

Dr. Wonjung Min

Visiting Researcher, SNUAC (Seoul National University Asia Center),
Former Faculty Member, Department of History, Pontificia Universidad Católica de Chile

Main research fields:

Korean–Latin American relations; transpacific cultural exchange; popular culture and fandom studies; migration and diaspora; globalization and cultural hybridity

Research:

Her research examines cultural exchange, mobility, and identity formation between Korea and Latin America, with particular attention to popular culture, migration, and everyday practices. Using qualitative methods such as interviews, ethnography, and media analysis, she explores how global cultural flows are locally received, reinterpreted, and negotiated. Her work integrates theoretical frameworks from cultural studies, postcolonial studies, and globalization studies, combining empirical case studies with comparative and transnational perspectives.



Courses Taught:

Korean History and Culture; Comparative Culture of Korea and Latin America; Popular Culture in Northeast Asia; Korean Women in History; Intercultural Communication (in Chile); Race and Society in Latin America; Cultural History of Latin America; History of Latin American Literature (in Korea)

Selected Publications:

Books

- Jin, Dal Yong, Kyoung Yoon, & **Wonjung Min**. *Transnational Hallyu: The Globalization of Korean Digital and Popular Culture*. Rowman & Littlefield, 2021.

International Refereed Journal Articles

- Reyes, Javiera, & **Wonjung Min**. "Is That Your *Kei* or My *K*? Bodily Performance of Fandom in Visual Kei and K-pop Dance Parties in Santiago de Chile." *East Asian*

Journal of Popular Culture, Online First, 2025.

- **Min, Wonjung.** “Reworking the Cultural Imaginary: K-Pepsi Chile, Neo K-pop, and Exoticized Otherness.” *Seoul Journal of Korean Studies* 35, no. 1 (2022): 77–95.
- **Min, Wonjung.** “The Perfect Man: The Ideal Imaginary Beauty of K-pop Idols for Chilean Fans.” *Seoul Journal of Korean Studies* 34, no. 1 (2021): 159–194.
- **Min, Wonjung.** “Mis Chinos, Tus Chinos: The Orientalism of Chilean K-pop Fans.” *International Communication Gazette* 83, no. 8 (2021): 799–817.
- Yoon, Kyoung, **Wonjung Min**, & Dal Yong Jin. “Consuming the Contra-Flow of K-pop in Spain.” *Journal of Intercultural Studies* 41, no. 2 (2020): 132–147.
- **Min, Wonjung**, Dal Yong Jin, & Benjamin Han. “Transcultural Fandom of the Korean Wave in Latin America: Through the Lens of Cultural Intimacy and Affinity Space.” *Media, Culture & Society* 41, no. 5 (2019): 604–619.