

The Centre for Korean Research is pleased to present:

“Hallyu in the “Cool Japan” : Japanese Responses to Korean Popular Culture from Industrial and Political Perspectives”



**By Seong Bin Hwang,
Rikkyo University**

**Friday, November 1st
3:30-5:00 pm**
Seminar Room #604, Asian Centre
1871 West Mall

Abstract: In this talk, I will assess the current state of Korean popular culture in Japan with the following questions. (1) What were the factors that catapulted Korean popular culture to such prominence in Japan? (2) Whether there had been significant changes in the Japanese perception and interpretation of Korean popular culture? (3) Whether there have been changes in their views of the political relations between Japan and Korea?

Bio: Seongbin Hwang is professor at Rikkyo University in Tokyo. His research and publications have dealt extensively with media representation and social discourse regarding nationalism and otherness in East Asia.

“How to Understand Cultural Globalization of Korean Cinema in the New Korean Wave Era”



**By Dal Yong Jin,
Simon Fraser University**

Abstract: I discuss the swift change of the Korean film industries in conjunction with the Korean Wave. I investigate the causes of the roller-coaster-like shift of Korean cinema. I map out the nature of cultural hybridity in domestic films by exploring whether hybridity has generated new possible cultures, known as the third space. This eventually leads us to determine the major characteristics of hybrid Korean cinema in the *Hallyu* 2.0 era and its future direction in the global film markets.

Bio: Dal Yong Jin finished his Ph.D. degree from the Institute of Communications Research at the University of Illinois at Urbana Champaign. His major research and teaching interests are on globalization and media, new media and game studies, transnational cultural studies, and the political economy of media.