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An Analysis of Western Media Coverage from 2009 to 2019

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Asian American Theater

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Korean Language Learning

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## **INTERNATIONAL JOURNAL OF KOREAN STUDIES**

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## Introduction to the Special Issue on the Korean Wave

Over 20 years ago, the Chinese media used the term *Hallyu* [Korean Wave] to describe the popularity of South Korean pop music and television dramas. In the ensuing years, the Korean Wave expanded its geographies and genres. *Hallyu* is now a global phenomenon that encompasses other aspects of Korean popular culture, including movies, music, online gaming, language, literature, and cuisine. Commercial and popular success led to South Korean government to establish policies to become the world's leading exporter of popular culture.

This Special Issue of the *International Journal of Korean Studies* examines the Korean Wave. Professor Hyangsoon Yi suggested the topic and edited the six articles that comprise this special issue. We appreciate her efforts in bringing this issue to fruition and introducing the journal's readers to the next generation of Korean scholars. Several of the authors incorporated color images that could not be reproduced in the journal's printed copies. The original articles with color images are available online.

**Hyangsoon Yi** is the Guest Editor of this edition of the *International Journal of Korean Studies* and a member of the Editorial Board. She is a Professor of Comparative Literature at the University of Georgia where she also served as Director of Korean Language and Literature and Director of the Center for Asian Studies. Her research interests include Korean Buddhist nuns, Buddhist aesthetics in literature and visual arts, and East Asian film. Professor Yi is the author of *Piguni wa Han'guk Munhak* [Buddhist Nuns and Korean Literature], which was selected as an Outstanding Scholarly Book of the Year 2009 by the National Academy of Sciences, Korea. She also co-authored the language book, *Welcome to Korean!* She has produced over 17 book chapters and has published articles in peer-reviewed journals, including *Korean Studies*, *Literature/Film Quarterly*, *Cogito*, *Trans-Humanities*, *Religion and Literature*, *Foreign Language Annals*, and *International Journal of Korean Studies*. Her works have been translated into English, Korean, Chinese, French, and Spanish. Professor Yi holds a Ph.D. in Language Education from the University of Georgia and a Ph.D. in English with a minor in Film Studies from the Pennsylvania State University. She earned an M.A. in English from Northeastern University and a B.A. in English Education from Seoul National University.

## AUTHOR BIOGRAPHIES

**Jisung Yoo** teaches Korean language and culture classes in the Comparative Literature Department at the University of Georgia. Professor Yoo teaches students in Elementary, Intermediate, and Advanced Korean language classes. His main research interests include analyzing the impact of U.S. and Korean educational, social welfare, and cultural policies on addressing national issues, as well as improving citizens' quality of life. Professor Yoo studied at Myongji University, earning a B.A. in Political Science. He completed an M.A. in Political Science from Sogang University and an M.A. in the same field from the University of Iowa. Professor Yoo received his Ph.D. in Lifelong Education, Administration, and Policy from the University of Georgia.

**Jenna Gibson** is a doctoral student in political science at the University of Chicago. Her research focuses on public diplomacy and media coverage of foreign policy issues, particularly related to the Korean Peninsula. Before pursuing her doctorate, Ms. Gibson was Director of Communications at the Korea Economic Institute of America (KEI). She spearheaded KEI's online and media outreach strategies, as well as writing analyses and hosting a weekly podcast. Ms. Gibson previously lived for two years in Cheonan, South Korea as a Fulbright English Teaching Assistant, where she taught weekly English lessons to more than 700 middle school students. In addition, she led Fulbright Korea's annual literary magazine and served as a mentor for incoming scholars. Ms. Gibson earned an M.S. in Foreign Service from Georgetown University's School of Foreign Service in 2015. While at Georgetown, she concentrated in global politics and security, with a particular focus on human rights and communications in East Asia. Ms. Gibson earned a B.A. in journalism and international studies from the University of Nebraska-Lincoln in 2011.

**Hyeri Jung** is an Assistant Professor in the Communication Studies Department at Eastern University. She leads the Digital/Emerging Media concentration within the department, teaching and researching digital media and global media culture. Her research interests revolve around transnational media culture, transcultural fandom studies, digital media culture, and audience reception studies. Dr. Jung has received several top research paper awards from prestigious conferences, including the National Communication Association, the Association for Education in

Journalism and Mass Communication, and the Korea Communication Association. Dr. Jung has published several articles in peer-reviewed journals, including the *International Journal of Communication*, *Global Media and Communication*, *Feminist Media Studies*, and the *Journal of Entertainment and Media Studies*. She worked as a researcher at news agencies and television stations in South Korea and the United States and taught communication courses at the University of Texas at Austin. She earned a B.A. in Communication Studies, an M.A. in Media and Communication, and a Ph.D. from the Moody College of Communication at the University of Texas at Austin. Dr. Jung was awarded a Consortium on Media Policy Studies fellowship, enabling her to study the U.S. federal media policy process in Washington, D.C. She is an “acafan” (an academic who identifies as a fan) of various transcultural media texts, including K-pop.

