

Contents

<i>Acknowledgments</i>	vii
<i>Notes on contributors</i>	viii
 Introduction: Hallyu and North Korea – soft power of popular culture	1
YOUNA KIM	
 PART I	
Popular culture as soft power	39
1 Soft power and the Korean Wave	41
JOSEPH NYE AND YOUNA KIM	
2 The Korean Wave as a powerful agent: hidden stories from a North Korean defector	54
THAE YONG-HO	
3 Popular culture in transitional societies: an Eastern European perspective	67
NIKOLAY ANGUELOV	
 PART II	
Circulation of meaning	81
4 Black markets, red states: media piracy in China and the Korean Wave in North Korea	83
WEIQI ZHANG AND MICKY LEE	
5 The Korean Wave: a pull factor for North Korean migration	96
AHLAM LEE	

6	Hallyu in the South, hunger in the North: alternative imaginings of what life could be	109
	SANDRA FAHY	
7	South Korean media reception and youth culture in North Korea	120
	SUNNY YOON	
PART III		
	Contesting voices	133
8	Other as brother or lover: North Koreans in South Korean visual media	135
	ELAINE H. KIM AND HANNAH MICHELL	
9	Discursive construction of Hallyu-in-North Korea in South Korean news media	149
	KYONG YOON	
10	Webtoon and intimacy: reception of North Korean defectors' survival narratives	162
	JAHYON PARK	
11	Revealing voices? North Korean males and the South Korean mediascape	176
	STEPHEN J. EPSTEIN AND CHRISTOPHER K. GREEN	
	<i>Index</i>	189