Course Introduction:

Why Global Trends and Culture Matter

DCC2203 Global Trends and Culture in Creative Content
Cinematic Arts and Creative Media (International Program)

Guiding question: How can creators make content travel across cultures without losing identity?

Learning Objectives

01

KEY CONCEPTS

Explain why global trends, culture, platforms, and audiences must be studied together.

02

GLOBAL MEDIA MAP

Recognize how contemporary media circulates across borders, languages, and communities.

03

CREATOR MINDSET

Begin using trend and cultural analysis to frame creative content ideas.

Why This Course Begins Here

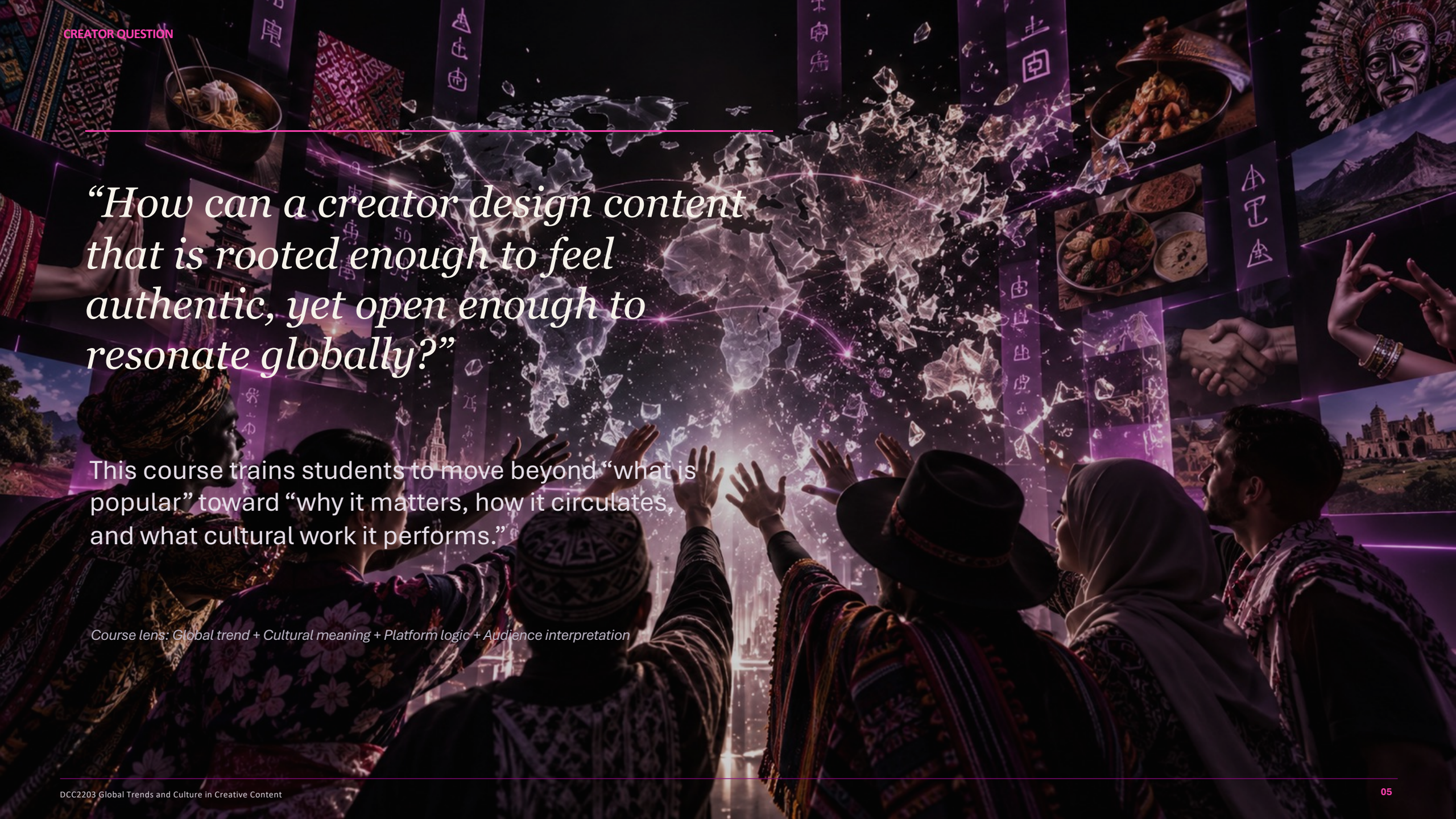
Creative content is not only about production skill. It is about understanding what people care about, how platforms shape attention, and why cultural meanings travel.

