

# **KOREA CREATIVE CONTENT AGENCY**

**Youjeong Oh**

Understanding Korean Webtoon Culture Dal Yong Jin, 2023-11-20 Webtoons—a form of comic that are typically published digitally in chapter form—are the latest manifestation of the Korean Wave of popular culture that has increasingly caught on across the globe, especially among youth. Originally distributed via the Internet, they are now increasingly distributed through smartphones to ravenous readers in Korea and around the world. The rise of webtoons has fundamentally altered the Korean cultural market due to the growth of transmedia storytelling—the flow of a story from the original text to various other media platforms, such as films, television, and digital games—and the convergence of cultural content and digital technologies. Fans can enjoy this content anytime and anywhere, either purely as webtoons or as webtoon-based big-screen culture. *Understanding Korean Webtoon Culture* analyzes webtoons through the lens of emerging digital cultures and discusses relevant cultural perspectives by combining two different, yet connected approaches, political economy and cultural studies. The book demonstrates the dynamics between structural forces and textual engagement in global media flows, and it illuminates snack-culture and binge-reading as two new forms of digital culture that webtoon platforms capitalize on to capture people's shifting media consumption.

*Understanding the Korean Wave* Dal Yong Jin, 2023-07-31 A comprehensive and critical introduction to understanding the Korean Wave (Hallyu) as a transnational media phenomenon. This book provides an accessible introduction to the Korean Wave—the rapid growth of local cultural industries and the global popularity of Korean popular culture over the past 30 years—providing historical, political, economic, and socio-cultural

context to its initial rise and enduring popularity. Jin explores the transnational cultural flows of Hallyu across a variety of products and digital technologies—from television dramas, film, and K-pop to online games, and webtoons—and explains the process of cross-media convergence and the socio-political contexts behind the Hallyu phenomenon. He also explores how overseas fans and audiences advance K-pop fandom as social agents in different geo-cultural contexts. The book concludes by discussing if Hallyu can become a sustainable global popular culture beyond a fan-based regional cultural phenomenon. Each chapter features detailed contemporary case studies and discussion questions to enhance student engagement. This is essential reading for students of Media and Communication, Cultural Studies, Korean Studies, and Asian Studies, particularly those taking classes on popular culture and media, media and globalization, Korean popular culture, and East Asian culture.

**Transnational Hallyu** Dal Yong Jin, Kyong Yoon, Wonjung Min, 2021-06-29 While the influence of Western, Anglophone popular culture has continued in the global cultural market, the Korean cultural industry has substantially developed and globally exported its various cultural products, such as television programs, pop music, video games and films. The global circulation of Korean popular culture is known as the Korean wave, or Hallyu. Given its empirical scope and theoretical contributions, this book will be highly appealing to any scholar or student interested in media globalization and contemporary Asia popular culture. These chapters present the evolution of Hallyu as a transnational process and addresses two distinctive aspects of the recent Hallyu phenomenon - digital technology integration and global reach. This book will be the first monograph to comprehensively

and comparatively examine the translational flows of Hallyu through extensive field studies conducted in the US, Canada, Chile, Spain and Germany.

**The Music Export Business** Stephen Chen, Shane Homan, Tracy Redhead, Richard Vella, 2021-04-11 The Music Export Business examines the workings of the fast-changing world of music industry exports. The music industry is in a state of flux, resulting from changes in technology, markets, government policies and most recently the COVID-19 pandemic. In analysing the ability of organisations to access international markets from inception, this book assesses global trends in music industry business models, including streaming and national export policies. The book deploys author interviews with industry insiders including musicians, managers, record labels and government stakeholders, using case studies to highlight cultural and economic value creation in a global value chain. Providing research-based insights into export readiness in the global music industry, this book reassesses the born global phenomenon, providing a unique and valuable resource for scholars and reflective practitioners interested in the evolving relationship between music industries, national economies, government policies and cultural identity. .

