

international conference:
EAST ASIAN MEDIA CULTURE
IN THE AGE OF DIGITAL PLATFORMS

OCTOBER 7, 2024

- Venue:
 - UNC 200 Ballroom, UBC Okanagan (Sessions 1, 2, & 3)
 - Kelowna Innovation Centre (Public roundtable)
- Sponsors:
 - Public Humanities Hub-Okanagan
 - UBCO Principal's Research Chair Program
 - Academy of Korean Studies
 - David Lam Centre (SFU)
- Organizers:
 - Kyong Yoon (Faculty of Creative and Critical Studies, UBC Okanagan)
 - Dal Yong Jin (School of Communication, Simon Fraser University)

UBCO Sessions (UNC 200 Ballroom)

9:00-9:20 Welcome Reception

9:20-9:30 Welcome Remarks

9:30-10:45 Session 1 Digital Platformization of Korean Media Practices

Chair: John Cho

Assistant Professor

Department of Community, Culture and Global Studies, UBC Okanagan

- **Dal Yong Jin**
SFU Distinguished Professor
School of Communication, Simon Fraser University
"The Platformization of Distribution Channels: Korean Perspectives"
- **Hyung-Gu Lynn**
AECL/KEPCO Chair in Korean Research
Department of Asian Studies, UBC Vancouver
"Platformization's Impacts on TV/Web Serial Storytelling"
- **Benjamin M. Han**
Associate Professor
Department of Entertainment and Media Studies, University of Georgia
"The 'Global' in Original Korean Series on Netflix and Disney+"

10:45-11:00 Coffee/Tea break

11:00-12:15 Session 2 Sinoscapes of Digital Platforms

Chair: Ying Zhu

Associate Professor

Faculty of Management, UBC Okanagan

- **Guobin Yang**
Grace Lee Boggs Professor of Communication and Sociology
Annenberg School for Communication and Department of Sociology, University of Pennsylvania
“Chinese Social Media in Times of Crises”
- **Micky Lee**
Professor of Media Studies
Communication, Journalism & Media Program, Suffolk University
“Experiencing Hong Kong Urban Culture through Platforms and Cinema Screens”
- **Kyong Yoon**
Professor of Cultural Studies
Department of English and Cultural Studies, UBC Okanagan
“Transnational Audiences in the Age of Platforms: Detouring the Order of Restriction on Hallyu in China”

12:15 – 13:00 Lunch

13:00 – 14:15 Session 3 Playful yet Contentious Asia-Pacific Digital Mediascapes

Chair: Annie Wan

Associate Professor

Department of Creative Studies, UBC Okanagan

- **David Humphrey**
Associate Professor of Japanese and Global Studies
Department of Linguistics, Languages and Cultures, Michigan State University
“AVOD in Japan: Streaming and the Afterlife of Televisual Attention”
- **Sarah Ganzon**
Assistant Professor
School of Communication, Simon Fraser University
“The Buggy, Less Sexy Version of the Game: Censorship, Nintendo’s e-shop and Yuri Games in the Nintendo Switch”
- **Taeyoung Kim**
Lecturer in Communication and Media
School of Social Sciences and Humanities, Loughborough University
“Streaming Platforms as a Playground for New Genres: An Ambivalent Nature”

14:15– 14:20 Closing Remarks

Public Roundtable (Kelowna Innovation Centre)

16:00 – 16:30 Reception: The Kelowna Innovation Centre Rooftop (Perch Sky Lounge)

16:30 – 17:45 Public Roundtable: The Kelowna Innovation Centre Theatre (1st floor)
Digital Media Culture in East Asia during/after the COVID-19 Pandemic

The COVID-19 pandemic has transformed the media landscape in East Asia. Digital media became essential to cope with life during COVID-19 and is now widely integrated into people's daily lives.

Join us as three leading experts on East Asian digital media and culture share their thoughts on how digital platforms generate (or restrict) new experiences through various services and technological infrastructure (e.g., subscription-based streaming services, social media, and user-generated content).

Through vivid case studies of China, Hong Kong, South Korea, and Japan, the three scholars will highlight the potential power, creativity, and risks found in the rapidly changing digital media experiences in East Asia.

This engaging roundtable promises a timely and cross-cultural dialogue. This event is **open to the public**. No registration is required for the roundtable. RSVP is recommended for the reception (16:00 – 16:30) (to Kyong Yoon kyong.yoon@ubc.ca).

- Presenters:
 - **Guobin Yang**
Grace Lee Boggs Professor of Communication and Sociology
University of Pennsylvania
 - **Micky Lee**
Professor of Media Studies
Suffolk University
 - **Dal Yong Jin**
SFU Distinguished Professor
Simon Fraser University

- Moderator: **Kyong Yoon** (UBC Okanagan)

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