

# THE KOREAN WAVE IN NORTH AMERICA

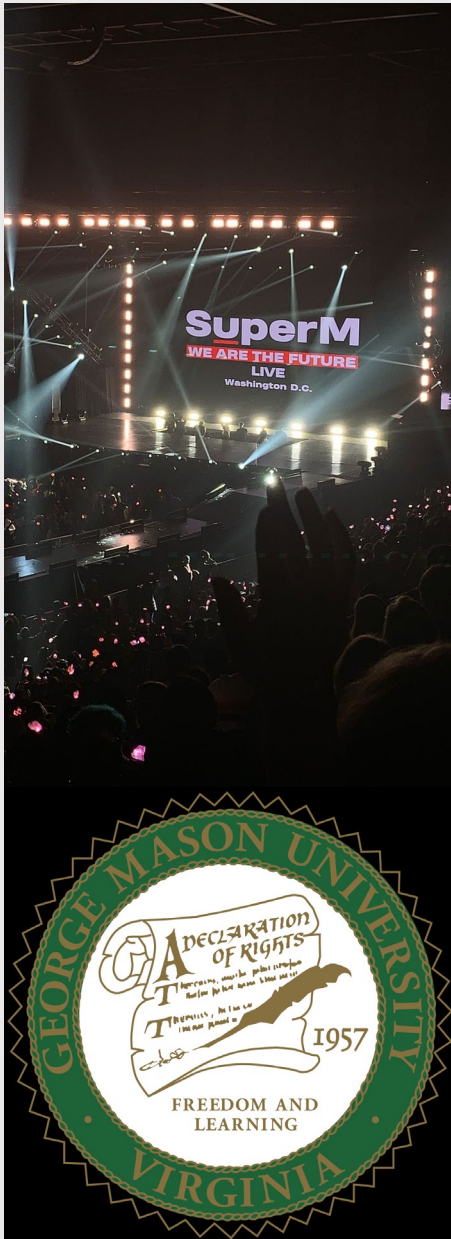
Friday, January 15, 2021, 8:15AM-5:00PM  
(Eastern Time)

## Registration:

[https://gmu.zoom.us/webinar/register/WN\\_EZGYMWVTSW6IRXhV87KhnA](https://gmu.zoom.us/webinar/register/WN_EZGYMWVTSW6IRXhV87KhnA)

This is an online conference fully conducted virtually in the form of a Zoom webinar. Please register before the conference day, January 15, using your legal name and email.

The Korean Wave research team at George Mason University cordially invites scholars, students, and specialists whose academic and business interests are Korean popular culture to the conference, "Korean Wave in North America." The team's current project, "The Diffusion and Reception of Korean Popular Culture in the United States" examines the growing popularity of Korean popular culture in the United States. Utilizing in-depth interviews, content analyses of fan sites, and online survey, the research seeks to understand the variations in the reception of Korean culture among diverse groups of Korean, Asian, Latinx, Black, and white young adults. Contributors for this special one-day conference are renowned K-pop scholars, media researchers, sociologists, cultural studies scholars, pop music critics, and a CEO of K-pop entertainment company. Please join us and share your views while contributors debate and discuss the latest trends, topics, and theories in Korean popular culture. This conference is sponsored by the Korean Studies Center of George Mason University.



## CONTRIBUTORS

Crystal Anderson  
Dal Yong Jin (Keynote Speaker)  
Young A Jung  
Dae Young Kim  
Gooyong Kim  
Jinwon Kim  
Chris Lee  
Gyu Tag Lee  
Charlina Mansaray  
Junghyun Nam  
David Oh  
Karmen Perry  
Young-chan Ro  
Byunghwan Son  
Kyong Yoon

## CONTACT

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Dae Yong Kim (for technical issues)  
[dkim88@gmu.edu](mailto:dkim88@gmu.edu)

