



החוג ללימודי אסיה באוניברסיטת חיפה מתכבד להזמיןכם להרצאתה של

**Professor Olga Fedorenko**  
(Seoul National University)

## **Aesthetics and Politics of Advertising in South Korea**

In South Korea, the local cultural ideal of advertising historically downplayed its marketing purposes and privileged its potential for promoting virtue and enabling diverse mass media, whether or not those public-service commitments accommodated the material interests of advertisers. This vision came under attack with neoliberalization in the 1990s, and deregulatory efforts culminated in 2008, when freedom to advertise was recognized as constitutionally protected.

This talk sketches the history of advertising on the Korean peninsula from the colonial period and into the twenty-first century and highlights many peculiarities of local advertising, such as its stringent regulation, relative isolation from the global advertising industry, and popularity of sentimental themes. I discuss how the aesthetics and politics of Korean advertising have been shaped not only by its capacity to entice potential consumers, but also by divergent, conflicting interests of capital, state, advertising practitioners, mass media, regulatory institutions, and media audiences.

ההרצאה תתקיים במסגרת הקורס "בין פלדה לגאנגנאם סטייל: סיפורה של התעשייה הקוריאנית" של ד"ר גיא פודולר

ביום שלישי, ה-8 בינואר 2019 (ב' בשבט תשע"ט),  
בין השעות 12:15-13:45 בכיתה 709 בבניין ראשי  
נשמח לראותכם בין אורחינו