



The Institute for
Korean Studies
presents:



We Jung Yi
Vanderbilt University
**"Surviving the Apocalypse in Co-Mix
Form: Idiots, Spies, Monsters, and
Zombies in South Korean Transmedia
Storytelling"**

This talk on Korean comics (*manhwa*) consists of three parts. The first part focuses on a coming-of-age webtoon that refashions Cold War iconography in the digital universe to graphically narrativize young lives on the fringe of neoliberal society. Capitalizing on mobile technology, it comically portrays North Korean spies in the South in a way that resonates with millennials who feel like surplus losers in the day-to-day competition for success. The second part traces the transcultural origins of manhwa through the case of Mr. Fool (1924–27), a popular four-panel newspaper comic strip and the first comic adapted into a film in colonial Korea. The last part looks at the contemporary evolution of manhwa-based transmedia storytelling in the age of hallyu 4.0 and global streaming by discussing apocalyptic webtoons featuring zombies or monsters and their live-action Netflix adaptations.

October 28, 2025

3:55-5:15pm

Mendenhall Lab 191

Contact: Prof. Danielle Pyun
pyun.7@osu.edu



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