K Pop The International Rise Of The Korean Music Industry Media Culture And Social Change In Asia Series | 4f2bef0b1a908d8df969b9b394a8e908


Branded Entertainment in Korea The first scholarly volume to investigate the impact of social media and other communication technologies on the global dissemination of the Korean Wave

Global Cultural Economy This book observes and analyses transnational interactions of East Asian pop culture and current cultural practices, comparing them to the production and consumption of Western popular culture and providing a theoretical discussion regarding the specific paradigm of East Asian pop culture. Drawing on innovative theoretical perspectives and grounded empirical research, an international team of authors consider the history of transnational flows within pop culture and then systematically address pop culture itself, digital technologies, and the media industry. Chapters cover the Hallyu – or Korean Wave – phenomenon, as well as Japanese and Chinese cultural industries. Throughout the book, the authors address the convergence of the once-separated practical, industrial, and business aspects of popular culture under the influence of digital culture. They further coherently synthesize a vast collection of research to examine the specific realities and practices of consumers that exist beyond regional boundaries, shared cultural identities, and historical constructs. This book will be of interest to academic researchers, undergraduates, and graduate students studying Asian media, media studies, communication studies, cultural studies, transcultural communication, or sociology.

Globalization and Media in the Digital Platform Age This book responds to the lack of Asian representation in creative cities literature. It aims to use the creative cities paradigm as part of a wider process involving first, a rapid de-industrialisation in Asia that has left a void for new development models, resulting in a popular uptake of cultural economies in Asian cities; and second, the congruence and conflicts of traditional and modern cultural values leading to a necessary re-interpretation and re-imagination of cities as places for cultural production and cultural consumption. Focusing on the Asian century, it seeks to recognise and highlight the rapid rise of these cities and how they have stepped up to the challenge of transforming and regenerating themselves. The book aims to re-define what it means to be an Asian creative city and generate more dialogue and new debate around different urban issues.

Hanguk Hip Hop This book offers an in-depth study of the globalization of contemporary South Korean idol pop music, or K-Pop, visiting K-Pop and its multiple intersections with political, economic, and cultural formations and transformations. It provides detailed insights into the transformative process in and around the field of Korean pop music since the 1990s, which paved the way for the recent international rise of K-Pop and the Korean Wave. Fuhr examines the conditions and effects of transnational flows, asymmetrical power relations, and the role of the imaginary “other” in K-Pop production and consumption, relating them to the specific aesthetic dimensions and material conditions of K-Pop stars, songs, and videos. Further, the book reveals how K-Pop is deployed for strategies of national identity construction in connection with Korean cultural politics, with transnational music production circuits, and with the transnational mobility of immigrant pop idols. The volume argues that K-Pop is a highly productive cultural arena in which South Korea’s globalizing and nationalizing forces and imaginaries coincide, intermingle, and counteract with each other and in which the tension between both of these poles is played out musically, visually, and discursively. This book examines a vibrant example of contemporary popular music from the non-Anglophone world and provides deeper insight into the structure of popular music and the dynamics of cultural globalization through a combined set of ethnomusicological, musicological, and cultural analysis. Widening the regional scope of Western-dominated popular music studies and enhancing new areas of ethnomusicology, anthropology, and cultural studies, this book will also be of interest to those studying East Asian popular culture, music globalization, and popular music.

The Popular and the Sacred in Music K-pop, described by Time Magazine in 2012 as “South Korea’s greatest export”, has rapidly achieved a large worldwide audience of devoted fans largely through distribution over the Internet. This book examines the phenomenon, and discusses the reasons for its success. It considers the national and transnational conditions that have played a role in K-pop’s ascendancy, and explores how they relate to post-colonial modernisation, post-Cold War politics in East Asia, connections with the Korean diaspora, and the state-initiated campaign to accumulate soft power. As it is particularly concerned with fandom and cultural agency, it analyses fan practices, discourses, and underlying psychologies within their local habitus as well as in expanding topographies of online networks. Overall, the book addresses the question of how far “Asian culture” can be global in a truly meaningful way, and how popular culture from a “marginal” nation has become a global phenomenon.

