cloud service
  - Make sure the sharing permissions allow access.

### Where to Submit

- **edwardtesol@gmail.com** - Put “Culture Class” in the email title and include your name.

## 9. Deadlines

- **Preferred submission date: Friday, December 19**
- **Final deadline (grace period): Sunday, December 21**  
(This extension is available for students who are busy with work during the week.)

Please plan your time effectively and submit as early as possible.

## Comparison & Analysis Topic Ideas

You may choose **any culture, country, region, or community you are familiar with**—not only Korea and English-speaking countries. You can compare **two different cultures, two generations, two media systems, or two perspectives** within the same society. The goal is to analyze cultural similarities and differences, explain why they exist, and show what we can learn from them. Choose a topic that is meaningful and relevant to your own experiences, background knowledge, or interests.

### Culture & Values

- **Collectivism vs. Individualism:** How values influence education, workplace behavior, or friendships in Korea vs. Western countries.
- **High-context vs. Low-context communication:** How misunderstandings happen between Korean and American speakers.
- **Concept of Time:** *Punctuality culture in Germany/Japan vs. flexible time culture in Latin countries or Korea.*
- **Success & Happiness:** Cultural definitions compared across societies.

### Media & Communication

- **Korean News vs. American News:** Differences in tone, perspective, political framing, and sensationalism.
- **Korean Dramas vs. American TV Series:** Story structure, representation, cultural values.
- **Reaction video culture:** Why reaction channels are popular in the U.S. and Korea.
- **Celebrity culture:** K-pop idol system vs. Hollywood star system.
- **Influencer marketing strategies:** Korea vs. China vs. U.S.
- **Cancel Culture:** How public punishment works in Western vs. Korean online communities.

### Technology, AI & Media Literacy

- **AI-generated news vs. journalism:** Trust, accuracy, and ethics in Korea vs. globally.
- **Deepfakes:** Legal and cultural responses in Korea vs. the U.S./EU.
- **Education technology culture:** AI and learning apps in Korea vs. Finland or Singapore.
- **Privacy values:** Face recognition & surveillance acceptance in China/Korea vs. Europe/USA.

### Social Identity & Everyday Life

- **Dating culture:** Couple culture in Korea vs. independence-centered dating in the U.S.
- **Gender roles:** Media portrayal of men and women in Korea vs. the West.
- **Parenting styles:** Tiger parenting vs. free-range parenting.
- **University life culture:** Club MT/MT trips vs. American campus culture.
- **Work culture:** Overtime expectations and hierarchy in Korea vs. Scandinavia.

## Language & Communication

- **Honorifics vs. casual speech:** Hierarchy in Korean vs. English communication.
- **Apology culture:** Why Koreans apologize more; how meanings differ across languages.
- **Formality in emails:** How Korean students write emails vs. Western students.

## Global Pop Culture

- **K-pop & American pop:** Cultural exports, fandom culture, business models.
- **Korean vs. Japanese pop culture global influence**
- **The Oscars vs. The Blue Dragon Awards (청룡영화상):** Representation and industry focus.

## Society & Social Issues

- **Mental health stigma:** Korea vs. Western societies.
- **Housing culture:** Jeonse vs. mortgage system.
- **Beauty standards:** Cosmetic surgery culture in Korea vs. natural beauty movements in Europe/US.
- **Public space etiquette:** Subway behavior norms in Korea vs. New York/London.
- **Aging population:** Policy responses in Korea vs. Japan.

## Current Events & Global Trends

- **Immigration & multicultural families:** Korea vs. Canada or Australia.
- **Political communication style:** Korean elections vs. U.S. debates.
- **ESL teaching culture:** Native-speaker hiring and identity issues across countries.

## Explicit AI-Focused Theme Options

- **How AI changes cultural identity:** Korea vs. global trends.
- **Comparing AI English-learning apps** (e.g., Speak, Duolingo, Elsa).
- **Different cultural attitudes toward AI replacing teachers.**

## Narrower, More Creative Angle Topics

- Why *Squid Game* became a global phenomenon vs. a Korean social critique.
- Why Korean mukbang videos became popular worldwide vs. declining interest in Korea.
- Cultural meaning of coffee shops: study culture in Korea vs. social café culture in Europe.
- Why Koreans love photo booths more than other cultures.
- Why American humor doesn't always translate in Korea (and vice-versa).
- How weddings reflect values: Korean weddings vs. Western weddings.

## Aspects of Culture

- **Language & Communication**
- **Food & Eating customs**
- **Family structure & relationships**
- **Education & learning culture**
- **Workplace culture**
- **Values & beliefs**
- **Religion & spirituality**
- **Social norms & etiquette**
- **Gender roles**
- **Celebrations & festivals**
- **Music & art**
- **Fashion & clothing**
- **Media & entertainment**
- **Pop culture / youth culture**
- **Humor**
- **Traditions & rituals**
- **History & cultural heritage**
- **Body language & nonverbal communication**
- **Friendship & relationship expectations**
- **Time perception (punctuality, schedules)**
- **Leadership & power distance**
- **Technology use & digital culture**
- **AI and innovation culture**
- **Sports culture**
- **Housing & living arrangements**
- **Health, wellness & lifestyle**
- **Transportation culture**
- **Law, rules & social responsibility**
- **Consumer behavior & spending habits**
- **Education testing & competition culture**
- **Media systems (news, television, social media)**
- **Children & parenting styles**