*Korea Contents Directory Book 2014* ,2014

**Communication, Digital Media, and Popular Culture in Korea** Dal Yong Jin, Nojin Kwak, 2018-05-16 In recent decades, Korean communication and media have substantially grown to become some of the most significant segments of Korean society. Since the early 1990s, Korea has experienced several distinctive changes in its politics, economy, and technology, which are directly related to the development of local media and culture. Korea has greatly developed several cutting-edge technologies, such as smartphones,

video games, and mobile instant messengers to become the most networked society throughout the world. As the Korean Wave exemplifies, the once small and peripheral Korea has also created several unique local popular cultures, including television programs, movies, and popular music, known as K-pop, and these products have penetrated many parts of the world. As Korean media and popular culture have rapidly grown, the number of media scholars and topics covering these areas in academic discourses has increased. These scholars' interests have expanded from traditional media, such as Korean journalism and cinema, to several new cutting-edge areas, like digital technologies, health communication, and LGBT-related issues. In celebrating the Korean American Communication Association's fortieth anniversary in 2018, this book documents and historicizes the growth of growing scholarship in the realm of Korean media and communication.

K-pop Innovation: The Future Of Korean Innovation That Took The World By Storm  
Jangwoo Lee, 2024-02-08 K-pop's remarkable global popularity is no coincidence. Its success cannot be attributed to a talented individual or a set of favourable government policies but is instead the result of continuous innovation by risk-taking entrepreneurs. For the first time in English, this book presents a focus on the managerial and structural features of the K-pop industry to unpack the resounding success of K-pop companies and the Hallyu Wave phenomenon. It analyses leading industry players, explaining the success strategies of K-pop from the perspective of innovation management theory. It places a particular special emphasis on SM Entertainment, a leading pioneer in the South Korean entertainment industry, and sheds light on the company's strategies for success. As the

book examines how K-pop developed over time, it draws an interesting parallel with the semiconductor and IT industries, noting common characteristics between them. It concludes with thoughts on K-pop's future and advises K-pop innovators on developing new business models combining new technologies in artificial intelligence (AI), robotics and augmented reality (AR) to keep the momentum going. It is a must-read for readers interested in innovation, the entertainment industry, and the global phenomenon that is the Hallyu Wave.

*Globalization and Popular Music in South Korea* Michael Fuhr, 2015-06-12 This book offers an in-depth study of the globalization of contemporary South Korean idol pop music, or K-Pop, visiting K-Pop and its multiple intersections with political, economic, and cultural formations and transformations. It provides detailed insights into the transformative process in and around the field of Korean pop music since the 1990s, which paved the way for the recent international rise of K-Pop and the Korean Wave. Fuhr examines the conditions and effects of transnational flows, asymmetrical power relations, and the role of the imaginary other in K-Pop production and consumption, relating them to the specific aesthetic dimensions and material conditions of K-Pop stars, songs, and videos. Further, the book reveals how K-Pop is deployed for strategies of national identity construction in connection with Korean cultural politics, with transnational music production circuits, and with the transnational mobility of immigrant pop idols. The volume argues that K-Pop is a highly productive cultural arena in which South Korea's globalizing and nationalizing forces and imaginations coincide, intermingle, and counteract with each other and in which the tension between both of these poles is played

out musically, visually, and discursively. This book examines a vibrant example of contemporary popular music from the non-Anglophone world and provides deeper insight into the structure of popular music and the dynamics of cultural globalization through a combined set of ethnographic, musicological, and cultural analysis. Widening the regional scope of Western-dominated popular music studies and enhancing new areas of ethnomusicology, anthropology, and cultural studies, this book will also be of interest to those studying East Asian popular culture, music globalization, and popular music.