K-Pop Idols While the influence of Western, Anglophone popular culture has continued in the global cultural market, the Korean cultural industry has substantially developed and globally exported its various cultural products, such as television programs, pop
music, video games and films. The global circulation of Korean popular culture is known as the Korean wave, or Hallyu. Given its empirical scope and theoretical contributions, this book will be highly appealing to any scholar or student interested in media globalization and contemporary Asia popular culture. These chapters present the evolution of Hallyu as a transnational process and addresses two distinctive aspects of the recent Hallyu phenomenon - digital technology integration and global reach. This book will be the first monograph to comprehensively and comparatively examine the translational flows of Hallyu through extensive field studies conducted in the US, Canada, Chile, Spain and Germany.

K-pop Beyond Asia A broad and accessible introduction to national and transnational media Transnational Media: Concepts and Cases provides a clear and engaging overview of media communication from a global and a region-based perspective. Rather than focusing on just complex theories and industry-specific analyses, this unique book offers an inclusive, comparative approach to both journalism and entertainment media—introducing readers to the essential concepts, systems, transnational influences, and power dynamics that shape global media flow. Broad coverage of different media forms from Asia, Africa, the Americas, Europe, and Oceania offers country-based and transnational perspectives while highlighting examples of media trends in television, radio, film, literature, social media, and more. This groundbreaking volume promotes a balanced, social media, mutational perspective on transnational media, this innovative book discusses topics such as media concentration, the cultural, political, and economic impact of media, and the primary centers of new and traditional media activities. Chapters organized by geographic region offer instructive pedagogical features—including case studies and essays, and illustrations, maps and charts—that strengthen understanding of distinctive and emerging practices in the production, distribution, and consumption of media products. Explores a wide range of global media topics, infrastructures, cultures, and political-economic climates Written in an engaging, relatable, and easy to understand style Covers major aspects of journalism and various forms of entertainment media Organized by regions of the world to reflect a global perspective Includes newly-written case studies by international scholars from each region Designed for undergraduate and graduate courses in comparative media analysis, international media and communication, and related areas of study, Transnational Media: Concepts and Cases is an indispensable resource for colleges and universities that are internationalizing their curriculum to meet the needs of an increasing globalized world.

World Entertainment Media Since the Korean Wave phenomenon started in 1997, Hallyu has undergone many changes. Geographically, while Asia has been the largest cultural market for the Korean cultural industries, other parts of society, including North America, Europe, the Middle East, and Latin America have gradually admitted Korean popular culture. The components of the Korean Wave have also greatly expanded. Hallyu originally implied the exports of a few cultural products, such as television dramas, popular music, and films; however, Korea has recently developed and exported K-pop, digital games and smartphone technologies as well as relevant youth culture. Meanwhile, industrial and technological contexts of the Korean Wave have changed significantly during the last 20 years. The role of social media in the Korean Wave’s transnationalization in recent years is especially intriguing because fans around the world can easily access social media to enjoy K-pop, digital games, and films. The changes in the nature and appearance of the Korean Wave, conceptual and theoretical shifts in the studies of the Korean Wave, and the influences of the development of media technologies on the Korean Wave are all very significant. This book aims to provide a better understanding of Hallyu’s theoretical and institutional history on one hand, and new features of the Korean Wave on the other hand.

Youth Technoculture: From Aesthetics to Politics The rise of global mobility has had a deep impact on the study of urban multilingualism. Once associated with research on minority speech communities and inner-city ethnomusicological enclaves (Chinatowns, Little Italies, etc), it is now concerned much more with the use of multiple languages in diverse neighbourhoods across the city. In this book the authors take an innovative approach that builds on previously published work in two ways. First, it focuses on a single city and, second, it adopts a multidisciplinary approach to multilingualism. By examining the phenomenon of multilingualism in a single city from a range of perspectives this book paints a more comprehensive picture of the current dimensions of urban multilingualism. A unique feature of this book is the inclusion of contributions from scholars with expertise in education, geography, media, health communication and international studies, in addition to community practitioners. Sydney is the largest city in Australia and, on most counts, it is also among the most linguistically diverse cities in the world. As such it is an ideal site for a multidisciplinary study of urban multilingualism. The selection of 18 multidisciplinary case studies on multilingualism in Sydney, Australia represents some of the strongest and most innovative research on urban multilingualism in the world today. This book examines how multilingualism permeates institutional and everyday practice in the city, raising important questions about what a ‘multilingual city’ can and should be.

