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MULTIPLE CONNECTIONS BETWEEN THE PHILIPPINES AND THE KOREAN PENINSULA

KOREAN STUDIES SPECIAL WORKSHOP

3 December 2022 | 9 AM - 5 PM, PHT (GMT+8)
Microtel by Wyndham, UP Technohub, Quezon City



PARTICIPATED BY: Ateneo de Manila University, De La Salle - College of Saint Benilde,
De La Salle University, Far Eastern University, University of Santo Tomas, University of the Philippines Diliman
ORGANIZED BY: Seoul National University Asia Center (SNUAC), University of the Philippines Asian Center (UPAC),
University of the Philippines Korea Research Center (UPKRC) | SUPPORTED BY: Korea Foundation

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Book of Abstracts

KOREAN STUDIES SPECIAL WORKSHOP “Multiple Connections between the Philippines and the Korean Peninsula”

- Organizers: Seoul National University Asia Center (SNUAC), University of the Philippines Asian Center (UPAC), University of the Philippines Korea Research Center (UPKRC)
- Supporting Institution: Korea Foundation

- Date: 3 December 2022 (Sat) 9am – 5pm
- Venue: Microtel by Wyndham, UP Technohub, Quezon City

- Participating universities
 - University of the Philippines Diliman – Asian Center
 - Ateneo de Manila University – Korean Studies Program
 - Far Eastern University – International Studies Program
 - University of Santo Tomas – Asian Studies Department
 - De La Salle-College of Saint Benilde – School of Diplomacy and Governance
 - De La Salle University Manila – Communication Department

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PROGRAM

TIME	PROGRAM
9:00 – 9:30	Registration & AM Snack/networking
9:30 – 10:00	<p>Opening Program</p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> - Dr. Maria Cynthia Bautista Vice President for Academic Affairs, Office of the Vice President for Academic Affairs, University of the Philippines - Dr. Henelito Sevilla, Jr. Dean, Asian Center, University of the Philippines Diliman <p>Opening Remarks</p> <ul style="list-style-type: none"> - Dr. Jong Cheol Kim, Research Fellow, Asia Center, Seoul National University - Dr. Kyung Min Bae, OIC-Director, Korea Research Center, University of the Philippines <p>Congratulatory Remarks</p> <p>Ms. Young Ah Im, Director, Korean Cultural Center in the Philippines</p> <p>Atty. Angelo "Jijil" A. Jimenez Former Member, UP Board of Regents</p>
	<p>Program Overview</p> <p>Dr. Michelle Palumbarit Coordinator, Asian Center, University of the Philippines Diliman</p>
	Session 1 - Plenary Speech
10:00 – 11:20	<p>Speaker I</p> <p>Gender, Class, and Race: Assessing the Korean Wave in Latin America</p> <p>Dr. Won Jung Min Asia Center, Seoul National University</p>

	<p>Speaker II Cultural diversity and the role of K-town Mr. Ilho An Vice President, Manila Koreatown Association</p>
11:20 – 12:00	Open Forum
12:00 – 13:00	Lunch
	Session 2 – Panel Presentation (1)
13:00 – 13:30	<p>PANEL 1</p> <p>Life is still going on: Online practices and experiences of Filipino K-pop fans over the pandemic</p> <p>Trisha Mae B. Lopina, Mekaella Jane L. Mendoza, & Lyka Janelle G. Pacleb <i>Ateneo de Manila University</i></p>
13:30 – 14:00	<p>PANEL 2</p> <p>Bubble Pop!: The Progression of Filipino Hallyu Fandoms from Being an Interest Group Towards Community Engagement</p> <p>Rosielyn Marie C. Rio & Daenah Klaire D. Tajan <i>Far Eastern University</i></p>
14:00 – 14:30	<p>PANEL 3</p> <p>The Transculturation Level of Korean Variety Show “Going Seventeen” through its Sociocultural Significance Among Selected Filipino Youth</p> <p>Aira Mae V. Olivar, Janesza Kaye M. Santos, & Princess Aideleen Joyce F. Sto. Domingo <i>University of Santo Tomas</i></p>

