

## CURRICULUM VITAE

**Younghan CHO (조영한, 曹永翰)**

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### **Current Employment (primary)**

**Professor,** Department of Korean Studies, Graduate School of International and Area Studies, Hankuk University of Foreign Studies, Seoul, South Korea

### **Education**

Ph.D. (2007) University of North Carolina at Chapel Hill, NC, USA (in Communication Studies)  
Advisor: Lawrence Grossberg  
M.A. (2002) Seoul National University, Seoul, South Korea (in Communication Studies)  
Advisor: Myungkoo Kang  
B.A. (1997) Yonsei University, Seoul, South Korea (in English Language and Literature)

### **Appointments**

August 2021 - Director, Center for International Cooperation & Strategy, Hankuk University of Foreign Studies  
July 2019 - Director, Yogyakarta Sejong Institute (co-operation between Hankuk University of Foreign Studies and Universitas Gadjah Mada, Indonesia)  
July 2017 - Director, Center for Koreanophone Studies, Hankuk University of Foreign Studies  
March 2017- Professor, Hankuk University of Foreign Studies  
Jan 2020-July 2020 Korea Research Fellow, Carolina Asia Center, University of North Carolina at Chapel Hill, NC, USA  
March 2015-Jan 2018 Associate Dean, Graduate School of International and Area Studies, Hankuk University of Foreign Studies  
March 2013 –February 2016 Associate Professor, Hankuk University of Foreign Studies  
March 2011 –February 2013 Assistant Professor, Hankuk University of Foreign Studies  
March 2010 –February 2011 Full-time Lecturer, Department of Korean Studies, Graduate School of International and Area Studies, Hankuk University of Foreign Studies, Seoul, South Korea  
April 2008 – March 2010 Postdoctoral Fellow, Asia Research Institute (Cultural Studies Cluster), National University of Singapore (Supervisor: CHUA Beng Huat)  
January – May 2009 Visiting Teaching Fellow, Department of English Language and Literature, National University of Singapore, Singapore  
August 2007 – January 2008 Postdoctoral Researcher, Dept. of Asian Studies, The University of Texas at Austin, USA  
August – December 2007 Instructor, The Friday Center for Continuing Education, University of North Carolina at Chapel Hill



**Guest Editor in Journal Special Issues (\*SSCI, ^ A&HCI, # SCOPUS)**

- 2023 Koji Kobayashi, Younghan Cho, John Horne & Jung-Woo Lee “East Asian Olympics 2.0: 2018 PyeongChang, 2020 Tokyo, and 2022 Beijing Olympics,” (co-edited with) Special Issue in *Communication & Sport*. (Proposal Accepted)\*
- 2022 Jiyeon Kang, Younghan Cho & Le Ha Phan, “In and Out of South Korea: Examining Inter-Asian Mobilities in Higher Education.” Special Issue in *Globalisation, Societies and Education*. 31(3, July) (online first)#
- 2019 Koji Kobayashi & Younghan Cho, “Asian Sport Celebrity,” Special Issue in *International Journal of History of Sport*, 36(7-8), 611-784.\*^
- 2013 Younghan Cho, “Football in Asia,” Special Issue in *Soccer & Society*, 14(5): 579-767.#
- 2012 Younghan Cho, Charles Leary & Steve Jackson “Glocalization of Sports in Asia,” Special Issue in *Sociology of Sport Journal*, 29(4): 421-558.\*
- 2012 Beng Huat CHUA & Younghan Cho, “American Pop Culture,” Special Issue in *Inter-Asia Cultural Studies*, 13(4): 485-604.\*^
- 2012 Younghan Cho & Charles Leary “Modern Sports in Asia: Cultural Perspectives,” Special Issue in *Sport in Society: Cultures, Commerce, Media, Politics*, 15(10): 1323-1431. #
- 2012 Hyunjung Lee & Younghan Cho, “Colonial Modernity and Beyond: the East Asian Context,” Special Issue in *Cultural Studies*, 26(5): 601-781.\*^

**Journal Papers (\*SSCI, ^ A&HCI, # SCOPUS, +KCI (Korean Citation Index)**

<https://orcid.org/0000-0003-0785-5573>

- 2022 Jiyeon Kang, Younghan Cho & Le-Ha Phan, In and Out of South Korea: Examining Inter-Asian Mobilities in Higher Education, *Globalisation, Societies and Education*, <https://doi.org/10.1080/14767724.2022.2098700> 31(3, July) (online first)#
- 2022 Sueun Kim & Younghan Cho, Complicit Mobility: Southeast Asian Students in Korean Studies and their Inter-Asian Knowledge Migrations, *Globalisation, Societies and Education*, <http://dx.doi.org/10.1080/14767724.2022.2095502>. 31(3, July) (online first)#
- 2022 조영한, 한류와 팝 글로벌리즘, <황해문화> 115 호, 20-38. (The Korean Wave and Pop Globalism) (in Korean).
- 2022 Younghan Cho, The 2018 PyeongChang Winter Olympics and Inter-Asian Connections in South Korea, *International Journal of History of Sport*, 38(18), 1900-1920. DOI: [10.1080/09523367.2021.2023501](https://doi.org/10.1080/09523367.2021.2023501)\*^
- 2021 Mikah Lee & Younghan Cho, Banal Orientalism on YouTube: ‘Eat Your Kimchi’ as a New Cultural Intermediary and its Representation of South Korea, *Asia Communication Research*, 18(2), 69-88.+