Routledge Handbook of Contemporary South Korea Since the 1990s there has been a dramatic increase in cultural flows and connections between the countries in the East Asian region. Nowhere is this more apparent than when looking at popular culture where uneven but multilateral exchanges of Japanese, Korean, Taiwanese, Hong Kong and Chinese products have led to the construction of an ‘East Asian Popular Culture’. This is both influenced by, and in turn influences, the national cultures, and generates transnational co-production and reinvention. As East Asian popular culture becomes a global force, it is increasingly important for us to understand the characteristics of contemporary East Asian popular culture, and in particular its transnational nature. In this handbook, the contributors theorize East Asian experiences and reconsider Western theories on cultural globalization to provide a cutting-edge overview of this global phenomenon. The Routledge Handbook of East Asian Popular Culture will be of great interest to students and scholars of a wide range of disciplines, including: Cultural Studies, Media Studies, Communication Studies, Anthropology, Sociology and Asian Studies in general.

The Korean Wave Music, as the form of art whose name derives from ancient myths, is often thought of as pure symbolic expression and associated with transcendence. Music is also a universal phenomenon and thus a profound maker of humanity. These features make music a sphere of activity where sacred and popular qualities intersect and amalgamate. In an era characterised by postsecular and postcolonial processes of religious change, re-enchantment and alternative spiritualities, the intersections of the popular and the sacred in music have become increasingly multifarious. In the book, the cultural dynamics at stake are approached by stressing the extended and multiple dimensions of the sacred and the popular, hence challenging conventional, taken-for-granted and rigid conceptualisations of both popular music and sacred music. At issue are the cultural politics of labelling music as either popular or sacred, and the disciplinary and theoretical implications of such labelling. Instead of focusing on specific genres of popular music or types of religious music, consideration centres on interrogating musical situations where a distinction between the popular and the sacred is misleading, futile and even impossible. The topic is discussed in relation to a diversity of belief systems and different repertoires of music, including classical, folk and jazz, by considering such themes as origin myths, autonomy, ingenuity and stardom, authenticity, moral ambiguity, subcultural sensibilities and political ideologies.
Korean Communication, Media, and Culture

Transnational Convergence of East Asian Pop Culture The Routledge Handbook of Contemporary South Korea offers a ground-breaking study of the socio-political development of the Korean peninsula in the contemporary period. Written by an international team of scholars and experts, contributions to this book address key intellectual questions in the development of Korean studies, projecting new ways of thinking about how international systems can be organised and how local societies adapt to global challenges. Academy rigorously, each chapter defines current research and lends the reader greater understanding of the social, cultural, economic, and political developments of South Korea, ranging from chapters on the Korean Wave to relations with North Korea and the Korean language overseas. The volume is divided into eight sections, each representing a focused area of inquiry: socio-political history contemporary politics political economy and development society culture international relations security and diplomacy South Korea in international education This handbook provides an interdisciplinary and comprehensive account of contemporary South Korea. It will be of great interest to students and scholars of Korean history, politics and international relations, culture and society, and will also appeal to policy makers interested in the Indo-Asia Pacific region.

The SAGE International Encyclopedia of Music and Culture The Routledge Handbook of Korean Culture and Society is an accessible and interdisciplinary resource that explores the formation and transformation of Korean culture and society. Each chapter provides a comprehensive and thought-provoking overview on key topics, including: compressed modernity, religion, educational migration, social class and inequality, popular culture, digitalisation, diasporic cultures and cosmopolitanism. These topics are thoroughly explored by an international team of experts, who provide historical context, examine key issues and debates, and highlight emerging questions in order to set the research agenda for the near future. Providing an interdisciplinary overview of Korean culture and society, this Handbook is an essential read for undergraduate and postgraduate students, as well scholars in Korean Studies, Cultural Studies, Sociology, Anthropology, and Asian Studies in general.

