

## CONTENTS

Acknowledgments	ix
Introduction	1
PART I. THE SPECULATIVE PRODUCTION OF DRAMAS AND DRAMA SITES	33
1. Speculative Producers: The Production of Korean Drama	38
2. Spectacular Places: Drama-Filming Sites	72
PART II. THE AFFECTIVE CONSUMPTION OF K-POP IDOLS AND PLACES	101
3. Image Producers: The (Re)Production of K-Pop Idols	105
4. K-Star Road: Making Gangnam into a K-Pop-Filled Place	136

5. Cosme Road: K-Beauty and the Globalization of Myeong-dong	162
Conclusion	187
Notes	197
Reference List	219
Index	233