**Dal Yong Jin** is a professor in the School of Communication at Simon Fraser University, Vancouver, Canada. His research and teaching interests include globalization and media, transnational cultural studies, digital platforms and digital games, and the political economy of media and culture. Professor Jin has published more than 15 books, including *Korea’s Online Gaming Empire* (MIT Press, 2010), *New Korean Wave: Transnational Cultural Power in the Age of Social Media* (University of Illinois Press, 2016) and *Smartland Korea: Mobile Communication, Culture and Society* (University of Michigan Press, 2017). He has published over 120 journal articles and book chapters, including scholarly journals *New Media and Society*, *The Information Society*, *Media, Culture and Society*, *Television and New Media*, *Pacific Affairs*, and *Information Communication and Society*. He is the founding book series editor of Routledge Research in Digital Media and Culture in Asia. Professor Jin earned a B.A. in Public Administration and an M.A. in Public Policy from Yonsei University. He worked as a newspaper reporter for many years. Professor Jin earned an M.A. in Public Affairs from the University of Texas at Austin and completed his Ph.D. at the Institute of Communications Research at the University of Illinois, Urbana-Champaign.

**Ju Oak Kim** is an Assistant Professor of the Department of Psychology and Communication at Texas A&M International University. Her research interests include media industries, production culture, East Asian media, and Korean popular culture. Her work has appeared in *International*



*Journal of Culture, Theory and Critique, Journal of Fandom Studies, The Journal of Popular Culture, and China Media Research.* Professor Kim won *Chosun Ilbo's* annual spring literary contest for *Springtime* in 2001, and has had six short stories published in literary journals and newspapers. Her current research examines television production as a social practice of globalization, which generates trans-local hybridization in popular culture and establishes intra-regional relationships in media flows. Through observing behind-the-screen operations of the Korean television and popular music industries, she focuses on the process through which local actors position themselves as centers in the global culture industry. This research project uncovers how production culture, which is contextualized by Korea's social structure, history, geography, and economy, yields a particular form of cultural globalization. She earned a B.A. and an M.A. from Seoul National University, a Master of Fine Arts in Television Production from the City University of New York – Brooklyn College, and a Ph. D. in Media and Communications from Temple University.

**Jieun Lee** is an Assistant Professor in the Department of Women's, Gender, and Sexuality Studies at Wake Forest University. Her research examines the intersections of diaspora with race, class, gender, sexuality, ethnicity, and nationality embodied in theater and performance through feminist theories. Professor Lee has published articles and reviews in *Theatre Annual: a Journal of Theatre and Performance of the Americas, Theatre Journal, New England Theatre Journal, Ecumenica, Journal of Japanese and Korean Cinema, and Puppetry International.* She is currently working on her book project on Korean transnational adoption represented in theater and performance in South Korea, the United States, Europe, and Scandinavia. Professor Lee also serves as a volunteer translator for the South Korean Feminist Journal, *ILDA.* She completed a double major in Korean and English Language and Literature from Duksung Women's University and an M.A. in Theater Studies from Hunter College of the City University of New York. Professor Lee holds a Ph. D. in Theater and Performance Studies, as well as a Graduate Certificate in Women's Studies from the University of Georgia.

**Soojin Ahn** is a visiting professor in the Division of General English at the University of Seoul. She earned her B.A. and M.A. in English Education from Seoul National University, and her Ph. D. in Language and Literacy Education from the University of Georgia. Before she joined the University of Seoul, she had taught Korean language in the Department

of Comparative Literature at the University of Georgia and the Federal Service Language Academy at the University of North Georgia. Her research has been published in journals such as *Teaching and Teacher Education*, *Journal of the Korea English Education Society*, *Korean Journal of Teacher Education*, *Modern English Education*, *Studies in Foreign Language Education*, and *Journal of Education and Culture*. Her research interests include language and identity, critical discourse analysis, critical performative pedagogy, teacher education, and qualitative research methodology.

## In Memoriam

Dr. Hong-kyu “H.K.” Park, a long-time member of the board of directors of the International Council of Korean Studies, passed away April 9, 2019 in Tyler, Texas. He taught U.S. history and government for 50 years at East Texas colleges, including Wiley College, Jarvis Christian College, Tyler Junior College, and Kilgore College. In 2015, he retired from Kilgore College after 22 years of service. Dr. Park’s research interest was U.S. diplomacy with South Korea during the 20<sup>th</sup> Century.

Dr. Park was born on March 7, 1938 in Daegu. He graduated from Gyesong High School and served in the Republic of Korea Army. Dr. Park emigrated to the United States in 1957 to attend college. He earned a B.A. in history and political science from Kentucky Wesleyan College, an M.A. in American and modern European history from the University of Tennessee, and a Ph.D. in American and Asian history from the University of North Texas (formerly North Texas State University). Dr. Park’s book, *The Korean War: An Annotated Bibliography*, was published by the Demmer Company in 1971. He published articles on historical and political issues in several academic journals, including *East Texas Historical Journal*, *Diplomatic History*, *Korea Observer*, *Korea Journal*, *Asian Profile*, *American Asian Review*, *History Teacher*, *Asian Forum*, and *World Affairs*. Dr. Park was a member of the Association for Asian Studies, the Association of Korean Political Studies in North America, the Korean-American University Professors Association, the Organization of American Historians, the Society for Historians of American Foreign Relations, and a “50-Year Member” of the American Historical Association. He was nominated for several awards for college teaching excellence, including the Disciples of Christ’s T.A. Abbott Award, the East Texas Historical Association’s Ottis Lock Award, and the State of Texas’ Piper Professor Award on two occasions.

Dr. Park is survived by his wife, of 51 years, Younghea "Anne," his son, Jason (Emily), two sisters, and one brother.