

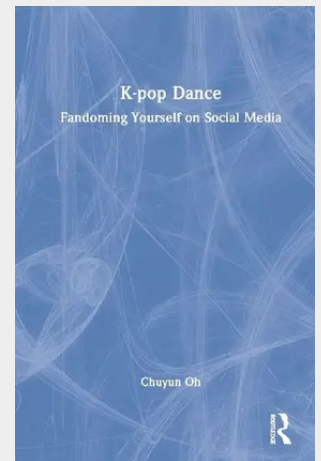
Oh

K-pop Dance

Fandoming Yourself on Social Media

This book is about K-pop dance and the evolution and presence of its dance fandom on social media. Based on five years of ethnographic fieldwork, interviews, choreography, and participation-observation with 40 amateur and professional K-pop dancers in New York, California, and Seoul, the book traces the evolution of K-pop dance from the 1980s to the 2020s and explains its distinctive feature called 'gestural point choreography' – front-driven, two-dimensional, decorative and charming movements of the upper body and face – as an example of what the author theorizes as 'social media dance.' It also explores K-pop cover dance as a form of intercultural performance, suggesting that, by imitating and idolizing K-pop dance, fans are eventually 'fandoming' themselves and their bodies. Presenting an ethnographic study of K-pop dance and its fandom, this book will be a valuable resource for students and scholars of Media Studies, Korean Studies, Performance Studies, and Dance.

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