

**JungBong Choi (최정봉, 崔正鳳)**

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**Areas of Research/Teaching Interest**

Film, Popular Cultures, and Ethical Politics of South Korea  
Body, Sexuality, and Gender: History & Theory  
Comparative Media & Society: Korea, Japan, and the U.S.  
Theories: Cultural Studies, Political Economy of Globalization, and Posthumanism

**Current Employment**

Visiting Professor Apr 2024-Aug 2025  
Transcultural Studies  
Graduate School of Letters  
Kyoto University, Japan

**Previous Academic Employment**

Associate Professor Aug 2016-Aug 2019  
Academy of Film  
School of Communication  
Hong Kong Baptist University  
Hong Kong

Assistant Professor Jan 2006-July 2016  
Department of Cinema Studies  
Tisch School of the Arts  
New York University, U.S.A.

Assistant Professor July 2003-Dec 2005  
Department of Film and Media Studies  
University of California, Santa Barbara (UCSB)  
U.S.A.

**Employment as Visiting Faculty**

Visiting Associate Professor Sept 2019-Aug 2020  
Graduate School of Communication and Arts  
Yonsei University, South Korea

Visiting Assistant Professor July 2007-June 2008  
School of Film, TV & Multimedia  
Korea National University of Arts (KNUA), South Korea

### **Previous Non-Academic Employment**

Creative Director  
Asia Culture Center (국립아시아문화전당)  
Gwangju, South Korea

Sept 2019-Nov 2019

### **Education**

University of Iowa, Department of Communication Studies  
Ph.D., Media Studies

July 2005

University of Iowa, Department of Communication Studies  
M.A., Film Studies

Dec. 2000

Sogang University, Department of Political Science (Seoul, South Korea)  
B.A., Political Science

Aug. 1993

### **Languages**

English: fluent in speaking, reading and writing  
Japanese: fluent in speaking and moderate in reading/writing  
Korean: native  
Chinese: moderate in reading

### **Academic Publications**

#### **Authored Books**

- *The Political Economy of K-pop Globalization: Fanthropology* (KBS Broadcasting Culture Institute. Sept. 2014. **in Korean**)
- *Digitalization of Television in Japan: State, Economy, and Discourse* (VDM, 2008)

#### **Edited Books**

- *K-pop: the International Rise of the Korean Music Industry*. eds. Choi and Maliangkay (Routledge. Sept. 2014)
- *Television, Japan, and Globalization*. eds. Choi, Tsai and Yoshimoto (University of Michigan Press. 2010)

#### **Edited Journals**

- *Of Transnational-Korean Cinematix*, a special issue of *Transnational Cinemas*. vol. 3,1. (May 2012) Volume Editor.
- *Unsettling the National in Korean Cinema*, a special issue of *Journal of Korean Studies*. vol. 16, 2. (Nov. 2011) Volume Editor.

## Referred Journal Articles

- “The Rise of 2030 Women: The Utopic Politics of K-pop amid South Korean Presidential Impeachment” *Communication, Culture and Politics* vol. 21, 2. (June 2025), pp. 141-151. “2030 女性的奮起: 南韓總統彈劾爭議中 K-pop 的烏托邦政治” *傳播文化與政治* (Taiwanese Journal)
- “Of Transnational-Korean Cinematrix: an Introduction” *Transnational Cinemas* vol. 3,1. (May 2012), pp. 3-18.
- “Introduction to Unsettling National Cinema” *The Journal of Korean Studies*. vol. 16, 2. (Nov. 2011) pp. 169-172.: A&HCI Journal
- “National Cinema: an Anachronistic Delirium?” in *Journal of Korean Studies*. vol. 16, 2. (Nov. 2011) pp. 173-191.: A&HCI Journal
- “Of the East Asian Cultural Sphere: Theorizing Cultural Regionalization” in *The China Review: an Interdisciplinary Journal on Greater China*, Special Edition titled *Transnational Asian Cinema* ed. Tonglin Liu, vol.10, 2 (Fall 2010) pp. 109-136.: SSCI Journal
- “Mapping Japanese Imperialism onto Postcolonial Criticism,” *Social Identities: Journal for the Study of Race, Nation and Culture*, vol.9, 3. pp. 325-339.: IBSS & ASSIA Journal
- “Critical Notes on Globalization and Culture” *The Journal of Communication Inquiry*. vol. 26, 4. pp. 446-452.
- “Embedding Digital Television in an Information Economy: the Case of Japan” *The Journal of International Communication*. vol. 8, 2. pp. 26-45.

## Book Chapters

- “Hallyu vs. Hallyu-hwa: Cultural Phenomenon vs. Institutional Campaign” in *Hallyu 2.0.: The Korean Wave in the Age of Social Media* eds. Markus Nornes & Sangjoon Lee (University of Michigan Press, 2015).
- “Loyalty Transmission and Cultural Enlisting of K-pop in Latin America” in *K-pop: the International Rise of the Korean Music Industry* eds. Choi & Maliangkay. London: Routledge. 2014. pp 98-115.
- “Introduction: Why Fandom Matters to K-pop” (co-authored) in *K-pop: the International Rise of the Korean Music Industry*. eds. Choi & Maliangkay. London: Routledge. 2014. pp 1-18.
- “Banishment of Murdoch’s Sky: A Tale of David and Goliath?” in *Television, Japan, and Globalization* eds. Yoshimoto, Tsai, and Choi. Ann Arbor: University of Michigan Press. 2010. pp 7-26.
- “Room Salon in South Korea” in *Men of the Global South: A Reader*, ed. Adam Jones. London & New Jersey: Zed Books. 2006, pp. 104-110.

## Work in Progress

- A book tentatively titled *The Burden of the Progressive: Advocating Agonistic Pluralism* (진보의 십자가: 대립적 다원주의를 옹호하며) **in Korean**. Expected completion: [August, 2025]
- A book tentatively titled *Saving Sex Workers: History of Moral Discourse* (성노동자 구하기: 도덕담론의 역사) **in Korean**. Expected completion: [Dec, 2025]

## Magazine & Newspaper Contributions

- *HanKyung Business* (한경매거진) Weekly Column Series: a total of 53 Columns

1. Political Economy of Body (Oct 12, 2022 ~ Feb. 28, 2023): 16 Columns
2. Medical Discourse (March 14, 2023 ~ June 7, 2023): 11 Columns
3. Lotteries: Dreams, Fortune, and Fate (June 21, 2023 ~ Oct 25, 2023): 17 Columns
4. So Asked Tourists in Japan (Jan 3, 2024 ~ March 13, 2024): 9 Columns

- *Hankyorhe* (한겨레신문): 2 Opinion Columns

### **Editorial & Professional Activity**

- Member, Advisory Board, Korean Cultural Studies Association, 2018
- Member, Editorial Board, *Situations: Cultural Studies in the Asian Context* (YIES) 2014~2020
- Member, Advisory Board, *East Asian Journal of Popular Culture* (Intellect) 2013~2021
- Member, Editorial Board, *Positions: Asia Critique* (Duke Univ. Press) 2012 ~2014

### **University & Public Services**

- Associate Director, Research Center for Academy of Film, HKBU (fall 2016-present)
- Co-director, Asian Film and Media Initiative, NYU (fall, 2014-spring, 2016)