Routledge Handbook of East Asian Popular Culture Now in an updated fourth edition, this popular A-Z student handbook provides a comprehensive survey of key ideas and concepts in popular music culture. With new and expanded entries on genres and subgenres, the text comprehensively examines the social and cultural aspects of popular music, taking into account the digital music revolution and changes in the way that music is manufactured, marketed and delivered. New and updated entries include: Age and youth Black music Digital music culture K-Pop Mash-ups Philadelphia Soul Pub music Religion and spirituality Remix Southern Soul Streaming Vinyl With further reading and listening included throughout, Popular Music: The Key Concepts is an essential reference text for all students studying the social and cultural dimensions of popular music.

Mobile Media and Social Intimacies in Asia Drawing on vivid ethnographic field studies of youth on the transnational move, across Seoul, Toronto, and Vancouver, this book examines transnational flows of Korean youth and their digital media practices. This book explores how digital media are integrated into various forms of transnational life and imagination, focusing on young Koreans and their digital media practices. By combining theoretical discussion and in-depth empirical analysis, the book provides engaging narratives of transnational youth media fans, sojourners, and migrants. Each chapter illustrates a form of mediascape, in which transnational Korean youth culture and digital media are uniquely articulated. This perceptive research offers new insights into the transnationalization of youth cultural practices, from K-pop fandom to smartphone-driven storytelling. A transnational and ethnographic focus makes this book the first of its kind, with an interdisciplinary approach that goes beyond the scope of existing digital media studies, culture studies, and Asian studies. It will be essential reading for scholars and students in media studies, migration studies, popular culture studies, and Asian studies.

Transnational Korean Television In ten chapters with annotated bibliographies, this book analyzes Korean communication, media, and culture. The bibliographic entries provide aid for non-Korean-speaking academics to find information about research on these topics.

The Soft Power of the Korean Wave This new book offers an insightful guide into the complex tapestry of global entertainment media markets. It features analyses and case studies from leading international media scholars, who explore the causes and effects of globalization upon this ever-evolving industry. There are still opposing and restraining forces to globalization processes taking place in media, and the global mediascape comprises international, regional and local markets, and global and local players, which in recent years have evolved at an uneven pace. By analyzing similarities and differences in a landscape where driving forces of globalization meet locally situated audiences and institutions, this volume unveils a complex, contested space comprising global and local players, whose success is determined by both their national and international dimensions. It guides its readers to the geographical and intellectual exploration of the international media landscape, analyzing the global and local media players and their modus operandi. Editor Paolo Sigismondi’s insightful, engaging collection presents a compelling and novel approach to the analysis of global entertainment media. World Entertainment Media: Global, Regional and Local Perspectives is an ideal starting point for students and practitioners alike looking to build a solid understanding of the global mediascape, and a great resource for instructors and scholars in global media entertainment.

Global Glam and Popular Music This book was written for people who would like to learn more about Polish K-Pop fandom, but it can also be of help for those who are looking for some basic information about fan studies or K-Pop in general. Korean music has only recently started to gain popularity in Poland (as well as in other European countries). Some may affiliate K-Pop with Psy’s Gangnam Style, which was released by capably in the middle of 2012, but around K-pop fandom was already well-developed, as evidenced by the Korean group Big Bang winning MTV European Music Award in 2011, or the flashmob fans organized in front of the Louvre museum that forced one of the biggest Korean entertainment companies to organize more concert of their artists in the same year. Nevertheless, K-Pop’s international popularity peak is often being connected to BTS’ success, when they were awarded the Top Social Artist Award and successfully performed during the Billboard Music Awards in 2017. It would be difficult to say how many K-Pop fans there are in Poland now and how the number changed over the years, but it is still undoubtedly growing.