14:30 – 15:00	Open Forum
15:00 – 15:30	PM Snack + Networking
	Session 3 – Panel Presentation (2)
15:30 – 16:00	<p>PANEL 4</p> <p>Ripples of Hallyu: Glocalization of Korean Popular Music in the Philippines</p> <p>Jenna Camille E. Alcala, Lynell M. Alejandro, & Kathleen Joy B. Bitao <i>De La Salle University Manila</i></p>
16:00 – 16:30	<p>PANEL 5</p> <p>Decoding North Korea through the Korean Wave: The Filipino Perspective</p> <p>Jael Acuesta, Reini Azriel Evangelista, & Precious Reforma <i>UP Asian Center</i></p>
16:30 – 17:00	<p>PANEL 6</p> <p>Crisis Management through Facebook during the COVID-19 pandemic: A Comparative Analysis on the Embassies of the Philippines and Thailand in South Korea</p> <p>Quennie Roshelle Anne Soriano, Leonard D. Ubanan, Anna Angelica P. Angala, & Shalom Hechanova <i>UP Asian Center</i></p>
17:00 – 17:30	Open Forum
17:30 – 17:40	Closing Remarks Dr. Michelle Palumbarit

ORGANIZERS



SNUAC

Seoul National University Asia Center
서울대학교 아시아 연구소

SEOUL NATIONAL UNIVERSITY ASIA CENTER

Seoul National University Asia Center (SNUAC) is a research and international exchange institute based in Seoul, South Korea. After launched in February 2009, it has pursued its mission to be a global hub of Asian Studies by integrating regional and thematic studies about Asia and the World. As of 2022, SNUAC comprises of HK+ Mega-Asia Research Project Group, seven regional centers, seven thematic programs, along with Asia Regional Information Center that collects and manages regional information and data. It has also laid a strong foundation for its mission through a wide range of supporting activities, fully engaging in building a network of Asian scholars and nurturing next-generation academics. Web: <https://snuac.snu.ac.kr/eng/>



UNIVERSITY OF THE PHILIPPINES - ASIAN CENTER

The Asian Center is the University of the Philippines' only unit with a regional area of specialization and one of the colleges in the university's Diliman campus. Established in 1955 as the Institute of Asian Studies, the Asian Center offers graduate-level multidisciplinary programs on Asian Studies and on Philippine Studies. Its mandate—the study of Asia—is underpinned by law, Republic Act 5334, which took effect in June 1968. The Asian Center is based at the GT-Toyota Asian Cultural Center.

As stated in the RA 5334, the Center aspires “to develop a closer and broader contact with our Asian neighbors in the field of learning and scholarship to attain knowledge of our national identity in relation to other Asian nations through profound studies on Asian cultures, histories, social forces and aspirations.” It also endeavors to become a research hub for Asian Studies and Philippine Studies in the Philippines and helps create a society aware of and appreciative of its Asian and Filipino heritage in ways that promote Filipino identity and its relations with its Asian neighbors. As such, the Center advances initiatives to understand the Philippines in its broader Asian context and to understand Asia from the Philippine vantage point by training country and area specialists through its graduate degree programs in Asian Studies and in Philippine Studies



UP KOREA RESEARCH CENTER

On April 27th, 2016, the University of the Philippines launched the Korea Research Center, with the support of the Academy of Korean Studies (AKS) Korean Studies Promotion Service, aiming to provide Filipino scholars and researchers with opportunities to widen their interest in Korean studies. The Center hopes to be a venue for students and professionals to produce meaningful comparative research and also to promote collaborative partnerships among Korean and Philippine institutions.

The Center serves as a university-wide hub that helps promote and develop Korean Studies in the University and the country. It sponsors interdisciplinary and inter-college research and education activities on Korean studies, as well as facilitates the training of the next generation of Koreanists in the country.

