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.