

## Curriculum Vitae

### Gyu Tag Lee

George Mason University-Korea, Art & Science #608  
119-4 Songdomunhwa-ro, Yeonsu-gu, Incheon, South Korea 21985  
[gleeg@gmu.edu](mailto:gleeg@gmu.edu)  
82.10.2901.3911 (Cell) / 82.31.626.5113 (Office)

### Education

**Ph.D. George Mason University, Fairfax, VA, U.S.**

Cultural Studies, May 2013

Dissertation: *De-Nationalization and Re-Nationalization of Culture: The Globalization of K-Pop*

Field Statements: Globalization and Modernity, Cultural Industries

**M.A. Seoul National University, Seoul, Korea**

Department of Communication, Aug. 2007

Thesis: *Hybridization and Indigenization: A Study of Korean Dance Music in the 1990s*

**University of Tokyo, Tokyo, Japan**

Graduate School of Interdisciplinary Information Studies

Interchange Researcher, Oct. 2006 – Mar. 2007

**B.A. Seoul National University, Seoul, Korea**

Department of English Language and Literature, Feb. 2001

### Awards, Fellowships, and Honors

- |           |  |
|-----------|--|
| Apr. 2021 | Recognized for Outstanding Mason Core Social/Behavioral Sciences course for Fall 2020                                |
| 2017-2019 | Nominated for <i>Career Connection Faculty Award</i> , George Mason University<br>( <u>Three consecutive years</u> ) |
| 2012-2013 | Graduate Research Assistantship, George Mason University, U.S.   |
| 2009-2010 | Graduate Commonwealth Fellowship, George Mason University, U.S   |
| Feb. 2001 | Graduate with Honors <i>Cum Laude</i> , Seoul National University, Korea   |

### Teaching Experience

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|-------------------------|---|
| Jul. 2021-<br>Present   | <b>Term Associate Professor</b> of Global Affairs, George Mason University-Korea, Songdo, Incheon, Korea<br>- <i>K-Pop, Hallyu, Korean Popular Culture and Contemporary Society</i> (GLOA 450)<br>- <i>American Popular Music</i> (MUSI 102)<br>- <i>Introduction to Cultural Anthropology</i> (ANTH 114)<br>- <i>Korean Popular Culture in a Global World</i> (KORE 320)<br>- <i>Media Criticism</i> (COMM 380)<br>- <i>Introduction to Global Affairs</i> (GLOA 101)<br>- <i>American Culture</i> (PROV 105)<br>- <i>Globalization and Culture</i> (CULT 320) |
| Aug. 2015-<br>Jun. 2021 | <b>Term Assistant Professor</b> , George Mason University-Korea, Songdo, Incheon, Korea   |
| Mar. 2019-              | <b>Visiting Professor</b> , Graduate School of Media and Cultural Contents, Korea Open National University, Seoul, Korea<br>- <i>Visual Communication and Media Contents</i>  |
| Mar. 2014-<br>Aug. 2015 | <b>Lecture Faculty</b> , George Mason University-Korea, Songdo, Incheon, Korea  |
| Mar. 2015-<br>Aug. 2015 | <b>Lecturer</b> , Inha University, Incheon, Korea<br>- <i>Understanding Media Contents Industry</i>   |
| Sep. 2014-<br>Dec. 2015 | <b>Lecturer</b> , Catholic University of Korea, Bucheon, Gyeonggi Do, Korea<br>- <i>Understanding Music Business</i>  |
| Mar. 2014-<br>Jun. 2014 | <b>Lecturer</b> , School of Communication, Kookmin University, Seoul, Korea<br>- <i>Understanding Popular Culture</i><br>- <i>Visual Communication</i>  |
| Sep. 2013-<br>Dec. 2014 | <b>Instructor</b> , Hallyu Graduate School, Catholic University of Korea, Seoul, Korea<br>- <i>K-Pop Music Business</i><br>- <i>New Media and K-Pop</i><br>- <i>Global Popular Culture</i>  |
| 2004-2006               | <b>Teaching Assistant</b> , College English Program, Seoul National University, Korea<br>- <i>English Writing</i><br>- <i>College English</i>   |
| 2004-2005               | <b>Teaching Assistant</b> , Dept. of Communication, Seoul National University, Korea<br>- <i>Visual Communication</i><br>- <i>Speech Communication</i><br>- <i>Semiotics</i>  |

## **Professional Experience**

|                          |   |
|--------------------------|---|
| Mar. 2023 –<br>Dec. 2023 | <b>Co-Researcher</b> , <i>Study on the meaning and sustainability of Hallyu</i> . Funded by The Academy of Korean Studies |
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|-----------------------|---|
| Jan. 2023 - Present   | <b>Guest Researcher</b> , Center for Hallyu Studies, Asia Center, Seoul National University   |
| Jul. 2019- Feb. 2020  | <b>Co-Researcher</b> , <i>Feasibility Study on the Construction of 'Museum of Korean Popular Music'</i> , Korea Culture & Tourism Institute.  |
| Jan. 2017- Dec. 2018  | <b>Co-Researcher</b> , <i>East Asian Cultural Convergence</i> Project, Asia Center, Seoul National University, Seoul, Korea                   |
| June. 2017- Dec. 2017 | <b>Co-Researcher</b> , <i>Strategy for Globalization and Market Diversification of K-Pop</i> Project, Korea Creative Content Agency.          |
| Feb. 2017- Dec. 2017  | <b>Regular Panelist</b> , #dailyK, Arirang Radio, Korea.  |
| Dec. 2016- Dec. 2017  | <b>Regular Panelist</b> , <i>All About Culture</i> , KBS AM Radio, Korea.   |
| Oct. 2016- Dec. 2016  | <b>Contributor</b> , <i>Chosun Ilbo</i> (Daily), Korea.   |
| Oct. 2014- Apr. 2018  | <b>Music Columnist</b> , <i>Bandi &amp; Lunis</i> , Korea.  |
| Mar. 2013- Dec. 2016  | <b>Editorial Contributor</b> , <i>B.Goode Music Magazine</i> , Korea.   |
| Oct. 2014- Present    | <b>Visiting Researcher</b> , Asia Center, Seoul National University, Korea.   |
| Mar. 2014- Mar. 2015  | <b>Regular Panel</b> , <i>Viva Hallyu</i> , GBF FM Radio(Nationwide Radio Network), Korea   |
| Oct. 2013- Sep. 2014  | <b>Contributor</b> , <i>Story C Magazine</i> , Korea.   |
| May 2013- Oct. 2013   | <b>Contributor</b> , <i>Groovers</i> , Korea. <a href="http://groovers.kr">http://groovers.kr</a>   |
| May 2012- Oct. 2012   | <b>Music Columnist</b> , <i>Kyobo Hottracks Popular Music Magazine</i> , Korea.   |
| Aug. 2011- May 2013   | <b>Translator and Graduate Research Assistant</b> , Office of Global and International Strategies, George Mason University, Fairfax, VA, U.S. |
| Aug. 2010- Apr. 2012  | <b>Music Editor</b> , <i>Seoul Shinmun (Daily) Net to News</i> , Korea.   |
| Mar. 2009 - Sep. 2013 | <b>Music Editor</b> , <i>Miller Brewing Korea Official Blog (Blog M)</i> , Korea.   |
| Mar. 2008 -           | <b>Music Critic</b> , <i>NHN Corporation (Naver.com)</i> , Korea.   |

