

Soh Jaipil Lecture Series

New Books in Korean Studies

SOH JAIPIL LECTURE SERIES

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*Rebranding North Korea:  
Changes in Consumer Culture  
and Visual Media*

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With Immanuel Kim

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Tuesday, September 23rd, 2025  
3:30 PM - 5:00 PM

In-Person & Hybrid Event  
Elliott School of International Affairs  
Room 505  
1957 E St. NW, Washington DC

Institute for  
Korean Studies  
THE GEORGE WASHINGTON UNIVERSITY



**Rebranding North Korea**  
Changes in Consumer Culture  
and Visual Media

Immanuel Kim

*Rebranding North Korea:*

*Changes in Consumer Culture and Visual Media*

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Elliott School of International Affairs, Room 505

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Virtual via Zoom

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◆ EVENT DESCRIPTION

North Korea has undertaken significant efforts to elevate the standard of living for its citizens recently. This shift has led to notable advancements in production and the quality of visual media, teaching North Koreans the “language” of consumerism and new methods of consumption. In *Rebranding North Korea*, Immanuel Kim delves into the implications of a thoroughly modernized North Korea for its citizens and the world as the country strives to participate in global modernity and technological advancements. Kim traces two parallel trajectories illustrating the most significant changes in North Korean consumer culture: the expansion of modern urban development projects and increased social amenities, alongside the technologically advanced aesthetic qualities of visual media.

◆ SPEAKER



**DR. IMMANUEL KIM** is the Korea Foundation and Kim Renaud Associate Professor of Korean Literature and Culture Studies at The George Washington University. He is a specialist in North Korean literature, cinema, and culture. His first book *Rewriting Revolution* explores the complex and dynamic literary culture, and his second book *Laughing North Koreans* traces the ways in which humor has been an integral component of everyday life. His third book *Rebranding North Korea: Changes in the Consumer Culture and Visual Media* examines creative aesthetic changes in recent television dramas and media productions. Dr. Kim has also translated a North Korean novel called *Friend* by Paek Nam-nyong.

◆ MODERATOR



**DR. PETER G. MOODY** is a historian of Modern Korea and is currently a Non-Resident Fellow at the George Washington University and formerly served as the Managing Editor of the *Journal of Korean Studies* (JKS), which is now housed within Stanford University. He received his PhD from Columbia University in 2023 and subsequently served as a Visiting Research Professor at Korea University. His research interests center on the industrialization, ideological evolution, mass media, and cultural politics of the two Koreas, as well as the precursors to those developments taking place during Korea’s period of Japanese colonization. Peter has been awarded fellowships for his archival research, including from the US Fulbright Program and the Academic Exchange Support Program for North Korean and Unification Studies. In addition to his historical inquiries, Peter analyzes current trends and developments in ROK and DPRK culture and domestic politics. He has been interviewed by several media outlets, including BBC World News and The Wall Street Journal, and he is also an occasional contributor to NK News. He is currently working on a book manuscript titled *Mobilizing Musician and the Making of North Korea*, which traces the development of the DPRK’s “total music society” and captures the perspectives of North Korean musical figures who struggled to balance their artistic inclinations with the ruling Korean Workers’ Party’s political imperatives.

*This event is on the record and open to the public.*