

Program in Transnational Korean Studies

Presents:

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4:00 – 6:00pm
Science Studies Room, HSS 3027



Understanding the Melancholia Epidemic : The Case of Hallyu (the Korean Wave) Fans

Abstract:

This talk uses interdisciplinary sources to understand and explain melancholia among female Hallyu fans ranging from memetics to neurobiology, psychology, psychoanalysis, literature, and social sciences. It argues that melancholia commonly found among female Hallyu fans is a sign of their proactive efforts to fight and overcome gendered inequality rampant in their male dominated societies by transforming melancholia into a gender neutral love toward Hallyu idols, who they think have “possessed” their bodies (melancholia), and who inevitably empowers them to acquire new cultural knowledge of Korea and to fashion their own for future creative activities in the form of retro learning (RL) or forward learning (FL).

Bio:

Ingyu Oh is Professor of Hallyu Studies at Korea University. He received his Ph. D. in Sociology from the University of Oregon and previously taught in the US, New Zealand, Japan, Cyprus, and the UK. His recent books include *The Political Economy of Business Ethics in East Asia* and *Business Ethics in East Asia*.