Aug. 2008

Apr. 2007-  
Dec. 2012      **Foreign Correspondent**, *CMN Weekly*, Korea

May. 2005 -  
Aug. 2005      **Research Assistant**, *Korean Popular Music Data Base Project*, Information and Cultural Studies, Seoul National University, South Korea.

## **Publications**

- Jun.  
2023      “Cultural Diversity in K-Pop Industry: Present and Future” (in Korean). **Gyu Tag Lee**. In *Hallyu and Cultural Diversity* (pp. 64-89). Seoul: KOFICE.
- May  
2023      “*Hallyu* in Music 2022: Beyond the COVID-19 and Into the Next Chapter” (in Korean). **Gyu Tag Lee**. In *2022 Hallyu White Paper* (pp. 98-126). Seoul: KOFICE.
- Mar.  
2023      *Z With Luv: Post-BTS and the Future of K-Pop* (in Korean). **Gyu Tag Lee**. Seoul: 21<sup>st</sup> Century Books.
- Jan.  
2023      “K-Pop: Convergence, Conflict, and Negotiation between K and Pop” (in Korean). **Gyu Tag Lee**. In Webzine X. URL: [http://webzine-x.kr/myboard/read.php?id=1865&s\\_para4=0001&Page=2&Board=n9998](http://webzine-x.kr/myboard/read.php?id=1865&s_para4=0001&Page=2&Board=n9998)
- Nov.  
2022      “Meaning of ‘K’ in K-Pop: What Is Korean-ness?” (in Korean). **Gyu Tag Lee**. In *Hallyu Now*, No. 51 (pp. 26-33). Seoul: KOFICE.
- Apr.  
2022      “*Hallyu* in Music 2021: Change Amidst Crisis and Resulting Opportunities”. **Gyu Tag Lee**. In *2021 Hallyu White Paper* (pp. 71-93). Seoul: KOFICE.
- Apr.  
2022      “Industrialization, Financialization, and Startupization of the Korean Wave : New Big Data Analysis of Hallyu and K-POP for 21 Years” (in Korean). Daemin Park and Gyu Tag Lee. In *Korean Journal of Communication and Information*, 112, 7-66.
- Nov.  
2021.      “Transferring K-Pop Knowhows to East Asian Countries and the Role of Korean Government” (in Korean). **Gyu Tag Lee**. In *Issue and Policy*, No. 382. URL: [Issue and Policy No 382](#)
- Jul.  
2021      *Entertainment Science*. Thorsten Hennig-Thurau and Mark B. Houston. Translated in Korean by **Gyu Tag Lee** et al. Paju: Hanul M Plus.
- May  
2021      “*Hallyu* in Music 2020” (in Korean). **Gyu Tag Lee**. In *2020 Hallyu White Paper* (pp. 82-109). Seoul: KOFICE.
- Mar.  
2021      “New Generation Dance Music: The Beginning of K-Pop and J-pop’s influence”. **Gyu Tag Lee**. In *Transnational Convergence of East Asian Pop Culture* (pp. 75-95). New York: Routledge.
- Oct.      “Globalization of K-Pop and Internet Media Platform” (in Korean). **Gyu Tag Lee**.

- 2020 In Nam-Il Ahn et al., *The Empire of Media Platforms: Challenge and Future Prospects*. (pp. 142-176). Paju: Hanul Academy.
- Mar. 2020 “Hallyu in Music 2019” (in Korean). **Gyu Tag Lee**. In *2019 Hallyu White Paper* (pp. 97-132). Seoul: KOFICE.
- Feb. 2020 *K-Pop in Conflict* (in Korean). **Gyu Tag Lee**. Seoul: Three Chairs.
- Nov. 2019 “Faraway, So Close: Produce 48 and the Cultural-Industrial Collaboration between K-Pop and J-Pop”. **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 24, 251-288.
- Nov. 2019 “Gen Z, Sincerity, and Nationalism: The Meaning of BTS’s Global Success” (in Korean). **Gyu Tag Lee**. In *In/Out*, 47, 208-234.
- Apr. 2019 “BTS: New Directions for K-Pop’s Ongoing Global Success”. **Gyu Tag Lee**. In East Asia Foundation Policy Debates. URL: [http://www.keaf.org/book/EAF\\_Policy\\_Debate\\_BTS:\\_New\\_Directions\\_for\\_K-Pops\\_Ongoing\\_Global\\_Success?ckattempt=1](http://www.keaf.org/book/EAF_Policy_Debate_BTS:_New_Directions_for_K-Pops_Ongoing_Global_Success?ckattempt=1)
- Apr. 2019 “Hallyu in Music 2018” (in Korean). **Gyu Tag Lee**. In *2018 Hallyu White Paper* (pp. 111-146). Seoul: KOFICE.
- Sep. 2018 “Produce 101: Cultural Exchange Between Korea, China, and Japan” (in Korean). **Gyu Tag Lee**. In *Hallyu Now*, 26, 26-32.
- Aug. 2018 “3<sup>rd</sup> Generation Idol, 3<sup>rd</sup> Generation K-Pop, and 3<sup>rd</sup> Generation Hallyu” (in Korean). **Gyu Tag Lee**. Column published by JoongAng Ilbo (Daily). URL: <https://news.joins.com/article/22922605>
- Aug. 2018 “The Meaning of Success of BTS in the US” (in Korean). **Gyu Tag Lee**. In *Hallyu Story*, 49, 4-17.
- Jul. 2018 “Dark side of Melon monopoly in Digital Music Market” (in Korean). **Gyu Tag Lee**. In *Weekly DongA*, 1148, 40-43.
- May 2018 “Hallyu in Music 2017” (in Korean). **Gyu Tag Lee**. In *2017 Hallyu White Paper* (pp. 91-126). Seoul: KOFICE.
- Jan. 2018 “BTS: New way of Communication, and emotional labor” (in Korean). **Gyu Tag Lee**. In *Culture and Science*, 93, 283-296.
- Jan. 2018 “Necessity of Market Diversification of K-Pop” (in Korean). **Gyu Tag Lee**. *Issue Paper: Question and Policy*. URL: <http://www.kcgg.org/publication/issue.php?sno=36&group=basic&code=B10&category=&&abmode=view&no=1725&bsort=desc&bfsort=ino>
- Dec. 2017 “Cultural Transnational Activities: The Consumption of Transnational Media”. Dae Y. Kim, Young A. Jung, and **Gyu Tag Lee**. In *Transnational Communities in the Smartphone Age: The Korean Community in the Nation’s Capital*. Lanham: Lexington Books.

