Korean popular (K-pop) music videos are often understood at the descendants of MTV, but a deeper analysis of K-pop music videos reveals a much broader and more complex genealogy harking back to a wide range of cultural genres and icons. Straddling both local and global elements such as Korean TV dramas, sci-fi horror films, stage musicals, and even avant-grade performance art, K-pop music videos typically last no longer than five minutes. Through a comparative reading of the music video “Twinkle” by Taetiseo and the 1946 MGM film version of Ziegfeld Follies, this talk explores how K-pop music videos strategically create means to reach out to a wide range of global audiences.

Please RSVP at least one week before the event: http://goo.gl/forms/7UMFL8FzQ9