

Curriculum Vitae

Gyu Tag Lee

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Education

Ph.D. George Mason University, Fairfax, VA, U.S.

Cultural Studies, May 2013

Dissertation: *De-Nationalization and Re-Nationalization of Culture: The Globalization of K-Pop*

Field Statements: Globalization and Modernity, Cultural Industries

M.A. Seoul National University, Seoul, Korea

Department of Communication, Aug. 2007

Thesis: *Hybridization and Indigenization: A Study of Korean Dance Music in the 1990s*

University of Tokyo, Tokyo, Japan

Graduate School of Interdisciplinary Information Studies

Interchange Researcher, Oct. 2006 – Mar. 2007

B.A. Seoul National University, Seoul, Korea

Department of English Language and Literature, Feb. 2001

Awards, Fellowships, and Honors

2017-2019 Nominated for *Career Connection Faculty Award*, George Mason University
(Three consecutive years)

2012-2013 Graduate Research Assistantship, George Mason University, U.S.

2009-2010 Graduate Commonwealth Fellowship, George Mason University, U.S

Feb. 2001 Graduate with Honors *Cum Laude*, Seoul National University, Korea

Teaching Experience

Jul. 2021 **Term Associate Professor**, George Mason University-Korea, Songdo, Incheon, Korea
(expected) -

- Aug. 2015- **Term Assistant Professor**, George Mason University-Korea, Songdo, Incheon, Korea
 - *K-Pop, Hallyu, Korean Popular Culture and Contemporary Society* (ANTH 399)
 - *American Popular Music* (MUSI 102)
 - *Introduction to Cultural Anthropology* (ANTH 114)
 - *Korean Popular Culture in a Global World* (KORE 320)
 - *American Culture* (PROV 105)
 - *Globalization and Culture* (CULT 320)
- Mar. 2019- **Visiting Professor**, Graduate School of Media and Cultural Contents, Korea Open National University, Seoul, Korea
 - *Visual Communication and Media Contents*
- Mar. 2014- **Lecture Faculty**, George Mason University-Korea, Songdo, Incheon, Korea
 Aug. 2015
- Mar. 2015- **Lecturer**, Inha University, Incheon, Korea
 Aug. 2015
 - *Understanding Media Contents Industry*
- Sep. 2014- **Lecturer**, Catholic University of Korea, Bucheon, Gyeonggi Do, Korea
 Dec. 2015
 - *Understanding Music Business*
- Mar. 2014- **Lecturer**, School of Communication, Kookmin University, Seoul, Korea
 Jun. 2014
 - *Understanding Popular Culture*
 - *Visual Communication*
- Sep. 2013- **Instructor**, Hallyu Graduate School, Catholic University of Korea, Seoul, Korea
 Dec. 2014
 - *K-Pop Music Business*
 - *New Media and K-Pop*
 - *Global Popular Culture*
- 2004-2006 **Teaching Assistant**, College English Program, Seoul National University, Korea
 - *English Writing*
 - *College English*
- 2004-2005 **Teaching Assistant**, Dept. of Communication, Seoul National University, Korea
 - *Visual Communication*
 - *Speech Communication*
 - *Semiotics*

Professional Experience

- Jul. 2019- **Co-Researcher**, *Feasibility Study on the Construction of 'Museum of Korean Popular Music'*, Korea Culture & Tourism Institute.
 Feb. 2020
- Jan. 2017- **Co-Researcher**, *East Asian Cultural Convergence Project*, Asia Center, Seoul National University, Seoul, Korea
 Dec. 2018
- June. 2017- **Co-Researcher**, *Strategy for Globalization and Market Diversification of K-Pop Project*, Korea Creative Content Agency.
 Dec. 2017

