

Department of East Asian Languages and Cultures,
Korean Program Presents

IDENTITY, INTEREST, AND POWER

In East Asian Popular Culture



MON. APRIL 18, 2016

McKenna Hall
Room 210-214

Sponsored by

The Liu Institute for Asia and Asian Studies, ISLA
Office for Undergraduate Studies, CSLC



Letter from the Organizer

Dear All Participants,

I am delighted to invite you to the 2016 ND Korean Studies Conference. The main theme of the conference is "Identity, Interest, and Power in East Asian Popular Culture."

The purpose of this conference is to exchange and enhance our understanding of East Asian pop culture in an innovative and interdisciplinary framework. In recent years, there has been an explosion of global interest in the pop culture of East Asia. Although it has proved incredibly fascinating, it remains an underdeveloped area in interdisciplinary research. This conference seeks to undertake an inventory of diverse discourses on East Asian pop culture in terms of identity, interest, and power. Our last conference in April, 2014 addressed the Korean Wave beyond nationality: Conflicts over the globalization of Korean popular culture. As East Asia has emerged as a center of gravity in contemporary international relations, partly owing to the region's fast growing economy and democratic consolidation over the past two decades, it seems to be the perfect time to bring researchers together to provoke stimulating debate, inspire collaboration, and encourage the sharing of knowledge of regional dynamics.

This conference delves into three dimensions of East Asian pop culture: identity, interest, and power. We will attempt to reach a conceptual understanding of interdisciplinary discourses on identity, interest, and power in accounting for the transnationalization of East Asian pop culture as well as to shed new light on linkage between pop culture and international relations in East Asia.

First, we will discuss the identity-dimension of pop culture such as the formation of a transnational identity, as well as the clash of national identity in the context of pop culture in East Asia. Second, we will explore the power-dimension of East Asian pop culture in terms of Joseph Nye's notion of soft power which denotes the ability to shape the preferences of others and create a positive influence by means of attraction. Third, we will examine the interest-dimension of East Asian pop culture including the spin-off effects of the Korean Wave and Nation Branding, and Korean

The primary objective of this conference is to explore to what extent we can challenge or extend existing debates around ideas of popular culture and how we might situate research on East Asian popular culture within rapidly transforming political, economic, and cultural contexts. With the scholars who are currently engaged in this issue, this conference is a great opportunity to exchange innovative frameworks and analyze this issue.

I sincerely appreciate your interest and participation in the 2016 ND Korean Studies Conference and support from the Liu Institute of Asia and Asian Studies and the Institute for Scholarship in the Liberal Arts (ISLA) at University of Notre Dame.

Best regards,

Yeonhee Yoon

Organizer of the 2016 ND Korean Studies Conference

Coordinator of the Korean Program, Department of EALC, University of Notre Dame

Dean McGreevy's Congratulatory Remarks



Dear Participants in the 2016 ND Korean Studies Conference:

My name is John McGreevy, and I am the Dean of the College of Arts and Letters here at the University of Notre Dame. On behalf of Fr. John Jenkins, our University's president, and Provost Tom Burish, it is my honor to welcome you to our campus and to congratulate you for your efforts in building such a magnificent conference.

As Professor Yeonhee Yoon stated in her conference invitation, "East Asia has emerged as a center of gravity in contemporary international relations, partly owing to the region's fast-growing economy and democratic consolidation over the past two decades." And, as many of you know, there are tensions between the increasing interdependence among the nations in East Asia, and the preservation of national sovereignty and identities. In the confluence of these realities, studying East Asian popular culture is an excellent way to examine how identities, interest and power are preserved and developed.

I am delighted that such a conference is taking place at our University. Over the past few years Notre Dame has recently placed renewed interest and resources into our programs in Chinese, Japanese and Korean and in building cross-cultural relationships especially in areas of research. For example, we established the Korean language program in 2008, launched the Korean minor program in 2010, and in 2014 established the Liu Institute of Asia and Asian Studies, an institute that creates an infrastructure to enhance the University's portfolio of ongoing scholarship and programming in Asian Studies, with a particular focus on Korean Studies. As another example, last month we announced that the University's Department of Chemistry and Biochemistry and Kyoto University's Institute for Chemical Research will soon be exchanging faculty, staff, students and ideas. These are simply a few ways to show that our center of gravity—once a frontier school that has emerged to a college and then to an internationally recognized research university—is shifting.

