



제 3회 한류국제학술대회

The 3rd World Congress for Hallyu

일시 2015년 11월 3 ~ 4일

시간 오전 8시 ~ 오후 7시

장소 미디어 로타나 호텔

주최 문화체육관광부

주관 콘텐츠진흥원

한류기획단

세계한류학회

후원 문화체육관광부

외교부

팬택씨앤아이

SM 엔터테인먼트

동국관광

(주)브레라

Date November 3 ~ 4, 2015

Time 8:00am ~ 7:00pm

Venue Media Rotana Hotel, Dubai, United Arab Emirates

Host Ministry of Culture, Sports and Tourism

Organizer KOCCA
Hallyu Strategy Council
World Association for Hallyu Studies

Sponsoring Organizations Ministry of Culture, Sports & Tourism
Ministry of Foreign Affairs
PANTECH C&I
SM Entertainment
Dongkuk Travel Service Co., Ltd
Brera, Co

초대의 글

인사말

2015년 한류국제학술대회(The World Congress for Hallyu)를 개최합니다. 중동 변영의 상징인 국제적인 초현대 도시, 두바이에서 이번 대회를 개최하게 되어 매우 기쁘며 동시에 여러 중요한 의미를 담고 있다고 생각합니다. 전 세계 14개 국가에서 한류를 연구하는 전문가들이 참석하여 성황리에 한류 콩그레스를 개최할 수 있게 되어 참석자 여러분과 여러 후원기관 그리고 조직위원회에서 수고하신 분들께 감사를 드립니다. 특히 이번 행사에 깊은 관심과 많은 배려를 해주신 문화체육관광부의 김종덕 장관님께 심심한 감사를 드립니다. 또한 현지에서 많은 도움을 주신 주두바이 대한민국 총영사관의 안성두 총영사님께도 감사의 말씀을 전합니다.

이번 콩그레스는 2015년 두바이 한류 엑스포와 연동하여 한류포럼으로 기획되었습니다. 한류 엑스포는 문화체육관광부와 한국콘텐츠진흥원이 주최관기관으로 행사를 준비하게 되었으며, 이 자리를 빌어 모든 관계자 여러분께 심심한 사의를 표하는 바입니다. 이번 3회 콩그레스는 한류기획단과 고려대학교 한류융합연구소가 주관하여 한류학대회를 기획하게 되었습니다.

이번 대회는 한류와 지역 문화 혹은 글로벌 문화와 지역문화라는 테마로 전체 패널들을 준비하게 되었습니다. 참가해 주신 해외의 한류관계 석학들의 논문들도 글로벌 문화와 지역문화, 특히 한류와 이슬람권의 문화에 대해 심도 깊게 조명하고 계신 것으로 알고 있으며, 이것은 대중문화연구 전반에 걸쳐 중요한 이론적 실증적 발전이라고 생각합니다. 한류가 글로벌 문화로서 전 세계에 전파되면서 지역문화와의 상호관계를 어떻게 전개해나가고 있는가에 대한 최근 학계의 관심이 이번 콩그레스에서 시원스레 해명되리라 기대하는 바입니다.

한류는 오늘날 전 세계의 남녀노소가 즐기는 대중적이고 글로벌한 문화 콘텐츠로 발전하고 있습니다. 제가 여러 나라들의 한류 현상을 몸소 체험 하면서 느낀 것 중에 하나는 한류가 양적인 팽창뿐만 아니라, 이제는 질적인 심도 깊은 발전과 장르의 다변화가 급속히 이루어 지고 있다는 점입니다. 이것은 한류가 글로벌 콘텐츠로서 다양한 질적 실험을 하고 있다는 뜻이지만, 더욱 중요한 것은 한류가 지역문화화 되고 있다는 것을 뜻합니다. 특히 중동의 이슬람권에서 한류는 “할랄 한류”로 거듭나고 있음을 실감하게 됩니다. 또한 중국에서도 웹 드라마나 웹 톤을 통한 새로운 질적인 실험을 하고 있음도 감지하게 되었습니다.