- 2021 김범선 & 조영한, 한국의 일상적 인종주의에 대한 고찰: 다문화가정 자녀에 대한 뉴스 담론을 중심으로, <한국언론학보>, 65 권 1 호, 71-103. (A Study on Banal Racism in South Korea: Focusing on News Reports on Multi-Cultural Children). (in Korean)+
- 2020 Guoxian Jin & Younghan Cho, Sport from Imperial Japan to Postcolonial Korea: Dr. Lee Sangbaek and his Participation in the Olympic Movements, *International Journal of Korean History*, 25(2), 11-43.#+
- 2020 최진옥 & 조영한, 칠레 한류 팬덤 이해하기: 따라하기, 함께하기, 그리고 따로하기 전략을 중심으로, <한국방송학보> 34 권 3 호, 1-32. (Study on Korean Wave Fandom in Chile: Focusing on three strategies of adaptation, collaboration and separation). (in Korean)+
- 2019 Koji Kobayashi & Younghan Cho, Asian Sport Celebrity: The Nexus of Race, Ethnicity and Regionality, *International Journal of History of Sport*, 36(7-8), 611-625.\*^
- 2019 Younghan Cho & Koji Kobayashi, Disrupting the Nation-ness in Postcolonial East Asia: Discourses of Jong Tae-se as a Zainichi Korean Sport Celebrity, *International Journal of History of Sport*, 36(7-8), 660-676.\*^
- 2019 팽의훤 & 조영한, 한국화교의 인터-아시아 정체성에 대한 고찰: 중국, 대만, 그리고 한국에 대한 인식을 중심으로. <아시아 리뷰> 8 권 2 호(16 호), 3-34, (Inter-Asia Identity of the Chinese Residents in South Korea: Focusing on their Perspectives of China, Taiwan and South Korea.) (in Korean)+
- 2018 Suray Nugroho, Younghan Cho & Francis Collins, The Hyphenated Identity of Worker-Students: Aspirations, Ambivalence, and Performance of Indonesian Migrant Workers in South Korea, *Discourse: Studies in the Cultural Politics of Education*, 39(5), 723-737.\*
- 2017 조영한, 21 세기 한국사회에서 제 3 세대 재일조선인의 담론구성: 축구 선수 정대세를 중심으로. 한국문화연구, 33 권, 211-245. (Discourses on the Third Generation of Zainichi Koreans in South Korea: Focusing on Jong Tae-se). (in Korean)+
- 2017 Younghan Cho & Hongrui Zhu, Interpreting the Television Format Phenomenon between South Korea and China through Inter-Asian Frameworks, *International Journal of Communication*, 11, 2332-2349.\*
- 2017 채원희 & 조영한, 육아예능 프로그램에 대한 한국과 중국의 언론담론 비교연구: <아빠! 어디가?>와 <빠빠취나어>를 중심으로. <언론정보연구> 54 권 1 호, 348-397. (Study on the Media Discourses on TV Childcare Entertainment Programs: Focusing on Korean and Chinese Versions of “Dad! Where are We Going?”). (in Korean)+
- 2017 베르비기에 마티유 & 조영한, 케이팝(K-pop)의 한국 팬덤에 대한 연구: 해외 팬들에 대한 인식을 중심으로. <한국언론정보학보>, 81 호, 272-298. (Understanding the Korean Fandom of the K-pop: Focusing on its Perspective on Foreign Fans). (in Korean)+

- 2017 Su Young CHOI & Younghan Cho, Generating Counter-Public Spheres through Social Media: Two Social Movements in Neoliberalized South Korea, *Javnost-The Public: Journal of the European Institute for Communication and Culture*, 24(1), 15-33.\*
- 2016 Younghan Cho, Double Binding of Japanese Colonialism: Trajectories of Baseball in Japan, Taiwan, and Korea, *Cultural Studies*, 30(6), 926-947. \*^
- 2016 Younghan Cho, Toward the Post-Westernization of Baseball?: The National-Regional-Global Nexus of Korean Major League Baseball Fans during the 2006 World Baseball Classic, *International Review for Sociology of Sport*, 51(6), 752-769. \*
- 2015 Younghan Cho, Sport Celebrity in South Korea: Park, Tae-Hwan from New Generation to Fallen Angel, *Asian Pacific Journal of Sport and Social Science*, 4(3), 223-236.
- 2015 이기형 & 조영한, 미래시제로서 문화연구: 맥락, 국면, 주체성의 정치학-로렌스 그로스버그 교수와의 인터뷰. <문화과학> 6 월, 222-248. (Cultural Studies in Future Tense: Politics of Context, Conjuncture and Subjectivity: Interview with Lawrence Grossberg) (in Korean)
- 2014 조영한, 월경하는 아시안 스포츠 셀러브리티와 유동적 시민권: 한국과 중국의 2008 년 베이징 올림픽 보도를 중심으로. <한국 스포츠 사회학지>, 27(4): 217-241. (Migrating Sports Celebrity and Flexible Citizenship: Media Representations of Tang Yeo-so during the 2008 Beijing Olympic in South Korea and China). (inKorea)+
- 2014 조영한, 미디어, 셀러브리티, 그리고 온라인 민족주의: 2012 년 런던 올림픽 중 박태환-쑤양 담론을 중심으로. <커뮤니케이션이론>, 10(2): 197-241. (Media, Celebrity and Online Nationalism: Focusing on the Park-Sun Discourse during the 2012 London Summer Olympic). (in Korean)+
- 2013 Younghan Cho, Introduction: Football in Asia, *Soccer & Society*, 14(5): 579-587.
- 2012 Younghan Cho, Charles Leary & Steven Jackson, Glocalization of Sports in Asia, *Sociology of Sport Journal*, 29(4): 421-432. \*
- 2012 Younghan Cho & Charles Leary, Introduction: Modern Sports in Asia: Cultural Perspectives, *Sport in Society: Cultures, Commerce, Media, Politics*, 15(10): 1323-1328.#
- 2012 CHUA Beng Huat & Younghan Cho, Editorial Introduction: American Pop Culture, *Inter-Asia Cultural Studies*, 13(4): 485-494. \*^
- 2012 Younghan Cho, Major League Baseball as a Forged National Pastime: Constructing Personalized National Narratives in South Korea, *Inter-Asia Cultural Studies*, 13(4): 532-547. \*^
- 2012 조영한, 한국사회에서 신자유주의 읽기: “국면적인 경제읽기”를 제안하며, <커뮤니케이션 이론>, 8(2): 22-64. (Re-reading Neoliberal Transformation in South Korea through “Conjunctural Economic Analysis, *Communication Theory*). (in Korean)+

