



## The Global Impact of South Korean Popular Culture: Hallyu Unbound

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This volume fills a gap in the existing literature and proposes an interdisciplinary and multicultural comparative approach to the impact of Hallyu worldwide. The contributors analyze the spread of South Korean popular products from different perspectives (popular culture, sociology, anthropology, linguistics) and from different geographical locations (Asia, Europe, North America, and South America). The contributors come from a variety of countries (UK, Japan, Argentina, Poland, Bulgaria, Czech Republic, Indonesia, USA, Romania). The volume is divided into three sections and twelve chapters that each bring a new perspective on the main topic. This emphasizes the impact of Hallyu and draws real and imaginary “maps” of the export of South Korean cultural products. Starting from the theoretical backgrounds offered by the existing literature, each chapter presents the impact of Hallyu in a particular country. This applied character does not exclude transnational comparisons or critical interrogations about the future development of the phenomenon.

All authors are speaking about their own, native cultures. This inside perspective adds an important value to the understanding of the impact of a different culture on the “national” culture of each respective country. The contributions to this volume illustrate the “globalization” of the cultural products of Hallyu and show the various faces of Hallyu around the world.

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