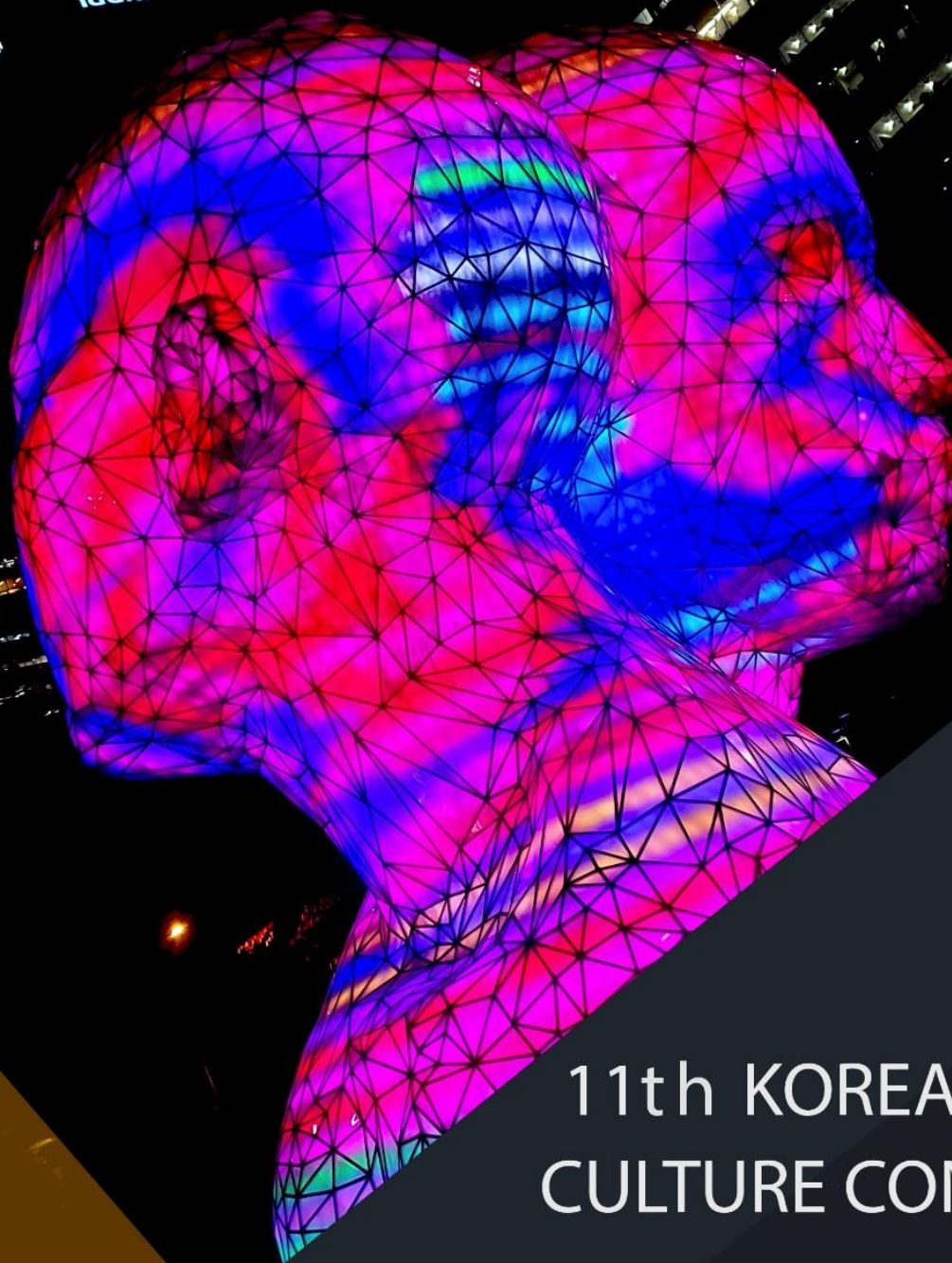


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# 11th KOREAN SCREEN CULTURE CONFERENCE

Hosted by the Korean Studies

**7 – 8 June 2024**

Goethe University  
Campus Westend  
SKW Building, Hörsaal B  
Frankfurt, Germany

## ORGANISERS:

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# KSCC 2024: Diversity

Friday, 07.06.2024

Time	Topic	Speaker
9:00 – 9:15	Registration	
9:15 – 10:20	Opening	<b>Yonson Ahn</b> , Goethe University Frankfurt <b>Byung Kuk Woo</b> (Korea Foundation, Berlin Office)
	<b>Keynote I</b>	<b>David Oh</b> (Syracuse University)
10:20 – 10:45	Coffee Break	
10:45 – 12:15	<b>1<sup>st</sup> panel: Global Impact and Transnational Narratives of Korean Media</b>	4 speakers
	1. (Post-)representational research on older adults in global streaming services and YouTube	<b>Hyunsun Yoon</b> , University of London
	2. The impact of imported Korean teledramas on Sri Lankan teledramas	<b>Hewa Pathirannehalega Sajitha L. Hewapathirana</b> , Hallym University
	3. The Melodrama of Transnational Affinity, 1958-1972	<b>Jing Peng</b> , University of Hong Kong
	4. K, in-between: Relabeling Korean-ness to Transnational American-ness through global OTT Platform	<b>Yeojin Kim</b> , University at Buffalo/Singapore Institute of Management
12:15 – 13:30	Lunch	
13:30 – 14:40	<b>2<sup>nd</sup> panel: Exploring Queer Identity and Diversity in Korean Media</b>	3 speakers
	1. Park Chan-wook's The Handmaiden: Performing Queerness Toward a Utopian Future	<b>Hee-seung Irene Lee</b> , University of Auckland



