Korean Wave Retrospective: 20 Years of History and Future Prospects

The conference titled *The Korean Wave: 20 Years in Retrospect & Future Prospects*, supported by David Lam Centre, was held at SFU in June 2016. Organized by Dal Yong Jin, an Associate Professor in the School of Communication, the conference invited more than 20 international scholars from several countries, including Korea, Japan, Chile, Singapore, Hong Kong, Taiwan, the U.K. and the U.S. Several SFU faculty members and graduate students, including from Anthropology department, also joined the conference as presenters. Since several faculty members from the Department of English and the School of Communication also worked as chairs, the conference appealed to many SFU units.

The participants presented papers on the Korean Wave, symbolizing the rapid growth of Korean popular culture and the global penetration of local popular culture and digital technologies in the global cultural markets from diverse perspectives. The papers presented addressed several key issues, including the historical reviews and prospects for the Korean Wave studies in the future. In particular, several papers discussed the increasing role of Korean popular culture in both Asian and global cultural scenes. Methodologically, these papers dealt with both qualitative and quantitative approaches, which were engaging and entertaining.

The outcome of the conference will also be very promising. Due to the cutting-edge analyses and discussions, the participants immediately decided to develop two projects – a journal special issue and an edited volume. The special issue will appear in the *International Journal of Communication* in 2017, and the edited volume will be published by Lexington in the same year. These two publications will be providing some of the most significant contributions to literature, and we expect that they will shed light on the continuing debates of the emergence of local popular culture in the global context.