



THE OHIO STATE UNIVERSITY

EAST ASIAN STUDIES CENTER

Institute for Korean Studies Lecture Series

Explaining the Melancholic Epidemic The Case of Hallyu Fans



Ingyu Oh

Professor of Hallyu Studies
Korea University

Free and Open to
the Public

Wednesday, September 13, 2017

2:30-3:40pm

Scott Lab N0054

201 W 19th Ave

Abstract: This talk uses interdisciplinary sources to understand and explain melancholia among female *hallyu* fans. The talk argues that melancholia commonly found among female *hallyu* fans is a sign of their proactive effort to fight and overcome gendered inequality rampant in their male dominated societies. It is found that female *hallyu* fans transform melancholia into a gender neutral love toward *hallyu* idols, who they think have possessed their bodies (thus, melancholia), and who they think empower them to learn new cultural knowledge of Korea for future creative activities in the form of retro learning (RL) or forward learning (FL).



Bio: Ingyu Oh is Professor of Hallyu Studies at Korea University. He received a PhD in Sociology from the University of Oregon and previously taught in the US, New Zealand, Japan, Cyprus, and the UK. His recent books include *The Political Economy of Business Ethics in East Asia* and *Business Ethics in East Asia*.

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