**Digital Development in Korea** Myung Oh, James F. Larson, 2019-07-11 Digital Development in Korea explores the central role of digital information and communication technology in South Korea. Analyzing the role of ICT in green growth and sustainability, this new edition also demonstrates how concerns over public safety and the Olympic Games are shaping next generation digital networks. Presenting a network-centric perspective to contextualize digital development politically, economically and socially, as well as in relation to globalization, urbanization and sustainability, this book builds on firsthand experience to explain the formulation and implementation of key policy decisions. It describes the revolutionary changes of the 1980s, including privatization and color television and the thorough restructuring that created a telecommunications sector. It then goes on to explore the roles of government leadership, international development and education in affecting the diffusion of broadband mobile communication, before weighing up the positive and negative aspects of Korea's vibrant new digital media. Seeking to identify aspects of the Korean experience from which developing countries around the world could benefit, this book will be of interest to students, scholars and policymakers

interested in communications technologies, Korean studies and developmental studies.

*Pop City* Youjeong Oh, 2018-12-15 *Pop City* examines the use of Korean television dramas and K-pop music to promote urban and rural places in South Korea. Building on the phenomenon of Korean pop culture, Youjeong Oh argues that pop culture-featured place selling mediates two separate domains: political decentralization and the globalization of Korean popular culture. By analyzing the process of culture-featured place marketing, *Pop City* shows that urban spaces are produced and sold just like TV dramas and pop idols by promoting spectacular images rather than substantial physical and cultural qualities. Oh demonstrates how the speculative, image-based, and consumer-exploitive nature of popular culture shapes the commodification of urban space and ultimately argues that pop culture-mediated place promotion entails the domination of urban space by capital in more sophisticated and fetishized ways.

*Introducing Korean Popular Culture* Youna Kim, 2023-06-28 This new textbook is a timely and interdisciplinary resource for students looking for an introduction to Korean popular culture, exploring the multifaceted meaning of Korean popular culture at micro and macro levels and the process of cultural production, representation, circulation and consumption in a global context. Drawing on perspectives from the humanities and social sciences, including media and communications, film studies, musicology, cultural studies, sociology, anthropology, history and literature, this book provides a comprehensive and up-to-date overview of Korean popular culture and its historical underpinnings, changing roles and dynamic meanings in the present moment of the digital social media age. The book's sections include: K-pop Music Popular Cinema Television Web Drama, Webtoon and



Animation Digital Games and Esports Lifestyle Media, Fashion and Food Nation Branding  
An accessible, comprehensive and thought-provoking work, providing historical and contemporary contexts, key issues and debates, this textbook will appeal to students of and providers of courses on popular culture, media studies and Korean culture and society more broadly.

*New Korean Wave* Dal Jin, 2016-03-15 The 2012 smash Gangnam Style by the Seoul-based rapper Psy capped the triumph of Hallyu, the Korean Wave of music, film, and other cultural forms that have become a worldwide sensation. Dal Yong Jin analyzes the social and technological trends that transformed South Korean entertainment from a mostly regional interest aimed at families into a global powerhouse geared toward tech-crazy youth. Blending analysis with insights from fans and industry insiders, Jin shows how Hallyu exploited a media landscape and dramatically changed with the 2008 emergence of smartphones and social media, designating this new Korean Wave as Hallyu 2.0. Hands-on government support, meanwhile, focused on creative industries as a significant part of the economy and turned intellectual property rights into a significant revenue source. Jin also delves into less-studied forms like animation and online games, the significance of social meaning in the development of local Korean popular culture, and the political economy of Korean popular culture and digital technologies in a global context.

**Cultural Policy and East Asian Rivalry** Anthony Y. H. Fung, 2018-05-01 Cultural Policy and East Asian Rivalry is an exploration of the market, challenges and competition in the Hong Kong gaming industry in relation to a wider Chinese and East Asian context.

This book looks at the impact of the lack of cultural policy on creative industries.

