1. Record Nr. UNINA9910760271803321 Autore Shin Geon-Cheol Titolo The Korean Wave in a Post-Pandemic World: BTS, Cosmax and Squid Game / / Geon-Cheol Shin and Mark D. Whitaker Pubbl/distr/stampa Singapore:,: Springer,, [2023] ©2023 **ISBN** 981-9936-83-7 Edizione [First edition.] Descrizione fisica 1 online resource (755 pages) Disciplina 330.9 COVID-19 Pandemic, 2020- - Economic aspects - Korea (South) Soggetti Korea (South) Civilization 21st century Korea (South) Economic conditions 2002-Korea (South) Foreign public opinion Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di bibliografia Includes bibliographical references. Intro -- Preface -- Contents -- About the Authors -- List of Figures --Nota di contenuto

List of Tables -- 1 Introduction -- 1.1 Three World-Unique Issues in the First K-Nation: Hybrid Policies in a Homogeneous Culture Transcending a Colonial Past -- 1.2 Two Methods and Three Global Trends in the Book -- 1.3 Accelerated Digitalization and Globalization of the Korean Wave in Lockdown after 2020 -- 1.4 Three Long Term Trends in the Korean Wave: Globally Distributed Economic Development, Culture, and Media -- 1.5 Conclusion: Three Themes in this Review -- References -- Part I Out of the Past: Cultural and Organizational Success Factors of the Korean Wave -- 2 The Development of Hallyu: Cultural Success Factors that Made the Korean Miracle and the Korean Wave -- 2.1 Two Chapters to Disaggregate the Background of the Korean Wave -- 2.2 Culture and Different Organizational Development Choices -- 2.2.1 Setting the Stage: The Developmental Split between North and South Korea in the Same Homogeneous Culture -- 2.2.2 Four Factors that Make a Unique Conundrum in Korean Development and in the Korean Wave -- 2.2.3 Theoretical Summary: Two Virtuous Cycles in Korean Culture Helped the Economic 'Korean Miracle' Keep Growing into the Cultural Korean

Wave -- 2.3 Five Comparable Factors Encouraging Cultural Homogeneity in the Korean Peninsula -- 2.3.1 Linguistic Isolation from World History -- 2.3.2 Geographic Isolation in World History --2.3.3 Geopolitical Isolation and Stable Cultural Hierarchies -- 2.3.4 Ancient Homogeneous Culture, Yet Missing an Aristocratic Leadership -- 2.4 Durable Ancient Cultural Forms Remain in the Modern Korean Wave -- 2.4.1 Singing -- 2.4.2 Archery -- 2.4.3 Martial Arts Blending into Performance and Dance -- 2.4.4 Body Beauty, Fashion Clothing, and Public Formal Style -- 2.4.5 Public Events. 2.4.6 Technological Innovation: Science and Civilization in Korea -- 2.5 Summary of Hybrid Culture and Hybrid Organizational Choices in Korean Development into the Korean Wave -- 2.5.1 From Economic Miracle into the Proto-Korean Wave in the 1980s -- References -- 3 Organizational Success Factors of the Korean Wave: Modern Development Decisions and Conditions That Made the Korean Miracle and the Korean Wave -- 3.1 Development Gauntlets, Good Choices, and Good Accidents -- 3.1.1 Theory: Four Levels Down the Development Gauntlet to a Cultural Wave -- 3.2 Good Accidents and Good Choices: Ancillary Factors Down the Development Gauntlet --3.2.1 Good Accidents -- 3.2.2 Good Choices -- 3.3 Digital Telecommunications: A Good Domestic National Test Bed for the Korean Wave -- 3.4 Korean Culture: An Odd Domestic National Test Bed for the Korean Wave -- 3.5 Conclusion -- References -- Part II Into the Present: Before and After Lockdown -- 4 The Korean Wave Before and After a More Digital Post-pandemic Era -- 4.1 A Short Introduction to Hallyu or the Korean Wave -- 4.2 A Timeline How Regional Hallyu Became the Global Korean Wave -- 4.3 Comparing Cultural Waves of the U.S.A., China, and South Korea -- 4.4 Comparing the Entertainment Industry in the U.S.A., the U.K., and South Korea --4.5 Different Ways to Think of the Culture and Soft Power of the Korean Wave -- References -- 5 Korea's Entertainment Industry: Lockdown as Opportunity for Technical Innovation -- 5.1 Global Organizational Innovation in Korean Content and Distribution Industries After 2020 --5.2 Global Technical Innovation in Korean and American Entertainment Industries After 2020 -- 5.2.1 The Korean Wave's Innovation in Global Music -- 5.2.2 The Korean Wave's Innovation in Broadcasting and Film -- 5.2.3 The Korean Wave's Innovation in Artificial Intelligence. 5.3 Reconstruction of the Korean Entertainment Industry -- 5.3.1 Lockdown Response from the Entertainment Industry -- 5.3.2 Regional and Cable Broadcast to Global Online Streaming Sales -- 5.4 Conclusion: The Korean Wave is Contributing to a General Trend of Globally Consolidated Intellectual Property Empires in Entertainment -- References -- 6 BTS -- 6.1 Fandom to Digital Fandom -- 6.2 History of BTS's Growth as a Digital Fandom -- 6.3 Bang Si-Hyuk's Leadership in Leveraging New Technologies -- 6.4 Conclusion -- References -- 7 Cosmax -- 7.1 History and Growth of Cosmax -- 7.2 Lockdown as an Opportunity -- 7.3 Cosmax's Success Factors -- 7.3.1 Reinforcement of Research Capacity and Global Intellectual Property --7.3.2 Management Advancement Through Digital Transformation --7.3.3 Globalization of Cosmetic Markets -- 7.3.4 Strengthen Consumer Accessibility by Expanding OBM Business -- 7.3.5 Collaboration with Subcontractors and Outsourcing Companies -- 7.3.6 Expansion of Online Business Dominance -- 7.4 Conclusion and the Growing Global Empire in 'K-Beauty' -- References -- 8 Squid Game Between Global OTT Services -- 8.1 Squid Game: Korean Tragedy and Korean Success Factors -- 8.1.1 The Charm of the Korean Wave Leading American Netflix to Further Sell the Korean Wave -- 8.1.2 Comedic Dystopias: Korean Cultural Content Gains a Global Sympathetic