- 2012 Hyunjung Lee & Younghan Cho, Introduction: Colonial Modernity and Beyond in the East Asian Context, *Cultural Studies*, 26(5): 601-616.\*^
- 2012 Younghan Cho, Colonial Modernity Matters?: Debates on Colonial Past in South Korea, *Cultural Studies*, 26(5): 645-669. \*^
- 2012 조영한, 인터넷과 민속지학적 수용자 연구: 인터넷 에스노그래피의 가능성과 과제, <미디어, 젠더 & 문화> 21: 103-136. (Internet and Ethnographic Approach to Audience Studies, *Media, Gender & Culture*). (in Korean)+
- 2011 Younghan Cho, Desperately Seeking East Asia amidst the Popularity of South Korean Pop Culture in Asia, *Cultural Studies*, 25(3): 383-404. \*^
- 2011 조영한, 아시아 스포츠 셀러브리티 생각하기: 전지구화와 이동성-시민권-정체성의 맥락에서, <언론과 사회>, 19(1): 2-41. (Sports Celebrity in Asia: Mobility, Citizenship and Identity in the Age of Globalization, *Media & Society*). (in Korean)+
- 2009 Younghan Cho, The Glocalization of U.S. Sports in South Korea, *Sociology of Sport Journal*, 26(2): 320-334.\*  
 \*\*\* Reprinted in Richard Giulianotti (eds.), *Sociology of Sport* (SAGE Library of Tourism, Hospitality & Leisure). LA, London & New Delhi: Sage Publications. (August, 2011) ISBN: 978-0-85702-919-5.
- 2009 Hyunjung Lee & Younghan Cho, Performing Nation-ness in South Korea: Social Spectacle During the 2002 Korea-Japan World Cup, *Korea Journal*, 49(3): 93-120. ^
- 2009 Younghan Cho, Unfolding Sporting Nationalism in South Korean Media Representation of the 1968, 1984 and 2000 Olympics, *Media, Culture & Society*, 31(3): 347-364.\*
- 2008 Younghan Cho, Broadcasting Major League Baseball as a Governmental Instrument in South Korea, *Journal of Sport and Social Issues*, 32(3): 240-254.\*
- 2008 Younghan Cho, We know where we're going, but we don't know where we are: An Interview with Lawrence Grossberg, *Journal of Communication Inquiry*, 32(2): 102-122.
- 2008 Younghan Cho, The National Crisis and De/Reconstructing Nationalism in South Korea during the IMF Intervention, *Inter-Asia Cultural Studies*, 9(1): 82-95. \*^
- (Under progress) Radical Optimism: Transformative Journeys of Indonesian Worker-Students through UT Korea, (co-authored with Suray Nugroho & Jiyeon Kang)
- (Under progress) Developmental Neoliberalism and the Formation of the Information Technology Economy in South Korea,(co-authored with Nakho Kim).
- (Under progress) Changing Masculinities under Neoliberalization: Gender Hierarchy without Hegemonic Masculinity in Contemporary South Korea.

