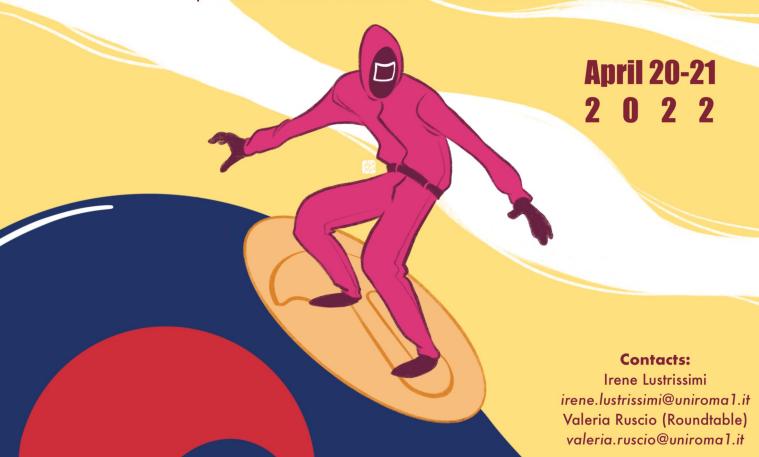SAPIENZA
UNIVERSITÀ DI ROMA

Squid Game and the key factors of Hallyu:

dissecting the socio-cultural impact of K-Dramas in Italy

Sapienza University of Rome

Department "Italian Institute of Oriental Studies - ISO"

April 20-21
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Contacts:
Irene Lustrissimi
irene.lustrissimi@uniroma1.it
Valeria Ruscio (Roundtable)
valeria.ruscio@uniroma1.it

Scientific Committee:
Antonetta L. Bruno, Irene Lustrissimi.

Contribution to the organization of the conference: Alessio Di Rocco, Angelica Vianello, Sehui Kan.

Graphic Contribution:
Alma Velletri

Scientific Committee (Roundtable):
Valeria Ruscio, Irene Lustrissimi.

The Conference will be held online via zoom link: https://uniroma1.zoom.us/s/81803081153
ID riunione: 818 0308 1153
Passcode: 666781

1st Day (April 20)	
9.00 - 9.30 Greetings	Franco D'Agostino (Director of the Department of Oriental Studies)
9.30 - 10.15 Keynote Speech	Hye-Yeong Kang (Netflix - '*Squid Game*' Sound Director) *Sound Production of K-Drama and Korean media industry.*
10.15 - 11.15 (Moderator: Antonetta L. Bruno)	Ildong Joe (Professor in Division of Anthropology · Folklore - The Academy of Korean Studies) *Independent Musicians Do Mainstream Film: An Alternative Perspective on Korean Film Score Production*
	Ji-Yoon An (Korea Foundation Visiting Assistant Professor – Nanyan Technological University, Singapore) *The Crash Landing of Crash Landing on You: Amalgamating Korean Cinema's Blockbuster Tendencies with Television*
	Jisoo Ha (Professor at Dept. of Textiles, Merchandising and Fashion Design - Seoul National University) *Content Industry and Fashion in Korea.*
11.15 - 11.30	Q&A
11.30 - 12.30 (Moderator: Bianca Terracciano)	Antonetta L. Bruno (Full Professor in Korean Studies - Sapienza University of Rome) *Performing Eating Acts in K-Drama*
	Kyoung-Suk Sung (Academic Researcher at Kyungpook National University) *Socio-Critical Reality made in Netflix Understanding Squid Game' popularity*
	Valeria Ruscio (PhD Student in Korean Computational Linguistics - Sapienza University of Rome) *Understanding Squid Game's popularity through text analysis*
12.30 - 12.45	Q&A
13.00 - 14.00	Lunch Break
14.00 - 15.00 (Moderator: Daniele Martino)	Piergiorgio Donatelli (Director of the Department of Philosophy, Professor of Moral Philosophy - Sapienza University of Rome) *Squid Game: visions of society and the self*
	Jieun Kiaer (Professor of Korean Language and Linguistics - Oxford University), Loli Kim (DPhil researcher in Korean Studies) and Louise Hossien (Research Assistant) *Understanding Korean Drama: A Cross-Cultural Perspective*
	Irene Lustrissimi (PhD Student in Korean Literature - Sapienza University of Rome) *From Webnovel to K-Drama: how the OSMU phenomena influence the storytelling.*

15.00 - 15.15	Q&A
15.15 - 15.45	Coffee Break
15.45 - 17.05 (Moderator: Angelica Vianello)	**Daniele Martino** (Professor and writer for the magazine *Doppiozero*) *Playing the Squid Game, talking about cruelty in my classroom* **Marianna Baroli** (Journalist at *Panorama*) *Healing drama: the impact of the k-culture narrative on mental health* **Angelica Vianello** (Entertainment Journalist, Feature Content Writer) *Beyond Squid Game: How are Italian Viewers Consuming K-dramas?* **Bianca Terracciano** (Assistant Professor -Research fellow CoRiS - Sapienza University of Rome) *The meaning of game. A semiotic analysis of Squid Game.*
17.05 - 17.30	Q&A
17.30	Closing Remarks

2nd Day (April 21)	
9.30 - 10.30 **Master Students:** *Korean linguistics and cultural features through Netflix series "Squid Game"*	**Anna Astorino** *A comparison between Romanisation and translated words in the subtitles of the Netflix series "Squid Game"*
	Clarissa Mioli, Clelia Maria Paniccia *Korean speech levels: an analysis of their practical use and meaning*
	Giorgia Parisi, Daniele Di Pasquale *Analysis of swear words in Squid Game and insight into "개새끼" and its origin*
10.30 - 11.00	Q&A
11.00 - 12.30 Graduated Students	**Martina Paletti** *The "Spoon Theory" represented through K-dramas*
	Claudia Zangari *The other side K-pop, understanding the role of entertainment powerhouses through the lenses of Hybe Corporation.*
	Simona Tarquini *Shamanism portrayed through K-Drama*
	Noemi Chianese *Streaming platforms and K-drama: how Squid Game made South Korea mainstream*
12.30 - 13.00	Q&A