

Book Talk

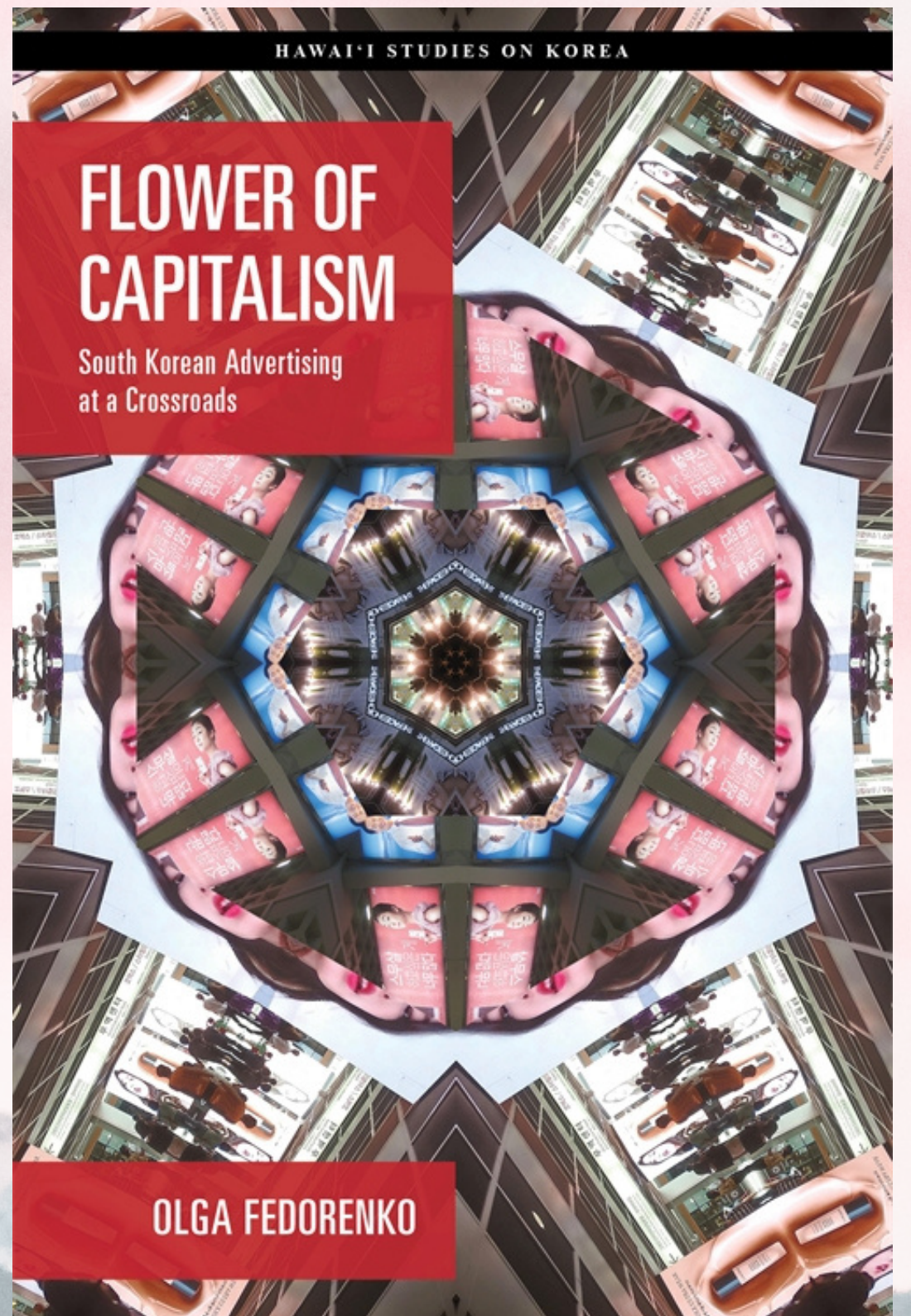
Olga Fedorenko

Flower of Capitalism

South Korean Advertising from Humanism to Terrorism

Advertising in South Korea is habitually referred to as a “flower of capitalism.” Rarely dismissed as an intrusive commercial message, South Korean advertising is often celebrated for the humanist societal ideals it may advance.

This presentation, based on Fedorenko's new book, shows how contests over advertising freedoms and obligations become a focal point for challenges to corporate power in post-millennial South Korea.



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Center for Korean Studies Conference Room



Olga Fedorenko is an Associate Professor at the Anthropology Department of Seoul National University.

