

הרצאת אורח

פרופ' קית' הווארד (Prof. Keith Howard)
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THE FOUNDATIONS OF KOREAN WAVE (HALLYU) – K-POP'S COMING OF AGE

The beginnings of Korean Wave are typically linked to the arrival of the term, 'hallyu', linking to Korean cultural exports to China and Taiwan. Although this relates to the Asian financial crisis of the late 1990s, the ability of Korea's cultural producers to take advantage of the opportunities that suddenly appears was facilitated because of changes in domestic consumption and production in the early 1990s which had made, for example, Korea's recorded music industry, the second largest in Asia. Today, the music industry has shifted from a fan-oriented service business to business servicing, and to a model in which music is made freely available to consumers – as 'Gangnam Style' demonstrated. However, theories of what has happened struggle to catch up with the reality. Accounts of Korean Wave typically situate it within frames of postcolonialism, nationalism and neoliberalism, and there is an increasing divergence between foreign and local commentaries. The presentation looks back to K-pop in the early 1990s, and charts through two decades to Psy's 'Gangnam Style'.



Professor Keith Howard is Professor of Music at SOAS, University of London. He was formerly Professor and Associate Dean at the University of Sydney, and has held visiting professorships at Monash University, Ewha Women's University and Hanguk University of Foreign Studies. He has written or edited 17 books, including *Music as Intangible Cultural Heritage: Policy, Ideology and Practice in the Preservation of East Asian Traditions* (2012), *Singing the Kyrgyz Manas* (with Saparbek Kasmambetov, 2011), *Korean Kayagum Sanjo: A Traditional Instrumental Genre* (with Chaesuk Lee and Nicholas Casswell; 2008), *Zimbabwean Mbira Music on an International Stage* (with Chartwell Dutiro; 2007), *Creating Korean Music: Composition and the Discourse of National Identity* (2006), *Preserving Korean Music: Intangible Cultural Properties as Icons of Identity* (2006), and *Korean Pop Music: Riding the Wave* (2006).

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