

□ Instructor's Profile



Name: Seok-Kyeong HONG

Professor, Department of Communication

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Seok-Kyeong HONG is a Professor of Communication at Seoul National University, since 2013. She has worked at Korean Broadcasting Commission as Chief researcher (1996-1999) and was an Associate Professor of the Department of Information and Communication Sciences at University of Bordeaux 3 (2000-2013). Her major research and teaching interests include **Cultural Studies, Visual Methods and Communication, Media Culture, and Transnational and Global Popular Culture.**

She has published books and articles on Korean television dramas, *Hallyu* as a cultural consequence of globalization and digital culture, and various digital cultural forms and practices as *mukbang* (food-broadcasting). She's also interested in visual methods and qualitative research design. She has been writing columns on *Hallyu* and cultural issues for national presses. Her recent research was on the phenomenon of BTS, and a book on the subject is under publication.

Education

1985-1987 : Master in Communication, Seoul National University

1987-1989 : Ph.D Courses in Communication, Seoul National University

1989-1995 : Ph.D in Information and Communication Sciences, University Grenoble3 (France), with mention "très honorable avec félicitation du jury" (*summa cum laude honour*) Thesis : *Régime d'Actualité et la construction de la réalité dans la vie quotidienne : contribution à l'analyse pragmatique de la télévision (Actuality Regime and Reality Construction in Everyday Life : A contribution to the Pragmatic Analysis of Television)*

Related Publications

Park, S., Hong, S. (2019). On the Intersectionality of Race and Gender in the Skin-whitening Culture of K-Beauty: A Case Study on the Whitewashing/yellowwashing Debate. *Journal of communication research*, 56(2), 43-78. (in Korean)

Hong, S., Park, D., Park, S. & Oh, S. (2019). Geography of Hallyu Studies: Analysis of Academic Discourse on Hallyu in International Research. *Korea Journal*, 59(2), 111-143.

Jang, E., Park, S., Lee, J. & Hong, S. (2019). Beautiful and Masculine: Male Make-Up YouTubers and Heteronormativity in South Korea. *Journal of Popular Culture*, 52, 678-702.

Hong, S., Park, D. & Park, S. (2017). Knowledge Network Analysis on Hallyu Research. *Korean Journal of Journalism & Communication Studies*, 61(6), 318-353. (in Korean)

Hong, S. (2017). Hallyu beyond Asia: Theoretical Investigations on Global Consumption of Hallyu. In Tae-Jin Yoon and Dal Yong Jin (Eds.), *The Korean Wave: Evolution, Fandom, and Transnationality*. (pp. 67-86) Lexington Books.

Hong, S. (2017). Internet Mukbang (Foodcasting) in South Korea. In Ilana Eleá, Lothar Mikos (Eds.), *Young & Creative - Digital Technologies Empowering Children in Everyday Life*. (pp. 111-123) Nordicom.

Hong, S. & Park, S. (2016). Emergence of Internet Mukbang (Foodcasting) and Its

Hegemonic Process in Media Culture. *Media & Society*, 24(1), 105~150. (in Korean)

Hong, S. (2015). Food Culture as Televised Real Variety Program. *Comparative Korean Studies*, 23(3), pp.131-162.

Hong, S. (2013). *Hallyu in Globalization and Digital Culture Era: Full House, Gangnam Style and After*. Paju: Hanul. (in Korean)