- Dec.  
2017 “Bright and dark side of K-Pop” (in Korean). **Gyu Tag Lee**. Column published by *JoongAng Ilbo* (Daily). Written in Korean URL: <https://news.joins.com/article/22239964>
- Dec.  
2017 *Study of Globalization and Market Diversification of K-Pop* (in Korean). Mi-kyung Sung, **Gyu Tag Lee**, and Hyo-jin Moon. Naju: KOCCA.
- Sep.  
2017 “<Like It?> And <Autumn Moring>” (in Korean). Gyu Tag Lee. Column published by *JoongAng Ilbo* (Daily). URL: <https://news.joins.com/article/21956436>
- Apr.  
2017 “3<sup>rd</sup> Generation K-Pop Idol in the Digital Age” (in Korean). **Gyu Tag Lee**. In *Hallyu Makers* (pp. 96-119). Seoul: KOFICE.
- Apr.  
2017 *Motown: The Sound of Young America*. Adam White and Barney Ales. Translated in Korean by **Gyu Tag Lee** and Doowan Kim. Seoul: Score.
- Mar.  
2017 “Book Review: <The Uses of Literacy>” (in Korean). **Gyu Tag Lee**. In *Literacy Criticism*, 104, 194-207.
- Dec.  
2016 “Music Chart in the Digital Age” (in Korean). **Gyu Tag Lee**. In *Hallyu Story*, 32, 12-15.
- Nov.  
2016 *Globalization and Digitalization of Popular Music* (in Korean). **Gyu Tag Lee**. Seoul: Communication Books.
- Sep.  
2016 “K-Pop and the Global Active Audience: The Transnationality of Naver Webcast Service ‘V-Live’” (in Korean). **Gyu Tag Lee**. In *Journal of Arts Management and Policy*, 39: 33-65.
- Sep.  
2016 “The *Hallyu* Age, and The K-Pop Age” (in Korean). Daemin Park and **Gyu Tag Lee**. In *News Big Data Analytics & Insights*, 1(3).
- Aug.  
2016 *The K-Pop Age: From Cassette tape to Streaming Service* (in Korean). **Gyu Tag Lee**. Paju: Hanul Academy.
- Jun.  
2016 “Working-Class, Popular Culture, and the Media” (in Korean). **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 17, 85-94.
- Mar.  
2016 *Use of Literacy*. Richard Hoggart. Translated in Korean by **Gyu Tag Lee**. Paju: Spring of May.
- Dec.  
2015 “EXID, LEE Jin-Ah, and the Real-Time Music Chart” (in Korean). **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 15, 8-33.
- Nov.  
2014 “SMTown and Motown: Between Fordism and Familyhood” (in Korean). **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 13, 8-39.
- Jul.  
2014 “From Despair to Hope: Motown Soul and the Civil Rights Movement” (in Korean). **Gyu Tag Lee**. In *Journal of Human Studies*, 27, 37-60.

- Jun.  
2014 “International Studies on K-Pop” (in Korean). **Gyu Tag Lee**. In *The Journal of Hallyu Business*, 2, 5-21.
- Feb.  
2014 “Digitalization and Globalization of K-Pop: YouTube Reaction Video & Cover Dance Festival” (in Korean). **Gyu Tag Lee**. In *The Journal of Hallyu Business*, 1, 73-107.
- Mar.  
2012 “Genre-Concentrated: A Study of the Meaning of ‘Popularity’ in Korean Popular Music” (in Korean). **Gyu Tag Lee**. In Nam-Il Ahn et al. (Eds.), *Media and Culture* (p. 251-278). Seoul: Prunsasang Publications.
- Mar.  
2011 “Globalization and Indigenization of Culture: The Development of Korean Hip-Hop” (in Korean). **Gyu Tag Lee**. In *Korean Studies*, 36, 59-84.

## **Publicity**

- 2016-  
present Comments quoted numerous times by respected Korean daily newspapers including Chosun Ilbo, JoongAng Ilbo, Kyunghyang Shinmun, Hankyoreh Shinmun, etc.

Also interviewed and quoted by several international newspapers and networks including Business Insider, The Wall Street Journal, South China Morning Post, Korean Times, Korea Herald, Norwegian newspaper Aftenposten, Italian newspaper Corriere Della Sera, Argentine newspaper La Nacion, Swedish public radio network Sveriges Radio, Croatian public broadcasting network HRT, etc.

