

## Call For Papers

### International Conference

### ***“Korean Wave” Still Matters? Present and Future Directions***

**7-8 June 2018**

**Monash University Caulfield Campus, Melbourne**

Monash Asia Institute (MAI), Asian Cultural and Media Studies Research Cluster (ACMSRC) and Korean Studies Program of Monash University are pleased to welcome submissions of paper abstracts for the conference, *“Korean Wave” Still Matters? Present and Future Directions*, which will be held on 7 & 8 June 2018.

Since its initial appearance in Taiwanese and Chinese media in 1997, the term Hallyu has meant different things to different people. It proved to be an effective nationalistic marketing and soft power strategy for the South Korean government and entertainment industries while many fans and casual users alike consumed South Korean cultural contents without any conscious regard for the interests of the state. It also has been received in diverse ways by a wide range of followers in terms of regions, gender, sexuality, ethnicity. As such, Korean Wave has been attracting scholarly interests of many researchers of diverse disciplines across and beyond Asian regions.

Acknowledging the recent vicennial of the Korean Wave, we welcome papers that revisit studies of the Korean Wave and discuss its present and future directions both in and outside of South Korea and Asian regions. Topics of interest include but are not limited to whether or how the discourse of Korean Wave or Hallyu remains relevant today and to whom, new and old sociocultural issues to be explored, South Korean popular culture’s interaction with other national/regional popular cultures and cultural industries such as Indonesian pop or the hip hop culture in China, global implications for the critical study of popular culture in a digital age.

Please submit your proposed title, abstract (200 words max), and brief bio-data (50 words max) to [MAI-Enquiries@monash.edu](mailto:MAI-Enquiries@monash.edu) by 20 November 2017. Please clearly put “Korean Wave” in the subject line. Acceptance of proposals will be notified by mid December. Please kindly be advised that we will not be able to offer financial support for participants’ travel costs, but we will try to cover postgraduate students' accommodation, if partially. There will be no registration fee for the conference.

Any enquiries should be directed to [MAI-Enquiries@monash.edu](mailto:MAI-Enquiries@monash.edu)

We look forward to receiving your proposals!