	2. Queer Korean American Films: Mutability And Misbehaving In The Work Of Andrew Ahn And Eric Cho	<b>Valerie Soe</b> , San Francisco State University
	3. Multitude of panopticons in competitive reality TV: A case of South Korean drag queens and performative Koreanness	<b>Sara Librenjak</b> , York St. John University
<b>14:40 –</b>	<b>Coffee Break</b>	
<b>15:10</b>		
<b>15:10 –</b>	<b>3<sup>rd</sup> panel: Korean Gender Dynamics and Societal Reflections</b>	3 speakers
<b>16:20</b>		
	1. Changing Social and Cultural Landscapes: The Depiction of Korean Career Women in Korean Dramas in the Era of Globalisation	<b>Casandra Chistinean</b> , Goethe University
	2. The Female Nunchi in Korean Cinema as the Counter to the Male Gaze	<b>Xiaohan Yi</b> , Nanyang Technological University
	3. The Representation of Women: Examining Images of Mother Figures and the Mother-Daughter Relationship in Contemporary South Korean Films and Series in Terms of Expectations and Pressure in Education	<b>Su-Jin Song</b> , TH Köln University of Applied Sciences
<b>16:20 –</b>	<b>Coffee break</b>	
<b>16:40</b>		
<b>16:40 –</b>	<b>4<sup>th</sup> panel: Ethical Considerations in Korean Media</b>	3 speakers
<b>17:50</b>		
	1. From Global Ambition to Ethical Quandaries: Navigating Misogyny and Racism in Korean Cinema Rise	<b>Jay Hee-jeong Sohn</b> , Kyung Hee University
	2. Representations of Mental Illness and Neurodivergence in the Netflix K-Drama Romance: It's Okay Not to Not Be Okay (2020), Extraordinary Attorney Woo (2022), and Daily Dose of Sunshine (2023)	<b>Vivien Nara</b> , University of Sydney

3. Evolving Narratives in K-Pop: A Three-Decade Analysis of Keywords in Song Lyrics and Thematic Emphasis in Music Videos

**Vladislava Mazana**,  
Charles University, Prague

**19:00**

**Dinner by invitation**

## Saturday 08.06.2024

Time	Topic	Speaker
9:00 – 10:00	<b>Keynote II</b>	<b>Vinzenz Hediger</b> , Goethe University Frankfurt
10:00-11:10	<b>5<sup>th</sup> panel: Intersectional Perspectives in Korean Media</b>	3 speakers
	1. Gendered Representation of Korean Transnational Adoptees and Birth Mothers in Korean Popular Culture	<b>Sina Lee</b> , College of Wooster
	2. Ali and Saebyeok: Politics of Race and Gender in Squid Game	<b>Jeeyoung Shin</b> , Yonsei University
	3. Age, Gender and Successful Second Innings: A Feminist Reading of Select Korean Dramas	<b>Zakra Saiwa</b> , Ambedkar University Delhi
11:10 – 11:30	<b>Coffee Break</b>	
11:30 – 12:40	<b>6<sup>th</sup> panel: The Question of Narration and Authentic Representation in Korean Media</b>	3 speakers
	1. Homo Narrator: Living in the Prison of Partial Narratives	<b>Shin Dong Kim</b> , Hallym University
	2. South Korean cosmopolitanism in travel variety shows: Representing the Other or travelling in search of the authentic Self?	<b>Tanja Eydram</b> , Goethe University
	3. Hyperrealism and the Portrayal of Women in Webtoons	<b>Sarah Molisso</b> , University of London



12:40 – 14:10	<b>Lunch by invitation</b>	
14:10 – 15:20	<b>7<sup>th</sup> panel: Behind the Scenes: Insights into Korean Production and Consumption</b> <ol style="list-style-type: none"> <li>1. Rediscovering Korean film heritage: institutions, platforms, and content</li> <li>2. Behind the Scenes: Understanding the Journey of Foreign Extras in Hallyuwood</li> <li>3. South Korean women's cinephilia: comparing the cinematic discourses of Parit'ö (1989-1991) and the South Korean alternative film movement of the 1980s</li> </ol>	3 speakers  <b>Sonja Campanini</b> , Goethe University Frankfurt  <b>Jeremiah E. Magoncia</b> , Ateneo de Manila University  <b>Sora Hong</b> , La Rochelle University
15:20 – 15:50	<b>Coffee break</b>	
15:50 – 17:20	<b>8<sup>th</sup> panel: Advancements in Korean Visual Effects and Digital Media</b> <ol style="list-style-type: none"> <li>1. Korean Cinema and Digital Visual Effects: The Beginning, 1994-1999</li> <li>2. The display: SM's KWANGYA store as “universe”</li> <li>3. Re-membering Marginalized Realities through Virtual Reality: Hayoun Kwon, Gina Kim, and KyungMook Kim</li> <li>4. "Fe-Male Gaze": Exploring Female Agency and Sexual Expression in Korean Female Gamers of Highly Sexualized Video Games</li> </ol>	4 speakers  <b>Chancheol Jeong</b> , Pukyong National University  <b>Tabitha Adler</b> , Goethe University Frankfurt  <b>Minji Chun</b> , University of Oxford  <b>Min-hyung Yoo</b> , Korea University & Jeonbuk National University
17:20 – 17:40	<b>Final discussion/notes</b>	<b>Yonson Ahn</b> , Goethe University Frankfurt



## Location:

Goethe University

Campus Westend

Rostocker Str. 2, 60323 Frankfurt am Main

Building: SKW

Floor: Entrances both on Ground Floor and 1<sup>st</sup> Floor

Room: Hörsaal B