

**International Conference**

# Mobility, Creativity, and Collectivity: Making Sites in Contemporary Korean Visual Culture

**The Department of Asian Studies  
and The Harry S. Truman Institute for the Advancement of Peace  
The Hebrew University of Jerusalem**

## May 24–26, 2016

**Day 1: May 24, Tuesday** Beit Maersdorf, room 405

**16:30 – 17:00 Reception**

**17:00-17:15 Welcoming Remarks**

Dr. Nissim Otmazgin, Chair of the Dept. of Asian Studies, The Hebrew University

**17:15 – 18:15 Keynote Speech**

Hong Kal, York University: *Spectacle of the Public in Seoul*

**Day 2: May 25, Wednesday** Abba Eban Hall, Truman Institute

**09:30 – 10:00 Registration**

**10:00 – 10:30 Opening Remarks**

Menahem Blondheim, Academic Director, The Harry S. Truman Institute for the Advancement of Peace

Dr. Jooyeon Rhee, Director of Korean Studies Program

**10:45 – 12:00 Panel I An Image War: Visualizing National Territory**

Chair: Nissim Otmazgin, The Hebrew University of Jerusalem

Seunghyok Lee, The Hebrew University of Jerusalem: *Dokdo-Takeshima Dispute and National Historical Narratives: Visual Media's Role in "Enlightening the Citizens" in South Korea and Japan*

Chinsoo Bae, Northeast Asian History Foundation, Korea: *Colonial Legacy and Contemporary Korean Visual Culture: The Case of Dokdo Sovereignty Issue*

**12:00 – 13:30 Lunch, Beit Maersdorf**

**13:30 – 14:45 Panel II Wired Ways of Seeing: New Media, New Communication**

Chair: Jooyeon Rhee, The Hebrew University of Jerusalem

Je Yun Moon, University of London: *From the Society of Text to the Society of Image: The Emergence of a New Communication Tactic in Internet Communities since the 1990s*

Haerin Shin, Vanderbilt University: *Relocating the Emergence of Hallyu Entertainment: The Archetypal Function of South Korea's Dramatized Ballard Music Videos in the Mid to Late 1990s*

**14:45 – 15:10 Coffee Break**

**15:10 – 16:40 Panel III Media and Community Building**

Chair: Ira Lyan, The Hebrew University of Jerusalem

Ekaterina Pokholkova, Moscow State Linguistic University, Russia: *South Korean Commercial Advertisements: Space for Social Advertising Inclusions*

Su Young Choi, University of Massachusetts: *Mobile Imageries of Immobile Sit-Ins: An Ethnographic Study of the Anti-765kV Transmission Tower Struggle of Miryang in South Korea*

Bora Chung, Yonsei University and Liora Sarfati, Tel Aviv University: *Grief, Protest, and Material Creativity in the Commemoration of Sewöl's Victims*

**16:40 – 17:00 Coffee Break**

**17:00 – 18:15 Special Lecture**

Theodore June Yoo, Yonsei University: *Visualizing the Enemy: Mohammad Kansu (aka Jeong Su-il) and the Question of the 'Other' in South Korea*

**Day 3: May 26, Thursday** Abba Eban Hall, Truman Institute

**09:00 – 10:10 IV Seoul, Its Past and the Present**

Chair: Wonhee Cho, The Hebrew University of Jerusalem

Maria V. Soldatova, Moscow State Linguistic University: *Poetic Lines in Urban Space as an Element of Social Advertising: Gwanghwamun Poetry Placard*

Barbara Wall, Hamburg University: *The (Psycho)pathetic Prince and the Tile Wall Picture of Chǒngjo's Royal Procession to the City of Hwasǒng at the Ch'ǒnggye-ch'ǒn Stream*

**10:10 – 10:30 Coffee Break**

**10:30 – 12:30 Panel V Reading Contemporary South Korea's Social Landscape through Visual Culture**

Chair: Theodore Jun Yoo, Yonsei University, Korea

Yoo Seung-jin, Yonsei University, Korea: *(Re)visualizing Lee Man-Hee's Anti-Communist Films during an Era of Censorship*

Moonim Baek, Yonsei University, Korea: *Ethnicizing Masculinities in ROK Films*

Man-Gang Lee, Yonsei University, Korea: *Shifting Representations of Korea's Rural Landscape in Korean Television Dramas and Films*

Yingqiu Zhao, Yonsei University, Korea: *Screening Nostalgia in Korean Television Dramas: Space, Place, and the Past*

**12:30 – 14:00 Lunch, Beit Maersdorf**

**14:00 – 15:10 Panel VI Gender and Visual Culture**

Chair: Pablo Utin, Shenkar School of Art and Design

Heejung Shin, University of California, San Diego, USA: *Western Princess Project*

Jooyeon Rhee, The Hebrew University of Jerusalem: *Feeding the Hungry Eyes: The "Mokppang" Phenomenon in South Korea*

**15:10 – 15:30 Coffee Break**

**15:30 – 16:30 Roundtable Discussion**



**For details:**

**koreanvisualculture@gmail.com**

**Conference Sponsors:**

**Academy of Korean Studies**

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