**Book Chapters:**

- 2023 Younghan Cho, **K-pop in the history of the Korean Wave: A long revolution**, In Youna Kim (Ed.), *Korean Popular Culture*, Routledge. (forthcoming)
- 2023 John Horne, Koji Kobayashi, Younghan Cho and Jung Woo Lee, **Introduction – Sports Mega-Events in Asia: Past, Present and Future**, In Koji Kobayashi, John Horne, Younghan Cho & Jung Woo Lee (Ed.). *Sports Mega-Events in Asia*, Palgrave Macmillan. (The Palgrave Series of Sport in Asia) ISBN: 978-9819900107
- 2023 Jung-Woo Lee & Younghan Cho, **From the Winter Olympic Games in PyeongChang to the Summer Asian Games in Jakarta-Palembang: Inter-Korean connection during the 2018 sport mega-events in Asia**, In Koji Kobayashi, John Horne, Younghan Cho & Jung Woo Lee (Ed.). *Sports Mega-Events in Asia*, Palgrave Macmillan. (The Palgrave Series of Sport in Asia) ISBN: 978-9819900107
- 2022 조영한, 너무 익숙해서 낯선 일상적 인종주의: 한국에는 정말 인종차별이 없을까? 우찬제, 이육연, 임지현 (편). <우리 안의 과시즘 2.0: 내 편만 옳은 사회에서 민주주의는 가능한가?>. (112-130 쪽) 서울: 휴머니스트. (in Korean)
- 2021 Younghan Cho, **Sport Celebrity and Multiculturalism as South Korean Policy during the 2008 Beijing Olympic Games**, In *Handbook of Communication and Sport*, Eds. Michael Butterworth, DeGruyter (pp. 459-476).
- 2020 Hyojin Jeong & Younghan Cho, **Banal Misogyny: Inventing the Myth of “Women Cannot Drive” and its Online Hate Speech in South Korea**, In *Beyond Hate and Fear: Hate Speech in Asia and Europe*, Eds. Philippa Hall, Myungkoo Kang, Marie-Orange Rivé-Lasan, & Wooja Kim, Routledge (pp.43-58).
- 2018 Younghan Cho & Ji-Hyun Ahn, **Sports Communication**, In *Korean Communication, Digital Media and Popular: Contemporary Research and Future Prospects, Culture*, Eds. Dal Yong JIN & Nojin Kwak, Rowman & Littlefield (pp.381-404).
- 2017 Younghan Cho, **Historicizing East Asian Pop Culture**, In *The Routledge Handbook for East Asian Pop Culture*, Eds. Koichi Iwabuchi, Chris Berry, & Eva Tsai, New York: Routledge (pp. 13-23).
- 2016 Younghan Cho, **The Yellow Pacific: East Asian Pop Culture and Modernities**, In *Contemporary Culture and Media in Asia*, Eds. Koichi Iwabuchi, Olivia Khoo, & Daniel Black, London: Rowman and Littlefield International (pp. 49-66).
- 2015 Younghan Cho, **Materiality of an Online Community: Everyday Life of Global Sport Fans in South Korea**, In Larissa Hjorth & Olivia Khoo (Eds.) *The Routledge Handbook of New Media in Asia*, (pp. 130-140). New York:Routledge.
- 2015 조영한, 인터넷 민속지학 설계하기: 가능성과 한계 (Conducting Internet Ethnography: Possibilities and Limits). 조항제, 김영찬, 이기형외. <미디어 문화연구의 질적방법론> (349-382 쪽). 서울: 컬처룩 (in Korean)
- 2012 Younghan Cho, **Baseball, Korea**, In *Sports around the World: History, Culture, and Practice*, Eds. J. Nauright & C. Parrish, pp. 200-202. Santa Barbara: ABC-CLIO.

- 2010 Younghan Cho, **Expansion of U.S. Sport in South Korea: From Globalizing to Localizing U.S. Sport Entertainment**, In *Pop Culture Formations across East Asia*. Eds. Doobo Shim, Ariel Heryanto, & Ubonrat Siriyuvasak, pp. 233-258. Seoul: Jimoondang.

### Book Review

- 2021 Younghan Cho, Review of *Transnational Mobility and Identity in and out of Korea*. Edited by Yonson Ahn, *Acta Koreana* 24(1), 163-166.
- 2019 Younghan Cho, Review of *Empowered: Popular Feminism and Popular Misogyny*, by Sarah Banet-Weiser, *International Journal of Communication*, 13, 3039-3041.
- 2019 Younghan Cho, Review of *Sport in Korea: History, development, management*, edited by Dae Hee Kwak, Yong Jae Ko, Inkyu Kang and Mark Rosentraub. *Pacific Review*, (March)

