

ASIA FORUM 2023

IN HALLYU WE TRUST? REVISITING “SOFT POWER” IN THE NEW WORLD ORDER OF CULTURAL PRODUCTION

06/07 JULY 2023

CAMPUS WESTEND

GOETHE UNIVERSITY FRANKFURT

IN COOPERATION WITH THE RESEARCH PROJECT
CEDITRAA – CULTURAL ENTREPRENEURSHIP AND DIGITAL TRANSFORMATION IN ASIA AND AFRICA

9:00 – 9:30	INTRODUCTION	WELCOME BY THE ORGANISERS (IZO, CONTRUST)
PART I: THEORY OF SOFT POWER		
9:30 – 10:45	TALKS 1 & 2	<p>9:30-10:00 BENJAMIN TALLIS, ALFRED VON OPPENHEIM-ZENTRUM FÜR EUROPÄISCHE ZUKUNFTSFRAGEN CULTURAL ATTRACTION AND NATIONAL IMAGE (TBC)</p> <p>10:00-10:30 GARY RAWNSLEY, UNIVERSITY OF LINCOLN “I DON’T KNOW WHAT IT MEANS” (DONALD RUMSFELD). REFLECTIONS ON SOFT POWER, POLITICS, AND CULTURE</p> <p>10:30-10:45 DISCUSSION DISCUSSANT: CONTRUST REPRESENTATIVE (TBD)</p>
10:45 – 11:15	COFFEE BREAK	
11:15 – 12:30	TALKS 3 & 4	<p>11:15-11:45 SONG HWEE LIM, NATIONAL CHUNG HSING UNIVERSITY THEORETICAL REFLECTIONS ON CINEMA AS SOFT POWER</p> <p>11:45-12:15 MICHAEL KEANE, QUEENSLAND UNIVERSITY OF TECHNOLOGY SOFT POWER: RISING IN THE EAST, AND SETTING IN THE WEST?</p> <p>12:15-12:30 DISCUSSION DISCUSSANT: SONIA CAMPANINI</p>
12:30 – 14:00	LUNCH BREAK	LUNCH BUFFET AT THE NORMATIVE-ORDERS BUILDING

PART II: HALLYU AS “SOFT POWER”?

14:00 – 15:00	TALKS 1 & 2	<p>14:00-14:30 DAL YONG JIN, SIMON FRASER UNIVERSITY UNDERSTANDING THE KOREAN WAVE FROM THE SOFT POWER PERSPECTIVE IN THE DIGITAL PLATFORM ERA</p> <p>14:30-15:00 SANGJOON LEE, LINGNAN UNIVERSITY THE ORIGINS OF THE SOUTH KOREAN FILM RENAISSANCE: CULTURE, POLITICS, AND INDUSTRY</p>
15:00 – 15:30	COFFEE BREAK	
15:30 – 16:15	TALK 3	<p>15:30-16:00 MARK R. PLAICE, UNIVERSITY OF CENTRAL LANCASHIRE HALLYU AND THE KOREAN LANGUAGE IN EAST ASIA AND BEYOND (TBC)</p> <p>16:00-16:15 CONCLUDING DISCUSSION DISCUSSANT: YONSON AHN</p>
16:15 – 17:00	PANEL 1	<p>THANOS FRAGKANDREAS, DAL YONG JIN, NICO NASSENSTEIN, MARK R. PLAICE, AND GARY RAWNSLEY</p> <p>CAN THE “SOFT POWER” CONCEPT EXPLAIN THE GLOBAL SUCCESS OF KOREAN CULTURE AND ITS IMPACT?</p> <p>PANEL CHAIR: CORNELIA STORZ</p>

IZO ASIA FORUM

PUBLIC EVENING TALK WITH RECEPTION

RENAME VON METZLER-SAAL, CAMPUS WESTEND

17:30 – 18:00	RECEPTION	DRINKS AT RENATE VON METZLER-SAAL, FOYER
18:15 – 19:15	KEYNOTE	<p>DONG YEON WON</p> <p>한국 영화와 방송의 경쟁력과 미래 전망</p> <p>KOREAN FILM AND TELEVISION – COMPETITIVENESS AND FUTURE PROSPECTS</p> <p>KOREAN FILM PRODUCER, CEO OF "REALIES PICTURES" (ALONG WITH THE GODS, MASQUERADE).</p> <p>WITH INTRODUCTION BY YONSON AHN</p>