- Feb. 2017-
Dec. 2017 **Regular Panelist**, #dailyK, Arirang Radio, Korea.
- Dec. 2016-
Dec. 2017 **Regular Panelist**, *All About Culture*, KBS AM Radio, Korea.
- Oct. 2016-
Dec. 2016 **Contributor**, *Chosun Ilbo* (Daily), Korea.
- Oct. 2014-
Apr. 2018 **Music Columnist**, *Bandi & Lunis*, Korea.
- Mar. 2013-
Dec. 2016 **Editorial Contributor**, *B.Goode Music Magazine*, Korea.
- Oct. 2014-
Present **Visiting Researcher**, Asia Center, Seoul National University, Korea.
- Mar. 2014-
Mar. 2015 **Regular Panel**, *Viva Hallyu*, GBF FM Radio(Nationwide Radio Network), Korea
- Oct. 2013-
Sep. 2014 **Contributor**, *Story C Magazine*, Korea.
- May 2013-
Oct. 2013 **Contributor**, *Groovers*, Korea. <http://groovers.kr>
- May 2012-
Oct. 2012 **Music Columnist**, *Kyobo Hottracks Popular Music Magazine*, Korea.
- Aug. 2011-
May 2013 **Translator and Graduate Research Assistant**, Office of Global and International Strategies, George Mason University, Fairfax, VA, U.S.
- Aug. 2010-
Apr. 2012 **Music Editor**, *Seoul Shinmun (Daily) Net to News*, Korea.
- Mar. 2009 -
Sep. 2013 **Music Editor**, *Miller Brewing Korea Official Blog (Blog M)*, Korea.
- Mar. 2008 -
Aug. 2008 **Music Critic**, *NHN Corporation (Naver.com)*, Korea.
- Apr. 2007-
Dec. 2012 **Foreign Correspondent**, *CMN Weekly*, Korea
- May. 2005 -
Aug. 2005 **Research Assistant**, *Korean Popular Music Data Base Project*, Information and Cultural Studies, Seoul National University, South Korea.

Publications

- Mar. 2021 (expected) “New Generation Dance Music: The Beginning of K-Pop and J-pop’s influence”. **Gyu Tag Lee**. In *Transnational Convergence of East Asian Pop Culture*. New York: Routledge.
- Oct. 2020 “Globalization of K-Pop and Internet Media Platform” (in Korean). **Gyu Tag Lee**. In Nam-Il Ahn et al., *The Empire of Media Platforms: Challenge and Future Prospects*. (p. 142-176). Paju: Hanul Academy.
- Mar. 2020 “Hallyu in Music 2019” (in Korean). **Gyu Tag Lee**. In *2019 Hallyu White Paper* (pp. 97-132). Seoul: KOFICE.
- Feb. 2020 *K-Pop in Conflict* (in Korean). **Gyu Tag Lee**. Seoul: Three Chairs.
- Nov. 2019 “Faraway, So Close: Produce 48 and the Cultural-Industrial Collaboration between K-Pop and J-Pop”. **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 24, 251-288.
- Nov. 2019 “Gen Z, Sincerity, and Nationalism: The Meaning of BTS’s Global Success” (in Korean). **Gyu Tag Lee**. In *In/Out*, 47, 208-234.
- Apr. 2019 “BTS: New Directions for K-Pop’s Ongoing Global Success”. **Gyu Tag Lee**. In East Asia Foundation Policy Debates. URL: http://www.keaf.org/book/EAF_Policy_Debate_BTS:_New_Directions_for_K-Pops_Ongoing_Global_Success?ckattempt=1
- Apr. 2019 “Hallyu in Music 2018” (in Korean). **Gyu Tag Lee**. In *2018 Hallyu White Paper* (pp. 111-146). Seoul: KOFICE.
- Sep. 2018 “Produce 101: Cultural Exchange Between Korea, China, and Japan” (in Korean). **Gyu Tag Lee**. In *Hallyu Now*, 26, 26-32.
- Aug. 2018 “3rd Generation Idol, 3rd Generation K-Pop, and 3rd Generation Hallyu” (in Korean). **Gyu Tag Lee**. Column published by JoongAng Ilbo (Daily). URL: <https://news.joins.com/article/22922605>
- Aug. 2018 “The Meaning of Success of BTS in the US” (in Korean). **Gyu Tag Lee**. In *Hallyu Story*, 49, 4-17.
- Jul. 2018 “Dark side of Melon monopoly in Digital Music Market” (in Korean). **Gyu Tag Lee**. In *Weekly DongA*, 1148, 40-43.
- May 2018 “Hallyu in Music 2017” (in Korean). **Gyu Tag Lee**. In *2017 Hallyu White Paper* (pp. 91-126). Seoul: KOFICE.
- Jan. 2018 “BTS: New way of Communication, and emotional labor” (in Korean). **Gyu Tag Lee**. In *Culture and Science*, 93, 283-296.
- Jan. 2018 “Necessity of Market Diversification of K-Pop” (in Korean). **Gyu Tag Lee**. *Issue Paper: Question and Policy*. URL: <http://www.kegg.org/publication/issue.php?sno=36&group=basic&code=B10&category=&&abmode=view&no=1725&bsort=desc&bfsort=ino>