### Grants/Awards

- 2022-2024 Research Grant (PI): “Sport and Cultural Cold War: Examining Cultural Politics of Baseball in Korea” funded by National Research Foundation of Korea, (KW 51,193,000 (US\$ 42,000): two years)
- 2022 Research Grant (PI): Translation of book “Anthology of Lawrence Grossberg,” funded by Foundation for Broadcast Culture (방송문화진흥회), (KW 800,000 (US\$ 6,800))
- 2022 Research Grant (Co-PI): “Sports diplomacy from PyeongChang 2018 to Gangwon 2024: Inter-Korean communication and collaboration through sport mega-events”, funded by Academy of Korean Studies, (US\$22,000, one year, AKS-2022-C004 PI: Jong Woo Lee)
- 2021 Project Grant (Co-PI): “In-depth Korean Studies online: Development of online education videos for Korean Studies in Spanish”, funded by Academy of Korean Studies, (US\$20,000, one year, PI: Soonbae Kim)
- 2021 Research Grant (Collaborator): “The Use of Female Athlete: Historicizing Politics of Gender, Sport and Nation during the Olympic Games in South Korea”, funded by Academy of Korean Studies, (US\$20,500, one year, AKS-2021-R089 PI: Kyong-yim Kim)
- 2021 Research Grant (Collaborator): “In and Out of South Korean University: New Inter-Asian Mobilities in Higher Education”, funded by Academy of Korean Studies, (US\$18,514, one year, AKS-2021-R020, PI: Jiyeon Kang)
- 2021-2023 Project Grant (PI): “HUFS-KF Global E-School”, funded by Korea Foundation, (KW 630,000,000 (US\$ 6,000,000), three years)
- 2019-2022 Project Grant (PI): YogyakartaSejong Institute, funded by King Sejong Institute Foundation, (KW, 48,200,000 (US\$, 40,000) in 2021, KW 62,000,000 (US\$51,000) in 2022)
- 2019-2021 Research Grant (PI): “East Asian Olympics 2.0: Cultural Politics of Sport Mega-Events in the 21<sup>st</sup> century’s Korea and East Asia” funded by National Research Foundation of Korea, (KW 39,350,000 (US\$ 36,000): two years)
- 2018-2020 Project Grant (PI): “HUFS-KF Global E-School”, funded by Korea Foundation, (KW 458,930,000 (US\$ 450,000), three years)
- 2015 Research Grant (PI): “Discourses of the Post-Zainichi in South Korea: Possibility and Limit for De-colonial and De-Cold War Imagination: funded by National Research Foundation of Korea, (KW 19,300,000 (US\$ 19,000): one year)





Introduction to Media Production  
Introduction to Media Criticism  
Introduction to Communication and Social Process  
Special Topics in Media Studies  
(University of North Carolina at Chapel Hill)

### **International Conferences Organized**

- 2022 “Sports diplomacy from PyeongChang 2018 to Gangwon 2024: Inter-Korean communication and collaboration through sport mega-events” (organized with Jung Woo Lee and Gavin Reid), Moray House School of Education and Sport, University Edinburgh, (18-20 May, UK)
- 2020 “In and Out of Korean University: New Inter-Asia Mobility in Higher Education,” (organized with Jiyeon Kang) Carolina Asia Center, University of North Carolina at Chapel Hill, (23 October, USA).
- 2010 “Modern Sports in Asia: Cultural Perspectives,” (organized with Charles Leary) The Asia Research Institute, National University of Singapore (29-30 April, Singapore).
- 2010 “Colonial Modernity and Beyond: East Asian Contexts,” (co-organized by Hyunjung Lee). Nanyang Technological University, Singapore (12-13 March, Singapore)
- 2009 “International Conference on American Pop Culture in Asia,” (co-organized with Professor CHUA Beng Huat) The Asian Research Institute, National University of Singapore (19-20 February, Singapore)

### **Panels Organized**

- 2022 “In and Out of South Korea: Inter-Asian Mobilities and Multiple Trajectories in Higher Education” Panel for Annual Conference for Association of Asian Studies (24-27 March, Honolulu, Hawai’i, U.S.A, co-organized with Jiyeon Kang)
- 2018 “A Sporting Regime in Korea: From (Japanese) Colonization to (American) Cold Warization”, Panel for Annual Conference for Association of Asian Studies (22-25, March, Washington D.C., U.S.A, co-organized with Seok Lee)
- 2017 “Sport Celebrity in Asia”, Panel for Inter-Asia Cultural Studies Conference (28-30 July, Seoul, South Korea, co-organized with Koji Kobayashi).
- 2015 “The States of Precarity: The Consequences of Neoliberalization in East Asia,” Panel for AAS-in-Asia conference (22-24 June, Taipei, Taiwan)
- 2013 “Variegated Neoliberalization and its Discontents in East Asia,” Panel for the Inter-Asia Cultural Studies Conference (3-5 July, Singapore)
- 2012 “East Asia Revisited: Conceptualizing a Region for Our Times,” Panel for the Association for Cultural Studies Crossroads Conference (2-6 July, Paris, France).
- 2012 “The Neoliberal Mutations in South Korea, Taiwan and Hong Kong,” Panel for the Association for Cultural Studies Crossroads Conference (2-6 July, Paris, France, co-organized with Shih-diing Liu).
- 2011 “Spaces in Time: Performance, Memory and People in Modern Korea,” Panel for Annual Conference for Association of Asian Studies (28 March-1 April, Honolulu, Hawai’i, U.S.A, co-organized with Hyunjung Lee).
- 2010 “Asia 2.0: Blogs as Public Media,” Panel for the Association for Cultural Studies Crossroads Conference at Lingnan University (17-21 June, Hong Kong, co-organized with Nakho Kim).
- 2009 “Asian Modern and its Fragments: Familiar but Strange Constituents of Asia,” Panel for Inter-Asia Cultural Typhoon (3-5 July, Tokyo Japan)
- 2008 “East Asian Popular Culture: Making the Genealogy of Pan-Asian Pop Cultures,” Panel for Cultural Typhoon: (27-29 June, Sendai, Japan).

- 2008 “The Yellow Pacific and Double-Bind of East Asian Consciousness: Striving to be Asians in East Asia,” Panel for Cultural Typhoon (27-29 June, Sendai Japan).
- 2007 “Continuity and Rupture in East Asian Modernity: Memory and Trans/National Identity in Media Representations,” Panel for the National Communication Association’s 93<sup>rd</sup> Annual Convention (15-18 November, Chicago US).

