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Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction -- PART I. THE SPECULATIVE PRODUCTION OF DRAMAS AND DRAMA SITES -- Introduction -- 1. Speculative Producers: The Production of Korean Drama -- 2. Spectacular Places: Drama-Filming Sites -- PART II. THE AFFECTIVE CONSUMPTION OF K-POP IDOLS AND PLACES -- Introduction -- 3. Image Producers: The (Re)Production of K-Pop Idols -- 4. K-Star Road: Making Gangnam into a K-Pop-- Filled Place -- 5. Cosme Road: K-Beauty and the Globalization of Myeong-dong -- Conclusion -- Notes -- Reference List -- Index
Sommario/riassunto	'Pop City' examines the use of Korean television dramas and K-pop music to promote urban and rural places in South Korea. Building on the phenomenon of Korean pop culture, Youjeong Oh argues that pop culture-featured place selling mediates two separate domains: political decentralization and the globalization of Korean popular culture. By analyzing the process of culture-featured place marketing, this book shows that urban spaces are produced and sold just like TV dramas and pop idols by promoting spectacular images rather than substantial physical and cultural qualities.