Email : pkrc@up.edu.ph

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ABSTRACTS

PLENARY SESSION

Gender, Class, and Race: Assessing the Korean Wave in Latin America

Dr. Won Jung Min

Asia Center, Seoul National University

In Chile, Asians are often referred to as *chinos* (Chinese), and Latin American society tends to view fans of Asian popular culture as outsiders: those who like *chinos* are considered akin to *chinos*. These elements of Eurocentrism and chino-ism in Latin America relate to the cultural identity that formed in the region after it gained independence from Spain, as well as to the legacy of Latin America's socioeconomic status. While living in an imagined Eurocentric society, fans construct their own "Asia" through popular culture images shown in the media. With its diffusion through digital media, a fandom has been established for K-pop, involving specific reception, consumption, and identity dynamics. The worldwide popularity of the Korean Wave has also reached Latin America. Did K-pop really boom in Latin America, as reported in the media? If so, how popular could it become? Can Latin America's interest in the people and culture of Korea be expanded through K-pop? This lecture attempts to examine the reception, consumption, and mimesis of the Korean Wave in Latin America, with a particular focus on gender, class, and race.

PANEL 1

Life is still going on: Online practices and experiences of Filipino K-pop fans over the pandemic

Trisha Mae B. Lopina, Mekaella Jane L. Mendoza,
& Lyka Janelle G. Pacleb
Ateneo de Manila University

Participatory culture in the form of fandom exhibits various forms of meaning-making, value negotiation, and response patterns (Jenkins, 2018). Korean pop (hereafter K-pop) fandoms are prime examples that enable individuals to become prosumers of media (Fuchs, 2014). Despite existing literature on K-pop fandoms, there is a growing need for studies on participatory culture during the pandemic, to attain a greater understanding of adaptive fandom patterns in the online setup. This study, therefore, discusses the online fan practices of Filipino K-pop fans and describes the effect of the pandemic on their fan experiences. Semi-structured interviews were conducted among 21 participants, and from which, prevailing themes and arguments were identified through inductive analysis. The study found that Filipino K-pop fans expressed their fanship through material manifestations as characterized by the buy-and-sell (BNS) culture and other communal activities on social media, most specifically Twitter. The pandemic, therefore, did not limit fan practices but instead allowed fans to migrate, continue, and even enabled these activities to thrive online. With this, the researchers suggest that Jenkins' framework can be enriched not only with the emphasis on symbolic production but also by material manifestations of fandom.

Keywords: K-pop, participatory culture, material culture, fandoms, pandemic

PANEL 2

Bubble Pop!: The Progression of Filipino Hallyu Fandoms from Being an Interest Group Towards Community Engagement

Rosielyn Marie C. Rio & Daenah Klaire D.Tajan
Far Eastern University – Manila

Throughout the years, Filipino fan activities related to the Hallyu wave were centered around self-satisfaction such as attending concerts and fanmeets, purchasing merchandise, consuming paid content, and organizing events (ie. conventions, cupsleeve, and parties). However, with the continually increasing number of members, there is an emerging shift in the activities that are being carried out by the community which involves participating in philanthropist and humanitarian campaigns (ie. donation drives, charities, and medical missions) under the name of artists that they support. In recent years — particularly during the pandemic, the Hallyu fandoms gradually became an organized community that has the ability to collectively engage in social or sometimes political issues. As such, this study aims to explore the progression of Hallyu fandoms into an active participant for philanthropist, humanitarian efforts, and even discussions for political and social reforms. The research data will be gathered through the use of surveys and interviews of Filipino participants who are active members of a Hallyu fandom and have participated in Hallyu fandom-driven community engagement in the Philippines. At the end of the research, it is presumed that the Hallyu fan activities have indeed evolved from an interest group to an increasingly influential community directed towards helping people in the community through altruistic efforts.