We hope that through these efforts, and through the support of conferences like "Identity, Interest, and Power in East Asian Popular Culture," our Department of East Asian Languages and Cultures—and especially the Korean Studies program—can entice more scholars of East Asian language and culture to Notre Dame.

I wish to congratulate you all, and especially Yeonhee Yoon for coordinating such a timely and thought-provoking conference. I wish to join you in thanking the major sponsors of the conference, the Liu Institute of Asia and Asian Studies and the Institute for Scholarship in the Liberal Arts.

Again, welcome, ... 환영합니다 (hwan-young-ham-ni-da).

Sincerely,

A handwritten signature in black ink that reads "John T. McGreevy". The signature is written in a cursive, slightly slanted style.

John McGreevy
I.A. O'Shaughnessy Dean
College of Arts and Letters

Date: APRIL 18th (MONDAY) 2:00-6:00

Venue: McKenna Hall 2F Conference Room 210-214

2:00-2:15pm **Opening Announcement & Welcoming Remarks**
Yongping Zhu, Chairperson, Department of EALC, University of Notre Dame

2:20-2:45pm **Keynote Address**
Lionel M. Jensen, Professor of EALC & History, University of Notre Dame
Beyond Dai tō-a大東亜: Markets, Media, and Masses in the Formation of An East Asian Pop Culture Geography

2:45-3:00pm **Coffee Break**

Panel 1 Identity-dimension of East Asian Popular Culture

Chair: Patrick Deegan, Assistant Director of the Liu Institute of Asia and Asian Studies

3:00-3:15pm Ji-Yeon Jo, University of North Carolina-Chapel Hill
Pop culture, identity, and Korean Diaspora

3:20-3:35pm Yeonhee Yoon, University of Notre Dame
Anti-Korean Wave in Japan: Identity Clash?

3:35-3:45pm Discussion

3:35-4:00pm **Coffee Break**

4:00-4:10pm **Plenary Speech: Korea's Soft Power: the Korean Wave in Action**

Jaewoong Lee, Deputy Consul General, Consulate General of the Republic of Korea in Chicago

Panel 2 Power-Dimension of East Asian Popular Culture

Chair : Xiaoshang Yang, University of Notre Dame

4:15-4:30pm Kiwoong Yang, Hallym University & University of Notre Dame
Korean Pop Culture as a Soft Power

4:35-4:50pm Heather Bowen-Struyk, University of Notre Dame
Lost and Found in "Cool Japan"

4:50-5:00pm Discussion

5:00-5:15pm Coffee Break

PANEL 3 Interest-dimension of East Asian Popular Culture

Chair: Michael Brownstein, University of Notre Dame

5:15-5:30pm Jae-Beom Suh, Kansas State University
The Korean Wave and Nation Branding

5:35-5:50pm Seok Hoon You (Korea University)
The Korean Wave, Learning Korean, and Study in Korea

5:50-6:00pm Discussion

6:00-6:30pm Reception

Keynote Address

Beyond Dai tō-a 大東亞: *Markets, Media, and Masses in the Formation of An East Asian Pop Culture Geography*

Lionel M. Jensen (University of Notre Dame) Professor, Department of EALC and History

These opening comments are designed as an overture of the conference's principal themes and they begin from a questioning of an East Asian identity. They trace an arc incompletely inscribed between two contentious regional conceptions of the global stretching over 80 years. Beneath this arc lies a complex history and an even more complex set of claims about the regional identity made from the unexpected but pervasive presence of K-pop as a "glocalized" cultural force. In this current moment of escalating political tensions in East and Southeast Asia, I consider whether the hybrid identities effected by wide media circulation of frenzied pop culture trends (i.e. 태양의 후예: Taeyangui Huye "Descendants of the Sun") may be sufficiently instantiated in everyday life to constitute a new sphere of influence that may counter the advance of regional bellicosity between nations.