- Dec. 2017 “Cultural Transnational Activities: The Consumption of Transnational Media”. Dae Y. Kim, Young A. Jung, and **Gyu Tag Lee**. In *Transnational Communities in the Smartphone Age: The Korean Community in the Nation’s Capital*. Lanham: Lexington Books.
- Dec. 2017 “Bright and dark side of K-Pop” (in Korean). **Gyu Tag Lee**. Column published by *JoongAng Ilbo* (Daily). Written in Korean URL: <https://news.joins.com/article/22239964>
- Dec. 2017 *Study of Globalization and Market Diversification of K-Pop* (in Korean). Mi-kyung Sung, **Gyu Tag Lee**, and Hyo-jin Moon. Naju: KOCCA.
- Sep. 2017 “<Like It?> And <Autumn Moring>” (in Korean). Gyu Tag Lee. Column published by *JoongAng Ilbo* (Daily). URL: <https://news.joins.com/article/21956436>
- Apr. 2017 “3rd Generation K-Pop Idol in the Digital Age” (in Korean). **Gyu Tag Lee**. In *Hallyu Makers* (pp. 96-119). Seoul: KOFICE.
- Apr. 2017 *Motown: The Sound of Young America*. Adam White and Barney Ales. Translated in Korean by **Gyu Tag Lee** and Doowan Kim. Seoul: Score.
- Mar. 2017 “Book Review: <The Uses of Literacy>” (in Korean). **Gyu Tag Lee**. In *Literacy Criticism*, 104, 194-207.
- Dec. 2016 “Music Chart in the Digital Age” (in Korean). **Gyu Tag Lee**. In *Hallyu Story*, 32, 12-15.
- Nov. 2016 *Globalization and Digitalization of Popular Music* (in Korean). **Gyu Tag Lee**. Seoul: Communication Books.
- Sep. 2016 “K-Pop and the Global Active Audience: The Transnationality of Naver Webcast Service ‘V-Live’” (in Korean). **Gyu Tag Lee**. In *Journal of Arts Management and Policy*, 39: 33-65.
- Sep. 2016 “The *Hallyu* Age, and The K-Pop Age” (in Korean). Daemin Park and **Gyu Tag Lee**. In *News Big Data Analytics & Insights*, 1(3).
- Aug. 2016 *The K-Pop Age: From Cassette tape to Streaming Service* (in Korean). **Gyu Tag Lee**. Paju: Hanul Academy.
- Jun. 2016 “Working-Class, Popular Culture, and the Media” (in Korean). **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 17, 85-94.
- Mar. 2016 *Use of Literacy*. Richard Hoggart. Translated in Korean by **Gyu Tag Lee**. Paju: Spring of May.
- Dec. 2015 “EXID, LEE Jin-Ah, and the Real-Time Music Chart” (in Korean). **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 15, 8-33.