FRIDAY, 07 JULY 2023

9:00 – 9:30	INTRODUCTION	WELCOME AND INPUT FROM CONTRUST NICOLE DEITELHOFF
PART III: EAST ASIAN ANTECEDENTS, TRAJECTORIES AND REACTIONS TO THE KOREAN WAVE		
9:30 – 10:45	TALKS 1 & 2	<p>9:30-10:00 NISSIM OTMAZGIN, THE HEBREW UNIVERSITY OF JERUSALEM SOFT POWERING JAPAN: FASCINATION, BUREAUCRATIZATION, AND CONFUSION</p> <p>10:00-10:30 TING-YING LIN, TAMKANG UNIVERSITY BUILDING TAIWAN'S NATIONAL BRAND AND SOFT POWER: TRANSNATIONAL DISTRIBUTION OF TAIWAN'S CREATIVE CONTENT ON DIGITAL STREAMING PLATFORMS</p> <p>10:30-10:45 DISCUSSION DISCUSSANT: MIRJAM TRÖSTER</p>
10:45 – 11:05	COFFEE BREAK	
11:05 – 12:20	TALKS 3 & 4	<p>11:05-11:35 PAOLA VOCI, UNIVERSITY OF OTAGO CULTURAL SOFT POWER AS A CRACKED GAME: HOW LIGHT, ACCENTED, AND POSTDIGITAL PRACTICES ARE FLOUTING CHINA'S DISCURSIVE PREDOMINANCE AND WHY THIS MATTERS</p> <p>11:35-12:05 YING ZHU, HONG KONG BAPTIST UNIVERSITY</p> <p>12:05-12:20 DISCUSSION DISCUSSANT: BERTRAM LANG</p>
12:20 – 14:00	LUNCH	<p>KEUN LEE, SEOUL NATIONAL UNIVERSITY</p> <p>LUNCH TALK: EVOLUTION OF THE FILM INDUSTRY IN KOREA: MARKET LIBERALIZATIONS, THE STATE, AND THE CHANGES IN THE KEY PLAYERS</p> <p>WITH A SHORT INTRODUCTION BY VINZENZ HEDIGER</p>

PART IV: APPLICATIONS AND IMPLICATIONS FOR OTHER CONTEXTS

14:00 – 15:45	TALKS 1 – 3	<p>14:00-14:30 OLUSOLA OGUNNUBI, CARLETON UNIVERSITY NIGERIA AS A REGIONAL HUB OF CULTURAL SOFT POWER IN AFRICA? (TBC)</p> <p>14:30-15:00 SUWEON KIM, HANKUK UNIVERSITY OF FOREIGN STUDIES ALMOST SOUTH-SOUTH SOLIDARITY: THE FRUSTRATION OF K-POP FANS (BUT NOT TRUE FANS) IN SOUTH AFRICA</p> <p>15:00-15:30 USAKU WAMMANDA, PAN-ATLANTIC UNIVERSITY IMPACT OF THE K-DRAMA CONCEPT ON NIGERIA'S CULTURE</p> <p>15:30-15:45 DISCUSSION DISCUSSANT: MATTHIAS KRINGS</p>
15:45 – 16:15	COFFEE BREAK	
16.15 – 17:00	PANEL 2	<p>SUWEON KIM, NISSIM OTMAZGIN, RAVI VASUDEVAN, ANN HEYLEN, AND PAOLA VOCI</p> <p>SOFT POWER: CORE ELEMENT, COMPLEMENT, OR COMPENSATION?</p> <p>PANEL CHAIR: VINZENZ HEDIGER</p>
17:00 – 17:15	CONCLUSION	WORKSHOP WRAP-UP AND FOLLOW-UP

FOR QUESTIONS REGARDING THE PROGRAMME, PLEASE REACH OUT TO MARIE MALINA:
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