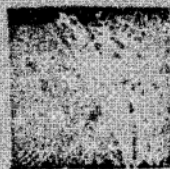


# THE KOREAN POPULAR CULTURE READER

KYUNG HYUN KIM AND YOUNGMIN CHOE,  
EDITORS

Sondersammelgebiet  
Volks- & Völkerkunde  
in Zusammenarbeit mit der DFG



Duke University Press  
Durham and London 2014

## CONTENTS

- vii Preface | **YOUNGMIN CHOE**
- 1 Introduction | **KYUNG HYUN KIM**  
Indexing Korean Popular Culture
- 15 **part one** **CLICK AND SCROLL**
- 19 Chapter 1 | **BODUERAEE KWON**  
The World in a Love Letter
- 34 Chapter 2 | **KYU HYUN KIM**  
Fisticuffs, High Kicks, and Colonial Histories: The Ambivalence of  
Modern Korean Identity in Postwar Narrative Comics
- 55 Chapter 3 | **INKYU KANG**  
It All Started with a Bang: The Role of PC Bangs in South Korea's  
Cybercultures
- 76 Chapter 4 | **REGINA YUNG LEE**  
As Seen on the Internet: The Recap as Translation in English-Language  
K-Drama Fandoms
- 99 **part two** **LIGHTS, CAMERA, ACTION!**
- 103 Chapter 5 | **STEVEN CHUNG**  
Regimes within Regimes: Film and Fashion Cultures in the Korean 1950s
- 126 Chapter 6 | **KELLY JEONG**  
The Quasi Patriarch: Kim Süng-ho and South Korean Postwar Movies
- 145 Chapter 7 | **TRAVIS WORKMAN**  
The Partisan, the Worker, and the Hidden Hero: Popular Icons in North  
Korean Film

168 Chapter 8 | MICHELLE CHO  
Face Value: The Star as Genre in Bong Joon-ho's *Mother*

195 **part three GOLD, SILVER, AND BRONZE**

199 Chapter 9 | JUNG HWAN CHEON  
Bend It Like a Man of Chosun: Sports Nationalism and Colonial  
Modernity of 1936

228 Chapter 10 | RACHAEL MIYUNG JOO  
"She Became Our Strength": Female Athletes and (Trans)national Desires

249 **part four STRUT, MOVE, AND SHAKE**

255 Chapter 11 | MIN-JUNG SON  
Young Musical Love of the 1930s

275 Chapter 12 | HYUNJOON SHIN AND PIL HO KIM  
Birth, Death, and Resurrection of Group Sound Rock

296 Chapter 13 | ROALD MALIANGKAY  
The Popularity of Individualism: The Seo Taiji Phenomenon in the 1990s

314 Chapter 14 | STEPHEN EPSTEIN WITH JAMES TURNBULL  
Girls' Generation? Gender, (Dis)Empowerment, and K-pop

337 **part five FOOD AND TRAVEL**

341 Chapter 15 | OLGA FEDORENKO  
South Korean Advertising as Popular Culture

363 Chapter 16 | KATARZYNA J. CWIERTKA  
The Global *Hansik* Campaign and the Commodification of Korean Cuisine

385 Chapter 17 | SOHL LEE  
Seung Woo Back's *Blow Up* (2005–2007): Touristic Fantasy, Photographic  
Desire, and Catastrophic North Korea

407 Bibliography

431 Contributors

435 Index