Lionel M. Jensen is Associate Professor of East Asian Languages and Cultures at the University of Notre Dame, and Faculty Fellow of the Helen Kellogg Institute for International Studies and of the Joan B. Kroc Institute for International Peace Studies. His research is identified closely with the intellectual history of "Confucianism"; however, his interests and published work extend from ancient, through medieval, modern and even contemporary topics. He has conducted research into Chinese religion and thought, contemporary economy and politics, human rights, folklore, early Sino-western contact, popular cults, comparative mythology, and nationalism. He is author of *Manufacturing Confucianism: Chinese Traditions and Universal Civilization* (1997), recognized in 1998 as the Best First Book in the History of Religions by the American Academy of Religion. As well, Jensen has edited or co-edited five other books: *China In and Beyond the Headlines* (2012), *China's Transformations: the Stories beyond the Headlines* (2007), *China Off Center: Readings on the Margin of the Middle Kingdom* (2002), *China Beyond the Headlines* (2000), and *Early China 20* (1997). He is currently completing his latest book, *Enchanting Texts: The Mythstories of Confucianism*. For more than two decades, Jensen has taught courses in Chinese history, religion, philosophy, politics, and society at Notre Dame, the University of Colorado, and the University of Pennsylvania, and has been recognized for his achievements in teaching. In 2010 he received the Rev. Edmund P. Joyce, C.S.C. Award for Excellence in Undergraduate Teaching, 2010.

Panel 1 Identity-dimension of East Asian Popular Culture

Pop Culture, Identity, and Korean Diasporas

Ji-Yeon O. Jo (University of North Carolina at Chapel Hill)

In this presentation, I discuss how Korean popular culture influences the ways in which later-generation diaspora Koreans form affective connections to their ethnic identity and to their ancestral homeland. Between 2009 and 2014, during the course of two research projects, I conducted interviews with over seventy later-generation Korean Americans, Korean Chinese, and Koreans from the Commonwealth Independent States (CIS). These interviews suggest that the popularity of Korean wave among non-Koreans worldwide and the growing economic strength of South Korea have imbued Korean culture with global symbolic value, which has in turn encouraged diaspora Koreans to embrace their ethnic Korean identity. For Korean Chinese and CIS Koreans, Korean popular culture offers images of modernity and generates a longing to learn about and visit their ancestral homeland. For Korean Americans, Korean popular culture serves as a primary vehicle for learning the Korean language, maintaining family bonds, and establishing coethnic friendships. The ways in which each diaspora receives and appropriates Korean popular culture reflect its own diasporic specificities.

Ji-Yeon O. Jo is a Korea Foundation assistant professor of the Korean language and culture and a Kenan Junior Faculty Fellow in the Department of Asian Studies at the University of North Carolina at Chapel Hill. She received her doctorate in Culture, Curriculum, and Change from the School of Education at the University of North Carolina at Chapel Hill. Her research interests center around borders, citizenship, kinship, language, race/ethnicity, and belonging in relation to transnational migration. She has published book chapters and several articles in peer-reviewed academic journals. Her new book that explores the diasporic and remigration experiences of ethnic Korean legacy migrants in South Korea will be published by the University of Hawaii Press.

Anti-Korean Wave in Japan: Identity Clash?

Yeonhee Yoon (University of Notre Dame)

This paper discusses the cultural conflicts that come about during the process of deterritorialization while paying attention to the process of 'universalization of particularism' as introduced by Roland Robertson. This paper introduces the Korean wave phenomenon in Japan and explains the causes and characteristics of the Anti-Korean wave and sentiment. The differences of the Anti-Korean wave in Japan and China can be explained in terms of (national) identity clashes. This paper argues that the Anti-Korean wave in China is not related to national identity; rather, it emerged as a form of cultural competition in the form of a government-led cultural industry competition. On the contrary, the Anti-Korean wave in Japan is related to national identity and has been created by cultural conflict and identity clashes. These sentiments have come about through the Japanese popular culture industry and media. This controversy exemplifies why the Anti-Korean wave in Japan has developed into a broader anti-Korean sentiment. It also shows that historical/diplomatic conflicts have easily combined with cultural conflicts in the process of popular culture dissemination.