Globalization and Popular Music in South Korea *** Longlisted for the 2020 Financial Times & McKinsey Business Book of the Year *** ‘Shines an incisive and entertaining light into the secretive world of the South Korean technology giant shaping our digital lives in ways we probably can’t imagine’ – Brad Stone Can the Asian giant beat Apple? Based on years of reporting on Samsung for the Economist, the Wall Street Journal, and Time from his base in South Korea, and his countless sources inside and outside the company, Geoffrey Cain offers the first deep look behind the curtains of the biggest company nobody knows. How has this
happened? Forty years ago, Samsung was a rickety Korean agricultural conglomerate that produced sugar, paper, and fertilizer. But with the rise of the PC revolution, Chairman Lee Byung-chul came up with an incredibly risky multimillion dollar plan to make Samsung a major supplier of computer chips. Lee had been wowed by a young Steve Jobs who sat down with the chairman to offer his advice, and Lee quickly became obsessed with creating a tech empire. Today, Samsung employs over 350,000 people - over four times as many as Apple - and their revenues have grown 40 times since 1987. Samsung and Apple now make up more than 20% of South Korea’s exports and sells more smartphones than any other company in the world. And furthermore, they don’t just make their own phones, but are one of Apple’s chief supplier on technology critical to the iPhone. Yet their disastrous recall of the Galaxy Note 7, with numerous reports of phones spontaneously bursting into flames, reveals the dangers of the company’s headlong attempt to overtake Apple at any cost. A sweeping, insider account of the Korean company’s ongoing war against the likes of Google and Apple, Samsung Rising shows how a determined and fearless Asian competitor is poised to take on the giants of the tech world.

Geographically Isolated and Peripheral Music Scenes Global Cultural Economy critically interrogates the role cultural and creative industries play in societies. By locating these industries in their broader cultural and economic contexts, Christiaan De Beukelaer and Kim-Marie Spence combine their repertoires of empirical work across four continents to define the ‘cultural economy’ as the system of production, distribution, and consumption of cultural goods and services, as well as the cultural, economic, social, and political contexts in which it operates. Each chapter introduces and discusses a different theme, such as inclusion, diversity, sustainability, and ownership, highlighting the tensions around them to elicit an active engagement with possible and provisional solutions. The themes are explored through case studies including Bollywood, Ghanaian music, the Korean Wave, Jamaican Reggae, and the UN Creative Economy Reports. Written with students, researchers, and policy-makers in mind, Global Cultural Economy is ideal for anyone interested in the creative and cultural industries, media and cultural studies, cultural policy, and development studies.


Digital Mediascapes of Transnational Korean Youth Culture Korean dramas gained popularity across Asia in the late 1990s, and their global fandom continues to grow. Despite cultural differences, non–Asian audiences find “K-dramas” appealing. They range from historical melodrama and romantic comedy to action, horror, sci-fi and thriller. Devotees pursue an immersive fandom, consuming Korean food, fashion and music, learning Korean to better understand their favorite shows, and travelling to Korea for firsthand experiences. This collection of new essays focuses on the cultural impact of K-drama and its fandom, and on the transformation of identities in the context of regional and global dynamics. Contributors discuss such popular series as Boys over Flowers, My Love from the Star and Descendants of the Sun.

Hallyu 2.0 At this fascinating historical moment, this timely collection explores the new meaning of the Korean Wave and the process of media production, representation, distribution and consumption in a global context as a distinctive and complex form of soft power. Focusing on the most recent phenomenon of Korean popular culture, this book considers the Korean Wave in the global digital age and addresses the social, cultural and political implications in their complexity within the contexts of global inequalities and uneven power structures. The collection brings together internationally renowned scholars and regional specialists to examine this historically significant, visibly growing, yet under-explored current phenomenon in the global digital age. Drawing on a wide range of perspectives from media and communications, cultural studies, sociology, history and anthropology, and including a series of case studies from Asia, the USA, Europe and the Middle East, it provides an empirically rich and theoretically stimulating tour of this area of study, going beyond the standard Euro-American view of the evolving and complex dynamics of the media today. This collection is essential reading for students and scholars interested in Korean popular culture and in film, media, fandom and cultural industries more widely.

