
THE 27TH ANNUAL HAHN MOO-SOOK COLLOQUIUM
IN THE KOREAN HUMANITIES

CONSUMING K-POP: SOFT POWER, MARKETIZATION, AND CULTURAL APPROPRIATION

NOVEMBER 2 · 2019 · 9:30 AM - 4:45 PM

HARRY HARDING AUDITORIUM, ROOM 213,
ELLIOTT SCHOOL OF INTERNATIONAL AFFAIRS,
THE GEORGE WASHINGTON UNIVERSITY
1957 E ST. NW, WASHINGTON, DC 20052



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THE 27TH ANNUAL HAHN MOO-SOOK COLLOQUIUM IN THE KOREAN HUMANITIES

“CONSUMING K-POP: SOFT POWER, MARKETIZATION, AND CULTURAL APPROPRIATION”

Saturday, November 2, 2019

Korean popular culture is arguably one of South Korea’s most impactful exports, reaching a worldwide audience of devoted fans through strategic marketization. From music, film, television, sports to food, the “Korean Wave” (*Hallyu*) has generated revenue and reshaped the topography of the global cultural landscape. This year's Colloquium focuses on the K-Pop industry, the contemporary style of Korean pop music that has become popular in countries ranging from the U.S., China, Japan, Indonesia and Thailand to Pakistan, Nigeria, and Chile. The speakers will examine diverse aspects of K-Pop: state-initiated efforts to employ the Korean Wave as a currency of soft power; corporate infrastructure; global fan practices that contribute to the transnational flow of popular culture; cultural appropriation; the production of idols; and the connections between K-Pop and Korean diasporic as well as other non-Korean communities.

PROGRAM

09:30 – 09:50 **Breakfast Reception**

WELCOMING REMARKS

09:50 – 10:00 Director Jisoo M. Kim, Institute for Korean Studies, the George Washington University

KEYNOTE SPEECH

10:00 – 10:30 Kyung Hyun Kim, “Of Mimicry and *Miguk*: Opaquely Racial/Ambivalently Hegemonic K-pop”

SESSION I

Moderator: Immanuel Kim

10:30 – 11:00 CedarBough T. Saeji, “Parasitic or Symbiotic?: The Rise of the K-pop Adjacent Industries”

11:00 – 11:30 So-Rim Lee, “Grow Stars with Z-POP DREAM”: Idols, Cryptocurrency, and Technologies of Embodiment”

11:30 – 12:00 Comments and Q&A

12:00 – 13:30 **Lunch**

SESSION II

Moderator: Miok D. Pak

13:30 – 14:00 Robert Ku, “Mother Said She Didn’t Like *Jajangmyeon*’: Ruminating on Korean Noodles During the Age of K-pop”

14:00 – 14:30 Crystal Anderson, “From Big Mama to Mamamoo: The Reverberation of R&B Vocals in K-pop Girl Groups”

14:30 – 15:00 Comments and Q&A

15:00 – 15:15 **Break**

SESSION III

Moderator: Gregg Brazinsky

15:15 – 15:45 Bora Kim, “Boundaries of K-pop: EXP EDITION, A Non-Korean K-pop Idol Group”

15:45 – 16:15 Imelda Ibarra, “Method to the Madness: The Global Power of ARMY”

16:15 – 16:45 General Comments

PROFILES

DIRECTOR JISOO M. KIM is the Korea Foundation Associate Professor of History, International Affairs, and East Asian Languages and Literatures and Director of the Institute for Korean Studies at GW. She received her Ph.D. in Korean History from Columbia University. She is a specialist in gender and legal history of early modern Korea. Her broader research interests include gender and sexuality, crime and justice, forensic medicine, literary representations of the law, history of emotions, vernacular, and gender writing. She is the author of *The Emotions of Justice: Gender, Status, and Legal Performance in Chosŏn Korea* (University of Washington Press, 2015), which was awarded the 2017 James Palais Prize of the Association for Asian Studies. She is also the co-editor of *The Great East Asian War and the Birth of the Korean Nation* by JaHyun Kim Haboush (Columbia University Press, 2016). She is currently working on a new book project titled *Suspicious Deaths: Forensic Medicine, Dead Bodies, and Criminal Justice in Chosŏn Korea*.

