“Historicizing Korean Popular Culture: Click, Scroll, Dribble, Shoot, and Shake!”

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Abstract

Because *hallyu’s* ascendance was sensationalized almost overnight, there is a tendency to assume that Korean popular culture is only a decade old. This talk will debunk this myth by relating the contemporary cultural phenomenon of K-pop, Internet, sports, drama, and others to its historical roots. By navigating the social and political dynamics of the Korean cultural production over the past century, it will also try to reveal the intimate connections of Korean *taegung munhwa* (popular culture) to the peninsula’s colonial and postcolonial histories, to the nationalist projects of the military dictatorship, and the neoliberalism of twenty-first century South Korea.