

Speakers



한국문화원
Korean Cultural Center in Hong Kong



Gigi Lam
(Sociology Department)

July 16 (Friday)
2:00pm (HKT)

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KOREAN WAVE AND KOREAN CULTURE

Abstract

Korean Wave pervaded Asia as exemplified by a dominant role played by South Korea in exporting dramas, movies and songs from the 1990s onwards. Due to the growing popularity of K-pop, it is interesting to ask where we can study the Korean culture in Hong Kong. The Korean Cultural Center in Hong Kong, which was established in Hong Kong for 17 years, provides a good platform for sharing Korean culture with Hong Kong citizens. Ms. Novem Chick as a manager of public relations and marketing from the Korean Cultural Center in Hong Kong is going to introduce how it facilitates the promotion of Korean culture through a variety of cultural activities.

The webinar is going to address the following questions: What are the major reasons underlying Korean Wave? How Korean Wave affects the culture and walks of life in Hong Kong? What is the platform of understanding Korean Wave and Korean culture in Hong Kong?

About the Speakers

Korean Cultural Center in Hong Kong Since Korea and Hong Kong signed the MOU on Cultural Cooperation in 2004, the Korean Cultural Center in Hong Kong provides a platform for sharing Korean culture with Hong Kong citizens through a variety of cultural activities (e.g., Festive Korea), and different classes (e.g., K-Food Cooking Class). In addition, different facilities, such as K-Food Experience Zone, Sarangbang (Korean Traditional House), K-Pop Zone, K-Culture Experience Zone are the other good spots for studying Korean culture. Ms. Novem Chick as a manager from the Korean Cultural Center in Hong Kong is going to introduce how it promotes Korean culture in Hong Kong.

Gigi Lam Dr. Gigi Lam is an Assistant Professor in the Department of Sociology at the Hong Kong Shue Yan University. Her research interests focus on population issues and mental health policy. Gigi has published professional papers in academic journals, such as Asian Education and Development Studies, Health and quality of life outcomes, Modern China Studies. Besides, Gigi is also interested in the study on Korean dramas. She teaches a GE course entitled "Understanding Korean Society through Dramas".

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