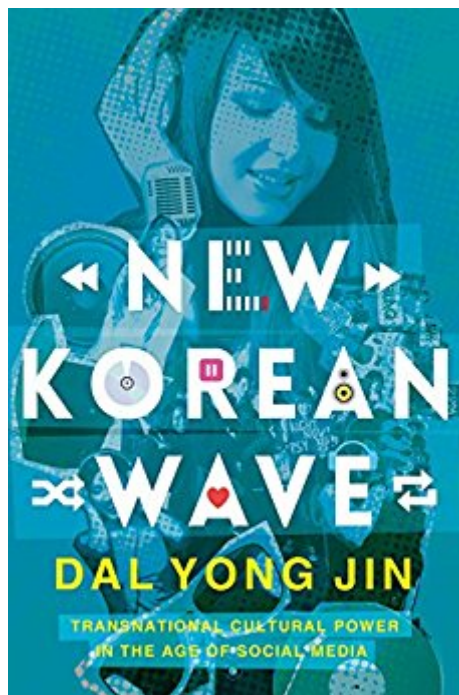


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New Korean Wave: Transnational Cultural Power In The Age Of Social Media



Synopsis

The 2012 smash "Gangnam Style" by the Seoul-based rapper Psy capped the triumph of Hallyu , the Korean Wave of music, film, and other cultural forms that have become a worldwide sensation. Dal Yong Jin analyzes the social and technological trends that transformed South Korean entertainment from a mostly regional interest aimed at families into a global powerhouse geared toward tech-crazy youth. Blending analysis with insights from fans and industry insiders, Jin shows how Hallyu exploited a media landscape and dramatically changed with the 2008 emergence of smartphones and social media, designating this new Korean Wave as Hallyu 2.0. Hands-on government support, meanwhile, focused on creative industries as a significant part of the economy and turned intellectual property rights into a significant revenue source. Jin also delves into less-studied forms like animation and online games, the significance of social meaning in the development of local Korean popular culture, and the political economy of Korean popular culture and digital technologies in a global context.

Book Information

File Size: 2005 KB

Print Length: 232 pages

Publisher: University of Illinois Press (March 15, 2016)

Publication Date: March 15, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B0189EHDQW

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #500,626 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #81

inÂ Books > History > Asia > Korea > South #93 inÂ Kindle Store > Kindle eBooks > History > Asia > Korea #807 inÂ Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Social Sciences > Media Studies

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