Trends show patterns of social and technological change.
Culture explains why content feels meaningful to audiences.
Platforms determine visibility, format, and audience interaction.
Creators must connect local specificity with wider resonance.

Physical Borders Fade. Cultural Borders Remain.

Past: Media production and distribution were constrained by national boundaries, language, and geography.
Present: Transnational platforms such as Netflix, TikTok, and YouTube move content across borders in seconds.
Challenge: Global reach does not remove cultural interpretation, misunderstanding, or difference.

"How do we tell stories that travel across cultures without losing their identity?"



“How can a creator design content that is rooted enough to feel authentic, yet open enough to resonate globally?”

This course trains students to move beyond “what is popular” toward “why it matters, how it circulates, and what cultural work it performs.”

Course lens: Global trend + Cultural meaning + Platform logic + Audience interpretation

Seven Shifts We Will Study

Scarcity → Abundance
Gatekeepers → Platforms & algorithms
National audiences → Transnational niches
Passive viewing → Participatory culture
Single medium → Multiplatform content
Mass celebrity → Creator culture
Human-only production → AI-assisted workflows

Not Every Viral Moment Is a Trend

Trend literacy means asking what is changing, why it is changing, who is affected, and whether the change is likely to persist.

SIGNAL	Small clue that change is emerging
FAD	Short-lived burst of attention
TREND	Repeated pattern of behavior or taste
DRIVER	Underlying force that creates multiple trends
MEGATREND	Long-term structural shift

Culture as Ordinary

Raymond Williams argued that culture is not only elite art or museum objects. Culture is lived in everyday practice, language, relationships, habits, and shared meanings.

Content often emerges from lived experience: burnout, aspiration, anxiety, fandom, loneliness, status, belonging.
Creators should study everyday life as seriously as they study genre or technique.
Popular culture is not “less cultural”; it is where cultural values become visible.

Reference: Williams (1958).

Hybridity and Glocalization

CULTURAL HYBRIDITY

Cultures collide, mix, and form new combinations through migration, media, markets, and the internet.