The Rise of K-Dramas The SAGE Encyclopedia of Music and Culture presents key concepts in the study of music in its cultural context and provides an introduction to the discipline of ethnomusicology, its methods, concerns, and its contributions to knowledge and understanding of the world’s musical cultures, styles, and practices. The diverse voices of contributors to this encyclopedia confirm ethnomusicology’s fundamental ethos of inclusion and respect for diversity. Combined, the multiplicity of topics and approaches are presented in an easy-to-search A-Z format and offer a fresh perspective on the field and the subject of music in culture. Key features include: Approximately 730 signed articles, authored by prominent scholars, are arranged A-to-Z and published in a choice of print or electronic editions Pedagogical elements include Further Readings and Cross References to conclude each article and a Reader’s Guide in the front matter organizing entries by broad topical or thematic areas Back matter includes an annotated Resource Guide to further research (journals, books, and associations), an appendix listing notable archives, libraries, and museums, and a detailed Index The Index, Reader’s Guide themes, and Cross References combine for thorough search-and-browse capabilities in the electronic edition

Re-Imagining Creative Cities in Twenty-First Century Asia

K-pop – The International Rise of the Korean Music Industry Global media expert Dal Yong Jin examines the nexus of globalization, digital media, and contemporary popular culture in this empirically rich, student-friendly book. Offering an in-depth look at globalization processes, histories, texts, and state policies as they relate to the global media, Jin maps out the increasing role of digital platforms as they have shifted the contours of globalization. Case studies and examples focus on ubiquitous digital platforms, including Facebook, YouTube, and Netflix, in tandem with globalization so that the readers are able to apply diverse theoretical frameworks of globalization in different media milieu. Readers are taught core theoretical concepts which they should apply critically to a broad range of contemporary media policies, practices, movements, and technologies in different geographic regions of the world – North America, Europe, Africa, Latin America, and Asia – with a view to determining how they shape and are shaped by globalization. End-of-chapter discussion questions prompt further critical thinking and research. Students doing
Multilingual Sydney This edited volume brings together cutting-edge studies from emerging scholars of East/Southeast Asia who explore the role of mobile media in the contemporary transformation of the region’s social intimacies, from the romantic to the familial to the communal. By providing a regional and transnational overview of such studies, it affords new insights into how these mobile technologies have contributed to the rise of ‘glocal intimacies’. This pertains to the normalisation and intensification of how people’s relationships of closeness are entangled in the ever-shifting and constantly negotiated flows between global modernity and local everyday life. In providing case studies of mobile media and glocal intimacies, the chapters in the volume attend to a broad range of countries that include China, Korea, Malaysia, the Philippines, Singapore, Vietnam, and Taiwan. This illustrates the differing ways in which mobile media might be embedded in the region’s divergent articulations of social intimacies, which reflect the ongoing tensions between Western and Asian imaginaries of modernity. The chapters also discuss a wide array of mobile media that inform visions of social media, from social media giants like Facebook and Instagram, to messaging apps like KakaoTalk and WhatsApp, to dating apps like Tinder and Blued. This allows for a mapping out of the different levels of impact that mobile media might have on social intimacies in a region that contains some of the most technologically advanced as well as the most technologically behind societies in the world. In summary, this book allows readers to take a comparative approach to understanding the complexity of the glocal intimacies that are emerging from the ways people in Asia use mobile media to reconfigure their local ties and to enact global relationships. This volume will benefit students, academics, and researchers who are keen in media and communication, cultural studies, sociology, anthropology, and Asian studies. “This exciting and much-needed book will greatly advance our efforts to decolonise media and communications research. The chapters offer empirically rich and nuanced accounts that challenge the dominant paradigms about mediated intimacy.” Mirca Madianou, Goldsmiths, University of London “This collection develops the original concept of ‘glocal intimacies’ to describe how mobile media have become a crucial site where new social intimacies are enacted, reinforced and transformed in Asia. It introduces fresh empirical research from emerging scholars to furnish deep theoretical insights into these imaginaries and practices.” Audrey Yue, National University of Singapore

