



Korean Masculinities and Transcultural Consumption: Yonsama, Rain, Oldboy, K-Pop Idols (TransAsia Screen Cultures Series)

Sun Jung

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This book investigates the transcultural consumption of hybrid South Korean masculinities in contemporary South Korean popular culture. It focuses on the Japanese middle-aged female fandom of an actor?Bae Yong-Joon (a.k.a. Yonsama)?the middle class Singaporean female fandom of a pop-star Rain, and the Western online cult fandom of a film, *Oldboy*.

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