"The Social Mediascape of the New Korean Wave: Transnationalization of Popular Culture and Digital Games"

The new Korean Wave, referring to the rapid growth of local popular culture and its global penetration, starting in the late 2000s appears to be more intensive in its popularity. The new Korean Wave means the circulation of local popular culture, such as television programs, films, K-pop, and digital games, with the help of social media. The social media-driven new Korean Wave has aptly adjusted to global fans’ tastes in both production and consumption as Korean cultural producers have developed their popular culture in tandem with the developments of social media, and digital platforms like Netflix in general. This presentation will examine the dynamics of globalization and transnationalism, particularly the ways in which the Hallyu phenomenon is integrated into a social media-embedded cultural landscape in the global cultural sphere. The talk will also map out why social media has contributed to the enhanced popularity of the transnational culture produced in a non-Western country.

About Dal Yong Jin