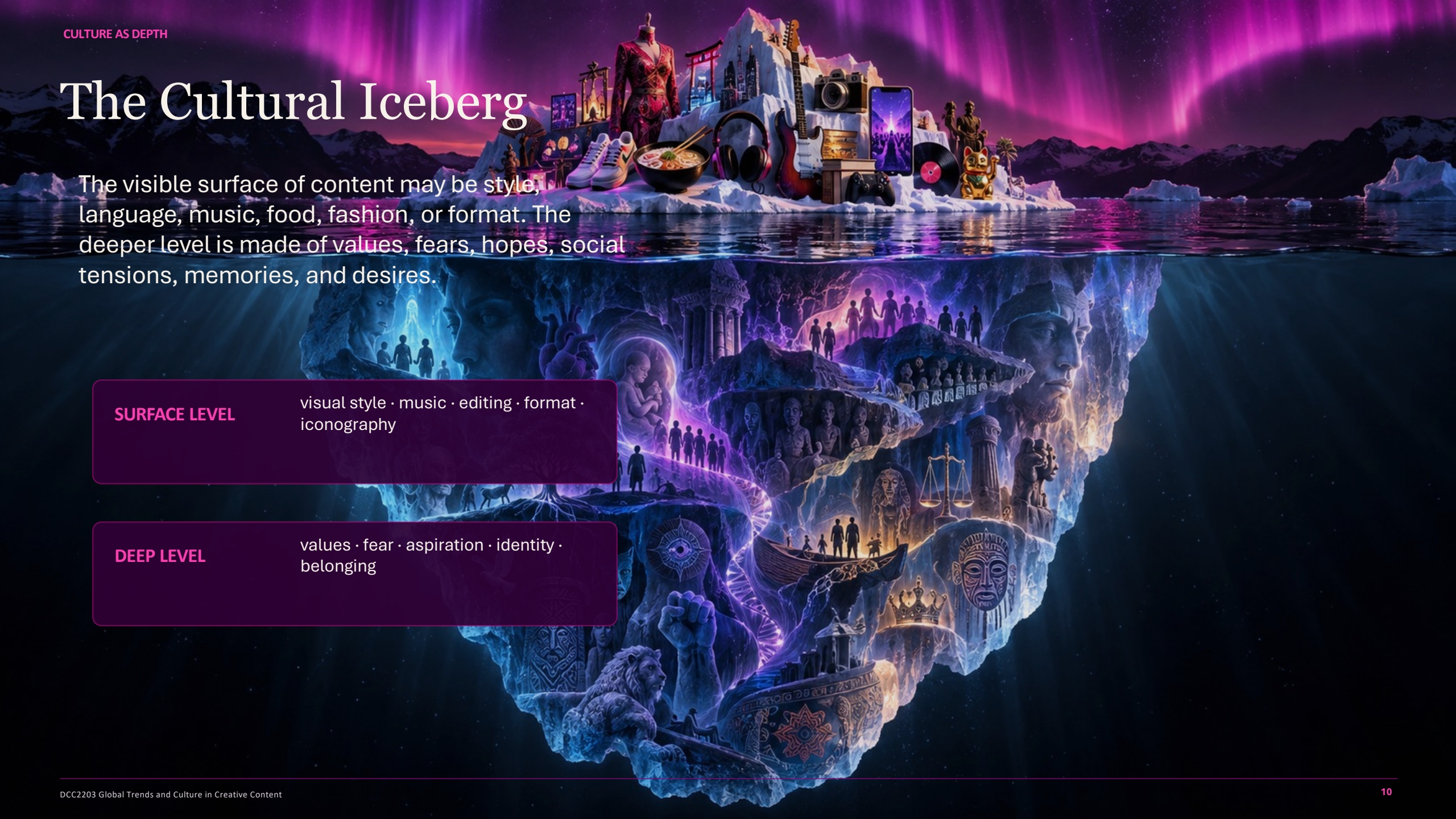
GLOCALIZATION

Global forms meet local meanings. The world does not become one culture; it becomes a field of negotiation between global and local.

References: Pieterse (2009); Robertson (1995).

The Cultural Iceberg

The visible surface of content may be style, language, music, food, fashion, or format. The deeper level is made of values, fears, hopes, social tensions, memories, and desires.



SURFACE LEVEL	visual style · music · editing · format · iconography
DEEP LEVEL	values · fear · aspiration · identity · belonging

The Local That Went Global

Three examples show that global resonance often begins with local specificity, niche communities, and platform circulation.

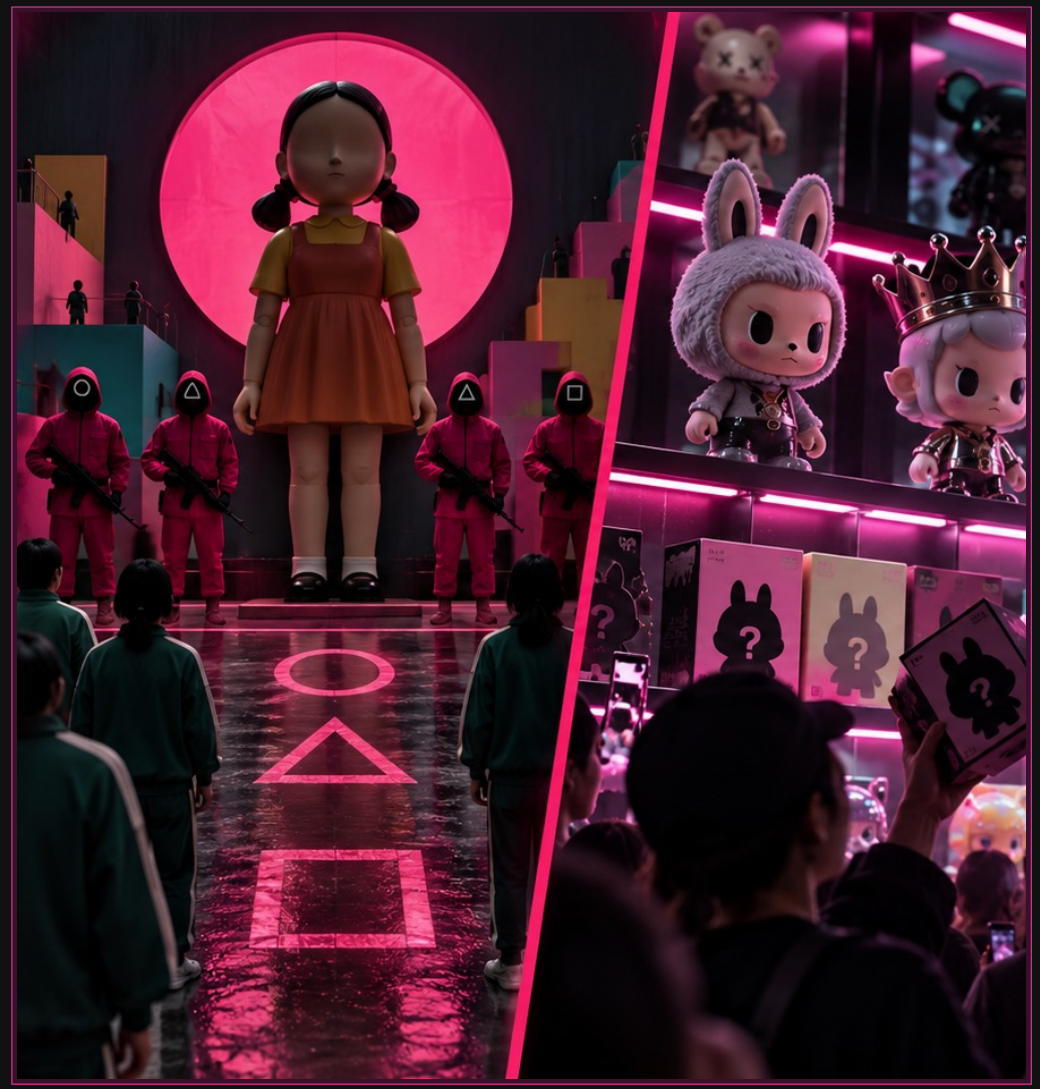
Case	Local Roots	Global Resonance
Squid Game	Korean children's games	Capitalism and class inequality
Labubu / Art Toy	Blind-box and subculture aesthetics	Kidult identity and collectible desire
Short-form Folk Video	Rural life, food, craft, vernacular skills	ASMR, slow life, digital escapism