앞으로 세계한류학회는 이렇게 급변하는 세계의 대중문화의 구도를 좀 더 학문적으로 진지하게 연구하고 설명할 수 있는 유능한 학자들이 모인 단체로 발전시킬 필요가 있다고 생각합니다. 과거 3년간 세계한류학회는 괄목할 만한 성과를 거둔 것은 사실입니다. 현재 전 세계적으로 2428개의 지부를 두고 있으며, 국내외 회원들도 매년 커다란 숫자로 성장하고 있습니다. 이제는 좀 더 내실을 갖추고 학회 본연의 임무를 충실히 실행할 수 있는 연구기관으로 성장하고 싶습니다. 특히 내년에는 한류관련 학술총서의 발간에 중점을 두면서, 한류연구에 많은 연구비를 지원하려고 구상하고 있습니다.

끝으로 앞으로 이들 간 마음껏 학문의 교류를 나누시면서, 특히 이제 막 한류에 대한 연구의 첫 걸음마를 댄 젊은 대학원 학생들에게도 많은 지도와 편달을 베풀어 주기 바랍니다. 세계한류학회가 정성스레 준비한 3회 월드 콩그레스를 위해 여러분의 성원을 부탁드립니다. 바입니다.

감사합니다.

세계한류학회 회장 겸 이사장 / 고려대학교 대학원장

박 길 성

제 3회 한류국제학술대회
The 3rd World Congress for Hallyu

INVITATION

Welcome

The World Association for Hallyu Studies (WAHS) is holding the 3rd World Congress for Hallyu in Dubai. This Congress invites a variety of scholars and practitioners from 14 countries to announce and discuss on the theme of Hallyu and Local culture.

The 3rd World Congress for Hallyu was designed to be part of the Hallyu Exposition in Dubai 2015 as a Hallyu forum. The Hallyu Expo was realized by the Hallyu Strategy Council and KOCCA under the auspices of the Ministry of Culture, Sports and Tourism, and I want to use this opportunity to express my gratitude to all those who worked hard to make this event a successful one. I want to remind you of the fact that it was the Hallyu Strategy Council and the Institute of Hallyu Convergence Research at Korea University that brought together the 3rd World Congress. Against this backdrop, WAHS organized all panels under a unifying theme of Hallyu and local culture or global culture vs. local culture. Hence, I trust that all participating scholars in this congress are sincerely shedding new light onto the issue of global and local cultures, especially that of Hallyu and Islam, and I think this is a significant contribution to the theoretical and empirical progress for the overall study of popular culture. I thus expect that the question of how Hallyu is conducting the interactive relations between Hallyu as a global culture and local indigenous cultures will be clearly answered in our congress.

Hallyu is now expanding into a cultural genre that is being consumed by people of all walks of life regardless of their gender, age, and social status. One important thing that I learned from my recent exposure to various Hallyu phenomena in different countries is that Hallyu is now deepening its qualitative existence beyond its initial quantitative expansion. Most importantly, Hallyu is now diversifying its subgenres. This tells us that Hallyu is now localizing its cultural content beyond in tandem with its new efforts at experimenting its qualitative content. Particularly, I realize that Hallyu is becoming "halal Hallyu" in the Middle East and its Islam cultural zone. Also, in China Hallyu is now experimenting its quality with web dramas and webtoons.

In the future the World Association for Hallyu Studies should revamp its identity as an organization of talented scholars who can research the changing nature of global popular culture and answer some of its thorny issues and questions. In the past three years I am proud to tell you that WAHS has achieved remarkable progresses. Now we have 284 regional offices in 198 countries. I also thank you for expanding the size of WAHS members. I want to witness WAHS to grow into a research institution that can carry out genuine scholarly duties that fulfill WAHS's original intention. Especially, I want to provide large sums of research grant to Hallyu Studies with an emphasis on the publication of a Hallyu book series.

In conclusion, I call for your help for the success of the 3rd World Congress that WAHS has prepared wholeheartedly, especially by extending your warm helping hands to the young graduate students who have just started their first Hallyu research in their career. Your participation is essential to bearing even greater outcome going forward, and we look forward to your continued attention and support.

