



The K-Pop Wave and the Korean Language

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2:30 - 3:40 pm

Mendenhall Lab 191

125 S Oval Mall

Abstract: Korean entertainment and pop culture (often referred to as *hallyu* or the Korean Wave) have gained popularity across Asia and in other regions of the world. South Korea emerged as one of the influential centers of global pop culture production from music to TV dramas and films. In this talk, Dr. Kim will discuss the history of the K-pop wave over the past two decades and its influence and implications for the Korean language. He will further discuss the characteristics and features of K-pop and their relationship with globalization, transnationalism, and multiculturalism.



Bio: Jung Sup Kim, PhD, is Professor of Korean Language and Literature at Kyung Hee University, Seoul, Korea and Director of the Research Institute of Korean Culture. He is a specialist in Korean linguistics and Korean pedagogy. He is the author of a number of books including *Understanding Korean Education* (2014) and *Easy Talk in Korean* (2014). His research articles have appeared in such academic journals as the *Journal of Korean Language Education* and *Bilingual Research*.

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