The 2018-19 CKS Colloquium Series on Korean Studies

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The Next Korean Wave?
Mukbang, Cookbang, and the Evolution of Korean TV Show

Joonsoo Kim
Program Director, SBS

Joonsoo Kim (김준수) is a Korean television program director, best known for creating and producing the popular observation-reality shows, Baek Jong-won’s Alley Restaurant (백종원의 골목 식당), Baek Jong-won’s Food Truck (백종원의 푸드 트럭), and Baek Jong-won’s Top 3 Chefs (백종원의 3대 천왕). During his years in SBS, his filmography includes many popular and experimental TV variety shows, such as Global Junior Show (스타 주니어쇼 봉어빵), People Looking for a Laugh (웃음을 찾는 사람들), Star King (놀라운 대회 스타킹), Ecovillage: Merry House (에코 빌리지 즐거운가), and Oh! My Baby (오 마이 베이비). Baek Jong-won’s Top 3 Chefs was one of the first TV programs which addresses in earnest “Cookbang” in the three major TV networks, KBS, MBC, and SBS, in Korea. In his trilogy of Baek Jong-won, Mukbang and Cookbang have become major trends in Korean reality-variety TV show. Beyond watching, consuming Mukbang and Cookbang has now turned into a cultural phenomenon not only in Korea but also in global Asia. Born and raised in Seoul, Korea, Joonsoo graduated from Yonsei University in Communication and now he lives and works in Seoul, Korea.

Thursday, September 6, 2018
5:00-6:30 PM
OH 101, Korean Student Center
Old Champlain Hall
This event is open to the public.

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