

Abstract

Cultural Flows and Receptions of Korean Television Dramas in East Asia

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Korean popular culture products have flown over the Korean national boundary and have captured a huge number of East Asian audiences' hearts and imaginations since 2000. In particular, Korean television dramas have made unprecedented hits in East Asia. In this context, this paper attempts to understand the varied receptions of Korean TV dramas and its implications for transnational cultural flows in East Asia. By employing qualitative method, this paper aims to reveal the nature of the popularity of Korean dramas and the parameters of Asian audiences' imaginations which may bring about mutual understandings and affinities. In so doing, this paper will raise the question of cultural identity, popular nationalism, and power relations in the respect of uneven and multilayered global-local cultural practices.