### **Academic Presentations**

#### ***Invited Presentation***

- 26 Nov 2021 “너무 가까운 그래서 ‘우리’의 것 같지 않은 ‘일상적 인종주의’”, (Banal Racism: Too Close to be ‘Ours’) <우리안의 파시즘, 2.0>, 서강대학교 트랜스내셔널인문학연구소.
- 11 Nov 2021 “Thinking of a New Perspective toward Korean Studies: Koreanophone Studies” Keynote speech for 9<sup>th</sup> EECAL 2021, Chile Central University.
- 19 Sep 2021 “An Introduction to the Korean Wave: Its Brief History, Current Issues and Future Prospect”, Korean Embassy in Denmark
- 17 Aug 2021 “북 콘서트: 옐로우 퍼시픽: 다중적 근대성과 동아시아” (Book Concert: ‘Yellow Pacific: Multiple Modernities and East Asia,’ 서울대 아시아연구소.
- 26 June 2021 “Book Talk: Global Sports Fandom in South Korea”, 한국소통학회 창립 20주년 봄철 정기학술대회.
- 18 Dec 2020, “저자와의 대화: <옐로우 퍼시픽: 다중적 근대성과 동아시아>”, 문화연구 관련 3개 학회 연구회 공동 송년 세미나.
- 4, 11 Feb 2015 “Discourses of a *Zainichi* Korean Athlete in South Korea: Possibilities and Limits for de-colonial and de-Cold War Imagination”, The Transnational Korean Studies Center, University of California at San Diego, U.S. & Access Asia Seminar at University of California at Irvine, U.S.
- 7 Feb 2014 “Migrating Sport Celebrities and their Ambiguities toward Multiculturalism in South Korea,” The Center for Korean Studies, University of California at Berkeley, U.S.
- 19 Nov 2013 “Baseball in East Asia: Double Binding of East Asian Consciousness,” Asian Cultural and Media Studies Cluster and Cultural Typhoon Melbourne Seminar, Monash University, Australia
- 25 Feb 2013 “Articulating East Asian Pop Culture amidst the Korean Wave in Asia,” University of Macao, China
- 22 Sep 2010 “Sport Celebrity in Asia: Flexible Mobility and Inflexible Nationality,” Cultural Studies Cluster Seminar in Asia Research Institute, National University of Singapore, Singapore
- 14 July 2010 “Do Sports Matter in Modern Asia? : Several Issues to be Considered,” the Cultural Studies Study Group in Tokyo, Tokyo University of Arts, Tokyo, Japan.
- 5 Nov 2007 “The National Crisis and De/Reconstructing Nationalism in South Korea during the IMF Intervention,” Korean Seminar, sponsored by Department of Asian Studies, The University of Texas at Austin

#### ***International Conference Papers***

- 2023 “Playing Baseball and the Cold War Paradox in South Korea: High School Baseball as a New National-Popular,” A proposal accepted at 31<sup>st</sup> Association of Korean Studies in Europe (June, 22-25, Copenhagen, Denmark)

- 2023 “Populist Nationalism in South Korea during the 2018 PyeongChang Winter Olympics,” A proposal accepted at 73<sup>rd</sup> Annual International Communication Association Conference (May 25-29, Toronto, Canada)
- 2022 “The 2018 PyeongChang Winter Olympics and Inter-Korean Emotions in South Korea” A paper presented at “Sports diplomacy from PyeongChang 2018 to Gangwon 2024: Inter-Korean communication and collaboration through sport mega-events,” University of Edinburgh, (18-20 May, UK)
- 2022 “The use of female athletes: Historicizing South Korean politics of gender, nation, and nationalism in the Olympics, 1988-2018”, (with Kyong-yim, Kim) An abstract submitted North American Society for the Sociology of Sport Conference. (April 20-23, Montreal CA)
- 2020 “Complicit Mobility: Southeast Asian Students in Korean Studies and their Inter-Asia Knowledge Migrations”, A paper presented at “In and Out of Korean University: New Inter-Asia Mobility in Higher Education,” Carolina Asia Center, University of North Carolina at Chapel Hill , (23 October, USA)
- 2018 “The 2018 Pyeong Chang Olympics and inter-Asian Emotions in South Korea”, A paper presented at Inter Asian Connections VI: Hanoi. (5-8, December, Vietnam)
- 2018 “Moving through Liberation: Focusing on Dr. Lee Sang-beak and his Sports Activities from Imperial Japan to Postcolonial Korea,” (with Guxian Jin) A paper presented at Annual Conference for Association of Asian Studies (22-25, March, Washington D.C., U.S.A)
- 2018 “Cultural Translation on YouTube: Self-Perceptions and Representation of Contemporary South Korea by Foreign Expatriates,” (with Mikah Lee), A paper presented at International workshop on Identity and Transnational Mobility In and Out Korea (Feb.22-23, 2018, Goethe-University of Frankfurt, Germany).
- 2018 “Banal Misogyny: Exploring the Ways of Reporting and Remembering Crimes on Women in the Mainstream Media in South Korea,” (with Hyojin Jeong) A paper presented at International Workshop on Hate Speech in Korea, Japan and France: A Comparative Approach, (17-18, January, Ritsumeikan Univ., Japan)
- 2017 “Sport Celebrity and Multiculturalism as South Korean Policy during the 2008 Beijing Olympic Games”, Paper presented at International Conference on Golden Games: Sport and Diplomacy in East Asia and Beyond (11-12, December, National University of Singapore)
- 2017 “Discourses of a *Zainichi* Korean Athlete in South Korea: Possibilities and Limits for de-colonial and de-Cold War Imagination,” Paper presented at 28<sup>th</sup> AKSE Conference (20-23 April, Prague, Poland)
- 2017 “Becoming Tier II Elites in the Global Academy: Trans-Asia Human Mobilities of Southeast Asians under the Korean Language Globalization Projects,” (with Sueun Kim) Paper presented in Trans-Asia Human Mobilities and Encounters: Exchange, Commodification and Sustainability Conference (23-24 January, Bangkok, Thailand)
- 2016 “Fabrication of Loss: The Cultural Discourses on the Crisis of Masculinity in South Korea under Neoliberalization”, Paper presented at 8<sup>th</sup> World Congress of Korean Studies (5-8 October, University of Pennsylvania University, Philadelphia, USA).
- 2016 “The Television Format Phenomenon between South Korea and China: Re-reading the Korean Wave from the Inter-Asian perspective,” (with Zhu, Hongrui) Paper presented in Korean Wave Studies in Prospective Conference, (5 August, Yonsei University, Seoul, South Korea)
- 2016 “Migrant Student-Workers as a New Type of Subjectivity: Experiences of Indonesian Workers Studying at Indonesia Open University in South Korea”, (with Suray Agung NUGROHO) Paper presented at Inter Asian Connections V: Seoul Workshop. (21-24, April, Seoul National University, Seoul, South Korea)

