

ONLINE SEMINAR

**SCHOOL OF MEDIA, FILM &
JOURNALISM**

**SOUTH KOREA'S WEBTOONIVERSE AND THE
DIGITAL COMIC REVOLUTION**

ORGANISED BY ASIAN CULTURAL AND MEDIA STUDIES (ACMS) RESEARCH GROUP, SUPPORTED BY THE MEDIA MATTERS SEMINAR SERIES IN THE SCHOOL OF MEDIA, FILM AND JOURNALISM

In this talk, Professor Brian Yecies will introduce the meteoric rise of Korea's online and mobile webtoon industry and explore how this new digital entertainment medium is transforming Korea and the world's creative industries. In particular, he will trace some of webtoons' dynamic links to cross-media storytelling, styles and technologies, as well as the production, localization and reception of innovative smartphone apps and platforms. While the "Korean Wave" of popular culture has enjoyed striking global success since the 2000s, limited attention – at both popular and scholarly levels – has been paid to the complex relationships between webtoon artists, platforms, agencies, policymakers, fan-translators, and readers – all elements of what he calls the "Webtooniverse". Through a brief sketch of his ongoing research, he will explain why the South Korean webtoon industry is important to amateur and professional content creators across the globe, and how their work in this diverse platform environment is contributing to the digital economy.



Brian Yecies is Associate Professor in Communication and Media at the University of Wollongong, where he teaches and researches on the creative industries. He is currently a chief investigator on two Australian Research Council Discovery Projects: *Digital China: From Cultural Presence to Innovative Nation* (2017-2020), and *Mobile Korean Webtoons: Creative Innovation in a New Digital Economy* (2018-2020), and he has published numerous journal articles and book chapters on a range of film and digital media studies. He is the author of *Korea's Occupied Cinemas, 1893-1948* (2011), *The Changing Face of Korean Cinema, 1960-2015* (2016), and *South Korea's Webtooniverse and the Digital Comic Revolution* (forthcoming) – co-authored with Aegyung Shim, as well as *Willing Collaborators: Foreign Partners in Chinese Media* (2018) – co-edited with Michael Keane and Terry Flew. [email: byecies@uow.edu.au].

DATE: Friday 11 September 2020
TIME: 11am AEST / 10am KST / 2am BST / 9pm EDT (Thu 10 Sep)
REGISTRATION: Please register using [this link](#). Upon registration, you will receive the Zoom details

For more information please contact:

Professor Gil-Soo Han

Email:

gil-soo.han@monash.edu