

Call for Papers

The 1st SNU Graduate Workshop on Hallyu Studies

Date: August 21, 2025

Location: Seoul National University, South Korea.

The Center for Hallyu Studies @ Seoul National University

The Center for Hallyu Studies at Seoul National University (SNU), in collaboration with the SNU Contemporary Korean Studies Initiative, is pleased to announce the inaugural **Graduate Student Workshop on Hallyu**, scheduled for August 21, 2025, at Seoul National University. This graduate student workshop, as a pre-conference for SNU's 2nd International Conference for Contemporary Korean Studies on 22 and 23 August, invites submissions from PhD-level students in diverse humanities and social sciences disciplines with a scholarly focus on Hallyu studies, encompassing K-pop, television dramas, cinema, webtoons, games, fashion, tourism, beauty, and culinary culture. Participating students will have the opportunity to receive constructive feedback from peer participants and distinguished faculty mentors across several academic disciplines. We intend to establish this event as a venue for connecting young academics from diverse institutions and disciplines to foster novel collaboration. They also will have the opportunity to attend SNU's 2nd International Conference for Contemporary Korean Studies which will be held on 22 and 23 August, where key questions and research on contemporary Korean society will be addressed.

We welcome submissions that engage with, but are not limited to, the following topics:

- General Korean Popular Culture
- K-Culture Phenomena (beauty, fashion, mukbang, tourism, etc.)
- Cultural Industries (K-pop, TV drama, cinema, webtoon, game, etc.)
- Global reception of Hallyu
- Fandom
- Gender and Sexuality in Hallyu
- Soft Power
- National Image
- Public Diplomacy
- Hallyu/Anti-Hallyu
- Other topics related to Korean popular culture and the Hallyu phenomenon

Submission Guidelines and Schedule

To apply, please complete the Google Form (link), which will require your contact information, affiliation, an abstract (500 words max.), a short biography (150 words max.), and a full CV.

Eligibility and Support:

PhD students/candidates in humanities and social sciences. The conference welcomes applicants from outside South Korea. We aim to offer the accepted participants a transport grant of around KRW 400,000 (within Asia) and KRW 1,000,000 (outside Asia). Unfortunately, we cannot provide free accommodation to participants from outside South Korea due to budgetary restraints. Participants are encouraged to seek financial support from their universities.

Presentations and Papers:

- Full papers must be submitted in English (6,000 words) by August 10, 2025
- Each presenter will be allocated a 50-minute session:
 - Presentation: 20 minutes
 - Discussion: 30 minutes
- Oral presentations may be delivered in either English or Korean

Submission Deadline:

The deadline for applications is **April 30th, 2025**. We will contact all applicants by end-May regarding the acceptance of their application.

This conference is supported by the Center for Hallyu Studies at Seoul National University (SNU), in collaboration with the SNU Contemporary Korean Studies Initiative.

If you have any questions, please contact **jisuha@snu.ac.kr**