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- Aug.  
2023 Interview quoted in CNN on “‘We can do it too’: Meet Blackswan, the K-pop group with no Korean members”. <https://www.cnn.com/2023/08/25/asia/blackswan-kpop-foreign-members-intl-hnk-dst>
- Jul.  
2023 Interview quoted in Korea Herald on “Attempts to poach popular K-pop artists nothing new”. [https://news.koreaherald.com/view.php?ud=20230710000640&md=20230712003241\\_BL](https://news.koreaherald.com/view.php?ud=20230710000640&md=20230712003241_BL)
- Jul.  
2023 Interview quoted in CNN Korea News on “To Become a K-Pop Star, You Need to Make 100% Effort”. <https://www.bbc.com/korean/articles/c1e0k7g4y8lo>
- Jul.  
2023 Appeared in SBS Podcast Talk Show *Curtain Call*. <https://youtu.be/D37wKkvumVo>
- Mar.  
2023 Interview quoted in Reuters on "Are they for real? South Korean girl band offers glimpse into metaverse". <https://www.reuters.com/lifestyle/are-they-real-south-korean-girl-band-offers-glimpse-into-metaverse-2023-03-14/>
- Mar.  
2023 Interview quoted in KBS 1 TV News Show (시사기획 ‘창’). <https://youtu.be/AXWrjreyc04?si=AhIaLIId4SEskvqTU>

- Feb. 2023 Interview quoted in Korea Times on "How will HYBE-SM collaboration transform K-pop industry?". [https://www.koreatimes.co.kr/www/art/2023/05/732\\_345210.html](https://www.koreatimes.co.kr/www/art/2023/05/732_345210.html)
- Jul. 2022 Interview quoted in CNN on 'Gangnam Style' at 10: How Psy's smash hit sent Korean culture global'. <https://cnn.it/3cTpL4u>
- Jul. 2022 Exclusive Interview by The Korea JoongAng Daily 'Cultural appropriation and K-pop's unbalanced give and take'. <https://bit.ly/3BiTP2V>
- May 2022 Exclusive Interview by *The Korea Times* 'Korea needs more small-sized concert venues: Prof. Lee Gyu-tag' <https://bit.ly/3Bn3y8t>
- Apr. 2022 Interview Quoted in Elle on 'BTS Deserves A Grammy, But Do The Grammys Deserve BTS?' <https://bit.ly/3qmLuFk>
- Apr. 2022 Interview quoted in *South China Morning Post* on 'Modern K-pop was born in April 1992 with I Know by Seo Taiji & Boys, a song that changed music's trajectory in South Korea'. <https://bit.ly/3QpHLRQ>
- Jan. 2022 Panelist in Arirang TV News *The Daily Report* "Korean Language Learning Boom" <https://youtu.be/WspibjT84Os>
- Jan. 2021 Featured in a centerfold story about "Unstoppable Hallyu: Will It Last?" in *The Korea Times*. URL: [https://www.koreatimes.co.kr/www/art/2021/01/398\\_301839.html?fbclid=IwAR0RS034zdHqBSU9ZP6c8DSNiFtPdyTCJ9vSXwWiJPUwsmPoOdALHFWizA](https://www.koreatimes.co.kr/www/art/2021/01/398_301839.html?fbclid=IwAR0RS034zdHqBSU9ZP6c8DSNiFtPdyTCJ9vSXwWiJPUwsmPoOdALHFWizA)
- Jan. 2021 Interview Quoted in *YTN News* (TV) on 'Can BTS Make a History Again?'. URL: <https://youtu.be/1ofJhIJGgcM>
- Nov. 2020 Interview Quoted in *South China Morning Post* on 'What Is K-Pop Now?'. URL: [https://www.scmp.com/lifestyle/k-pop/bands/article/3111959/what-k-pop-now-bts-and-blackpink-become-global-stars-and-non?utm\\_source=copy\\_link&utm\\_medium=share\\_widget&utm\\_campaign=3111959](https://www.scmp.com/lifestyle/k-pop/bands/article/3111959/what-k-pop-now-bts-and-blackpink-become-global-stars-and-non?utm_source=copy_link&utm_medium=share_widget&utm_campaign=3111959)
- Jul. 2020 Interview Quoted in *YTN News* (TV) on 'BlackPink Goes Global'. URL: [https://youtu.be/LHDyb\\_O2VV0](https://youtu.be/LHDyb_O2VV0)
- Jun. 2020 Interview Quoted in *TBS News* (TV) on 'K-Pop Shaking US Politics'. URL: <https://youtu.be/s-xoONseaAk>
- Jun. 2020 5-Minute Interview Video by *The Korea Times* on 'Debate: Should K-Pop be apolitical or political?'. URL: [https://youtu.be/j98\\_aPora-U](https://youtu.be/j98_aPora-U)
- Jun. 2020 Interview Quoted in *Korea JoongAng Daily* on 'K-Pop Finds New Home Online But for How Long?'. URL: <https://youtu.be/rG2mP9BaIhU>
- Jun. 2020 Interview Quoted in *YTN News* (TV) on 'K-Pop Online Concerts Being Paid'. URL: <https://youtu.be/ZOrk7qbKT-8>
- Feb. Panelist Appearance on the news show *News-In-Depth* on 'As coronavirus spreads so



