



The **Czech-Korean Society** and the **Korean Studies Department, Charles University in Prague**, are pleased to announce a call for papers for the international conference on Korean popular culture:

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

to be held on **November 28-29, 2014** at the **Institute of East Asian Studies, Charles University in Prague, Czech Republic**.

### **Program**

The conference, supported by the Academy of Korean Studies, seeks to reflect upon the increasing success of the Korean Wave (mainly K-Pop) in the Czech Republic and Central Europe, within the larger frame of the academic debate on global acceptance of Hallyu. Scholars from Austria, Germany, UK, Romania, Poland, Hungary, and the Czech Republic will share their expertise and recent research projects in Hallyu studies together with invited graduate students and practitioners.

### **Submission & Deadline**

The organizers welcome graduate students of any fields of social studies and humanities to present their papers that address the theme of Korean Wave in Europe, including, but not limited to the following:

- Forms & Channels of Cultural Production
- Social & Economic Impacts
- Audience Reception & Fandom
- Perception of Korea through Hallyu
- Language in Use & Audio-visual Specifics
- Strategies of Promotion & Distribution

Please submit your abstract (200-300 words) to **[hallyu2014@cks-korea.cz](mailto:hallyu2014@cks-korea.cz)** by **October 5, 2014**. Accepted participants will be notified by October 15, 2014.

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The conference is free of charge. Student participants have to cover all their personal costs, including transportation and accommodation (dormitory rooms available for 15 € / night). The conference language is English. For detailed information see [www.cks-korea.cz](http://www.cks-korea.cz).

