With the emergence of YouTube fandom, K-pop has become a platform for exploring alternative identities among the global youth. This presentation examines how various K-Pop cover dance groups and fans employ transnational Asian studies, postcolonial hybridity, migratory dance, and ethnography. By adapting K-pop dance, lyrics, fashion, makeup, and fandom culture, the global youth migrates K-pop cover dance and constructs a diasporic, hybridized, alternative cultural identity. They challenge the localized notion of docile racialized and gendered girlhood/boyhood, and socialize and build a sense of community, and perform multiple personae. Through K-pop cover dance, they experience a process of becoming with an alter ego, which extends and traverses the location of cultural identity within a fixed geography. This liberation, however, is often achieved by juxtaposing K-pop with Other – a reminiscence of Orientalism – with its dramatic, exotic, and sensorial pleasure.

Light Refreshments will be provided.