- Nov. 2014 “SMTown and Motown: Between Fordism and Familyhood” (in Korean). **Gyu Tag Lee**. In *Korean Journal of Popular Music*, 13, 8-39.
- Jul. 2014 “From Despair to Hope: Motown Soul and the Civil Rights Movement” (in Korean). **Gyu Tag Lee**. In *Journal of Human Studies*, 27, 37-60.
- Jun. 2014 “International Studies on K-Pop” (in Korean). **Gyu Tag Lee**. In *The Journal of Hallyu Business*, 2, 5-21.
- Feb. 2014 “Digitalization and Globalization of K-Pop: YouTube Reaction Video & Cover Dance Festival” (in Korean). **Gyu Tag Lee**. In *The Journal of Hallyu Business*, 1, 73-107.
- Mar. 2012 “Genre-Concentrated: A Study of the Meaning of ‘Popularity’ in Korean Popular Music” (in Korean). **Gyu Tag Lee**. In Nam-Il Ahn et al. (Eds.), *Media and Culture* (p. 251-278). Seoul: Prunsasang Publications.
- Mar. 2011 “Globalization and Indigenization of Culture: The Development of Korean Hip-Hop” (in Korean). **Gyu Tag Lee**. In *Korean Studies*, 36, 59-84.

Publicity

- 2016-present Comments quoted numerous times by respected Korean daily newspapers including *Chosun Ilbo*, *JoongAng Ilbo*, *Kyunghyang Shinmun*, *Hankyoreh Shinmun*, etc.

Also interviewed and quoted by several international newspapers and networks including *Business Insider*, *The Wall Street Journal*, *South China Morning Post*, *Korean Times*, *Korea Herald*, Norwegian newspaper *Aftenposten*, Italian newspaper *Corriere Della Sera*, Argentine newspaper *La Nacion*, Swedish public radio network *Sveriges Radio*, Croatian public broadcasting network *HRT*, etc.

- Jan. 2021 Featured in a centerfold story about "Unstoppable Hallyu: Will It Last?" in *The Korea Times*. URL: https://www.koreatimes.co.kr/www/art/2021/01/398_301839.html?fbclid=IwAR0RS034zdHqBSU9ZP6c8DSNiIFtPdyTCJ9vSXwWiJPUwsmPoOdALHFWizA
- Jan. 2021. Interview Quoted in *YTN News* (TV) on ‘Can BTS Make a History Again?’. URL: <https://youtu.be/1ofJhIJGgcM>
- Nov. 2020. Interview Quoted in *South China Morning Post* on ‘What Is K-Pop Now?’. URL: https://www.scmp.com/lifestyle/k-pop/bands/article/3111959/what-k-pop-now-bts-and-blackpink-become-global-stars-and-non?utm_source=copy_link&utm_medium=share_widget&utm_campaign=3111959
- Jul. 2020 Interview Quoted in *YTN News* (TV) on ‘BlackPink Goes Global’. URL: https://youtu.be/LHDyb_O2VV0
- Jun. 2020. Interview Quoted in *TBS News* (TV) on ‘K-Pop Shaking US Politics’. URL: <https://youtu.be/s-xoONseaAk>

