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| Autore                  | Jung Sun <1972->                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| Collana                 | TransAsia: screen cultures                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| Nota di contenuto       | ""Contents""; ""List of Figures""; ""Notes on the Usage of the Korean Language""; ""1 - Korean Popular Culture and Transcultural Consumption""; ""2 - Bae Yong-Joon, Soft Masculinity, and Japanese Fans""; ""3 - Rain, Global Masculinity, and Singaporean Fans""; ""4 - Oldboy, Postmodern Masculinity, and Western Fandom on Film Review Websites""; ""5 - K-Pop Idol Boy Bands and Manufactured Versatile Masculinity""; ""Appendix""; ""Notes""; ""List of Media Productions""; ""References""; ""Index"" |
| Sommario/riassunto      | This book investigates the transcultural consumption of hybrid South Korean masculinities in contemporary South Korean popular culture. It focuses on the Japanese middle-aged female fandom of an actor - Bae Yong-Joon (aka. Yonsama) - the middle class Singaporean female fandom of a pop-star Rain, and the Western online cult fandom of a film, Oldboy.                                                                                                                                                 |

