



CALL FOR PAPERS

WORLD CONGRESS FOR HALLYU STUDIES 2026

Cultural Dynamism in the Digital Age

Toward a Universal Theory of Pop Culture Globalization

 MAY 28–30, 2026

 CHEJU HALLA UNIVERSITY, JEJU ISLAND, SOUTH KOREA

✿ DISTINGUISHED KEYNOTE SPEAKERS ✿

- ▶ **HENRY JENKINS** Provost Professor of Communication, Journalism, Cinematic Arts and Education *University of Southern California*
- ▶ **JIEUN KIAER** Young Bin Min-KF Professor of Korean Linguistics *University of Oxford, Faculty of Asian and Middle Eastern Studies*
- ▶ **ROALD MALIANGKAY** Professor, School of Culture, History and Language *Australian National University, ANU College of Asia and the Pacific*
- ▶ **INGYU OH** Professor, *Kansai Gaidai University* & Ex-President, *World Association for Hallyu Studies (WAHS)*

❖ SPECIAL PLENARY SESSION ❖

From Script to Screen: Pop Culture Production & Storytelling

Featuring:

- **ROB KUTNER** – 5-time Emmy Award Winner, comedy writer-producer (*The Daily Show, Conan, Teen Titans Go!*)
- **MARLENE SHARP** – Producer (*Sonic Boom, Z-Squad, Pink Poodle Productions*)



CONFERENCE OVERVIEW

The World Association for Hallyu Studies (WAHS) invites submissions for its 2026 World Congress, which seeks to develop a universal theory of pop culture success in the digital platform era. The Korean Wave presents the paradigmatic case for this theoretical project: the first postcolonial pop culture to achieve sustained global dominance in the platform capitalism age. This congress proposes **CULTURAL DYNAMISM** as a framework operating at the intersection of:

- Institutional-rational mechanisms
- Historical-structural conditions
- Affective-cultural dynamics
- Geopolitical-discursive formations
- Transnational/transmedia culturalism
- Gender politics

RESEARCH TRACKS

Track 1: Cultural Dynamism (Annual Theme)

Papers addressing theoretical, empirical, or methodological aspects of cultural dynamism, including:

- Platform capitalism and digital circulation
- Gender politics and female universalism
- Production systems and business models
- Fandom practices and participatory culture
- Postcolonial positioning and geopolitical contexts
- Transmedia storytelling and IP management
- Comparative cases beyond Korea
- Methodological innovations

Track 2: Open Topics in Hallyu Studies

All topics related to Korean Wave studies welcome:

- K-pop, K-drama, Film, Webtoons, Gaming
- Regional reception studies
- Language learning and Korean studies
- Cultural policy and soft power
- Tourism and place branding
- Consumption practices
- Authenticity and cultural translation



SUBMISSION TYPES

- Individual Paper Abstracts** (300-500 words) *20-minute presentations*
- Full Panel Proposals** (800-1,000 words) *3-4 papers per panel (90-minute session)*
- Roundtable Proposals** (500-700 words) *4-6 participants*
- Workshop Proposals** (500-700 words) *Hands-on methodological sessions*

SUBMISSION REQUIREMENTS

All submissions must include:

- Author name(s), affiliation(s), email
- Presentation/panel title
- Track selection (1 or 2)
- 5-7 keywords
- Brief bio (100 words per presenter)
- Special requirements (if any)

FORMAT: Submit in English using Chicago or APA citation style

EMAIL: wahskorea@gmail.com **WEBSITE:** www.iwahs.org/congress2026

IMPORTANT DATES

Call Opens	January 15, 2026
Abstract Deadline	April 15, 2026
Notification	April 30, 2026
Early Registration	By May 15, 2026 (20% discount)
Conference Dates	May 28-30, 2026

JEJU ISLAND VENUE

Jeju Island, a UNESCO World Heritage Site, offers a unique conference setting with stunning natural beauty, volcanic landscapes, and distinctive island culture. World-class conference facilities at Cheju Halla University provide an ideal environment for academic exchange. Accommodation options from university dormitories to resort hotels will be available with discounted rates for participants.

CONTACT INFORMATION



Submit to: wahskorea@gmail.com

Website: www.iwahs.org/congress2026

Follow us for updates: #WAHS2026 #HallyuStudies #JejuCongress

₩ REGISTRATION FEES

Regular	\$300
Students	\$150
WAHS Members	FREE
Early Bird (by May 15)	20% discount

▣ PUBLICATION OPPORTUNITIES

Selected papers will be considered for publication in:

1. Special issue of **SOCIÉTÉS** (*peer-reviewed; A&HCI indexed*)
2. Special issue of **HALLYU** (*WAHS flagship journal*)
3. Edited volume with **BRILL** (*leading academic publisher*)
4. **WAHS CONGRESS PROCEEDINGS** (*open access*)

Join us in Jeju to shape the future of Hallyu Studies!

World Association for Hallyu Studies (WAHS) www.iwahs.org