

1. Record Nr.	UNINA9910807995603321
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Titolo	Korean masculinities and transcultural consumption : Yonsama, Rain, Oldboy, K-Pop idols / / Sun Jung
Pubbl/distr/stampa	Hong Kong, : Hong Kong University Press, c2011 Aberdeen, Hong Kong : , : Hong Kong University Press, , 2011
ISBN	988-220-712-X 988-8053-63-9
Descrizione fisica	1 online resource (221 pages) : illustrations
Collana	TransAsia: screen cultures
Disciplina	306.09519
Soggetti	Masculinity - Korea Fans (Persons) - Psychology Men in popular culture - Korea Culture diffusion Consumption (Economics) - Social aspects Intellectual life Popular culture and globalization
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 and index.
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.