The Sociology of Hallyu Pop Culture Transnational Korean Television: Cultural Storytelling and Digital Audience provides previously absent analyses of Korean TV dramas’ transnational influences, peculiar production features, distribution, and consumption to enrich the contextual understanding of Korean TV’s transcultural mobility. Even as academic discussions about the Korean Wave have heated up, Korean television studies from transnational viewpoints often lack in-depth analysis and overlook the recently extended flow of Korean television beyond Asia. This book illustrates the ecology of Korean television along with the Korean Wave for the past two decades in order to showcase Korean TV dramas’ international mobility and its constant expansion with the different Western television and their audiences. Korean TV dramas’ mobility in crossing borders has been seen in both transnational and transcultural flows, and the book opens up the potential to observe the constant flow of Korean television content in new places, peoples, manners, and platforms around the world. Scholars of media studies, communication, cultural studies, and Asian studies will find this book especially useful.

Popular Music: The Key Concepts K-pop (Korean popular music) reigns as one of the most popular music genres in the world today, a phenomenon that appeals to listeners of all ages and nationalities. In Soul in Seoul: African American Popular Music and K-pop, Crystal S. Anderson examines the most important and often overlooked aspect of K-pop: the music itself. She demonstrates how contemporary K-pop references and incorporates musical and performative elements of African American popular music culture as well as the ways that fans outside of Korea understand these references. K-pop emerged in the 1990s with immediate global aspirations, combining musical elements from Korean and foreign cultures, particularly rhythm and blues genres of black American popular music. Korean solo artists and groups borrow from and cite instrumentation and vocals of R&B genres, especially hip-hop. They also enhance the R&B tradition by utilizing Korean musical strategies. These musical citational practices are deemed authentic by global fans who function as part of K-pop’s music press and promotional apparatus. K-pop artists also cite elements of African American performance in Korean music videos. These disrupt stereotyped representations of Asian and African American performers. Through this process K-pop has arguably become a branch of a global R&B tradition. Anderson argues that Korean pop groups participate in that tradition through cultural work that enacts a global form of crossover and by maintaining forms of authenticity that cannot be faked, and furthermore propel the R&B tradition beyond the black-white binary.

Transnational Media At the start of the twenty-first century challenges to the global hegemony of U.S. culture are more apparent than ever. Two of the contenders vying for the hearts, minds, bandwidths, and pocketbooks of the world’s consumers of culture (principally, popular culture) are India and South Korea. “Bollywood” and “Hallyu” are increasingly competing with “Hollywood”—either replacing it or filling a void in places where it never held sway. This critical multidisciplinary anthology places the mediascapes of India (the site of Bollywood), South Korea (fountainhead of Hallyu, aka the Korean Wave), and the United States (the site of Hollywood) in comparative dialogue to explore the transnational flows of technology, capital, and labor. It asks what sorts of political and economic shifts have occurred to make India and South Korea important alternative nodes of techno-cultural production, consumption, and contestation. By adopting comparative perspectives and mobile methodologies and linking popular culture to the industries that produce it as well as the industries it supports, Pop Empires connects films, music, television serials, stardom, and fandom to nation-building, diasporic identity formation, and transnational capital and labor. Additionally, via the juxtaposition of Bollywood and Hallyu, as not only synecdoches of national affiliation but also discursive case studies, the contributors examine how popular culture intersects with race, gender, and empire in relation to the global movement of peoples, goods, and ideas.

