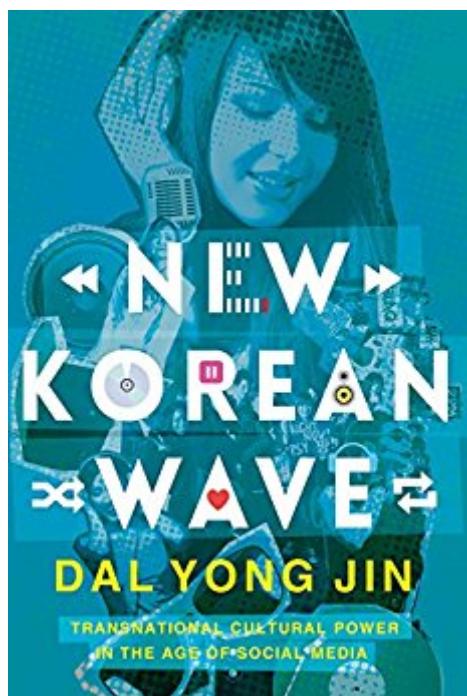


The book was found

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

[Download to continue reading...](#)

Easy Korean Cookbook: 50 Unique and Authentic Korean Recipes (Korean Cookbook, Korean Recipes, Korean Food, Korean Cooking, Easy Korean Cookbook, Easy Korean Recipes, Easy Korean Cooking Book 1) New Korean Wave: Transnational Cultural Power in the Age of Social Media Korean: Korean Recipes - The Very Best Korean Cookbook (Korean recipes, Korean cookbook, Korean cook book, Korean recipe, Korean recipe book) I Love My Dad (korean childrens books, korean baby book): korean for kids, korean for children, kids books in korean (Korean English Bilingual Collection) (Korean Edition) I Love to Brush My Teeth (english korean books,korean childrens books): korean bilingual books , korean kids books,bilingual korean books (English Korean Bilingual Collection) (Korean Edition) I Love My Mom (English Korean, korean childrens books): korean kids books,bilingual korean books, children ESL books (English Korean Bilingual Collection) (Korean Edition) I Love My Dad (English Korean Bilingual books, korean kids books): korean childrens books, english korean books for kids (English Korean Bilingual Collection) (Korean Edition) Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter, Youtube, Instagram, Pinterest) I Love to Share (english korean bilingual books): korean kids books, korean childrens books, hangul for kids (English Korean Bilingual Colleciont) (Korean Edition) I Love to Share (korean english bilingual books, korean baby book, korean kids book): korean for kids (Korean Edition) Welcome to Korean Food World: Unlock EVERY Secret of Cooking Through 500 AMAZING Korean Recipes (Korean Cookbook, Korean Cuisine, Korean Cooking Pot, Asian Cuisine...) (Unlock Cooking, Cookbook [#8]) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing) Sport Beyond Television: The Internet, Digital Media and the Rise of Networked Media Sport (Routledge Research in Cultural and Media Studies) Learn Korean With Big Bang: Big Bang Songs To Learn Korean (Learn Korean With K-Pop Book 2) I Love My Dad: Korean English Bilingual Edition (Korean English Bilingual Collection) (Korean Edition) I Love to Keep My Room Clean: Korean English Bilingual Edition (Korean English Bilingual Collection) (Korean Edition) My Mom is Awesome: Korean English Bilingual Edition (Korean English Bilingual Collection) (Korean Edition) Teach Me Korean & More Korean, Bind Up Edition (Korean Edition) (Teach Me)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)