Keywords: hallyu, fandom, Filipino fandoms, community engagement, humanitarian efforts

PANEL 3

The Transculturation Level of Korean Variety Show “Going Seventeen” through its Sociocultural Significance Among Selected Filipino Youth

Aira Mae V. Olivar, Janesza Kaye M. Santos,
& Princess Aideleen Joyce F. Sto. Domingo
University of Santo Tomas

The Korean Wave emphasizes the rapid growth of Korean popular culture through various forms of art and media, such as Korean popular songs, dramas, and variety shows. This study focused on the social implications of the Korean wave through the Korean variety show, Going Seventeen, and determined whether cultural exchange between the countries can be considered a transculturation process in a multicultural society. The study is anchored to the "From Cultural Exchange to Transculturation" Framework (Rogers, 2006). Descriptive phenomenological research design and focused group discussion were used for the research methodology. The study is focused on the advantages that the Going Seventeen brought to the Filipino Youth. The study presented that selected Filipino youth aged 18 to 25 years old shows a significant degree of applying what they have seen in Going Seventeen with their daily lives. The gathered data showed that the Filipino Youth adapted and integrated numerous Korean cultures as they gradually delve on the show and are familiar with the similarities and differences of both Korean and Filipino culture. These cultural adaptations and media consumption cannot be fully considered as transculturation given the extent of the conveyed cultural exportation and interaction are limited to a certain audience.

Keywords: Hallyu wave, Cultural Exchange, Cultural Adaptation, Transculturation, Variety Shows, Soft Power

PANEL 4

Ripples of *Hallyu*: Glocalization of Korean Popular Music in the Philippines

Jenna Camille E. Alcala, Lynell M. Alejandro,
& Kathleen Joy B. Bitao
De La Salle University Manila

Korean popular music (K-Pop) is one of the pillars that cemented *Hallyu* in Philippine mainstream media. The strong appeal of K-Pop's musical and visual elements affected local media production and attracted Filipino audiences; thus, the glocalization of K-Pop materialized. P-Pop music re-emerged in the limelight through digital media giving birth to various groups akin to artistic elements of K-Pop.

Banking on Raymond Williams' "structure of feelings", P-Pop is a separate cultural form informed and shaped by its own historical and sociocultural context. Filipino novelties are evident in their multimedia digital content, thereby setting its boundary. P-Pop then is a result of a complex and dynamic Filipino culture albeit bearing a framework from a foreign inspiration.

The success of K-Pop and the re-emergence of P-Pop using the idol system are both results of grappling, negotiating, and re-imagining the dominant cultural forces. Both genres' hybridity and adaptation of global production techniques raised criticisms, but it is also their strength as they were able to assert their cultural identity. The universalization of national and regional experiences through media productions enables the transcendence of cultural boundaries.

Keywords: glocalization, K-Pop, P-Pop, hybridization, cultural identity, structure of feelings.

PANEL 5

Decoding North Korea through the Korean Wave: The Filipino Perspective

Jael Acuesta, Reini Azriel Evangelista, & Precious Reforma
University of the Philippines Diliman

Despite North Korea being well known for its nuclear weapons program, fifty-three percent of Filipinos reportedly have a favorable perception towards North Korea. South Korea, alternately, has been widely recognized for the success, popularity, and impact of its Korean Wave. While there have been studies on how the Korean Wave has influenced its audiences' perception of South Korea, studies on how Korean Wave dramas depicting North Korea influenced perceptions on North Korea remain scarce. Studies on the perceptions towards North Koreans, especially by Filipinos, also remain insufficient. The purpose of this study is to explore how the Korean Wave and its depiction of North Korea and its citizens have contributed to the creation of a Filipino perspective of North Korea. This study also aims to contribute to the literature understanding North Korea, and the Korean Peninsula as a whole, in hopes of enhancing the Philippines' foreign policies. In its analysis, the study will employ an exploratory sequential mixed methods to investigate on the Filipino perception of North Koreans based on selected Korean Wave dramas depicting North Korea. Data will be collected through surveys and interviews of a diverse demographic group of Filipinos who have watched the selected Korean Wave dramas.