- 2015 “The Yellow Pacific: Baseball and its Transnational Trajectories in the Asia-Pacific World,” Paper presented at International conference on Race, Mobility and Imperial Networks (9-11 November, Melbourne, Australia)
- 2015 “Precarious Heroes under Neoliberalization: The Mass Rallies against U.S. Beef Imports in 2008 South Korea,” Paper presented at AAS-in-Asia conference (22-24 June, Taipei, Taiwan)
- 2015 “Social Movements via Internet: Participations of the Online Community during the Anti-Beef Protests in South Korea,” Paper presented at International Conference on Mob Politics in Asia, (12-13 March, National University of Singapore, Singapore)
- 2014 “Historicizing East Asian Pop Culture,” Paper presented at “Asian Cultural Media Studies Now International Conference” (6-7 November 2014, Monash University, Australia)
- 2013 “Migrating Sport Celebrities and their Ambiguities toward Multiculturalism in South Korea,” Paper presented at “Multiculturalism and Asia Conference” (21-22 November 2013, Monash University, Australia)
- 2013 “On Asian Sensibilities,” Proposal presented at the Inter-Asia Cultural Studies Conference (3-5 July 2013, Singapore)
- 2013 “Rupture of Neoliberalization?: Emergence of Equality Issues as the Political Campaigns in South Korea”, Paper presented at the Inter-Asia Cultural Studies Conference (3-5 July 2013, Singapore)
- 2013 “Resurrection of Equality?: “Economic Democratization” as a Political Strategy in Neoliberalized South Korea”, Paper presented at “Equality Equals...? Conference”, 5-6 April, University of North Carolina at Chapel Hill, USA
- 2012 “Developmental Neoliberalism and the Formation of the Information Technology Economy in South Korea,” (with Nakho Kim) Paper presented at Cultural Studies Association of Australia Annual Conference, 4-6 December, University of Sydney, Australia.
- 2012 “Articulating Cultural Geography of East Asia,” presented at the Association for Cultural Studies Crossroads Conference (2-6 July 2012, Paris, France).
- 2012 ““Neoliberal Mask and Developmental Skin”: The State Neoliberalism of South Korean Governments,” presented at the Association for Cultural Studies Crossroads Conference (2-6 July 2012, Paris, France).
- 2011 “Online Formation of Discursive Public Space: Social Media and Social Movements in South Korea,” (with Su Young Choi) presented at Interdisciplinary Conference on Comparative Perspectives: Politics of Public Space in Korea, 11-12 November 2011, University of Pennsylvania, U.S.A.
- 2011 “Space for Memory and Affect: People’s Participation at Seoul City Square in South Korea,” presented at Annual Conference for Association of Asian Studies, 28 March-1 April, Honolulu, Hawai’i, U.S.A
- 2011 “Colonial Modernity Matters?: Debates on Colonial Past in South Korea,” presented at International Workshop on Inter-Asia and Japanese Empire, 3-4 March, National University of Singapore, Singapore
- 2010 “Mobilizing an Online Community during the Protests against U.S. Beef Imports in South Korea, ” presented at the Association for Cultural Studies Crossroads Conference, 17-21 June, Lingnan University, Hong Kong
- 2010 “Baseball in Asia: Constructing a Triad of ‘Asia-Japan-the U.S’”, presented at International Workshop on Modern Sports in Asia, 29-30 April, National University of Singapore, Singapore
- 2010 “Baseball and Double Bound Modernity in East Asia,” presented at International Workshop on Colonial Modernity and Beyond, 12-13 March, Nanyang Technological University, Singapore
- 2009 “Baseball and Double Colonized Trajectories in (East) Asia,” presented at Cultural Typhoon: 2009 in Tokyo, 3-5 July, 2009, Tokyo, Japan

