

hallyu 2.0 the pdf

Unlike Hallyu 1.0, emphasizing the export of local cultural goods to East Asia between the late 1990s and 2007, the growth of social media has uniquely influenced Korean creative industries, because a few media outlets, such as YouTube and SNSs, have become significant parts of the new Korean Wave (Hallyu 2.0).

Hallyu 2.0 : The New Korean Wave in the Creative Industry

Collectively known as Hallyu, Korean music, television programs, films, online games, and comics enjoy global popularity, thanks to new communication technologies. In recent years, Korean popular culture has also become the subject of academic inquiry.

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Project MUSE - Hallyu 2.0

“Hallyu 2.0’s endeavor” to “explore how Korean popular-cultural products have been circulated, disseminated, and consumed by audiences around the globe” is eminently timely and worthy. The volume has an important contribution to make to scholarship on the Korean Wave.

Hallyu 2.0 - The University of Michigan Press

most successful contributors to the national parts of the new Korean Wave (Hallyu 2.0). In economy.

Hallyu 2.0: The New Korean Wave in the Creative Industry

While Korea and Israel have been enjoying the prosperity of political and economic relationships since the 1990s, Korean popular culture has gained popularity in Israel only since the late 2000s with the advent of Hallyu 2.0.

Hallyu 2.0: The Korean Wave in the Age of Social Media on

into four parts for export abroad: hallyu 1.0 (K-drama), hallyu 2.0 (K-pop music), hallyu 3.0 (K-culture) and hallyu 4.0 (K-style). However, the vogue of hallyu 3.0 or hallyu 4.0 on a portal site is not very long.² Such a cryptic (?) neologism has been coined one after another, since the neo-hallyu 2.0 took the lead over the former drama-based hallyu 1.0.

Past, Present and Future of Hallyu (Korean Wave)

Hallyu 2.0 The Korean Wave in the Age of Social Media Sangjoon Lee and Ab© Mark Nornes, editors
UNIVERSITY OF MICHIGAN PRESS Ann Arbor. Contents Acknowledgments vii Introduction. A Decade of Hallyu Scholarship: Toward a New Direction in Hallyu 2.0 1 Sangjoon Lee Part 1. New Agendas 1. Hallyu versus Hallyu-hwa: Cultural Phenomenon

Hallyu 2 - hu-berlin.de

Videos showing girl groups in uniform performing in perfect sync abound among contemporary K- pop videos, examples including Gangkiz’s song 92 | Hallyu 2.0 –MAMA– (2012), Crayon Pop’s song –Bar Bar Bar– (2013) and AOA’s (Ace of Angels) –Miniskirt– (2014).

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Americas, and the Middle East.² The K-pop World Festival in December 2011 attracted wannabe K-pop singers from sixteen different countries and confirmed its global appeal to South Koreans (Choe and

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