Keywords: Korean Wave, North Korea, South Korea, Philippines, audience perception

PANEL 6

Crisis Management through Facebook during the COVID-19 pandemic: A Comparative Analysis on the Embassies of the Philippines and Thailand in South Korea

*Quennie Roshelle Anne Soriano, Leonard D. Ubanan,
Anna Angelica P. Angala, & Shalom Hechanova
UP Asian Center*

The COVID-19 pandemic propelled embassies to maximize the use of their social media platforms from merely cascading information to giving out instructions and advisories to the people. In Southeast Asia, the embassies that have shown prominence in using these digital tools and virtual platforms for their crisis management efforts in South Korea are the Philippine and Thai embassies. This paper aims to discuss the crisis management strategies of the Philippine and Thai Embassies in South Korea including their respective strengths and possible improvements during the COVID-19 pandemic. With this, the researchers will analyze how the Philippine Embassy in South Korea and the Royal Thai Embassy, were able to utilize their Facebook accounts during the COVID-19 pandemic from 2020 to 2022. From the content analysis of their Facebook posts, the researchers will be able to compare the strategies as well as the priorities and objectives of the two embassies during the COVID-19 pandemic. By doing so, there will be a clear understanding of how these embassies handle crises using a virtual platform and consequently, identify the strengths and improvements in their crisis management.

Keywords: crisis management, social media, COVID-19 pandemic, and foreign embassies.

BIONOTE

Aira Mae V. Olivar received her Bachelor of Arts in Asian Studies and graduated as Cum Laude in the Faculty of Arts and Letters at the University of Santo Tomas. She is currently working as a researcher and technical writer in a government agency in the Philippines. In that field, Aira continuously learns about the different educational perspectives in the country and its external views. Aira has a profound interest in the international relations of Asia, specifically in the contemporary cultural aspect focusing on South Korea and Japan. In the future, Aira plans to take up a master's degree related to education, which is her advocacy.

Anna Angelica P. Angala is currently taking up M in Philippine Studies major in Foreign Relations at the Asian Center, University of the Philippines Diliman. She graduated Cum Laude at the same university, with a degree of Bachelor of Arts in Malikhaling Pagsulat sa Filipino. She is currently working as a Publication Circulation Officer at the Office of the Vice Chancellor for Research and Development. Her research interests include, but not limited to, security, human rights, diplomacy, and Southeast Asian relations.

Ariel C. Lopez, PhD is Associate Professor at the Asian Center, University of the Philippines (UP) Diliman where he teaches courses on culture, society and history of Southeast Asia. He obtained his PhD at Leiden University, The Netherlands where he wrote his dissertation on the history of Islam and Christianity in north Sulawesi (Indonesia). He was co-editor of *Philippine Confluence: Iberian, Chinese, and Islamic Currents, c. 1500-1800* (Leiden University Press, 2020) and currently serves as editor-in-chief of *Social Science Diliman* journal.

Aurea C. Javier is Instructor and Korean Studies Program Director at the Ateneo de Manila University in the Philippines. She earned her Master of Public Policy degree, major in International Relations and Political Economy from the KDI School of Public Policy and

Management. Aurea is the first Filipina to be accepted in the Interdisciplinary Program in Korean Studies at Seoul National University. Her research interests include trade relations, educational management and Korean Studies.

Bruno Lovric, PhD is an Associate Professor at De La Salle University & Department of Communications. The central questions of his scholarly work are how popular products like films, television, and video games, affect construction of collective and individual identities and what is their relationship to dominant ideologies. Generally, his research engages with creative industries and global screen media, but recurring topics of his work include Mediatisation of Cultural Identity, Film Studies, and Critical Race Theory. He has (co)authored / peer-reviewed articles involving the issues of soft power, transnational pop culture and entertainment.

Goeun Kim is a Ph.D. candidate in Korean language at Seoul National University. She is broadly interested in Korean tonology, dialectology and phonology. Her master's thesis explores the tonal system and tonal changes undergoing between generations in Busan. She has also been lecturing on Korean language to foreign graduate students at Seoul National university since 2018, while continuing her research and participating in national dialectal projects in the field.