Yeonhee Yoon is an associate professor of the practice of the Korean Language and Culture at the Department of East Asian Languages and Cultures and faculty fellow at the Liu Institute of Asia and Asian Studies at the University of Notre Dame. She received her Ph.D. in Korean Linguistics from the University of Hawai'i at Manoa. Her research interests include Intercultural Pragmatics, Second Language Acquisition, and Korean popular culture. Her current project focuses on Korean History and Culture through Film, Korean Popular Culture and migration, Korean Language and Culture for International Negotiations and Diplomacy, and Korean language for academic purpose. Her recent publications include "Korean Hedges in Spoken Discourse" (2016) and "Korean Society" in *Essentials of Korean Culture* (2013).

Panel 2 Power-dimension of East Asian Popular Culture

Korean Pop Culture as a Soft Power

Kiwoong Yang (Hallym University, University of Notre Dame)

We can define "soft power" as power to attract people. Originally coined in 1990 by Joseph Nye, the term soft power aims to change the behavior of others through the means of attraction and persuasion. Nye has pointed to three primary sources of soft power: culture, political values, and foreign policy. South Korea has impressive potential for soft power. In addition to its stunning economic success, it has developed a truly democratic system, characterized by human rights, free elections and the transfer of power between different political parties. Moreover, there is the attractiveness of South Korean culture. In this paper I analyze how the Korean wave has multiplied the effects of soft power. To do that, first I investigate the concept of soft power through a conceptual point of view. Furthermore, I develop a model for understanding the process by which a certain country can use cultural, social, economic, and political interactions in a global framework to increase its chances to obtain soft power. Finally, I discuss the soft power of South Korea, moving from a theoretical to a more practical field.

Kiwoong Yang received his Ph.D. from the University of Tokyo in Japan. He is a 2015-16 academic year visiting fellow at Notre Dame's Liu Institute for Asia and Asian Studies, is a tenured professor in the department of politics and public administration at Hallym University, South Korea where he specializes in international relations among China, Japan, Korea, and the United States. He also serves as a guest scholar for the academic year at Notre Dame's Kellogg Institute for International Studies as well as taught a course titled Conflict and Cooperation in International Relations of East Asia for the fall 2015 semester and is currently teaching China, Japan, and Korea-The Impossible, Indispensable for the Spring 2016 semester. He is the author of numerous articles and books, including "South Korea and Japan's frictions over history" *Asian Perspective* (2008) (written in English), *Diplomacy and Negotiations in East Asia* (2013) (written in Korean). While in residence at the Liu Institute, his research examines the escalation and negotiation of conflict in international relations of East Asia including such issues as the North Korea problem, historical conflicts and maritime territorial disputes among South Korea, China, and Japan.

Lost and Found in "Cool Japan"

Heather Bowen-Struyk (University of Notre Dame)

In 2002, Douglas McGray famously declared that post-industrial Japan may not make anything anymore, but it does make cool, referring to growing international interest in Japanese popular culture like anime, manga, video games, television dramas and pop music. While it has not been as economically successful as hoped, "Cool Japan" has been much celebrated as a successful national rebranding. But "Cool Japan" embodies the central contradiction associated with youth: while it celebrates the rich entertainment industry of youth, at the same time, young people are bearing the brunt of the now quarter-century-long recession. To get at this contradiction, I will present the work of Amamiya Karin (1974-), an activist and writer who advocates for youth in poverty in the vernacular of "Cool Japan."

