



KOREAN
STUDIES
FREIE
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BERLIN

KEC Special Lecture Series WS 2023/24

08.01.2024 -
22.01.2024
Monday,
12:15-1:45 pm
CET

The frontrunners of K-pop: Catching up with ever-evolving K-pop

Mon., 08 Jan 2023, 12:15-1:45 pm (CET)

Networking creators in the K-pop scene: The production system and process of K-pop

-Jae-hyuk Choi (K-pop producer)

Mon., 15 Jan 2023, 12:15-1:45 pm (CET)

Fandom management of K-pop: Planning and operational strategies of a K-pop fan community platform

-Won-joon Choi (Former Weverse marketing strategy planner)

Mon., 22 Jan 2023, 12:15-1:45 pm (CET)

Idols behind the idols: Dreams, efforts and struggles to be a star

-Hee-a Park (K-pop specialist journalist and critic)

*Online event in
English.*

*Please register in
advance.*



The frontrunners of K-pop: Catching up with ever-evolving K-pop

Lecture series abstract:

K-pop, a global cultural phenomenon, garners mixed opinions. Some see it as "soft power" supported by the Korean government, serving diplomatic and economic purposes, while others dismiss it as a fleeting trend. Amid praise and criticism, K-pop offers bold narratives, worldviews, and top-notch choreography, defining itself as an artistic performance. It has not only replaced Western idol models but also serves as an industrial prototype that the West is beginning to adopt. K-pop's resilience can be attributed to its fan-centric approach and diverse production system. K-pop agencies connect creators of different backgrounds, forming a cultural network. This lecture aims to focus on the "perspectives," "strategies," and "methodologies" of K-pop creators that captivate global fans. Understanding their values, methods, and fan engagement offers insight into K-pop's present and future in the global music market.

Mon., 08 Jan 2023, 12:15-1:45 pm (CET)

Networking creators in the K-pop scene: The production system and process of K-pop

-Jae-hyuk Choi (K-pop producer)

Lecture abstract

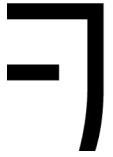
In this intriguing lecture, Jae-hyuk Choi delves into the fascinating world of K-pop, aiming to demystify its essence and the intricate process that goes into creating this global phenomenon. The exploration begins by questioning, "What is K-pop?" The speaker breaks down the seemingly complex process of K-pop, emphasizing that it isn't a super science but rather a nuanced combination of creativity, strategy, and cultural influence. Participants navigate through the steps involved in album production, examining how roles are meticulously divided and the significance of personal connections in shaping the industry's dynamics. The speaker explains its validity by including everyone involved in the production of K-pop as subjects of creativity, naming them not as artists and staff but as on-stage artists and off-stage artists. Furthermore, he explores the distinctive system of K-pop compared to other music industries. Throughout this enlightening journey, the speaker shares anecdotes and stories derived from personal experiences, offering a unique narrative that adds depth and context to the broader landscape of K-pop.



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About the lecturer:

Jae-hyuk Choi (A.K.A Producer 72) is a versatile figure in the South Korean entertainment industry, excelling as a producer, songwriter, lyricist, and film director with a primary focus on K-pop. As the founder of "the Key Artist Agency," a global music and entertainment agency in South Korea, he has played an instrumental role in shaping the Korean music industry. Currently serving as the General Chief Producer at Yuehua Entertainment in South Korea, he continues to contribute to nurturing talented artists. After graduating from M.I (Musician's Institute) in Hollywood, California, Jae-hyuk Choi began his career as a sound engineer at the renowned Silent Sound studio in Hollywood. In 2007, he moved to Korea and served as a manager and A&R for Son Dambi at Pledis Entertainment. His work propelled Son Dambi to become Korea's #1 female pop star. In 2012, Choi founded a music publishing company, pitching music to Korean labels. Four years later, he officially began his career as a producer, starting with the K-pop group 4TEN. Since then, he has produced for various groups, including OH MY GIRL, EVERGLOW, Choi YENA, and Tempest. Throughout his career, Producer 72 has collaborated with renowned acts such as Sistar, Twice, Hyolyn, KARD, April, and more. Currently, he is producing independent artists and overseeing the production of an Idol band at Yuehua Entertainment, demonstrating his ongoing commitment to shaping the future of K-pop.