Ilho An is currently the Vice President of the Manila Koreatown Association. He previously served as the Vice President of the United Korean Community Association (2015-2021) and actively engaged in various Korean community affairs. He also ventured into the education and foodservice industry running JVision International Inc. and The Chan Lunchbox Store in the Philippines. He studied law at Yeongnam University and took a MBA degree from University of Santo Tomas.

Jael Marvin R. Acuesta is a second-year Asian Studies student at the University of the Philippines Asian Center. He received a bachelor's degree in Consular and Diplomatic Affairs at De La Salle-College of Saint Benilde. His research interests include IPE, Migration, Korean Society and Culture, and Sports Diplomacy. He is currently working for a multinational media conglomerate in the legal product and services department. He is also a competitive figure skater

Janesza Kaye M. Santos is a Bachelor of Arts in Asian Studies degree holder, graduated as a Cum Laude from the University of Santo Tomas. She is currently taking her master's degree as a scholar in International University of Japan, under Japan-Global Development Program, Masters in International Relations. She is also working as a Junior Project Assistant in a Private Company in Singapore. Szaky has been exposed to Korean cultural contents at an early age and has been invested in it since. With her interest in the Korean cultural economy, Szaky aspires to study for her PhD in South Korea in the future.

Jenna Camille E. Alcala is a communications associate at the Private Education Assistance Committee (PEAC). She is currently pursuing MA Communication major in Applied Media Studies at De La Salle University-Manila. Her research interests are disinformation studies, political engagement and public opinion, and audience interactions on social media platforms.

Jong-Cheol Kim, PhD is research fellow at Seoul National University Asia Center, South Korea. He has been running the KF Global e-School SNU Program since 2011, coordinating over 120 courses to 22 universities in 13 countries. He has also been serving as Secretary of ICAS International Book Prize Korean Language Edition since 2016. He received his Ph.D. in Sociology from University of California, Berkeley.

Kathleen Joy B. Bitao is a Science Research Analyst at the Department of Science and Technology-Forest Products Research and Development Institute (DOST-FPRDI). She handles some of the institute's information, education, and communication (IEC) materials which are disseminated to the online and offline clientele. Currently, she is pursuing a MA in Communication degree, majoring in Applied Media Studies at De La Salle University-Manila and her research interests mainly focus on multimedia production on social media platforms.

Kyung Min Bae, PhD is currently serving as OIC-Director of UP Korea Research Center and also teaching Korean language as Assistant Professorial Fellow at UP Department of Linguistics. She obtained her PhD in Language Education at UP College of Education in 2020. She is passionate about training future generations of the Filipino KFL teachers and also translating Korean literature to English.

Leonard D. Ubanan is currently a postgraduate student at the Asian Center, University of the Philippines Diliman taking up Master in Philippine Studies specializing in Foreign Relations. Before pursuing higher studies, he was an intern at the Department of Foreign Affairs, Pasay. He graduated Cum Laude from Silliman University, Dumaguete City with a degree of Bachelor of Science in Foreign Affairs. His research interests include Philippine foreign policy, geopolitics in Asia, and environmental politics in ASEAN.

Lino N. Baron, PhD has been a faculty member of the UST Faculty of Arts and Letters since 1987 and carries the academic rank of Full Professor. He graduated with a degree of Bachelor of Arts in Asian Studies, Master of Arts in Oriental Religion and Culture and Doctor of Philosophy in Southeast Asian Studies. Aside from teaching full-time at the undergraduate level of the Asian Studies

program, he is also a faculty member of the UST Graduate School under the Political Science and Developmental Studies program. He is also the author of the book, “Intersections of Civilization: A History of Philippine – Korea Relations” (2015), published by Sungkyunkwan University in Seoul, South Korea.