Hyper-Local Detail. Universal Pressure.

Squid Game

Local roots: Korean children’s games and visual memory of older play culture.
Global resonance: debt, inequality, competitive survival, and class anxiety.
Creator lesson: sincere hyper-locality can make universal themes feel concrete.

Creator lesson: Do not erase local detail; make it legible through emotion and conflict.



From Niche Object to Pop-Culture Signal

Labubu / Art Toy

Local / subcultural roots: designer toys, blind-box rituals, collectible communities.
Global resonance: kidult behavior, emotional self-expression, scarcity, and identity display.
Creator lesson: digital platforms can turn niche subculture into global pop culture.

Creator lesson: A product becomes content when people perform identity around it.

Authenticity Can Travel Without Translation

Short-form Folk Video

Local roots: rural life, food preparation, vernacular craft, and everyday skill.
Global resonance: ASMR, slow-life aspiration, digital escapism, and craft satisfaction.
Creator lesson: simplicity and authenticity can break language barriers on social feeds.

Creator lesson: Not all global content needs heavy translation; sensory clarity can travel.

3 Pillars of DCC2203

Pillar 1

Cultural Analysis

Read stereotypes, representation, semiotics, identity, and cultural codes.

Pillar 2

Trend Forecasting

Detect social signals and analyze changes in behavior, taste, and attention.

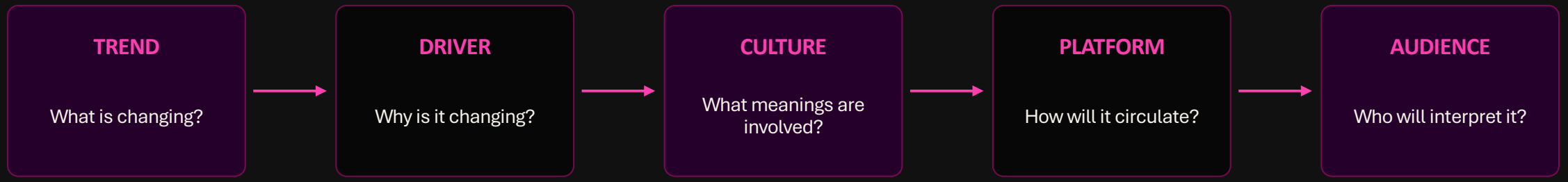
Pillar 3

Platform-Specific Production

Design visual language and storytelling for OTT, shorts, social, and interactive formats.