2020. are misinformation and fake news' aired by Arirang TV. URL: <https://youtu.be/QaY2IPgeiPk>
- Jan. Interview Quoted in Unanswered Question on 'Digital Music Chart Manipulation'  
2020. aired by SBS TV. URL: <https://programs.sbs.co.kr/culture/unansweredquestions/vod/55075/22000368158>
- Oct. Panelist Appearance on the news show *Korea, Factual* on 'Tragedy of K-Pop Idols'  
2019. aired by TBS eFM.
- Jun. Panelist Appearance on the news show *News-In-Depth* on 'The BTS phenomenon and  
2019. future of K-Pop' aired by Arirang TV. URL: <https://youtu.be/1W04ZqZVpk8>
- Jan. Panelist Appearance on the talk show *Coolkkadang* (293th episode) aired by tvN.  
2019 URL: [http://program.tving.com/tvn/coolkkadang/4/Vod/View/VOD/EA\\_54867](http://program.tving.com/tvn/coolkkadang/4/Vod/View/VOD/EA_54867)
- Sep. Commentary Appearance on the documentary *K-Pop World Festival in Changwon*  
2018 aired by KBS. URL: [http://vod.kbs.co.kr/index.html?source=episode&sname=vod&stype=vod&program\\_code=T2018-0588&program\\_id=PS-2018175876-01-000&section\\_code=04&broadcast\\_complete\\_yn=N&local\\_station\\_code=00#popup-close](http://vod.kbs.co.kr/index.html?source=episode&sname=vod&stype=vod&program_code=T2018-0588&program_id=PS-2018175876-01-000&section_code=04&broadcast_complete_yn=N&local_station_code=00#popup-close)
- Jun. Panelist Appearance on the talk show *Coolkkadang* (269<sup>th</sup> episode) aired by tvN. URL:  
2018 [http://program.tving.com/tvn/coolkkadang/4/Vod/View/VOD/EA\\_47430](http://program.tving.com/tvn/coolkkadang/4/Vod/View/VOD/EA_47430)
- May Interview conducted by MBC TV *News Desk* on 'Digital Chart Manipulation'. URL:  
2018 [http://imnews.imbc.com/replay/2018/nwdesk/article/4606652\\_22663.html](http://imnews.imbc.com/replay/2018/nwdesk/article/4606652_22663.html)
- May Commentary Appearance on the documentary *Explained* (4<sup>th</sup> episode) by Netflix.  
2018 URL: <https://www.netflix.com/kr/title/80216752>
- Aug. "What Is K-Pop?" Interview conducted by KBS AM Radio *All About Culture*. URL:  
2016 [http://www.kbs.co.kr/radio/scr/culture/replay/2491319\\_51050.html](http://www.kbs.co.kr/radio/scr/culture/replay/2491319_51050.html)
- Aug. Book Review about *The K-Pop Age*. *JoongAng Ilbo* (Daily). URL:  
2016 <http://news.joins.com/article/20477701>
- Aug. "The Origin of K-Pop". Interview conducted by *Chosun Ilbo* (Daily). URL:  
2016 [http://news.chosun.com/site/data/html\\_dir/2016/08/16/2016081600176.html](http://news.chosun.com/site/data/html_dir/2016/08/16/2016081600176.html)
- Aug. "Can K-Pop Succeed like the Beatles?". Book Review about *The K-Pop Age*. *Segye*  
2016 *Ilbo* (Daily). URL: <http://www.segye.com/content/html/2016/08/05/20160805002107.html?OutUrl=naver>
- Feb. "Run River North, and *Arirang*". Interview conducted by KBS Korean Radio (AM)  
2015 *Today's Culture*. URL: [http://www.kbs.co.kr/radio/scr/culture/replay/2341938\\_51049.html?dt=20150220](http://www.kbs.co.kr/radio/scr/culture/replay/2341938_51049.html?dt=20150220)
- Aug. "Webtoon: The New Field of Cultural Industries". Interview conducted by KTV  
2014 Network *Public Report*. URL: <http://www.ktv.go.kr/program/contents.jsp?cid=489557>

## **Conference Presentations**

- Jul. 2023 “From *Oppa Budae* to Fandom: Development of K-Pop and the Evolution of Fans”. **Gyu Tag Lee (presenter)**. Presented at the Special Conference on Korean Wave and Pop Culture hosted by National Museum of Korean Contemporary History. Seoul, South Korea.
- Jun. 2023 “Cultural Hybridity and Appropriation in K-Pop”. **Gyu Tag Lee (presenter)**. Presented as an invited speaker for the special session, at the Association for Asian Studies (AAS) in Asia 2023 Conference. Daegu, South Korea.
- May 2023 “Beyond the K-Pop Age”. **Gyu Tag Lee (presenter)**. Presented at the Special Book Talk hosted by Center for Hallyu Studies, Seoul National University. Seoul, South Korea.
- Apr. 2023 “K-Pop History and Canon Told by Fans”. **Gyu Tag Lee (presenter)**. Presented at the UK-Korea Hallyu Network 2<sup>nd</sup> Conference. Seoul, South Korea.
- Feb. 2023 “Cultural and Industrial hybridization in K-Pop”. **Gyu Tag Lee (presenter)**. Presented at Hallyu as a Dynamic Culture Conference hosted by K-Culture and Story Contents Research Institute, Kyung Hee University. Seoul, South Korea.
- Dec. 2022 “Between Korea, Japan, and the US: K-pop’s Hybridity”. **Gyu Tag Lee (presenter)**. Presented at the Colloquium hosted by Institute for Japanese Cultural Studies, Incheon National University. Incheon, South Korea.
- Sep. 2022 “ASEAN and Korean Wave”. **Gyu Tag Lee (presenter)**. Presented (via online) at the Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation, Jakarta, Indonesia.
- Jul. 2022 “K-Pop in Conflict and Negotiation in Global”. **Gyu Tag Lee (Panel Organizer, Moderator, and Presenter)**. Presented at the International Association for the Study of Popular Music (IASPM) Biannual Conference, Daegu, South Korea.
- Jul. 2022 “Imagining the Post-Pandemic Music Industry”. **Gyu Tag Lee (Moderator)**. Presented at the International Association for the Study of Popular Music (IASPM) Biannual Conference, Daegu, South Korea.
- Nov. 2021 “Will the Next BTS Come?”. **Gyu Tag Lee (presenter)**. Presented at the History of K-Pop and Future Insight Conference hosted by KOFICE. Seoul, South Korea.
- Oct. 2021 “Asian Pop Culture and the Spread of Fandom Industry”. **Gyu Tag Lee (presenter)**. Presented at the 2021 Asia Song Festival Forum. Gyeongju, South Korea (online).
- Jan. 2021 “K-Pop Without ‘K’”. **Gyu Tag Lee (presenter)**. Presented at the Korean

Wave In North America Conference hosted by The Korean Wave research team at George Mason University, Fairfax, VA, US (online).

