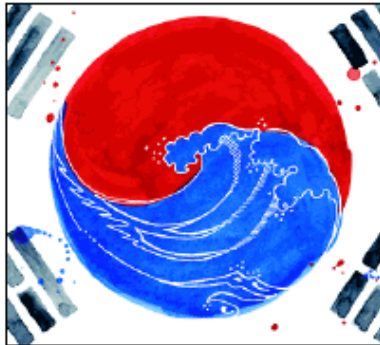


UC San Diego | School of International Relations and Pacific Studies presents:

## What is the K in K-Pop? The Culture Industry, Soft Power, and Cultural Transformation in South Korea

FRIDAY, NOVEMBER 2, 2012 | 12:30 - 2:00 pm  
Public Lunch Talk at UC San Diego, IR/PS Dean's Conference Room

Professor John Lie, C.K. Cho Professor of Sociology, UC Berkeley



*"Korean Wave" Illustration by Julie Notarianni*

As part of the Korean wave sensation, K-pop has been sweeping across Asia and now most recently America and the rest of the world. With PSY's record hit of his music video, Gangnam Style, and his "horse dancing", K-pop has especially been growing interest among Americans. In this public lunch talk, Professor John Lie will give an interesting and insightful discussion of culture industry, soft power and cultural transformation in South Korea, represented by K-pop.

John Lie (pronounced "Lee") was born in South Korea and grew up in Hawaii. He received A.B., A.M., and Ph.D. from Harvard University. Currently he is C.K. Cho Professor of Sociology and Chair of the Center for Korean Studies at the University of California, Berkeley. Lie has written a series of books analyzing contemporary East Asia and the United States through the thread of his Korean and Korean diasporic background.

Please register for this event by visiting [kpop.eventbrite.com](http://kpop.eventbrite.com). A light lunch will be provided.

*Co-sponsored by the Korean-Pacific Program (KPP) and Mannam*

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