



CZECH - KOREAN SOCIETY  
체코 - 코리아 협회



FACULTY OF ARTS  
CHARLES UNIVERSITY  
IN PRAGUE

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

**Nov 28 – 29, 2014**

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**CONFERENCE PROGRAM**

**Friday, November 28**

Room: Zelena poslucharna, Charles University in Prague, Celetna 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    **Pawel Kida** (Seoul National University)  
*The Effect of Korean Wave in Medical Tourism – Japan, China,  
Russia and Poland*

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 Sarmanova** (University of Economics in Prague)

*Korean Wave as a Soft-Power Strategy*

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

*Sachal Eumshik: Integrating Buddhist Ritual Food into Hallyu*

12:30 – 1:00 Discussion

1:00 – 2:00 p.m. Lunch

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 **Haekyung Um** (University of Liverpool)

*Adoring Audience, Passionate Consumption and Mixed Reception: K-pop Scene and Fandom in the UK*

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: Zelena poslucharna, Charles University in Prague, Celetna 20

9:30 – 11:00 a.m. Session 3

- 9:30 – 9:50 **Vladislava Mazana** (Charles University in Prague)  
*Social Perception of Korean Popular Culture in the Czech Republic*
- 9:50 – 10:10 **David Uher** (Palacky University Olomouc)  
*Sprinkled Tea: Image of Chinese Characters in Czech Pop-culture*
- 10:10 – 10:30 **Jana Hajzlerova** (Charles University in Prague)  
& **Solee Shin** (Lund University)  
*The Rise of Hallyu and the Korean Cultural Diplomacy in the Czech Republic*
- 10:30 – 11:00 Discussion

11:00 – 11:30 a.m. Coffee Break

11:30 a.m. – 1:00 p.m. Session 4 (students)

- 11:30 – 11:50 **Alexandra Licha** (Charles University in Prague)  
*Prague: Imagining the Metropolis of Romance*
- 11:50 – 12:10 **Renata Hano** (Eotvos Lorand University)  
*Religious Segments and their Social Response in the Debut Concept of South-Korean-Chinese Boy Band 'EXO'*
- 12:10 – 12:30 **Anna Jarchovska** (Charles University in Prague)  
*Conditions of Positive Acceptance of Korean Television Drama Abroad: Cultural Proximity or Diversity?*
- 12:30 – 1:00 Discussion

1:00 – 2:00 p.m. Lunch

2:00 – 2:30 p.m. **Sunny Yoon** (Hanyang University) [on-line presentation]  
*Korean Wave in Europe and Cultural Practice of Social Transformation in Post-socialist Countries*

2:30 – 3:30 p.m.     Keynote speech  
**Youngmi Kim** (Central European University, Budapest)

3:30 – 4:15 p.m.     K-pop Performance (CzechHallyuWave)

Conference Coordinator:     **Ms. Anna Hupcejova**  
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