

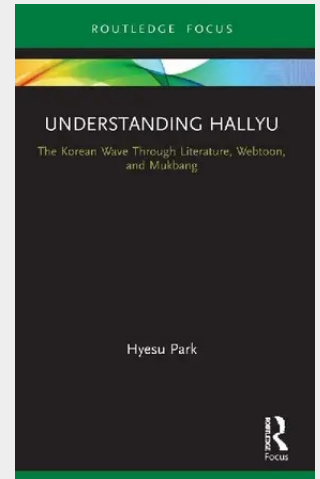
Park

Understanding Hallyu

The Korean Wave Through Literature, Webtoon, and Mukbang

This book sheds light on aspects of the Korean Wave and Korean media products that are less discussed—Korean literature, webtoon, and mukbang. It explores the making of these Korean popular cultural products and how they work and engage media recipients regardless of their different national, cultural, and geographical backgrounds. Drawing on narrative theory and cultural studies, the book makes a compelling argument about how to analyze the production and consumption of Korean media within and beyond its national boundary with critical eyes. The author shows how transmedial narrative studies (narrative studies across media) offers analytical and theoretical lenses through which one can interpret new and emerging media forms and contents. Furthermore, she explores how these forms and contents can be better understood when they are contextualized within specific time and place using the cultural, social, and political concepts and precepts of the region. The volume will be of great interest to scholars and researchers of Asian Studies, popular culture, contemporary cyberculture, media and culture studies, and literary theory.

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