



Tübingen Korean Studies Lectures

튀빙겐 한국학 특강

Korean Wave Reception and Participatory Fan Culture in Latin America – What Lies Beyond the Media Reports

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Wilhelmstraße 133 | Room 30

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Abstract: Although discussing the Korean Wave (or *Hallyu* in Korean) in Latin America poses special challenges, the sheer scope of the topic makes it especially alluring. The key question is whether the popularity of Korean popular culture in Latin America represents a substantial transnational cross-cultural reception of Korean culture, or merely an ephemeral fan culture. We must consider the socioeconomic gap as well as the generational gap in order to understand the Korean Wave, and the reception of the Korean Wave, especially K-pop and participatory fan culture in Latin America continues to be somewhat sporadic, unstable, and entirely based on cultural interpretations by each individual fan. The focus of this talk is to provide some insight into the lack of equivalence in order to facilitate deeper intercultural understanding. This analysis will use the Korean and Latin American media reports on the concerts of K-pop idol groups from 2012 through 2014.

Wonjung Min is a Professor in the Department of History and Executive Committee Member of the Asian Studies Center of the Pontifical Catholic University of Chile. She holds a doctorate in Latin American literature and her research areas include intercultural communication between Korea and America, cultural hybridization in identity formation of Korea and Chile and popular culture.