- 2009 “Major League Baseball as a Forged National Pastime: Constructing their own National Narratives in South Korea,” presented at International Conference on American Pop Culture in Asia, 19-20 February, National University of Singapore, Singapore
- 2009 “Expansion of U.S. Sport in South Korea: From Globalizing to Localizing U.S. Sport Entertainment,” presented at Pop Culture Formations across East Asia in the 21<sup>st</sup> Century: Hybridization or Asianization, 1-2 February, Bangkok, Thailand
- 2008 “Triple-Bind of Asian Consciousness: Becoming Major League Baseball Fans in South Korea,” presented to Cultural Typhoon: 2008, 27-29 June, Sendai, Japan
- 2008 “Articulating ‘East Asia Popular Culture’ in the midst of the Korean Wave,” presented to Cultural Typhoon: 2008, 27-29 June, Sendai, Japan
- 2007 “Local Fans of Global Sporting Events: Exploring an Online Community of Korean Major League Baseball Fans,” presented to the National Communication Association’s 93<sup>rd</sup> Annual Convention, 15-18 November 2007, Chicago, U.S.A.
- 2007 “The Korean Wave as a Discourse of Globalism/Developmentalism in the Korean Mainstream Media,” presented to the National Communication Association’s 93<sup>rd</sup> Annual Convention, 15-18 November, Chicago, U.S.A.
- 2007 “Performing Nationalism: The Makings of the National Stage in 2002 Korea-Japan World Cup” (with Hyunjung Lee), presented to the Annual Conference of American Comparative Literature Association, 19-22 April, Puebla, Mexico
- 2006 “Understanding Sport Audiences in a Gender-Structured Society by Comparing to Soap Opera Audiences,” presented to the National Communication Association’s 92<sup>nd</sup> Annual Convention, 15-19 November, San Antonio, U.S.A.
- 2006 “The Representation of the Olympic and its Contribution to Constructing Nationalism in South Korea,” presented to the National Communication Association’s 92<sup>nd</sup> Annual Convention, 15-19 November, San Antonio, U.S.A.
- 2006 “Scattered Audiences, Fluid Fields, and Alternative Research: Conducting Ethnography on the Internet,” presented to the National Communication Association’s 92<sup>nd</sup> Annual Convention, 15-19 November, San Antonio, U.S.A.
- 2006 “Problematizing Nationalism: Why do the Colonial Occupation and the Civil War Still Matter in the Discussion of Nationalism in South Korea?,” presented to the Association for Cultural Studies Crossroads Conference, 20-23 July, Istanbul, Turkey
- 2006 “Memories of a City Square in Seoul: The Changes of its Symbolic Meaning during the 2002 Korea-Japan World Cup,” presented to Cultural Typhoon, 30 June-2 July, Tokyo, Japan
- 2006 “The Discourse of National Crisis and De/Reconstructing Nationalism during the IMF Intervention in South Korea,” presented to Workshop on Risk and Breakdown: Shifting the Study of Culture, 31 March, Duke University, Durham, U.S.A
- 2005 “Examining an Online Community as an Alternative Place,” presented to the National Communication Association’s 91<sup>st</sup> Annual Convention, 17-20 November, Boston, U.S.A.
- 2005 “Broadcasting Major League Baseball as a Governmental Instrument in South Korea,” presented to the National Communication Association’s 91<sup>st</sup> Annual Convention, 17-20 November, Boston, U.S.A.
- 2005 “Technology and the Expansion of U.S. Sports into Asia,” presented to the National Communication Association’s 91<sup>st</sup> Annual Convention, 17-20 November, Boston, U.S.A.
- 2004 “Rituals in Sports: Theorizing Spectacle for the Left during the 2002 Korea-Japan World Cup,” presented to the National Communication Association’s 90<sup>th</sup> Annual Convention, 11-14 November, Chicago, U.S.A.

### **Professional Organizations**

Founding Editor, Palgrave Series of Sport in Asia (2020- ) [www.springer.com/series/16544](http://www.springer.com/series/16544)

Editorial Board, *Sport and Communication* (2017-)  
*Cultural Studies* (2015-)  
*GeoSport for Society*. (published by Oradea University Press, Romania), 2014-  
Reviewer, *Cultural Studies, positions: east Asiatic cultures critique, Journal of Japanese Studies, International Review for Sociology of Sport, Sport and Communication, International History of Sport, Sport in Society, Journal of Korean Studies, Korea Studies, Nation and Nationalism,*

### **Advising**

Director, Ph.D. Dissertation:

9 completed: 김일권(RiquanJin); 최진옥(Choi, Jinok); 김국현(GuoxianJin);  
수라이(SurayAgungUngroho); 주효퇴(Xiaolei, Zhou); 김학선(Kim, Haksun);  
김수은(Kim, Sueun), 장설교, 강주영

16 current (도오야마 아야, 황진, 시부이 유미코, 장설교, 오선, 아물라, 나리사라 플로이,  
강주영, 차은영, 손주한, 정효진, 김혜련, 최지은, 한용, 김민욱, 정혜민, 김수은,  
김아름,

Masters: 32 completed

### **Languages**

Korean (native), English (fluent)

### **Referees**

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