KEYNOTE SPEAKER

KYUNG HYUN KIM currently serves as a professor in the Department of East Asian Studies at UC Irvine. He received his B.A. (East Asian Studies and Politics) from Oberlin College, and his Ph.D. in Cinema Studies at USC. He is a novelist, scholar, and film producer. He is author of *Virtual Hallyu: Korean Cinema of the Global Era* (2011), *The Remasculinization of Korean Cinema* (2004), and a Korean-language novel entitled *In Search of Lost G* (*Ireo beorin G-rul chajaso*, 2014). He has co-produced two award-winning feature films: *Never Forever* (2007) and *The Housemaid* (2010). He is currently completing a monograph, entitled *Hegemonic Mimicry: Korean Popular Culture of the 21st Century*, and a film project entitled *The Origins of a Detective*, set during the 1948 Jeju Island Massacre (winner of the 2018 KOFIC Award for Best Movie Script).

SPEAKERS

CEDARBOUGH T. SAEJI has an M.A. in Korean Studies from Yonsei University and a Ph.D. in Culture and Performance from UCLA. Saeji has taught Korean Studies at the University of British Columbia, Korea University, Hankuk University of Foreign Studies, and is now a Visiting Assistant Professor at Indiana University, Bloomington. Saeji's publications have appeared in edited volumes on women in traditional performing arts, Korean screen cultures, theater in Asia, and intangible cultural heritage and journals including the *Journal of Korean Studies*, *Korea Journal*, *Acta Koreana*, *Pacific Affairs*, *Asia Theatre Journal*, and the *Asia Pacific Journal*. Saeji is currently co-organizing a conference and journal special issue on Korean hip-hop, co-editing a volume on Korean tradition, and just began using Twitter @TheKpopProf.

SO-RIM LEE is the 2019-20 Moon Family Postdoctoral Fellow in Korean Studies at the Department of East Asian Languages and Civilizations at the University of Pennsylvania. So-Rim's research investigates the intersections of embodiment, everyday performance, and visual culture in contemporary Korea. Her doctoral dissertation, *Performing the Self: Cosmetic Surgery and the Political Economy of Beauty in Korea*, explores how cosmetic surgery became a mode of performing the self and subjectivity in South Korea following the 1997 Asian Financial Crisis. Dr. Lee holds a B.A. in Film Studies from Columbia University, an M.A. in English Literature from Seoul National University, an M.A. in Text and Performance from the Royal Academy of Dramatic Art, and a Ph.D. in Theater and Performance Studies from Stanford University.

ROBERT KU is the chair of the Department of Asian and Asian American Studies at Binghamton University of the State University of New York. Prior to Binghamton, he taught at the California Polytechnic State University at San Luis Obispo, where he chaired the Ethnic Studies Department, and at Hunter College of the City University of New York, where he directed the Asian American Studies Program. His research and teaching interests include Asian American studies, food studies, and transnational and diasporic Korean popular culture. He is the author of *Dubious Gastronomy: Eating Asian in the USA* (2014), and co-editor of *Eating Asian America: A Food Studies Reader* (2013) and *Pop Empires: Transnational and Diasporic Flows of India and Korea* (2019). In 2016, he taught at the American Culture Program at Sogang University in Seoul, Korea, as a Fulbright Scholar. Born in Korea, he grew up in Hawaii and currently lives in Binghamton, New York.

CRYSTAL S. ANDERSON is an affiliated faculty member in English at George Mason University, working within the fields of transnational American studies and global Asia with a focus on popular culture, visual culture, media studies, literature and audience, and reception studies. She holds a Ph.D. in American Studies from the College of William and Mary. Her first book, *Beyond the Chinese Connection: Contemporary Afro-Asian Cultural Production* (2013), uses the films of Bruce Lee to interpret cross-cultural dynamics in post-1990 novels, films, and anime. She has published articles on Afro-Asian cultural studies in several journals, including *African American Review*, *MELUS*, *Ethnic Studies Review*, and *Extrapolation*, as well as book chapters on masculinity in K-pop and the reception of *Hallyu* in the United States. She is currently completing her second book, *Soul in Seoul: Black American Music and K-pop* (under contract, University of Mississippi Press), which explores the impact of African American popular music on Korean pop, R&B, and hip-hop. She also manages several digital humanities projects, including *KPK: Kpop Kollektive*, the oldest and only aca-fansite for K-pop, and *KPOPCULTURE*, which curates K-pop through digital exhibitions on music, choreography, fandom, and industry.