Thank you very much.

Chairman & President, WAHS / Dean, Graduate School, Korea University
Gil-Sung Park

Date Nov. 3 (Tue)

Venue : Media Rotana Hotel Rm 3 & 4

TIME	Programme
08:30~09:30	On Site Registration
09:30~10:30	Opening Ceremony Prof. Peter von Staden (Host), Ms. Sunny Hwang (Hostess) <ul style="list-style-type: none"> • Introduction of Guests and Participants • Opening Speech: President Gil-Sung Park • Congratulatory Speech: Mr. Jongdeok Kim (Ministry of Culture, Sports and Tourism, ROK) Hon. Seongdoo Ahn (Consul General of the Republic of Korea, Dubai) • Award Ceremony: 3rd Student Essay and Research Article Contest • Appointment Ceremony: Prof. Ute Fendler (Regional President, Germany) Dr. Desideria Lumongga Dwihiadah (Regional President, Indonesia) Dr. Yun Jung Im (Regional President, Brazil) Prof. Peter von Staden (Regional President, Southern France)
10:30~11:00	Keynote Speech. “Hallyu and Local Culture” Prof. Gil-Sung Park (Korea University)
11:00~11:30	Plenary Speech. “From Hallyu’s Ephemeral Popularity to Perennial Fandom in th E.U.” Prof. Ute Fendler (Bayreuth University)
11:30~12:00	Group Photo & BREAK
12:00~13:00	LUNCH BREAK
13:00~14:30	Round Table I. “Us and Them: Korean Indie Rock & Hip Hop in a K-pop World” <ul style="list-style-type: none"> • Chair: Prof. Stephen Epstein (Victoria University of Wellington) • Panelists: – Prof. Ute Fendler (University of Bayreuth) – Prof. Ingyu Oh (Korea University)
14:30~16:00	Round Table II. “Hallyu and Seoul Street Fashion” <ul style="list-style-type: none"> • Chair: Prof. Michael Hurt (Busan University of Foreign Studies) • Panelists: – Prof. Peter von Staden (Kedge School of Business) – Ingyu Oh (Korea University)
16:00~17:00	Session I. “Hallyu and Local Culture I: Hallyu and Islam” <ul style="list-style-type: none"> • Chair: Suwan Kim (Hankuk University of Foreign Studies) • Panelists: – Prof. Suwan Kim: <i>“Challenges Facing the Emerging Arab Inbound Tourism Market to Korea”</i> – Dr. Mary Ainslie (Nottingham University): <i>“Hallyu in Islamic Malaysia”</i> • Discussant: Sarah Domingo Lipura (Ateneo de Manila University)
17:00~18:30	Session II. Hallyu and Local Culture II: Hallyu in Latin America (in Spanish & Portuguese) <ul style="list-style-type: none"> • Chair: Prof. Maria del Valle Guerra (University Alcalá) • Panelists: – Prof. Maria del Valle Guerra: <i>“Hallyu: a Growing Trend in Argentina”</i> – Dr. Yun Jung Im (University of São Paulo): <i>“The Place of K-pop in the Brazilian Musical Scenario”</i> – Dr. Ricardo Pagliuso Regatieri (Korea University): <i>“From the Internet to the Outskirts of the Metropolis: Notes on the Social Dynamics of K-Pop in São Paulo”</i> • Discussant: Prof. Stephen Epstein (Victoria University of Wellington)
19:00~21:00	Congress Dinner hosted by President Gil-Sung Park

PROGRAMME

Date Nov. 4 (Wed)