Heather Bowen-Struyk (bowen-struyk.com) is a visiting assistant professor at the University of Notre Dame. She has also taught at the University of Chicago, the University of Michigan, Lake Forest College, and Loyola University Chicago. With Norma Field, she is co-editor of *For Dignity, Justice, and Revolution: An Anthology of Japanese Proletarian Literature* (University of Chicago Press 2016). She co-edited a volume of essays, *Red Love Across the Pacific*, with Ruth Barraclough and Paula Rabinowitz (Palgrave 2015). Bowen-Struyk is the guest editor of the Fall 2006 positions: east asia cultures critique special issue on "Proletarian Arts in East Asia: Quests for National, Gender, and Class Justice."

Panel 3 Interest-dimension of East Asian Popular Culture

The Korean Wave and Nation Branding

Jae-Beom Suh (Kansas State University)

National branding goes beyond a simple concept of country-of-origin and/or country image. Most studies in business area have viewed country image as a halo effect in that product quality of foreign brands can be inferred based on country image. In other words, the definition of country image is limited to consumers' general perceptions of quality of products made in a given country, which implies product category-specific perceptions. Having said that, one of main benefits of nation branding is that its effect goes beyond a specific product category; more importantly, the effect of nation brand significantly influences not only economic perspective, but also political and cultural perspectives. The current study examines the effect of Korean Wave on national branding of Korea and how the Korean Wave plays a significant role in global business and related national identity.

Jaebeom Suh is an associate professor of Marketing at Kansas State University. He earned his Ph. D. in Marketing from the University of Alabama. He published numerous books and journals in the *International Journal of Service Industry Management*, *Journal of Business Research*, *Journal of Brand Management*, *International Journal of Management Science*, and more. His research area includes consumer protection, customer satisfaction and loyalty, internet of things, financial service products, and brand equity.

The Korean Wave, Learning Korean, and Study in Korea

Seok Hoon You (Korea University)

It's been over two decades since the wave after wave of K-drama and K-pop hit many countries in Asia and other continents in the world. *Sarang-i Mweokillae*. 'What a labor of love!', the first K-drama hit Chinese in 1997. And there came a series of K-dramas aired through diverse public broadcasting services in China and Japan first, and spread to adjacent countries in Asia and other continents later. This marks the first stage of Korean Wave (K-1). The second stage of Korean Wave (K-2) started in 2005 with the rise of popularity of K-

pop stars and idol groups in foreign countries in diverse continents. The K-pop star Psy's *Kangnam style* (2013, 2,549,539,365 Youtube views as of April 2, 2016) had climaxed the wave to its pinnacle. Fever on K-drama and K-pop had guided people from all over the world into more substantial components of Korean culture such as Korean language and food in authentic Korean context and led them to experience and learn them overseas first and later in the institutions in Korea. This kind of direct interest and concern on more fundamental substance of Korean culture characterizes the third Korean wave (K-3) worldwide recently. The K-3 covers those aspects either in traditional or contemporary nature, such as movies, web-toons, web-dramas, food, fashion, cosmetics and plastic surgery, not necessarily limited to ordinary K-pop culture. The K-3 can be characterized in the increase of enrolment in Korean language program in Korea and eventually increase in the enrolment in the regular academic program in Korea (K-Study).

In this presentation, I will briefly overview a developmental history of K-waves in the past few decades in both domestic and global context. Secondly, its strong interconnection with an increase of enrolment in Korean language program and regular academic program will be rather broadly discussed with relevant facts and data. Finally, the status-quo of Korean Wave will be critically evaluated and analyzed in the global context beyond the limit of nationality and ethnicity.



Seok-Hoon YOU is a professor of linguistics in the Department of Linguistics at Korea University at Seoul, Korea. He received his doctorate in linguistics from the Department of Linguistics at the University of Hawai'i at Manoa. His research interests are functional linguistics, language acquisition, language pedagogy, language and culture, and corpus linguistics with a focus on Korean language and culture. Currently, he directs the Korea University Press and the Research Institute for Language Information at Korea University. He is also a coeditor-in-chief of *Language Information*, a top-tier international journal endorsed by the Korea Research Foundation. He has published many book chapters and articles in peer-reviewed academic journals. His recent translation of *Corpus linguistics* (Biber et. al.) was published in 2015.



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