FACING THE OTHER / BOY’S DREAM COMES TRUE:
NATIONALISM AND “HALLYU” IN KOREAN AUDITION PROGRAMS

FRIDAY, OCTOBER 19TH
2-3:30 PM AT 1030 HUMANITIES GATEWAY

When Psy was introduced as “Korean sensation” on Saturday Night Live, he became a “sensation in Korea” as the first Korean to appear in an American mainstream show. His global success is an example of Hallyu (Korean Wave), the recent transnational circulation of Korean cultural products. Hallyu has become a transnational movement by exporting “Koreanness” to the “world.” However, hallyu is not just a one-sided exportation of culture from one country to another but it also requires people in Korea to equally face the other in terms of a mutual exchange. In this context, this talk explores the way Koreans have been consuming the image of Hallyu in relation to gender, class, and nationality, especially in Korean television audition programs.

Hyo K. Woo is a doctoral candidate in the Department of English at University of Pittsburgh. Prior to undertaking her PhD studies, she contributed monthly columns at Hankyöre newspaper, worked as a chief editor in young feminist magazines “Jouissance” and “Unnine” in South Korea. Last year, her essay “Different Path to be Modern; Korean Women in Modernization” was published in Munmyoŋsoküro [Towards Civilization] in Korea. Her current interest explores translations of English literatures in East Asia during modernization and Korean Anglophone novels.