Venue : Media Rotana Hotel Rm 3 & 4

TIME	Programme
08:30~09:00	On Site Registration
09:00~10:30	Session III <ul style="list-style-type: none"> Chair: Prof. Gyeong Mook Kim (Duksung Women's University) Panelist: <ul style="list-style-type: none"> Prof. Gyeong Mook Kim <i>"In Search of the Sustainable Drama: An Audience Decision-Making Model of TV Drama Viewing"</i> Prof. Kee Hyung Kim (Korea University) <i>"Substance and Identity in Hallyu"</i> Sou Hwan Kang (Korea University) and Weibo Ye (Korea University) <i>"Cultural Production and Change of Strategy for Adaptation: Focus on SM Entertainment's Localization in China"</i> Discussant: Dr. Yun Jung Im (University of Sao Paolo)
10:30~12:00	Session IV. Hallyu and Local Culture III: Fandom and Ethnography <ul style="list-style-type: none"> Chair: Dr. Sarah Keith (Macquarie University) Panelists: <ul style="list-style-type: none"> Dr. Sarah Keith & Alex Mesker (Macquarie University) <i>"Liminal K-pop Audiences: Mums, Dads, and Metalheads"</i> Dr. Mary Ainslie (University of Nottingham) & Sarah Domingo (Ateneo de Manila University) <i>"The Politicization of Hallyu in Southeast Asia: Cultural Perceptions of and Barriers to Consumption in Thailand and Philippine Contexts"</i> Dr. Desideria Lumongga Dwihadiah (Universitas Pelita Harapan) <i>"Media and Cultural Imperialism: Study on Subculture of K-POP Fans in Indonesia"</i> Prof. Millie Creighton (University of British Columbia) <i>"Japanese Hallyu Fandom"</i> Discussant: Prof. Michael Hurt (Busan University of Foreign Studies)
12:00~13:00	LUNCH BREAK
13:00~14:00	Round Table III. Hallyu in North Korea (in Korean) <ul style="list-style-type: none"> Chair: Prof. Ok Kyung Yang (Ewha Womans University) Panelists: Prof. Ok Kyung Yang & Prof. Ingyu Oh (Korea University) <i>"Hallyu in North Korea"</i> Discussants: Sung Nam Kim (North Korean Specialist)
14:00~15:30	Session V. Hallyu Management and Economic Sustainability <ul style="list-style-type: none"> Chair: Prof. Peter von Staden (Kedge School of Business) Panelists: <ul style="list-style-type: none"> Prof. Peter von Staden <i>"Soft Power in Global Business"</i> Prof. Jiashan Sun (Chinese National Academy of Art) <i>"Hallyu's Sustainable Development in China: In View of China's Experience of New Media"</i> Dr. Sarah Keith (Macquarie University) & Prof. Chris Baumann (Macquarie University) <i>"The Hallyu Effect: Comparing Attitudes towards and Consumption of Korean Products and Services"</i> Dr. Arnel Estrada Joven (University of Asia and the Pacific) <i>"Hallyu as a Vehicle of Medical and Health Culture: Effects of Hallyu Korean Dramas on Local Perceptions of Health in the Philippines"</i> Discussant: Dr. Mary Ainslie (University of Nottingham)
15:30~17:00	Special Session. Winners of the 3rd World Student Research Paper Contest <ul style="list-style-type: none"> Chair: Prof. Ingyu Oh (Korea University) Panelists: <ul style="list-style-type: none"> Martine Shelton (University of Southern Queensland) <i>"Reflections and Theories on Hansik and the Korean Wave"</i> Melissa Rubio dos Santos (UFRGS) <i>"Labyrinths of the Body: Reflections and Theories on the Korean Wave"</i> Constanza Fernanda Jorquera (Universidad de Santiago de Chile) <i>"The Era of the K-Diplomacy: The Hallyu as key strategy of Korean soft power and its reach in Latin America for the cases of Mexico, Peru and Chile"</i> Tiago Canario (Korea University) <i>"Crossing Oceans: Looking at the Korean Popular Culture Consumption in Brazil"</i> Discussant: Prof. Ute Fendler (University of Bayreuth)



세계한류학회 · WAHS

Local Culture and Global Culture: Hallyu's Global Experiences in Different Local Cultures