Lyka Janelle G. Pacleb is an AB Communication graduate with a Minor in Education from Ateneo de Manila University. Her experience as a research intern at the Ateneo SALT Institute has honed her skills in qualitative research and in exploring online communities. Additionally, her research interests in pop culture and audience studies are informed by her coursework across different communication tracks (journalism, media studies, and advertising/public relations), and by her personal participation in K-pop fandoms. Currently, she is pursuing a professional career in higher education.

Lynell M. Alejandro is an instructor at the Department of Communication and Development Studies, College of Arts and Social Sciences at Central Luzon State University. She is currently pursuing MA Communication major in Applied Media Studies at De La Salle University-Manila. Her research interests are fandom studies and digital and social network studies.

Maricel Fernandez-Carag is currently serving as Program Chair of the Governance and Public Affairs program of the School of Diplomacy and Governance (SDG) at the De La Salle College of Saint Benilde, School of Diplomacy and Governance. She was a University Researcher at the UP-National College of Public Administration and Governance (NCPAG) where she co-authored articles and book sections with Dr. Brillantes. She obtained her Master’s in Public Policy as a full scholar of the Young Leaders Program (YLP), at the National Graduate Institute for Policy Studies (GRIPS) specializing in Local Governance in Tokyo Japan and is currently finishing her Doctor in Public Administration from University of the Philippines, Diliman.

Mark Ysla is a faculty member of the Department of International Studies at Far Eastern University. He is teaching courses on globalization and world politics, theories of international relations, international and regional organizations, international negotiation and conflict resolution, and government & politics of the U.S. and East Asia. He holds a master's degree in international studies from Sogang University, Seoul, Korea. His research interests include refugees, international organizations, disarmament and demobilization, Korea and East Asian international relations, cultural policy, and development.

Mekaella Jane P. Mendoza is an AB Communication graduate with a Minor in Korean Studies from Ateneo de Manila University. Her involvement as a video editor and content creator intern at Summit Media and in her academic courses in different communication tracks (production, media studies, advertising and public relations) trained her to understand and analyze notable communication problems within media spaces. Her long-standing exposure and participation in Korean pop culture justifies her substantial observations about the practices and interactions within the K-pop communities in the Philippines.

Michelle R. Palumbarit, PhD obtained her doctoral degree in Political Science from Yonsei University, Seoul in 2016 and her master's degree in Korean Studies in 2012 from the same university. She has published articles on Filipino migrants in Korea, environmental ODA, water disputes in the Mekong, and Korea Studies in the Philippines. She is currently an associate professor at the Asian Center, University of the Philippines, Diliman and is in charge of the Korea Studies program of the Center. Her research interests include Korea Studies, ASEAN-Korea relations, Filipinos in Korea, and environmental politics are the research interests.

Noel Christian A. Moratilla, PhD is currently Associate Professor of the Asian Center. He is also serving as the Deputy Director of

the UP Office of International Linkages and as the Coordinator for the Asian Center of the University's PhD Philippine Studies Program. A prolific researcher, he has won UP's International Publication Award several times for papers published in international journals. Among his research interests are critical humanities, emergent cultures, diaspora, and internationalization. He was a 2018 Research Fellow at the Asia Culture Center in Gwangju, South Korea. Currently, he is engaged in critical ethnographic studies of life in the streets.

Pamela Anne Jacar is an admin/researcher from the UP Korea Research Center. She earned her Bachelor of Arts in Creative Writing in Filipino from the Department of Filipino and Philippine Literature of the University of the Philippines Diliman. She's been with the Center since 2016 and received recognition and awards throughout her employment. She's also involved in the editing committee of HanPil, the official journal publication of the UP Korea Research Center. Her research interests are comparative literature of Philippine and Korean folklore.

Precious Reforma is currently taking up Master of Arts in Asian Studies (Korean Studies) at the Asian Center of the University of the Philippines Diliman. She earned her bachelor's degree in Public Administration from the Polytechnic University of the Philippines in 2016. Driven by the passion to serve, she is a young professional working in the government for six years now. Her research interests include politics and governance, security studies, and inter-Korea relations. Despite her busy schedule, she always finds time to watch her favorite shows like The Big Bang Theory, Star Wars, and Game of Thrones.

