

1. Record Nr.	UNINA9910460249003321
Titolo	The global impact of South Korean popular culture : hallyu unbound / / edited by Valentina Marinescu
Pubbl/distr/stampa	Lanham, Maryland ; ; London, England : , : Lexington Books, , 2014 ©2014
ISBN	1-4985-0461-2 0-7391-9338-4
Descrizione fisica	1 online resource (167 p.)
Disciplina	306.095195
Soggetti	Popular culture - Korea (South) Mass media and culture - Korea (South) Popular culture and globalization Civilization - Korean influences Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Contents; 1 Many Faces of Hallyu in the Global World; I: Hallyu in Asia; 2 Cultural Identity and Korean Historical Television Dramas; 3 Hallyu in Indonesia; II: Hallyu in Europe; 4 Japanese-Korean International Marriages through the Korean Wave in Japan; 5 Cultural Perception and Social Impact of the Korean Wave in the Czech Republic; 6 Wind of Change; 7 Hallyu and Students' Motivation in Studying Korean; 8 Pop Goes Korean Popular Culture; 9 Audience Perceptions and Representations of Korea; III: Hallyu in America; 10 Hallyu for Hire; 11 HallyU.S.A; 12 Hallyu and Cultural Identity; Index About the Contributors
Sommario/riassunto	This book presents the reception of Hallyu ("the Korean Wave") and the real and imaginary "maps" of the export of South Korean cultural products around the world. It is an interdisciplinary and multicultural approach to the impact of Hallyu, including chapters on the effects of South Korean culture on countries in Europe, the Americas, and Asia.

