

Tuesday 27 October 2020 via Zoom at 2pm AWST (4pm AEST)

Korea Research Centre Seminar Series

South Korea's Webtooniverse and the Digital Comic Revolution



Abstract

In this talk, Associate 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.

Bio



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 (2017-2019), 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].

This seminar will be conducted online with Zoom. To join click:

<https://uwa.zoom.us/j/88268792029?pwd=TmU2VkRLVTlVQVdXTGEySWN1elR3UT09>

Password: 363308

For further enquiries, please contact Younghye Seo Whitney (krc@uwa.edu.au).

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