

## Call for Book Chapters: "The Korean Wave: Diffusion of Korean Pop Culture in Western Countries"

Exploring the diffusion of K-pop culture in western countries, this book aims to provide generalizable analyses that explain why Korean pop culture products (e.g., K-pop songs, TV dramas, movies, foods, beauty items, etc.) have survived and enjoyed increasing popularity in western countries. While designed to provide “generalizable” analyses on Korean popular culture products, this scholarly project focuses on the popularization of the Korean culture among people in western countries: the United States, Canada, and Europe. Ample research has provided diverse explanations on the influence of western pop culture in non-western countries, however, research dealing with the cultural flow from non-western countries to western countries has been insufficient to provide generalizable explanations.

This project will fill the gap in the research on the globalization of popular culture by providing case studies of the remarkable cultural flow from South Korea to western countries, especially among people who were born and have grown up in western countries.

This book will focus on four pop culture products: 1) K-pop songs, 2) movies, 3) TV dramas, 4) food, and 5) beauty items (cosmetics) because these are now the most popular Korean cultural products in western countries. This comprehensivity across different sources is the reason why this Korean popular culture stream is called the Korea Wave or Hallyu (Korean Wave in the Korean language).

This book project follows “Hallyu: Korean cultural influence in Asia and beyond,” published in 2011. While the first book took a holistic approach and reflected the early stages in the process of the globalization of Korean pop culture, this second project will focus on the acceptance of K-pop culture in “western” countries, which have been regarded as "a motherland" of globalized modern pop culture.

(Who can be a chapter author?)

Because of the specific scope focusing on the dissemination and acceptability of K-pop culture in western countries and authentic western perspectives, chapter authors should be scholars, critics, and professionals, preferably, who were born, raised, and educated in western countries (U.S., Canada, and European Countries).

(Type of Chapters – Case Studies & Contents)

A book chapter should be structured and written as a CASE STUDY preferably with a specific and well-known K-pop song, music video, movie, TV drama, or cosmetic. If you have another relevant idea for a topic, the book editor will be happy to discuss including the idea in the book. Most importantly, a chapter should provide a critical discussion that explains the reason(s) of the popularity of K-pop culture in a “western” country.

Desirable themes of chapter contents include critical analyses of survival and popularization of K-pop products, overcoming barriers in the process of cultural adoption in a western country,

many cognitive, structural or sociocultural challenges to acceptance and enjoyment, and/or unique elements of K-pop products as drivers of adoption among native western people.

(Publisher & Publication Year)

Seoul National University Press, 2020.

(Submission and Tentative Timelines)

If you are interested, please email your 300-word abstract that clearly presents 1) the case/phenomenon you want to analyze, 2) a thesis statement with the purpose of your chapter, 3) the theoretical or philosophical frame for analysis. In addition to the short abstract, please email a short bio or brief statement of qualification as a chapter author to Dr. David Kim at [kimcomm@louisiana.edu](mailto:kimcomm@louisiana.edu).

- Abstracts are due by September 15th, 2019.

- Authors of chapters selected for inclusion will be notified by September 30th, and the first full drafts of chapters should be submitted by the end of December, 2019.

- The length of a full draft will be between 4000-4500 words, which excludes abstract, references, and other information.

If you have any question about this publication opportunity, please don't hesitate to contact Dr. David Kim (Professor, Dept of Communication, Univ. of Louisiana at Lafayette) at [kimcomm@louisiana.edu](mailto:kimcomm@louisiana.edu)