From Trend to Creative Decision

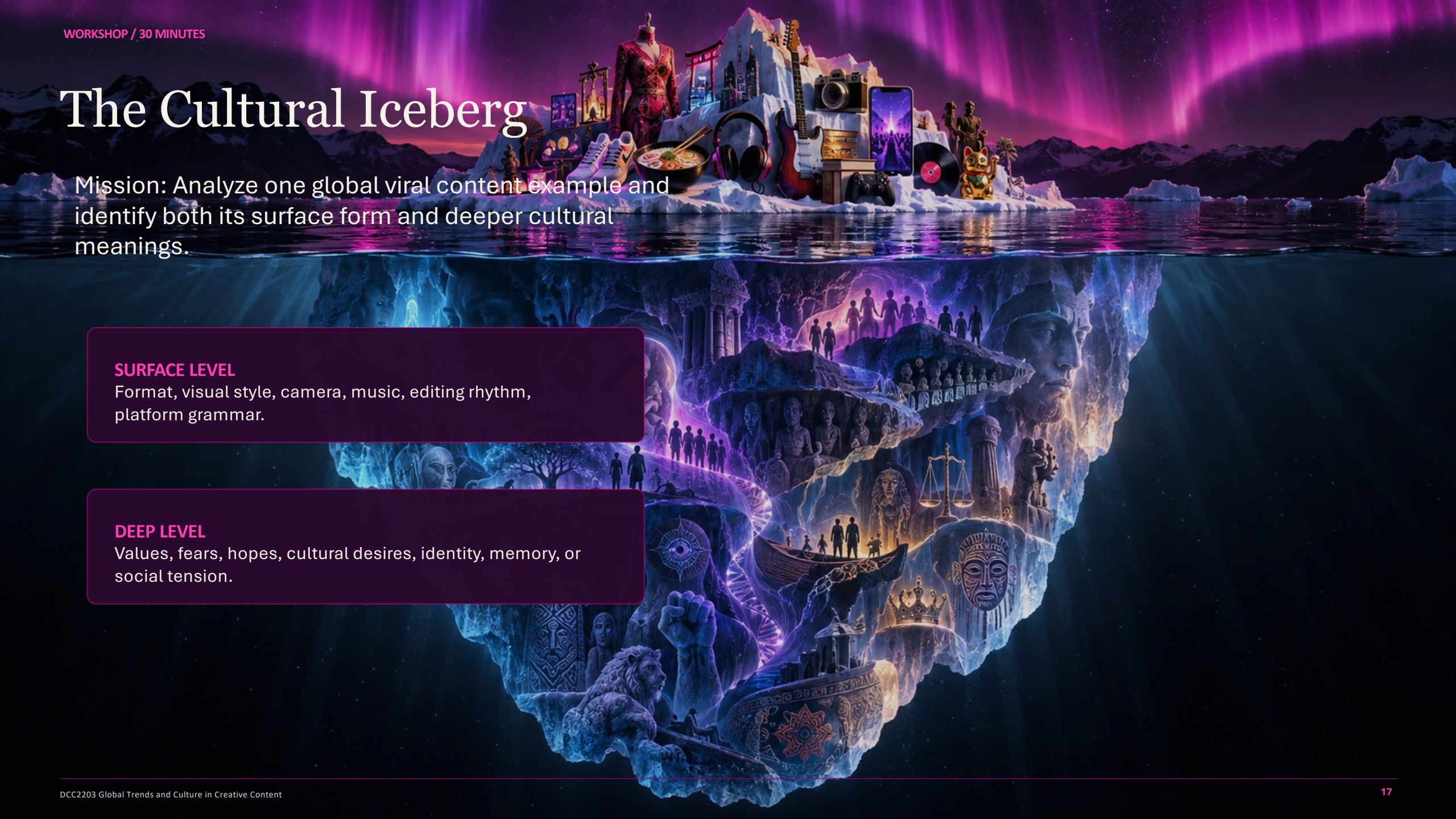
A good creator asks not only what is popular, but why it is emerging and how it should be translated into content.



"What is changing? Why? For whom? In what cultural context? Through which platform?"

WORKSHOP / 30 MINUTES

The Cultural Iceberg



Mission: Analyze one global viral content example and identify both its surface form and deeper cultural meanings.

SURFACE LEVEL
Format, visual style, camera, music, editing rhythm, platform grammar.

DEEP LEVEL
Values, fears, hopes, cultural desires, identity, memory, or social tension.

WORKSHOP ACTION

Group Task: 3-Line Padlet Post

Work in groups of 3–4. Select one viral or globally circulated content example. Then post a concise analysis on Padlet.

Line 1: What is visible on the surface? Describe form and platform.
Line 2: What deeper cultural value, fear, hope, or desire does it touch?
Line 3: What should a creator learn from this example?

Focus: evidence-based interpretation, not personal taste.

What You Should Take Away

1. Global trends are not random popularity; they are patterns of change.

2. Culture gives content meaning and shapes how audiences interpret it.

3. Global content succeeds by negotiating local roots, universal themes, and platform logic.

“Do not chase trends. Learn to read what they reveal.”

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