- Aug. 2020 “Construction of Musical Taste by Internet Music Platforms: Chart, Curation, and Playlist”. **Gyu Tag Lee (presenter)**. Presented at the 2020 Summer Korean Association of Cultural Studies (KACS) Conference, Seoul, Korea.
- Aug. 2020 “On-line Streaming Live Performance and Korean Indie Musicians”. Ji-woon Kim and **Gyu Tag Lee**. Discussant at the 18<sup>th</sup> Cultural Studies Camp for Graduate Students, Siheung, Korea.
- Dec. 2019 “K-Pop without ‘K’”. **Gyu Tag Lee (presenter)**. Presented at the K-Pop Beyond BTS: Media Technology, Creative Industries and Fandom Culture Conference hosted by Korean Society for Journalism and Communication Studies (KSJCS), Seoul, Korea.
- Dec. 2019 “BTS & Black Pink: The extension of K-Pop”. **Gyu Tag Lee (presenter)**. Presented at the 9<sup>th</sup> *Hallyu Now* Annual Seminar hosted by Korean Ministry of Culture, Sports, and Tourism, Seoul, Korea.
- Nov. 2019 “Korean Popular Music in the 2010s”. Hee-ah Park, Yoon-ha Kim, Woo-jin Cha and **Gyu Tag Lee**. Moderator at the 2019 Fall Korean Association for the Study of Popular Music (KASPM) Conference, Seoul, Korea.
- Oct. 2019 “K-Pop 3.0: K-Pop in the New Era”. **Gyu Tag Lee (presenter)**. Presented at the 2019 K-Culture Forum, Busan, Korea.
- Oct. 2019 “The New Wave of K-Pop”. Hong-ki Kim and **Gyu Tag Lee**. Moderator at the MU:CON 2019 Music Forum hosted by Korea Creative Content Agency (KOCCA), Seoul, Korea.
- Aug. 2019 “Antagonistic publics of South Korea’s culture of hate: Through a case study of YouTube in Korea”. Ji-hyun Lee and **Gyu Tag Lee**. Discussant at the 17<sup>th</sup> Cultural Studies Camp for Graduate Students, Seoul, Korea.
- May. 2019 “K-Pop Nationalism: In the Case of BTS”. **Gyu Tag Lee (presenter)**. Presented at the 2019 Spring KSJCS Conference, Gwangju, Korea.
- Dec. 2018 “BTS and Issues in Korean Music Industry”. **Gyu Tag Lee (presenter)**. Presented at the 2018 Fall KASPM Conference, Seoul, Korea.
- Nov. 2018 “The Birth of K-Pop in the 1990s”. **Gyu Tag Lee (presenter)**. Presented at the Convergence Culture in East Asia Presentation, Seoul, Korea.
- Aug. 2018 “Romanticization of Personal Memory: Study on DJ Culture at Chuncheon”. Sol-bi Jeon and **Gyu Tag Lee**. Discussant at the 16<sup>th</sup> Cultural Studies Camp for Graduate Students, Siheung, Korea.
- Jul. 2018 “BTS and K-Pop Industry”. **Gyu Tag Lee (presenter)**. Presented at Hallyu Cultural Industry and K-Pop Forum, Seoul, Korea.

- Sep. 2017 “K-Pop Goes Global”. **Gyu Tag Lee (presenter)**. Presented at the MU:CON 2017 Music Forum hosted by KOCCA, Seoul, Korea
- Aug. 2017 “Crossing Borders and Going Beyond”. Paul Augustin and **Gyu Tag Lee**. Discussant at Hallyu in Southeast Asia: The Present and Future of the International Cultural Exchange Conference, Seoul, Korea
- Aug. 2017 “Consumption of *Hallyu* Content by Chinese Audience”. Hanul Kim and **Gyu Tag Lee**. Discussant at the 15<sup>th</sup> Cultural Studies Camp for Graduate Students, Seoul, Korea.
- Jul. 2017 “Hallyu, 16 Years: Politicization of Hallyu Through Automated Discourse Analysis”. Dae-min Park and **Gyu Tag Lee (co-presenter)**. Presented at the Inter-Asia Cultural Studies Society International Conference, Seoul, Korea.
- Mar. 2017 “Public Sphere about Atomic Energy”. Jae-won Joo and **Gyu Tag Lee**. Discussant at the Future Energy Forum, Seoul, Korea.
- Dec. 2016 “Present and the Future of Auricular Media”. Dong-hoo Lee, Seong-hyun Yoo, Chang-hyun Ahn, Hyun-jung Kim, and **Gyu Tag Lee**. Discussant at the Special Radio Conference, Seoul, Korea
- Nov. 2016 “K-Pop and the Global Active Audience”. **Gyu Tag Lee (presenter)**. Presented at the 2016 Fall Korean Association for Communication and Information Studies (KACIS) Conference, Wonju, Korea.
- Nov. 2016 “Collective Music Creation”. Seoli Ryu and **Gyu Tag Lee**. Discussant at the 2016 Fall Korean Women’s Association for Communication Studies (KWACS) Conference, Seoul, Korea.
- May 2016 “Webcast Audience and the Globalization of K-Pop”. **Gyu Tag Lee (presenter)**. Presented at the 2016 Spring Korean Speech Communication Conference, Seoul, Korea.
- Dec. 2015 “K-Pop and the Streaming Service”. Yunhwa Ko and **Gyu Tag Lee**. Discussant at the 2015 Fall KASPM Conference, Seoul, Korea.
- Nov. 2015 “Characterizing of Korean Animation and the Consumer”. Mina Lee and **Gyu Tag Lee**. Discussant at the 2015 Fall Korean Association for Broadcasting and Telecommunication Studies (KABS) Conference, Yongin, Korea.
- Oct. 2015 “The Future of Radio”. Jae-won Joo and **Gyu Tag Lee**. Discussant at the Special Radio Conference, Seoul, Korea.
- Aug. 2015 “Politics of Korean Popular Music”. Ye-eun Jung and **Gyu Tag Lee**. Discussant at the 13<sup>th</sup> Cultural Studies Camp for Graduate Students, Seoul, Korea.
- May 2015 “Streaming, Radio, and Korean Music Industry”. **Gyu Tag Lee (presenter)**. Presented at the 2015 Spring KACIS Conference, Seoul, Korea.
- Feb. 2015 “Multi-Culturalism in the Korean TV Show *Non Summit*”. Geun-ha Um and

