



**Winning Central Europe: Spread and Reception of the Korean Wave
in the Czech Republic and the Adjacent Countries**

Nov 28 – 29, 2014

CONFERENCE PROGRAM

Friday, November 28

Room: Zelená posluchárna, Charles University in Prague, Celetná 20, Prague 1

9:00 – 9:30 a.m. Opening remarks

9:30 – 11:00 a.m. Session 1

9:30 – 9:50 **Michael Fuhr** (Hanover University of Music, Drama and Media)
*Mainstream, Subculture, Scene or Tribe? K-Pop Fans and
CoverDancers in Germany*

9:50 – 10:10 **Sang-Yeon Loise Sung** (University of Vienna)
*Negotiating Power Dynamics of K-Pop Participatory Culture in
Austria*

10:10 – 10:30 **Haekyung Um** (University of Liverpool)
*Adoring Audience, Passionate Consumption and Mixed Reception: K-
Pop Scene and Fandom in the UK*

10:30 – 11:00 Discussion

11:00 – 11:30 a.m. Coffee break

11:30 a.m. – 1:00 p.m. Session 2 (students)

11:30 – 11:50 **Alexandra Urman** (National Research University Higher School of Economics, Moscow)

Perception of the Korean Political History Through Modern South Korean Cinema

11:50 – 12:10 **Lucie Šarmanová** (University of Economics in Prague)

Korean Wave as a Soft-Power Strategy

12:10 – 12:30 **Eva Zvěřinová** (Charles University in Prague)

Sachal Eumshik: Integrating Buddhist Ritual Food into Hallyu

12:30 – 1:00 Discussion

2:00 – 3:30 p.m. Session 3

2:00 – 2:20 **Hye-kyung Lee** (King's College London)

The Korean Wave, Encountering Asia and Cultural Policy

2:20 – 2:40 **Pawel Kida** (Seoul National University)

The Effect of Korean Wave in Medical Tourism – Japan, China, Russia and Poland

2:40 – 3:00 **Valentina Marinescu** (University of Bucharest)

Geographies of East-Asia in Europe – Ways of Perceiving and Assessing the Uniqueness of Hallyu

3:00 – 3:30 Discussion

3:30 – 5:30 p.m. Oriental Institute of the Czech Academy of Sciences

Visit to the Korean Library (optional)

Saturday, November 29

Room: Zelená posluchárna, Charles University in Prague, Celetná 20, Prague 1

9:30 – 11:00 a.m. Session 4

9:30 – 9:50 **Jana Hajzlerová** (Charles University in Prague)
Korea in the Czech Republic: Legacies of the Past, Prospects for the Future

9:50 – 10:10 **Vladislava Mazaná** (Charles University in Prague)
& **Halina Zawiszová** (Charles University in Prague)
On the Spread and Perception of Korean Popular Culture in the Czech Republic in Comparison with Japanese Popular Culture

10:10 – 10:30 **David Uher** (Palacký University Olomouc)
Sprinkled Tea: Image of Chinese Characters in Czech Pop-culture

10:30 – 11:00 Discussion

11:00 – 11:30 a.m. Coffee break

11:30 a.m. – 1:00 p.m. Session 5 (students)

11:30 – 11:50 **Alexandra Lichá** (Charles University in Prague)
Prague: Imagining the Metropolis of Romance

11:50 – 12:10 **Renata Hanó** (Eötvös Loránd University, Budapest)
Religious Segments and their Social Response in the Debut Concept of South-Korean-Chinese Boy Band 'EXO'

12:10 – 12:30 **Anna Jarchovská** (Charles University in Prague)
Conditions of Positive Acceptance of Korean Television Drama Abroad: Cultural Proximity or Diversity?

12:30 – 1:00 Discussion

- 2:00 – 3:30 p.m. Session 6
- 2:00 – 2:20 **Solee Shin** (Lund University)
Market Making and K-Pop: An Organizational Perspective
- 2:20 – 3:00 **Youngmi Kim** (Central European University, Budapest)
~ keynote speech ~
- 3:00 – 3:30 Discussion & Closing remarks
- 3:45 – 4:30 p.m. K-Pop Performance & CzechHallyuWave Presentation

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