

East Asian Languages and Literatures, University of Pittsburgh,
Dietrich School of Arts and Sciences
COLLOQUIUM

Yun-Oh Whang

Clinical Assistant Professor of Business Administration,
Katz Graduate School of Business

THE MAGIC OF K-POP: A CULTURAL CONSUMPTION PERSPECTIVE



The rise of Korean music (K-Pop) around the world in the last two decades has been a mystery to many industry experts. Some compares it to the explosion of British rock and roll in 1960s (“The British Invasion”), calling it “The Korean Wave (*Han-Ryu*)”. Even though it is not a part of the main stream music worldwide, it definitely deserves our attention as a cultural sensation. What is the magic ingredient of K-Pop for its worldwide popularity? How has a tiny country such as South Korea become a major exporter of a cultural product? We will first discuss the history of the rise of K-Pop and try to identify the answers to these questions. Our focus will be on K-Pop as a cultural product and examine the market forces including the consumers who adopted K-Pop as their music of choice.



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12:00 noon

Room 4130 WWPH

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For more information please contact:
Dr. Mi-Hyun Kim, Lecturer of Korean Language
and Culture, kimmh@pitt.edu, 412-624-5562