

## Contents

Acknowledgments	vii
Introduction. A Decade of Hallyu Scholarship: Toward a New Direction in Hallyu 2.0 <i>Sangjoon Lee</i>	1
<b>Part 1. New Agendas</b>	
1. Hallyu versus Hallyu-hwa: Cultural Phenomenon versus Institutional Campaign <i>JungBong Choi</i>	31
2. New Perspectives on the Creative Industries in the Hallyu 2.0 Era: Global-Local Dialectics in Intellectual Properties <i>Dal Yong Jin</i>	53
<b>Part 2. Rethinking K-Pop</b>	
3. New Wave Formations: K-Pop Idols, Social Media, and the Remaking of the Korean Wave <i>Eun-Young Jung</i>	73
4. Uniformity and Nonconformity: The Packaging of Korean Girl Groups <i>Roald Maliangkay</i>	90
5. Of the Fans, by the Fans, for the Fans: The JYJ Republic <i>Seung-Ah Lee</i>	108

### Part 3. Korean TV Drama and Social Media

6. The Interactive Nature of Korean TV Dramas:  
Flexible Texts, Discursive Consumption, and Social Media 133  
*Youjeong Oh*
7. Meta-Hallyu TV: Global Publicity, Social Media,  
and the Citizen Celebrity 154  
*Michelle Cho*
8. From Diaspora TV to Social Media: Korean TV  
Dramas in America 172  
*Sangjoon Lee*

### Part 4. Global Receptions of Hallyu 2.0

9. Hating the Korean Wave in Japan: The Exclusivist  
Inclusion of Zainichi Koreans in *Nerima Daikon Brothers* 195  
*Hye Seung Chung*
10. Consuming the Other: Israeli Hallyu Case Study 212  
*Irina Lyan and Alon Levkowitz*
11. RIP Gangnam Style 229  
*Brian Hu*
- Afterword. Before the Wave: The Difference and  
Indifference of Hallyu Beta through 2.0 245  
*Abé Mark Nornes*
- Contributors 257
- Index 261