

THE IMPACT OF KOREAN POPULAR CULTURE ON NORTH AMERICA

Parasite at the Oscars, BTS topping Billboard—it seems like Korean popular culture is becoming part of mainstream pop culture in North America. Although fan audiences are well aware of the compelling cultural products emerging from South Korea, for the newly curious grasping an overall picture of Korean pop culture can seem daunting.

Why are there so many television shows from Korea on Netflix? How did Korean novels, even in translation, come to be such a hot part of the literary market? How is K-pop different from an American equivalent? And what magic has BTS used to enchant fans both young and old? This free public lecture series with four prominent scholars of Korean popular culture will help audiences to gain a broad understanding of Korean popular culture.

Come find out why Korea is so hot!



CedarBough Saeji
Indiana University Bloomington

Because It Is Not American: How Cultural Difference Became K-pop's Key to Success around the World

OCTOBER 8th - 8:30pm (EST)



Candace Epps-Robertson
University of North Carolina at Chapel Hill

BTS and ARMY: A Synergistic Experience in Transcultural Fandom

OCTOBER 22nd - 8:30pm (EST)



Jenny Wang Medina
Emory University

Found in Translation: Korean Literature and Film as "World Literature and Cinema"

NOVEMBER 5th - 8:30pm (EST)



Michelle Cho
University of Toronto

K-Drama Fever: Platforms, Serial Narrative, and Global TV

NOVEMBER 19th - 8:30pm (EST)

The lectures will be done as webinars. Talks are designed for non-specialist, non-academic audiences. Each 45 minute talk will be followed by a moderated 30 minute Q&A.

Audience members can attend just one or all four talks. Visit iks.indiana.edu to register.

This event is co-sponsored by the Indiana University Institute for Korean Studies and the Embassy of the Republic of Korea in the USA.



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