BORA KIM is an interdisciplinary artist born and raised in Seoul, Korea. Her process is based on cultural research revolving around the spectacle and performance of Asian femininity/masculinity, particularly in the context of global media. Kim's work addresses the public gaze and occupies the sphere of popular culture. Kim lives and works in New York and Seoul. Kim holds a B.A. in Sociology from Korea University and an M.F.A. in Visual Arts from Columbia University.

IMELDA IBARRA is the Founder and CEO of US BTS ARMY. Established in 2014, it is the first US fanbase for Korean supergroup BTS. US BTS ARMY is a non-profit organization dedicated to coordinating global projects, maintaining an active social media presence, and updating the general public on news and relevant information pertaining to BTS. What started as a small project led by one person, has grown into an 11 member, well-oiled machine with a following on social media of over half a million and counting. Having successfully collaborated with media giants such as The American Music Awards, SiriusXM, and iHeartRadio, there is no telling where the US BTS ARMY will go.

MODERATORS

IMMANUEL KIM is the Korea Foundation and Kim-Renaud Associate Professor of Korean Literature and Culture Studies at The George Washington University. Prior to working at GW, he was Assistant Professor in the Department of Asian and Asian American Studies at Binghamton University (SUNY). Dr. Kim received his Ph.D. from the University of California, Riverside. He is an authority on North Korean literature and film and is the author of a recent book on North Korean literature, *Rewriting Revolution: Women, Sexuality, and Memory in North Korean Fiction* (University of Hawaii Press, 2018).

MIOK D. PAK is Assistant Professor of Korean Linguistics and Language in the Department of East Asian Languages and Literatures at George Washington University. She received her PhD in theoretical linguistics from Georgetown University. Her research covers a wide variety of topics in syntax, semantics and pragmatics and their interfaces as well as pedagogy. She has recently published a book entitled “The Routledge Courses in Business Korean” (with Young-Key Kim-Renaud, Routledge 2019) and has a number of publications in major linguistics journals on the topics of clause types, interpretation of the subject in jussive clause types, speaker and addressee in syntax and semantics (in joint with Paul Portner and Raffaella Zanuttini) and agreement in Korean. Her most recent research is on honorifics and politeness and their grammatical change, and she is currently working on new book projects on the topics of Honorifics and Politeness in Korean, Composition in Korean, and Korean Linguistics.

GREGG BRAZINSKY is Professor of History and International Affairs and Deputy Director of the GW Institute for Korean Studies. His research seeks to understand the diverse and multi-faceted interactions among East Asian states and between Asia and the US. He is the author of *Nation Building in South Korea: Koreans, Americans, and the Making of a Democracy* (University of North Carolina Press, 2007) and *Winning the Third World: Sino-American Rivalry during the Cold War* (University of North Carolina Press, 2017). He served as Interim Director of the GW Institute for Korean Studies in Spring 2017.

BACKGROUND

The HMS Colloquium in the Korean Humanities Series at GW provides a forum for academic discussion of Korean arts, history, language, literature, thought and religious systems in the context of East Asia and the world. The colloquium series is made possible by an endowment established by the estate of Hahn Moo-Sook (1918-1993), one of Korea’s most honored writers, to uphold her spirit of openness, curiosity, and commitment to education. The 27th HMS Colloquium is co-organized by GW’s Department of East Asian Languages and Literatures and the Institute for Korean Studies, and co-sponsored by GW’s Sigur Center for Asian Studies, Korea Foundation, and Literature Translation Institute of Korea.

GRATITUDE

The George Washington University’s Department of East Asian Languages and Literatures and the Institute for Korean Studies gratefully acknowledge our co-sponsors:

GW Sigur Center for Asian Studies
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