

JungBong Choi (최정봉, 崔正鳳)

Email: jbchoi2@gmail.com

Reference Link: <https://nyu.academia.edu/JungBongChoi>

Areas of Research/Teaching Interest

Film, Popular Cultures, and Ethical Politics of South Korea
Comparative Media & Society: Korea, Japan, and the U.S.
Theories: Cultural Studies, Political Economy of Globalization, and Postcolonialism
Transhuman Body, Sexuality, and Gender:

Current Employment

Visiting Professor Aug 2025-Present
Ewha Women's University
Seoul, South Korea

Previous Academic Employment

Visiting Professor Apr 2024-Aug 2025
Transcultural Studies
Graduate School of Letters
Kyoto University, Japan

Associate Professor Aug 2016-Aug 2019
Academy of Film
School of Communication
Hong Kong Baptist University
Hong Kong

Assistant Professor Jan 2006-July 2016
Department of Cinema Studies
Tisch School of the Arts
New York University, U.S.A.

Assistant Professor July 2003-Dec 2005
Department of Film and Media Studies
University of California, Santa Barbara (UCSB)
U.S.A.

Employment as Visiting Faculty

Visiting Associate Professor Sept 2019-Aug 2020
Graduate School of Communication and Arts
Yonsei University, South Korea

Visiting Assistant Professor
School of Film, TV & Multimedia
Korea National University of Arts (KNUA), South Korea

July 2007-June 2008

Previous Non-Academic Employment

Creative Director
Asia Culture Center (국립아시아문화전당)
Gwangju, South Korea

Sept 2019-Nov 2019

Education

University of Iowa, Department of Communication Studies
Ph.D., Media Studies

July 2005

University of Iowa, Department of Communication Studies
M.A., Film Studies

Dec. 2000

Sogang University, Department of Political Science (Seoul, South Korea)
B.A., Political Science

Aug. 1993

Languages

English: fluent in speaking, reading and writing
Japanese: fluent in speaking and moderate in reading/writing
Korean: native
Chinese: moderate in reading

Academic Publications

Authored Books

- *The Political Economy of K-pop Globalization: Fanthropology* (KBS Broadcasting Culture Institute. Sept. 2014. **in Korean**)
- *Digitalization of Television in Japan: State, Economy, and Discourse* (VDM, 2008)

Edited Books

- *K-pop: the International Rise of the Korean Music Industry*. eds. Choi and Maliangkay (Routledge. Sept. 2014)
- *Television, Japan, and Globalization*. eds. Choi, Tsai and Yoshimoto (University of Michigan Press. 2010)

Edited Journals

- *Of Transnational-Korean Cinematix*, a special issue of *Transnational Cinemas*. vol. 3,1.

(May 2012) Volume Editor.

- *Unsettling the National in Korean Cinema*, a special issue of *Journal of Korean Studies*. vol. 16, 2. (Nov. 2011) Volume Editor.

Referred Journal Articles

- “The Rise of 2030 Women: The Utopic Politics of K-pop amid South Korean Presidential Impeachment” *Communication, Culture and Politics* vol. 21, 2. (June 2025), pp. 141-151. “2030 女性的奮起: 南韓總統彈劾爭議中 K-pop 的烏托邦政治” *傳播文化與政治* (Taiwanese Journal)
- “Of Transnational-Korean Cinematrix: an Introduction” *Transnational Cinemas* vol. 3,1. (May 2012), pp. 3-18.
- “Introduction to Unsettling National Cinema” *The Journal of Korean Studies*. vol. 16, 2. (Nov. 2011) pp. 169-172.: A&HCI Journal
- “National Cinema: an Anachronistic Delirium?” in *Journal of Korean Studies*. vol. 16, 2. (Nov. 2011) pp. 173-191.: A&HCI Journal
- “Of the East Asian Cultural Sphere: Theorizing Cultural Regionalization” in *The China Review: an Interdisciplinary Journal on Greater China*, Special Edition titled *Transnational Asian Cinema* ed. Tonglin Liu, vol.10, 2 (Fall 2010) pp. 109-136.: SSCI Journal
- “Mapping Japanese Imperialism onto Postcolonial Criticism,” *Social Identities: Journal for the Study of Race, Nation and Culture*, vol.9, 3. pp. 325-339.: IBSS & ASSIA Journal
- “Critical Notes on Globalization and Culture” *The Journal of Communication Inquiry*. vol. 26, 4. pp. 446-452.
- “Embedding Digital Television in an Information Economy: the Case of Japan” *The Journal of International Communication*. vol. 8, 2. pp. 26-45.

Book Chapters

- “Hallyu vs. Hallyu-hwa: Cultural Phenomenon vs. Institutional Campaign” in *Hallyu 2.0.: The Korean Wave in the Age of Social Media* eds. Markus Nornes & Sangjoon Lee (University of Michigan Press, 2015).
- “Loyalty Transmission and Cultural Enlisting of K-pop in Latin America” in *K-pop: the International Rise of the Korean Music Industry* eds. Choi & Maliangkay. London: Routledge. 2014. pp 98-115.
- “Introduction: Why Fandom Matters to K-pop” (co-authored) in *K-pop: the International Rise of the Korean Music Industry*. eds. Choi & Maliangkay. London: Routledge. 2014. pp 1-18.
- “Banishment of Murdoch’s Sky: A Tale of David and Goliath?” in *Television, Japan, and Globalization* eds. Yoshimoto, Tsai, and Choi. Ann Arbor: University of Michigan Press. 2010. pp 7-26.
- “Room Salon in South Korea” in *Men of the Global South: A Reader*, ed. Adam Jones. London & New Jersey: Zed Books. 2006, pp. 104-110.

Work in Progress

- A book tentatively titled *The Burden of the Progressive: Advocating Agonistic Pluralism* (진보의 십자가: 대립적 다원주의를 옹호하며) **in Korean**. Expected completion: [August, 2027]
- A book tentatively titled *Saving Sex Workers: History of Moral Discourse* (성노동자 구하기: 도덕담론의 역사) **in Korean**. Expected completion: [Dec, 2027]

Magazine & Newspaper Contributions

- *HanKyung Business* (한경매거진) Weekly Column Series: a total of 53 Columns
 1. Political Economy of Body (Oct 12, 2022 ~ Feb. 28, 2023): 16 Columns
 2. Medical Discourse (March 14, 2023 ~ June 7, 2023): 11 Columns
 3. Lotteries: Dreams, Fortune, and Fate (June 21, 2023 ~ Oct 25, 2023): 17 Columns
 4. So Asked Tourists in Japan (Jan 3, 2024 ~ March 13, 2024): 9 Columns
- *Hankyorhe* (한겨레신문): 2 Opinion Columns

Editorial & Professional Activity

- Member, Advisory Board, Korean Cultural Studies Association, 2018
- Member, Editorial Board, *Situations: Cultural Studies in the Asian Context* (YIES) 2014~2020
- Member, Advisory Board, *East Asian Journal of Popular Culture* (Intellect) 2013~2021
- Member, Editorial Board, *Positions: Asia Critique* (Duke Univ. Press) 2012 ~2014

University & Public Services

- Associate Director, Research Center for Academy of Film, HKBU (fall 2016-present)
- Co-director, Asian Film and Media Initiative, NYU (fall, 2014-spring, 2016)