The Agglomeration of the Animation Industry in East Asia Kenta

Yamamoto, 2014-08-06 This book will be of interest to scholars and students of Asian studies, cultural industries, economic geography, and related areas of study. It discusses the results of a microscopic survey focusing on topics such as how animation studios form business relationships and how workers gain skills in the industry. The methodology was based on traditional Japanese economic geographical methods. The study also examines macroscopic issues such as why industrial agglomerations are formed in metropolises, why metropolises develop mutual networks, and how a type of cultural product is created in the metropolises. The methodology uses case studies of the animation industries in Japan, South Korea, and China. The detailed analysis covers the process of the industry's agglomeration within the East Asian metropolises of Tokyo, Seoul, and Shanghai as well as the division of labor among them. In addition, the transaction relationships among animation studios are examined, together with the promotion of the industry in the peripheral region of Okinawa, Japan. Differences in work styles and output among these cities are also examined. The research presented in this book contributes to understanding the spatial structure and reality of creativity in an innovative industry, particularly the East Asian content industry.

**South Korea's Webtooniverse and the Digital Comic Revolution** Brian Yecies, Ae-

Gyung Shim, 2021-04-09 This book investigates the meteoric rise of mobile webtoons – also known as webcomics – and the dynamic relationships between serialised content, artists, agencies, platforms and applications, as well as the global readership associated with

them. It offers an engaging discussion of webtoons themselves, and what makes this new media form so compelling and attractive to millions upon millions of readers. Why have webtoons taken off, and how do users interact with them? Each of the case studies we explore raises interesting questions for both general readers and scholars of new media about how webtoons have become a modern form of popular culture. The book also addresses larger questions about East Asia's contributions to global popular culture and Asian society in general, as well as South Korea's rapid social and cultural transformation since the 1990s. This is a significant – and understudied – aspect of the new screen ecologies and their role in a new wave of media globalisation as we approach the end of the second decade of the 21st century.

**Gated Communities and the Digital Polis** Kon Kim, Heewon Chung, 2023-03-04 This edited collection provides an alternative discourse on cities evolving with physically and virtually networked communities—the 'digital polis'—and offers a variety of perspectives from the humanities, media studies, geography, architecture, and urban studies. As an emergent concept that encompasses research and practice, the digital polis is oriented toward a counter-mapping of the digital cityscape beyond policing and gatekeeping in physical and virtual gated communities. Considering the digital polis as offering potential for active support of socially just and politically inclusive urban circumstances in ways that mirror the Greek polis, our attention is drawn towards the interweaving of the development of digital technology, urban space, and social dynamics. The four parts of this book address the formation of technosocial subjectivity, real-and-virtual combined urbanity, the spatial dimensions of digital exclusion and inclusion, and the prospect of

emancipatory and empowering digital citizens. Individual chapters cover varied topics on digital feminism, data activism, networked individualism, digital commons, real-virtual communalism, the post-family imagination, digital fortress cities, rights to the smart city, online foodscapes, and open-source urbanism across the globe. Contributors explore the following questions: what developments can be found over recent decades in both physical and virtual communities such as cyberspace, and what will our urban future be like? What is the 'digital polis' and what kinds of new subjectivity does it produce? How does digital technology, as well as its virtuality, reshape the city and our spatial awareness of it? What kinds of exclusion and cooperation are at work in communities and spaces in the digital age? Each chapter responds to these questions in its own way, navigating readers through routes toward the digital polis. Chapter Introduction - The digital polis and its practices: Beyond gated communities is available open access under a Creative Commons Attribution 4.0 International License via [link.springer.com](https://link.springer.com).

**Korea's Platform Empire** Seongcheol Kim, Dal Yong Jin, 2024-06-07 Korea's Platform Empire explores the evolution of digital platforms in South Korea's media sphere, and their global political, economic, cultural, and technological influence. With a focus on Korea in the context of the global platform revolution, the book takes a methodical look at the broader social implications and the impact on cultural production. The authors explore various facets of the media and cultural industries—looking beyond social media to news broadcasting and the music industry—and look at the policy and regulations behind this shifting technological advancement. This book will appeal to students and scholars working on media industries, digital media, platform studies, information and technology

studies, Korean and East Asian media studies, and the creative and cultural industries.

