International Conference

‘Korean Wave’ Still Matters?
Present and Future Directions

7-8 June 2018
Monash University Caulfield Campus, Melbourne
Arts-Room S901

DAY 1

09:30-10:00 Registration (breakout room next door to Arts-Room S901)
  Morning Tea (breakout room)
  Research Consultation with the Monash Korean Studies Librarian (breakout room)

10:00-10:05 Welcome Remarks (Koichi Iwabuchi)

10:05-11:05 Panel 1 | Beauty (Chair: Koichi Iwabuchi)

Jo Elfving-Hwang | The University of Western Australia
K-pop Idol Beauty Aesthetics and Affective Fan Relationships in South Korea

Yunji Park | University of Southern California
Korean Wave in Everyday Life, K-beauty

11:15-12:40 Panel 2 | Social Media (Chair: Gil-Soo Han)

Khiem Le | RMIT University
Riding the new wave of Hallyu: Vietnamese young adults and their appropriation of Korean popular music (K-pops) and its idols.

Eunhee Park | University of Wisconsin-Madison
K-Pop Reaction Videos as Powerful Celebrations of Spontaneity Online

Grace MyHyun Kim | The University of Texas at Austin
Multicultural Learning about Korea through Hallyu

12:40-01:30 Lunch (breakout room)
01:30-02:55  Panel 3 | Korean Wave Genres (Chair: Josie Sohn)

Robert Ji-Song Ku | Binghamton University
What’s Eating Hallyu?

Carrie Middleditch | Independent Scholar
Politics of Translation: The Novel in Korean Hallyu

Jeremy Chang-Ling Hsu| National Yang-Ming University
A Future Outlook on Korean Wave: Neo Culture Technology in the Age of Its Digital Reproducibility

03:00-03:20  Afternoon Tea (breakout room)

03:20-04:45  Panel 4 | Creative Industries (Chair: Yunji Park)

Kai Soh | University of Wollongong
Enhancing Chinese Cinema with Korean Movie Magic

Russell Edwards | RMIT University

Torsten Ingvaldsen | Korea University
The Seoul of Korean Hip-Hop Culture: Bonded Creativity and Sociocultural Implications in Grassroots Hip-Hop Movements

DAY 2

09:30-09:50  Morning Tea (breakout room)
Research Consultation with the Monash Korean Studies Librarian (breakout room)

09:50-11:15  Panel 5 | Reception (Chair: Kai Soh)

Mahgie Lacaba | Ateneo de Manila University
Revisiting the Korean Wave in the Philippines

Wonjung Min | The Pontifical Catholic University of Chile
An Analysis of Tribu Urbana in Chile: The Construction of Collective Identity Based on Responses from Chilean Youth Regarding Korean Popular Culture

Bora Kim | Columbia University
The Global Trajectory of the Reception of EXP EDITION
11:25-12:50  Panel 6 | Transnational Media Circulation (Chair: Jo Elfving-Hwang)

Tian Li | University of California, Irvine
Transplantable Screen-capitalism: Chinese Remakes of Korean TV

Ella Tian | University of New South Wales
The Korean Remakes of the Monkey King: The Hybrid Superhero at Crossroads

Ha Hoang | Western Sydney University
The Korean Wave in the Vietnamese context: localisation, hybridity, or what?

12:50-01:50  Lunch + Afternoon Tea (breakout room)

01:50-02:55  Panel 7 | Cultural Politics (Chair: Lucien Brown)

Chan E. Park | The Ohio State University
Hallyu as the Voice of National Crisis, from the Anti-Communist Marching Song to Pyeongchang Yugam

Ilya Belyakov | Independent Scholar
The role of the US in PSY narrative shift by South Korean Media before and after ‘Gangnam Style’ release

03:00-03:20  Korean Studies Librarian Presentation

Jung Sim Kim | Monash University
Resources on Korean Wave

03:20-03:30  Closing Remarks (Josie Sohn)

ACKNOWLEDGEMENTS

The following organisations have helped make this conference possible:
  Academy of Korean Studies
  Arts Events team, Monash University
  Monash Asia Institute, Monash University
  School of Languages, Literatures, Cultures and Linguistics, Monash University

This conference was supported by the Core University Program for Korean Studies through the Ministry of Education of the Republic of the Korea and Korean Studies Promotion Service of the Academy of Korean Studies (AKS-2017-OLU-2250002).