Princess Aideleen Joyce F. Sto. Domingo is an Alumna of the Asian Studies program in the University of Santo Tomas under the Faculty of Arts and Letter and graduated as Cum Laude. She is currently employed as a Document Review Associate in one of the leading Australian Law firms situated in the Philippines. She is interested in pursuing further studies related to gender and

development and the relevance of counselling in that field. Relative to this, Princess plans to pursue higher studies in Australia in the future

Quennie Roshelle Anne Soriano currently works as a program coordinator for an EdTech company in Australia. She also works as a social media manager on the side for companies in the United States. Before delving into technology and social media, she taught Humanities and Social Sciences in Far Eastern University High School. She graduated Bachelor of Arts in Philosophy minor in Political Science, Magna Cum Laude at De La Salle University Dasmariñas. She is now finishing her master's degree, MA in Philippine Studies major in Foreign Relations at University of the Philippines Diliman. Her research interests include public diplomacy, digital diplomacy, cyber diplomacy, and Southeast Asian studies.

Reini Azriel G. Evangelista is a graduate student under the Master of Arts in Asian Studies program, with a specialization in Northeast Asia (Korea), of the Asian Center, University of the Philippines Diliman. She obtained her Bachelor of Arts degree in Political Science from the same university in 2019. Reini currently works as an analyst in a risk consultancy firm. Her research interests include soft power and public diplomacy, celebrity diplomacy, the Korean Wave, BTS, and fandom studies.

Rosheena Lynne M. Feliciano is a graduate of Bachelor of Arts major in Consular and Diplomatic Affairs at De La Salle-College of Saint Benilde. Prior to her degree in Benilde, she also graduated with a degree in Bachelor of Science in Leisure and Tourism Management at Miriam College. Her research interests focuses on public diplomacy, and ASEAN cultures and studies. The undergraduate research paper is co-authored by Diana Kassandra A.

Alvarez, Rosheena Lynne M. Feliciano, and Princess Mona Loise D. Garcia.

Shalom Hechanova is currently pursuing her Master's degree in Philippine Studies focusing on Foreign Relations at the Asian Center, University of the Philippines Diliman. She graduated with a Bachelor's Degree in European Languages, Major in French, Minor in Spanish. She has worked mostly as a French bilingual representative and is currently working as a French bilingual collections analyst for Amazon Operation Services Philippines.

Trisha Mae B. Lopina is an AB Communication graduate from Ateneo de Manila University who hails from Camiguin, Northern Mindanao. Her background as a campus journalist for 10 years and her internship experience at the Asian Center for Journalism equips her to be critical and investigative in data gathering and analysis. Her exposure to advertising, public relations, and production courses compliments her current post as an Account Manager for Digital Communications at Storyscope Strategic Communications Group, and allows her to get immersed into the local and global digital mediascapes and trends.

Wonjung Min, PhD is a professor of the Pontificia Universidad Católica de Chile and a Research Fellow at the Seoul National University Asia Center. She holds a PhD in Latin American Literature, and her research focuses on the fandom of Asian pop culture in Spanish-speaking world, identity formation of Latin American societies and comparative culture between Asia and Latin America. Min's book includes *Transnational Hallyu: The Globalization of Korean Digital and Popular Culture* (co-author, Rowman and Littlefield, 2021) and her recent studies have been published in several journals, including *International Communication Gazette*, *Seoul Journal of Korean Studies* and *Journal of Intercultural Studies*.



Korean Studies Special Workshop:

Multiple Connections between the Philippines and the Korean Peninsula

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ORGANIZED BY: Seoul National University Asia Center (SNUAC), University of the Philippines Asian Center (UPAC),
University of the Philippines Korea Research Center (UPKRC) | SUPPORTED BY: Korea Foundation