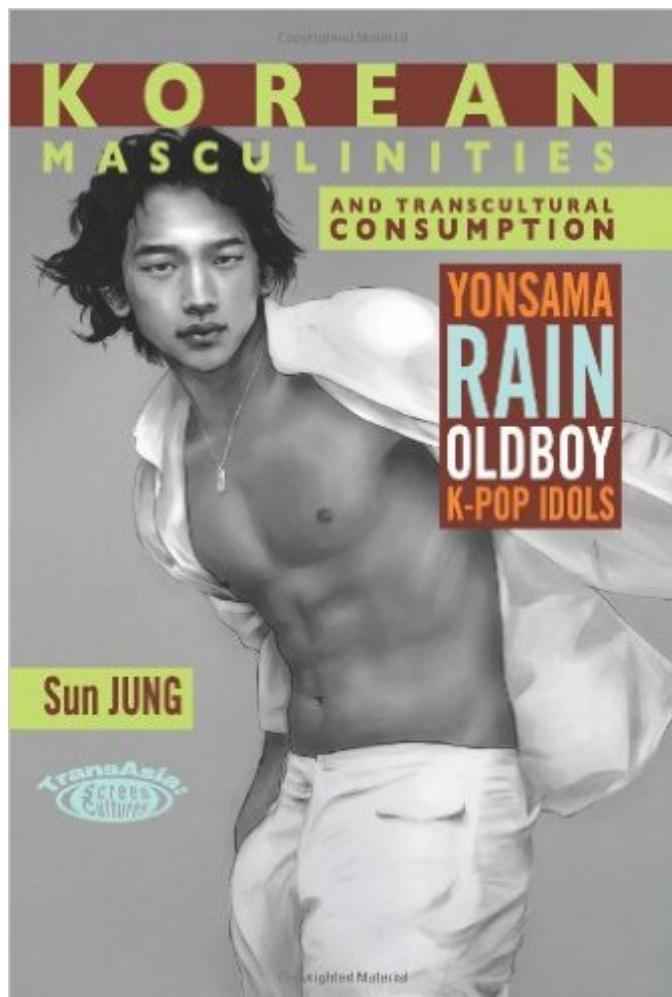


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Korean Masculinities And Transcultural Consumption: Yonsama, Rain, Oldboy, K-Pop Idols (TransAsia Screen Cultures Series)



Synopsis

This book investigates the transcultural consumption of hybrid South Korean masculinities in contemporary South Korean popular culture. It focuses on the Japanese middle-aged female fandom of an actor -Bae Yong-Joon (a.k.a. Yonsama)- the middle class Singaporean female fandom of a pop-star Rain, and the Western online cult fandom of a film, Oldboy.

Book Information

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Customer Reviews

I was reading this book in hopes of gaining insight on masculinity in South Korea, and I did, a bit, but the author is really just interested in explaining why certain K-pop products have become popular internationally. The Chapters start out alright and get progressively weaker as it goes along, I couldn't even read the chapter on Oldboy's "cool but savage" masculinity. Jung argues from a cultural constructionist perspective which is fine but misses out on some further interpretations and places too much on the connection between girls comics in Japan and soft masculinity. Even if those comics never existed, women would still idealize soft masculinity in its current form. I would have enjoyed at least a chapter on Korean reactions to K-pop products. I would say chapter 2 and 3 can provide some insights but the rest isn't worth your time or money, way overpriced for what you get.

After having previously read *Pop Goes Korea*, I was pleased by the further information contained in 'Korean Masculinities'. I am an Asian entertainment writer whose focus is primarily directed towards K-Pop. I particularly enjoyed the focus on Bi Rain, who remains an iconic and global figure in

Korean entertainment. His evolution to stardom through the tutelage of JYP Entertainment's founder Park Jin Young is clearly defined, as well as the motivational factors behind the creation of his image.

I haven't read this book. If I bought it, I'd mostly use it as something to argue against, not as an inspirational example of scholarship or as a citation that supports my points. This rather harsh judgment is based on having read an article that is an earlier version of the author's thoughts on Korean masculinity. The article was so poorly researched and the understanding of Korean culture so obviously out of touch with contemporary reality (I don't think the author has spent enough time in Korea in the last decade to make such giant pronouncements) that I was shocked. For example the author bases an argument about perceptions of masculinity on the comments on Youtube videos written by ESL teenagers that identify certain pop stars as "hot." I am prompted to write this review because I'm sick of suggesting I buy the book, and I wonder how many others with similar interests might waste their money...

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