Transnational Hallyu How Has Hanguk (South Korean) hip hop developed over the last two decades as a musical, cultural, and artistic entity? How is hip hop understood within historical, sociocultural, and economic matrices of Korean society? How is hip hop represented in Korean media and popular culture? This book utilizes ethnographic methods, including fieldwork research and life timeline interviews with fifty-three influential hip hop artists, in order to answer these questions. It explores the nuanced meaning of hip hop in South Korea, outlining the local, global, and (trans)national flows of musical and cultural exchanges. Throughout the chapters, Korean hip hop is examined through the notion of buran—personal and societal anxiety or uncertainty—and how it manifests in the dimensions of space and place, economy, cultural production, and gender. Ultimately, buran serves as a metaphoric state for Hanguk hip hop in that it continuously evolves within the conditions of Korean society.

International Communication Converging theory and practice, this book provides a unique analysis of Korean youth’s attempts to
become global celebrities within the rapidly growing K-pop cultural phenomenon.

From Factory Girls to K-Pop Idol Girls In Youth Technoculture: From Aesthetics to Politics, Sylvie Octobre offers a reflexion on the major changes that originated from cultural participation in the digital era, and their effects on education and politics.


Polish K-Pop Fandom Specifically designed for use on a range of undergraduate and graduate courses, Introducing Japanese Popular Culture is a comprehensive textbook offering an up-to-date overview of a wide variety of media forms. It uses particular case studies as a way into examining the broader themes in Japanese culture and provides a thorough analysis of the historical and contemporary trends that have shaped artistic production, as well as, politics, society, and economics. As a result, more than being a time capsule of influential trends, this book teaches enduring lessons about how popular culture reflects the societies that produce and consume it. With contributions from an international team of scholars, representing a range of disciplines from history and anthropology to art history and media studies, the book’s sections include: Television Videogames Music Popular Cinema Anime Manga Popular Literature Fashion Contemporary Art Written in an accessible style by a stellar line-up of international contributors, this textbook will be essential reading for students of Japanese culture and society, Asian media and popular culture, and Asian Studies in general.

Routledge Handbook of Korean Culture and Society Kim combines historical contextualization with political economy of the media and critical textual analysis to investigate the socio-ideological effects of K-POP in the existing networks of power and domination in gender relations. He examines K-POP female idols’ individualism and identity formation through the lens of Korea’s cultural politics.

Transferieren, Transkulturieren und Verstehen Branded Entertainment in Korea examines the varied texts and wider context of branded entertainment and related advertising and marketing communications practices in Korea. The book discusses the origins, development, current state, ethics, and regulations of branded entertainment in Korea, considering the impact and implications for communication users and regulators as well as industry actors. Over 30 cases from 2013 to 2019 are offered to provide an up-to-date account of current developments, with a closer look at the ethical challenges and controversies surrounding branded entertainment. The book also provides a review of branded entertainment-related literature in order to help the readers to understand this growing marketing discipline. This is a valuable case study for scholars and students of critical advertising studies, as well as those interested in broader disciplines of communication and media studies.

Soul in Seoul This book is the first to explore style and spectacle in glam popular music performance from the 1970s to the present day, and from an international perspective. Focus is given to a number of representative artists, bands, and movements, as well as national, regional, and cultural contexts from around the globe. Approaching glam music performance and style broadly, and using the glam/glitter rock genre of the early 1970s as a foundation for case studies and comparisons, the volume engages with subjects that help in defining the glam phenomenon in its many manifestations and contexts. Glam rock, in its original, term-defining inception, had its birth in the UK in 1970/71, and featured at its forefront acts such as David Bowie, T. Rex, Slade, and Roxy Music. Termed “glitter rock” in the US, stateside artists included Alice Cooper, Suzi Quatro, The New York Dolls, and Kiss. In a global context, glam is represented in many other cultures, where the influences of early glam rock can be seen clearly. In this book, glam exists at the intersections of glam rock and other styles (e.g., punk, metal, disco, goth). Its performers are characterized by their flamboyant and theatrical appearance (clothes, costumes, makeup, hairstyles), they often challenge gender stereotypes and sexuality (androgyne), and they create spectacle in popular music performance, fandom, and fashion. The essays in this collection comprise theoretically-informed contributions that address the diversity of the world’s popular music via artists, bands, and movements, with special attention given to the ways glam has been influential not only as a music genre, but also in fashion, design, and other visual culture.

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