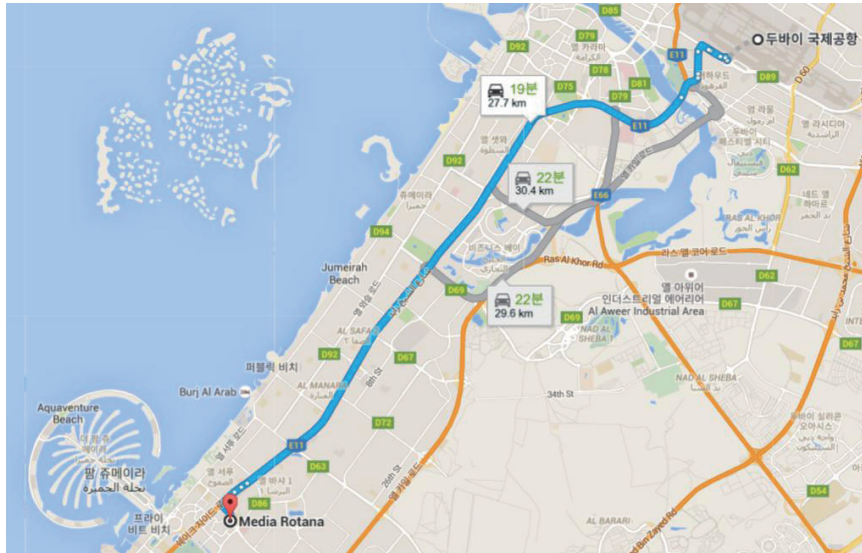
To commemorate the 3rd World Congress of WAHS that is to be held in Dubai, United Arab Emirate, we invite papers and abstracts on "Local Culture and Global Culture" with focuses on the theoretical and empirical aspects of how global cultural forms and contents penetrate into local cultures. Not particularly borrowing the overly popular concept of the "clash" of civilizations, our topic reflects a new scholarly interest in how Hallyu is accepted in various local cultures including Islam. It is fairly clear now that Hallyu has successfully penetrated into widely different local cultures, including such hard-core Islamic nations as Palestine, Saudi Arabia, Iran, and Indonesia. It is not clear, however, how Hallyu could attract fandom from Muslims, Christian, and other religious believers in various nations. Furthermore, it is not well studied by specialists in the area as to how Hallyu is being localized by different end users in various cultural zones. For the 2015 Congress, we want to engage in theoretical debates on Hallyu's global experiences in different local cultures.

Papers and panel proposals are invited that deal with theoretical and empirical debates on Hallyu's global experiences in local cultures, including:

- Hallyu and Islam
- Hallyu and Christianity
- Hallyu and Buddhism
- Hallyu and Local Culture
- Hallyu and Latin America
- Hallyu's Global Strategies and Local Experiences
- Hallyu's Sustainability in Different Cultural Zones
- Divisional Sessions: Korean Language and Culture, K-Medical, Hallyu Policies and Management, K-sports, Entertainment Industries, Tourism and Migration, Fashion and Beauty, K-food, K-game, Soft Power and Cultural Exchange
- Special Sessions: "Us and Them: Korean Indie Rock in a K-pop Word," "Convergence Hallyu and Hallyu Industries: A Discussion on Hallyu's Sustainability," "Hallyu and the Middle East," "Hallyu Tourism: Its Growth and Future Development," and "A Round Table among University Hallyu Fans"

제3회 한류국제학술대회
The 3rd World Congress for Hallyu

오시는 길 · ACCESS



미디어 로타나 호텔 / Media Rotana Hotel

아랍에미리트 두바이 티콤 지역 / P.O. Box: 503030, TECOM, Dubai, U.A.E.

Tel. +971-4-435-0000

Fax +971-4-435-0011

media.dubai@rotana.com

Public Transportation (Bus & Metro)

Airport Terminal 1 → Take a Bus for Satwa Bus Station → Get off at Al Jafiliya Bus Station C → Take a Metro for Jebel Ali Metro Station at Al Jafiliya Metro Station 1 → Get off at Dubai International City Metro Station 1 → Take a Bus for the Meadows, Dubai British School at Dubai International City Metro Station Landside → Get off at Tecom, Saleh Bin Lahej Building 1

- Takes about 1 hour
- Fare: AED 5.00

Taxi

- Takes about 20 minutes (27.7 km)



Hallyu:

into the Future with the World!