- Gyu Tag Lee.** Discussant at the 19<sup>th</sup> Korean Graduate Students Conference, Daejeon, Korea.
- Dec. 2014 “Producing, Circulating, and Consuming Popular Music”. Pyong-soo Kim, Chae-min Lee, Jae-bum Kim, Seong-kyu Yang, Soo-ah Kim, Jong-yoon Hong, Jae-young Yang, and **Gyu Tag Lee.** Discussant at the 16<sup>th</sup> KASPM Conference, Seoul, Korea.
- Dec. 2014 “Exporting K-Pop Industry System”. Hee-jong Go, Jae-bum Kim, and **Gyu Tag Lee.** Discussant at the 4<sup>th</sup> *Hallyu Now* Annual Seminar, Seoul, Korea.
- Dec. 2014 “Militarism in Japanese Design Culture”. Hang-sik Shin, Jung Myung Kim and **Gyu Tag Lee.** Discussant at the 2014 Fall Korea Communication Association (KCA) Conference, Seoul, Korea.
- Nov. 2014 “Discussion about *Hallyu* 3.0”. Seok-Kyoung Hong, S.S. Son, Doobo Shim, Ki-hyeong Lee, Kyu-chan Jeon, and **Gyu Tag Lee.** Round Table Discussion at the 2014 Fall KACIS Conference, Seoul, Korea.
- Nov. 2014 “FM Radio and Korean Popular Music”. **Gyu Tag Lee (presenter).** Presented at the Radio Conference by Korean Broadcasters Association, Seoul, Korea.
- Jun. 2014 “Motown vs. SMTown: K-Pop Branding”. **Gyu Tag Lee (presenter).** Presented at the 15<sup>th</sup> KASPM Conference, Seoul, Korea.
- Mar. 2014 “From Despair to Hope: Motown Soul and the Civil Rights Movement”. **Gyu Tag Lee (presenter).** Presented at the Quarterly Conference by The Center for Research Institute of Anthropology, Bucheon, Korea.
- Jan. 2014 “How to Do the Cover Dance?: The New Strategy of K-Pop Industry”. **Gyu Tag Lee (presenter).** Presented at the Culture & Gender Studies Conference hosted by KSJCS, Seoul, Korea.
- Nov. 2013 “K-Pop Outside East Asia: The New Wave”. **Gyu Tag Lee (presenter).** Presented at the 2013 Fall KACIS Conference, Daejeon, Korea.
- Feb. 2013 “A Brief Description of K-Pop and Korean Wave (*Hallyu*)”. **Gyu Tag Lee (presenter).** Presented at Sejong Leadership Workshop & Conference by Academy of Korean Studies, Fairfax, VA, U.S.

### **Other Public Lectures / Community Services**

- May 2023 “Cultural Hybridization and Diversity: Why Does It Matter?” Lecture conducted for Local Government Officials Development Institute (LOGODI) English Training Program, hosted by George Mason University Korea. Incheon, South Korea.
- Nov. 2022 “Power of K-Pop Fandom”. Lecture conducted at the Korea Chief Information Office (CIO) Monthly Forum. Seoul, South Korea.

- Oct.-Nov. 2022 Five-week lecture series titled ‘History of Hallyu and K-Pop’ for Incheon Citizen’s Life College, hosted by George Mason University Korea. Incheon, South Korea
- Jul. 2022 “Hallyu, K-Pop, and Korean Culture”. Lecture conducted for OLLI Mason Summer Lecture Series, hosted by George Mason University. Fairfax, VA, US (online).
- Jul. 2022 “Hallyu, K-Pop, and Korean Culture”. Lecture conducted for KEPKO Business English Program, hosted by George Mason University Korea. Incheon, South Korea.
- Jun. 2022 “K-Pop Takes Over the World”. Moderator at the Content Step Up Program hosted by Korea Creative Content Agency (KOCCA). Seoul, South Korea.
- Feb. 2022 “Between Local and Global: K-Pop in Conflict and Negotiation”. Special Lecture conducted at the Asian Cinema Research Lab (online).
- Nov. 2021 “Globalization of K-Pop: Then and Now”. Special Lecture conducted at the *Introduction Program of Korea for Foreign Diplomats* hosted by Ministry of Foreign Affairs. Seoul, South Korea (online).
- Oct. 2021 “The Globalization and Cultural Hybridization of K-Pop”. Panel Discussion at *the Conversations at the Crossroads Series*. Incheon, South Korea (online).
- Aug. 2021 “Power of K-Pop and Global ‘Fan-dustry’”. Special Lecture conducted at the Federation of Korean Industries. Seoul, South Korea.
- May 2021 “History of K-Pop”. Special Lecture conducted at Songdo High School, Incheon, South Korea
- Nov. 2020 “Globalization of K-POP : History and Perspectives”. Special Online Lecture conducted at the Korean Cultural Center in the UAE. URL: <https://youtu.be/6Dvd3oixalk>
- Jun. 2020 “K-Pop without Korean”. Special Lecture conducted at Incheon National University, Incheon, Korea.
- May 2020 “History of K-Pop and Hallyu”. Special Lecture conducted at Korean National HRD Institute, Gwacheon, Korea.
- Jan. 2020 “BTS and the Future of K-Pop”. Special Lecture conducted at Hyundai Card Corp., Seoul, Korea.
- Nov. 2019 “Reasons for BTS’s Global Success”. Special Lecture conducted at the Education Workshop for Teachers hosted by Korean Ministry of Education, Suwon, Korea.
- Sep. 2019 “BTS and the Future of K-Pop”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.