*China's New Creative Clusters* Michael Keane, 2013-03-01 Recognising that creativity is a major driving force in the post-industrial economy, the Chinese government has recently established a range of creative clusters – industrial parks devoted to media industries, and arts districts – in order to promote the development of the creative industries. This book examines these new creative clusters, outlining their nature and purpose, and assessing their effectiveness. Drawing on case studies of a range of cluster models, and comparing them with international examples, the book demonstrates that creativity, both in China and internationally, is in fact a process of fitting new ideas to existing patterns, models and formats. It shows how large and exceptionally impressive creative clusters have been successfully established, but raises the important questions of whether profit or culture is the driving force, and of whether the bringing together of independent-minded, creative people, entrepreneurial businessmen, preferential policies and foreign investment may in time lead to unintended changes in social and political attitudes in China, including a weakening of state bureaucratic power. An important contribution to the existing literature on the subject, this book will be of great interest to scholars of urban studies, cultural geography, cultural economics and Asian studies.

**Tourism and the Creative Industries** Philip Long, Nigel D. Morpeth, 2016-05-20 This book focuses on the theoretical, policy and practice linkages and disjunctures between tourism and the creative industries. There are clear and strong intersections between the sectors, for example in the development and application of new and emerging media in tourism; festivals and cultural events showcasing the creative identity of place; tours and

place identities associated with film, TV, music and arts tourism; as well as particular destinations being promoted on the basis of their 'creative' endowments such as theatre breaks, art exhibitions and fashion shows. *Tourism and the Creative Industries* explores a variety of relationships in one volume and offers innovative and critical insights into how creative industries and tourism together contribute to place identity, tourist experience, destination marketing and management. The book is aligned with the sectors that have been demarcated by the UK Government Department of Culture, Media and Sport as comprising the creative industries: advertising and marketing; architecture; design and designer fashion; film, TV, video, radio and photography; IT, software and computer services; publishing and music; performing and visual arts. The title of this volume demonstrates how the exclusion of tourism from the creative industries is arguably perverse, given that much of the work by destination managers and of private sector tourism is characterised by creativity and innovation. Interdisciplinary research and international context bring a broader perspective on how the creative industries operate in varying cultural and policy contexts in relation to tourism. This book brings together the parallel and disparate inter-disciplinary fields of tourism and the creative industries and will be of interest to students, academics and researchers interested in tourism, creative industries, marketing and management.

*Korea's Online Gaming Empire* Dal Yong Jin, 2010-10-01 The rapid growth of the Korean online game industry, viewed in social, cultural, and economic contexts. In South Korea, online gaming is a cultural phenomenon. Games are broadcast on television, professional gamers are celebrities, and youth culture is often identified with online

gaming. Uniquely in the online games market, Korea not only dominates the local market but has also made its mark globally. In *Korea's Online Gaming Empire*, Dal Yong Jin examines the rapid growth of this industry from a political economy perspective, discussing it in social, cultural, and economic terms. Korea has the largest percentage of broadband subscribers of any country in the world, and Koreans spend increasing amounts of time and money on Internet-based games. Online gaming has become a mode of socializing—a channel for human relationships. The Korean online game industry has been a pioneer in software development and eSports (electronic sports and leagues). Jin discusses the policies of the Korean government that encouraged the development of online gaming both as a cutting-edge business and as a cultural touchstone; the impact of economic globalization; the relationship between online games and Korean society; and the future of the industry. He examines the rise of Korean online games in the global marketplace, the emergence of eSport as a youth culture phenomenon, the working conditions of professional gamers, the role of game fans as consumers, how Korea's local online game industry has become global, and whether these emerging firms have challenged the West's dominance in global markets.

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