- Jun. 2020. 5-Minute Interview Video by *The Korea Times* on ‘Debate: Should K-Pop be apolitical or political?’. URL: https://youtu.be/j98_aPora-U
- Jun. 2020. Interview Quoted in *Korea JoongAng Daily* on ‘K-Pop Finds New Home Online But for How Long?’. URL: <https://youtu.be/rG2mP9BaIhU>
- Jun. 2020. Interview Quoted in *YTN News* (TV) on ‘K-Pop Online Concerts Being Paid’. URL: <https://youtu.be/ZOrk7qbKT-8>
- Feb. 2020. Panelist Appearance on the news show *News-In-Depth* on ‘As coronavirus spreads so are misinformation and fake news’ aired by Arirang TV. URL: <https://youtu.be/QaY2IPgeiPk>
- Jan. 2020. Interview Quoted in Unanswered Question on ‘Digital Music Chart Manipulation’ aired by SBS TV. URL: <https://programs.sbs.co.kr/culture/unansweredquestions/vod/55075/22000368158>
- Oct. 2019. Panelist Appearance on the news show *Korea, Factual* on ‘Tragedy of K-Pop Idols’ aired by TBS eFM.
- Jun. 2019. Panelist Appearance on the news show *News-In-Depth* on ‘The BTS phenomenon and future of K-Pop’ aired by Arirang TV. URL: <https://youtu.be/1W04ZqZVpk8>
- Jan. 2019. Panelist Appearance on the talk show *Coolkkadang* (293th episode) aired by tvN. URL: http://program.tving.com/tvn/coolkkadang/4/Vod/View/VOD/EA_54867
- Sep. 2018. Commentary Appearance on the documentary *K-Pop World Festival in Changwon* aired by KBS. URL: http://vod.kbs.co.kr/index.html?source=episode&sname=vod&stype=vod&program_code=T2018-0588&program_id=PS-2018175876-01-000§ion_code=04&broadcast_complete_yn=N&local_station_code=00#popup-close
- Jun. 2018. Panelist Appearance on the talk show *Coolkkadang* (269th episode) aired by tvN. URL: http://program.tving.com/tvn/coolkkadang/4/Vod/View/VOD/EA_47430
- May 2018. Interview conducted by MBC TV *News Desk* on ‘Digital Chart Manipulation’. URL: http://imnews.imbc.com/replay/2018/nwdesk/article/4606652_22663.html
- May 2018. Commentary Appearance on the documentary *Explained* (4th episode) by Netflix. URL: <https://www.netflix.com/kr/title/80216752>
- Aug. 2016. “What Is K-Pop?” Interview conducted by KBS AM Radio *All About Culture*. URL: http://www.kbs.co.kr/radio/scr/culture/replay/2491319_51050.html
- Aug. 2016. Book Review about *The K-Pop Age*. *JoongAng Ilbo* (Daily). URL: <http://news.join.com/article/20477701>
- Aug. 2016. “The Origin of K-Pop”. Interview conducted by *Chosun Ilbo* (Daily). URL: http://news.chosun.com/site/data/html_dir/2016/08/16/2016081600176.html

- Aug. 2016 “Can K-Pop Succeed like the Beatles?”. Book Review about *The K-Pop Age*. *Segye Ilbo* (Daily). URL: <http://www.segye.com/content/html/2016/08/05/20160805002107.html?OutUrl=naver>
- Feb. 2015 “Run River North, and *Arirang*”. Interview conducted by KBS Korean Radio (AM) *Today's Culture*. URL: http://www.kbs.co.kr/radio/scr/culture/replay/2341938_51049.html?dt=20150220
- Aug. 2014 “Webtoon: The New Field of Cultural Industries”. Interview conducted by KTV Network *Public Report*. URL: <http://www.ktv.go.kr/program/contents.jsp?cid=489557>

Conference Presentations

- Aug. 2020 “Construction of Musical Taste by Internet Music Platforms: Chart, Curation, and Playlist”. **Gyu Tag Lee (presenter)**. Presented at the 2020 Summer Korean Association of Cultural Studies (KACS), Seoul, Korea.
- Aug. 2020 “On-line Streaming Live Performance and Korean Indie Musicians”. Ji-woon Kim and **Gyu Tag Lee**. Discussant at the 18th Cultural Studies Camp for Graduate Students, Siheung, Korea.
- Dec. 2019 “K-Pop without ‘K’”. **Gyu Tag Lee (presenter)**. Presented at the K-Pop Beyond BTS: Media Technology, Creative Industries and Fandom Culture Conference hosted by Korean Society for Journalism and Communication Studies (KSJCS), Seoul, Korea.
- Dec. 2019 “BTS & Black Pink: The extension of K-Pop”. **Gyu Tag Lee (presenter)**. Presented at the 9th *Hallyu Now* Annual Seminar hosted by Korean Ministry of Culture, Sports, and Tourism, Seoul, Korea.
- Nov. 2019 “Korean Popular Music in the 2010s”. Hee-ah Park, Yoon-ha Kim, Woo-jin Cha and **Gyu Tag Lee**. Moderator at the 2019 Fall Korean Association for the Study of Popular Music (KASPM) Conference, Seoul, Korea.
- Oct. 2019 “K-Pop 3.0: K-Pop in the New Era”. **Gyu Tag Lee (presenter)**. Presented at the 2019 K-Culture Forum, Busan, Korea.
- Oct. 2019 “The New Wave of K-Pop”. Hong-ki Kim and **Gyu Tag Lee**. Moderator at the MU:CON 2019 Music Forum hosted by Korea Creative Content Agency (KOCCA), Seoul, Korea.
- Aug. 2019 “Antagonistic publics of South Korea’s culture of hate: Through a case study of YouTube in Korea”. Ji-hyun Lee and **Gyu Tag Lee**. Discussant at the 17th Cultural Studies Camp for Graduate Students, Seoul, Korea.
- May. 2019 “K-Pop Nationalism: In the Case of BTS”. **Gyu Tag Lee (presenter)**. Presented at the 2019 Spring KSJCS Conference, Gwangju, Korea.
- Dec. 2018 “BTS and Issues in Korean Music Industry”. **Gyu Tag Lee (presenter)**.