- Sep. 2019 “Reasons for BTS’s Global Success”. Special Lecture conducted at Handong Global University, Pohang, Korea.
- Jun. 2019 “How to Read and Understand Different Culture”. Special Lecture conducted at Bundang-Pangyo Youth Center, Seongnam, Korea.
- May 2019 “K-Pop and Hallyu”. Special Lecture conducted at Yonsei University Wonju Campus, Wonju, Korea.
- May 2019 “Reasons for BTS’s Global Success”. Special Lecture conducted at Incheon National University, Incheon, Korea.
- Apr. 2019 “BTS and the Future of K-Pop”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- Nov. 2018 “BTS and K-Pop”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- Nov. 2018 “K-Pop and Hallyu”. Special Lecture conducted at Yonsei University Wonju Campus, Wonju, Korea.
- Oct. 2018 “What Is Culture”. Special Lecture conducted at Gwangmyung-GMUK Youth Camp, Incheon, Korea.
- Oct. 2018 “Introduction to US Popular Music”. Special Lecture conducted at Yeonsu Girl’s High School, Incheon, Korea
- Oct. 2018 “Globalization of Culture”. Special Lecture conducted at Donghae-GMUK Youth Camp, Incheon, Korea.
- Jul. 2018 “Introduction to K-Pop”. Special Lecture conducted at Duksu Forum, Seoul, Korea.
- Jun. 2018 “K-Pop and Hallyu”. Special Lecture conducted at Donghae-GMUK Youth Camp, Incheon, Korea.
- May 2018-  
Jun. 2018 “Introduction to Cultural Anthropology”. Special Lecture conducted at Global Youth Program with GMUK and local high schools (Daegun High School and Bakmun Girl’s High School).
- May 2018 “Introduction to K-Pop”. Special Lecture conducted at Yonsei University.
- May 2018 “The K-Pop Age”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- May 2018 “K-Pop and Hallyu”. Special Lecture conducted at Yonsei University Wonju Campus, Wonju, Korea.
- Jul. 2017 “Introduction to K-Pop”. Special Lecture conducted at US High School

Students Invitation Program hosted by GMUK, Incheon, Korea.

- May 2017- "Globalization and Culture". Special Lecture conducted at Global Youth  
Jun. 2017 Program with GMUK and local high schools (Daegun High School and  
Bakmun Girl's High School).
- Feb. 2017 "Future of K-Pop". Special Lecture conducted at the Hallyu Camp hosted by  
Korea University, Seoul, Korea.
- Jan. 2017 "How to Define K-Pop". Special Lecture conducted at the Global Camp by  
Chungnam National University, Incheon, Korea.
- Dec. 2016 "Book Talk on *The K-Pop Age*". Special Lecture conducted at the Book Street,  
Seoul, Korea.
- Nov. 2016 "K-Pop and the Active Audience". Special Lecture conducted at the Institute of  
Information and Cultural Technology, Hallym University, Chuncheon, Korea.
- Nov. 2016 "What is K-Pop?" Special Lecture conducted at Incheon National University,  
Incheon, Korea.
- Oct. 2016 "Hallyu and K-Pop". Special Lecture conducted at Graduate School of  
International Studies, Seoul National University, Seoul, Korea.
- Oct. 2016 "Book Talk on *Uses of Literacy*". Special lecture conducted at Cultural Forum,  
Seoul, Korea
- Sep. 2016 "British Working Class Culture, Cultural Studies, and Korean Popular  
Culture". Special lecture conducted at Busan National University, Busan,  
Korea.
- Sep. 2016 "Definition of K-Pop". Special lecture conducted at Catholic University of  
Korea, Bucheon, Korea.
- Jul. 2016 "K-Pop and the Active Audience". Special lecture conducted at Chonnam  
National University, Gwangju, Korea.
- Feb. 2016 "What is Hallyu?" Special Lecture conducted at Hallym University,  
Chuncheon, Gangwon Do, Korea.
- May 2015 "What is going on with K-Pop?" Special lecture conducted at Ulsan National  
Institute of Science and Technology (UNIST), Ulsan, Korea.
- Apr. 2015 "Globalization of K-Pop". Special lecture conducted at Young Leaders Forum,  
Incheon Global Campus, Songdo, Incheon, Korea.
- Jan. 2015 "History of Korean Dance Music". Special lecture conducted at *Loen* Music  
Camp, Pyeong Chang, Gangwon-Do, Korea.
- Apr. 2014 "*Hallyu*: Past, Present and the Future". Special lecture conducted at the  
National Academy for Educational Administrators, Seoul National University,



Seoul, Korea.

Sep.,2013 “What is K-Pop?” Special lecture Conducted at the Total Gallery of Art, Seoul, Korea.

### **Research Interests**

- K-Pop and Korean Music Industry
- Music Industry and History of Popular Music
- Globalization of Media and Culture
- *Hallyu* (Korean Wave)
- Korean Popular Culture
- Cultural Industries
- East Asian Popular Culture
- Media Theories
- Transnational Media and Popular Culture
- Global Modernity

### **Potential Publications**

- K-Pop and Nationalism
- Evolution and Diffusion of K-Pop Regionally and Globally
- Anglo-American Popular Music in the 1990s.
- Diversification in the Global Music Industry: A Comparison Between the Reception of K-Pop by East Asian Americans and Black Americans
- K-Pop Music Business in the Age of Globalization
- The History of K-Pop: Between Anglo-American and Japanese Popular Music

### **Professional Affiliations**

- Member, International Association for Study of Popular Music
- Guest Researcher, Center for Hallyu Studies, Seoul National University
- Member, Korean Association for the Study of Popular Music
- Member, Korean Association for Communication and Information Studies
- Member, Korean Society for Journalism & Communication Studies
- Member, Korean Association of Arts Management

### **Languages**

- Fluent in English and Korean
- Proficient in Japanese  
: Got certification of *JLPT Level 1 (Professional Level)* in Jan. 2007.
- Elementary Chinese  
: Got certification of *HSK Grade A at the Elementary Level* in Jun. 2006.

## **Professional Services**

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|--------------------------|---|
| Sep. 2022-<br>Present    | Program Coordinator of Mason Korea Global Affairs Program.  |
| Sep. 2021-<br>Present    | Member of Mason Korea Promotion Committee.  |
| Sep. 2019-<br>Jun. 2020  | Vice Chair of GMUK Faculty Travel to Fairfax Review Committee.  |
| Mar. 2019-<br>Present    | Member of Mason Korea Committee of Academic Integrity.  |
| Aug. 2016-<br>Present    | Member of Editorial Committee, Korean Association for the Study of Popular Music, Korea.                    |
| Mar. 2016-<br>Feb. 2018  | Member of Editorial Committee, Institute of Social Science at Chungnam National University, Daejeon, Korea. |
| Nov. 2013-<br>Present    | Member of Selective Committee, Korean Music Awards (KMA), Korea.  |
| 2010-2011                | President, Korean Graduate Student Association (KGSA), George Mason University, Fairfax, VA, U.S.           |
| Mar. 2001-<br>June. 2004 | Captain, Air Defense Artillery, Republic of Korea Air Force, Korea.   |