Reception -- 8.1.3 Attractive Visuals Help Cross Global Language and Cultural Barriers -- 8.2 Quid Game: Four Factors in Netflix's Long OTT Market Growth and the Start of Its Slight Market Decline by 2022 -- 8.3 Conclusion -- References -- Part III Into the Future of the Korean Wave, Korea, and an Ever More Digital World -- 9 Summarizing Past and Present Synergies in the Korean Wave -- 9.1 Unique High Levels of Synergy -- 9.2 Organizational Smallness: Handicap or Optimized?

9.3 Ongoing Synergy Now as the Vanguard Sector -- 9.4 Added Synergies of Decentralized Digital Media Networks -- 9.5 Korea: Once Closed to Cultural Assimilation, Now Open to Global Trade -- 9.6 Rapid Growth in a Cultural Empire upon Which the Sun Never Sets --References -- 10 The Future of Korea and the World -- 10.1 Future Wealth or Collapse of Nations in a Global Digital Economy and Culture? -- 10.1.1 The Triple Global Storm Building in the Korean Wave -- 10.2 Korea's Good Choices and Good Accidents Got It Through the Digital Bottleneck -- 10.2.1 Korea's Three "Good Accidents" Helped It Through the Digital "Goldilocks Zone" -- 10.2.2 Korea's Good Choices and Good Accidents Combine to Get Through the Digital Bottleneck -- 10.3 Heterogeneous Cultures' Six Innovations and Ethics May Be Lost Without Finding Policies to Keep Them -- References -- 11 The Future of the Korean Wave and the World -- 11.1 Four Scenarios in the Future of the Korean Wave -- 11.2 A 'Fifth Gauntlet' or Just a Slowly Developing Problem with the Third Gaunlet, Undermining the Future of the Korean Miracle and Korean Wave? -- 11.3 Conclusion: Learning Excellence from Harbingers and Outliers -- References -- Appendix 1 Fifty 'World Firsts' of the Republic of Korea: South Korea as the Emerald City of Digital Development, a List and Timeline, 1984-2022 --References -- Appendix 2 Summarized Comparative Methods Chosen to Think About the Development Outlier of South Korea -- Appendix 3 Comparing Good Choices and Good Accidents: Summarized Comparative Methods Chosen to Think About the Development Outlier of South Korea -- Organized in a Chart of Comparative Factors Between South Korea and North Korea -- Appendix 4 The Seven Regimes of Communication, a List and General Timeline Over the Last 5,000 Years.

A Global Media View Explaining Both European Exceptionalism and Korean Exceptionalism.