The K-Pop Wave and the Korean Language

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Thursday, November 10, 2016
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.

This event, organized and supported by the Institute for Korean Studies, is sponsored in part by a U.S. Department of Education Title VI grant for The Ohio State University East Asian Studies Center.

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