Mon., 15 Jan 2023, 12:15-1:45 pm (CET)

Fandom management of K-pop: Planning and operational strategies of a K-pop fan community platform

-Won-joon Choi (Former Weverse marketing strategy planner)

Lecture abstract

No one can deny that behind BTS's global success lies the passionate support and sponsorship of their formidable fandom, known as 'ARMY.' In 2020, amidst the worldwide suspension of offline performances due to the pandemic, BTS held an online concert on the Weverse platform under the name 'Bang Bang Con: The Live.' This concert attracted simultaneous viewership from 750,000 fans in 107 countries, generating a revenue of 25 billion won.

In an increasingly powerful media environment dominated by social media and video service platforms, the influence of fandoms has become even stronger. While past fandoms were merely communities of individuals fervently supporting a specific person or field, the current phenomenon, proven by the global popularity of K-pop groups like BTS and BLACKPINK, goes beyond cultural impact, revealing economic influence as well. Won-joon Choi's special lecture draws on his experience in planning and operating services on the Weverse platform to guide participants through the world of fandom business. Using examples from idol groups such as BTS, Seventeen, Tomorrow X Together, and Enhypen—all under HYBE—Choi vividly illustrates Weverse's fandom marketing strategies and the ecosystem of fandom business through commerce and content services.

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About the lecturer:

In his 15 years at Samsung Electronics' Wireless Business Division, Won-joon Choi gained expertise in content, commerce, and B2B sales, overseeing the development of content and electronic payment for the Samsung Galaxy Store. Subsequently, he co-founded and led the startup company Veaver at Konai, the leading smart card company in South Korea, where he played a key role in developing a knowledge-sharing platform for corporate videos. Starting in 2020, as the New Business TF Leader at Hive/Weverse Company, Won-joon Choi spearheaded fandom marketing strategies, new business development, and product planning. Through the work, he contributed to the expansion of Weverse Company's platform business by providing diverse content and goods commerce, enhancing the communication experience between fans and stars. Currently serving as the Co-CEO of Dots Communication, Won-joon Choi continues his role as a marketing expert focused on fandom.

Mon., 22 Jan 2023, 12:15-1:45 pm (CET)

Idols behind the idols: Dreams, efforts and struggles to be a star

-Hee-a Park (K-pop specialist journalist and critic)



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Lecture abstract

K-pop, which constitutes the largest part of South Korea's popular culture industry, transcends the borders of Korea, bringing happiness and comfort to numerous international fans. As central figures in this industry, Korean idols not only represent Korea but also serve as a source of joy and solace for fans worldwide. What aspects of their existence bring hope to fans? Simultaneously, what are the advantages and hidden pains of the profession of being an idol—a job that provides hope? Drawing on the experience of covering this industry as a specialized journalist in Korean idols, Hee-a Park's special lecture explores the profession of 'K-Idol' and delves into various keywords that can be discovered through them, contributing to explaining one facet of the Hallyu phenomenon.

About the lecturer:

As a journalist and pop music critic in South Korea, Hee-a Park has primarily covered and written about the Korean popular music market. She has been active as a reporter specializing in idols, releasing a series of three interview books on figures in the K-pop idol industry—titled "Idol Makers," "Idol's Studio," and "Our Stage Will Continue." Currently, she has expanded her scope beyond popular music journalism to cover various aspects of South Korea's popular culture. Her most recent work is the "Artist as a Profession" series, consisting of interviews with 52 artists, including musicians, actors, and writers.