## PROGRAM

<b>Welcoming Remarks</b>	8:15-8:30AM
Lisa Breglia (Senior Associate Dean, College of Humanities and Social Sciences, GMU) Young-chan Ro (Director, Korean Studies Center, GMU)	
<b>Session 1: K-pop and Industry</b>	8:30-10:00AM
Moderator (Young-chan Ro)	
<ul style="list-style-type: none"><li>• Chris Lee, "Culture Technology: Shining in the New Normal" (Korea time)</li><li>• Gyu Tag Lee, "K-pop without 'K'" (Korea time)</li><li>• Crystal Anderson, "Drop the Beat: Music Producers, K-pop and the Architecture of the Hallyu Sound"</li></ul>	
<b>Break</b>	10:00-10:15AM
<b>Session 2: Diffusion and Reception of Korean Popular Culture</b>	10:15-11:45AM
Moderator (Byunghwan Son)	
<ul style="list-style-type: none"><li>• Gooyong Kim, "Some Reflections on BTS's Commercial Success: Neoliberal Masculinity in K-pop"</li><li>• Dae Young Kim, "Racial and Ethnic Differences in the Reception of Korean Popular Culture in the U.S."</li><li>• Young A Jung, "Performing Cultural Belonging, Dismantling Racial Stereotypes"</li></ul>	
<b>Lunch/ Break</b>	11:45-1:00PM
<b>Keynote Speech</b>	1:00-1:30PM
(Introduction of Speaker, Dae Young Kim)	
<ul style="list-style-type: none"><li>• Dal Yong Jin, "Ten Myths about the Korean Wave in North America" (Vancouver, Canada time)</li></ul>	
<b>Session 3: K-pop Fandom</b>	1:30-3:00PM
Moderator (Young A Jung)	
<ul style="list-style-type: none"><li>• Kyong Yoon, "K-pop fandom in Canada" (Vancouver, Canada time)</li><li>• Byunghwan Son, "Can K-pop benefit from the soft power of Korea? The case of Pandemic and K-pop Sub Reddit"</li><li>• Junghyun Nam and Dae Young Kim, "K-pop Fan's Sense of Community and Attributive Factors"</li></ul>	
<b>Break</b>	3:00-3:15PM
<b>Session 4: Race and the Korean Wave</b>	3:15-4:45PM
Moderator (Dae Young Kim)	
<ul style="list-style-type: none"><li>• Jinwon Kim, "New Trend, Old Racism: How K-pop Perpetuates American Ethnoracial Hierarchies"</li><li>• David Oh, "White and Black YouTubers and K-pop Reaction Videos"</li><li>• Karmen Perry and Charlina Mansaray, "Fan's Reaction to Idol Activism in the Age of the Black Lives Matter Movement"</li></ul>	
<b>Concluding remarks</b>	4:45-5:00PM
(Young-chan Ro)	

## CONTRIBUTORS

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**Crystal Anderson** is assistant director of Stearns Center for Teaching and Learning and an affiliate faculty for Korean Studies, Department of Modern and Classical Languages at George Mason University. She published *Soul in Seoul: African American Music and K-pop* (2020).

**Dal Yong Jin** is Distinguished SFU Professor in the School of Communication at Simon Fraser University, Vancouver, Canada. He published *Globalization and Media in the Digital Platform Age* (2019), *New Korean Wave* (2016), and many other media studies works.

**Young A Jung** is assistant professor of Korean of Korean Studies program, Department of Modern and Classical Languages at George Mason University. She published "Mobile Media and Kirogi Mothers: Place Making and the Reimagination of Transnational Korean Family Intimacies" (2020).

**Dae Young Kim** is associate professor of sociology in the Department of Sociology and Anthropology at George Mason University. He published *Transnational Communities in the Smartphone Age: The Korean Community in the Nation's Capital* (2018).

**Gooyong Kim** is assistant professor at Cheyney University of Pennsylvania. He published *From Factory Girls to K-pop Idol Girls: Cultural Politics of Developmentalism, Patriarchy, and Neoliberalism in South Korea's Popular Music Industry* (2018).

**Jinwon Kim** is assistant professor at Department of Social Science, New York City College of Technology, City University of New York. She published *Koreatowns: Exploring Economics, Politics, and Identities of Korean Spatial Formations* (2020) with Soo Mee Lim and Stephen Suh.

**Chris Lee** is CEO of SM Entertainment. He shares future plans with Soo Man Lee (Head Producer/Founder) and has developed the company's core technology CT (Culture Technology). Especially, he has cultivated the A&R system to globalize and break new grounds for future K-pop.

**Gyu Tag Lee** is assistant professor at George Mason University Korea and pop music critic. He published *갈등하는 케이, 팝: 한국적인 동시에 세계적인 음악* [K-pop in Conflict: Between Local and Global Music] (2020) and many other essays on K-pop music.

**David Oh** is associate professor of communication arts at Ramapo College of New Jersey. He published "Representing the Western Super-minority: Desirable Cosmopolitanism and Homosocial Multiculturalism on a Korean Talk Show" (2020) and many other articles on media studies.

**Young-chan Ro** is professor of Department of Religious Studies and director of Korean Studies Center at George Mason University. He authored and edited several books, including *The Korean Neo-Confucianism of Yi Yulgok* (1987) and co-authored *The Four-Seven Debate: The Most Famous Controversy in Korean Neo-Confucianism* (1995).

**Byunghwan Son** is associate professor of Global Affairs program at George Mason University. He wrote articles on currency crises, democratization, and Asian politics including "Interpersonal Trust and Confidence in Labor Unions: the Case of South Korea" (2020).

**Kyong Yoon** is associate professor of cultural studies at the University of British Columbia, Okanagan. He has published widely on digital media, migration, and youth culture including *Digital Mediascapes of Transnational Youth Culture* (2019).

## RESEARCH ASSISTANTS OF KOREAN WAVE RESEARCH TEAM

Charlina Mansaray is a recent graduate of George Mason University with a B.A. in biology and Korean. She is currently researching Black Live Matters and K-pop.

Junghyun Nam is a doctoral student in the Department of Sociology and Anthropology at George Mason University. She is writing her dissertation on social movements in South Korea.

Karmen Perry is a senior sociology major in the Honors College, George Mason University. She is currently researching Korean idols and fans and their involvement with the BLM movement.