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| Descrizione fisica      | 1 online resource (167 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Soggetti                | Popular culture - Korea (South)<br>Mass media and culture - Korea (South)<br>Popular culture and globalization<br>Civilization - Korean influences                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| 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<br>About the Contributors |
| Sommario/riassunto      | <span>&lt;span&gt;&lt;span&gt;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.&lt;/span&gt;&lt;/span&gt;</span>                                                                                                                                                                                                                   |