- Presented at the 2018 Fall KASPM Conference, Seoul, Korea.
- Nov. 2018 “The Birth of K-Pop in the 1990s”. **Gyu Tag Lee (presenter)**. Presented at the Convergence Culture in East Asia Presentation, Seoul, Korea.
- Aug. 2018 “Romanticization of Personal Memory: Study on DJ Culture at Chuncheon”. Sol-bi Jeon and **Gyu Tag Lee**. Discussant at the 16th Cultural Studies Camp for Graduate Students, Siheung, Korea.
- Jul. 2018 “BTS and K-Pop Industry”. **Gyu Tag Lee (presenter)**. Presented at Hallyu Cultural Industry and K-Pop Forum, Seoul, Korea.
- Sep. 2017 “K-Pop Goes Global”. **Gyu Tag Lee (presenter)**. Presented at the MU:CON 2017 Music Forum hosted by KOCCA, Seoul, Korea
- Aug. 2017 “Crossing Borders and Going Beyond”. Paul Augustin and **Gyu Tag Lee**. Discussant at Hallyu in Southeast Asia: The Present and Future of the International Cultural Exchange Conference, Seoul, Korea
- Aug. 2017 “Consumption of *Hallyu* Content by Chinese Audience”. Hanul Kim and **Gyu Tag Lee**. Discussant at the 15th Cultural Studies Camp for Graduate Students, Seoul, Korea.
- Jul. 2017 “Hallyu, 16 Years: Politicization of Hallyu Through Automated Discourse Analysis”. Dae-min Park and **Gyu Tag Lee (co-presenter)**. Presented at the Inter-Asia Cultural Studies Society International Conference, Seoul, Korea.
- Mar. 2017 “Public Sphere about Atomic Energy”. Jae-won Joo and **Gyu Tag Lee**. Discussant at the Future Energy Forum, Seoul, Korea.
- Dec. 2016 “Present and the Future of Auricular Media”. Dong-hoo Lee, Seong-hyun Yoo, Chang-hyun Ahn, Hyun-jung Kim, and **Gyu Tag Lee**. Discussant at the Special Radio Conference, Seoul, Korea
- Nov. 2016 “K-Pop and the Global Active Audience”. **Gyu Tag Lee (presenter)**. Presented at the 2016 Fall Korean Association for Communication and Information Studies (KACIS) Conference, Wonju, Korea.
- Nov. 2016 “Collective Music Creation”. Seoli Ryu and **Gyu Tag Lee**. Discussant at the 2016 Fall Korean Women’s Association for Communication Studies (KWACS) Conference, Seoul, Korea.
- May 2016 “Webcast Audience and the Globalization of K-Pop”. **Gyu Tag Lee (presenter)**. Presented at the 2016 Spring Korean Speech Communication Conference, Seoul, Korea.
- Dec. 2015 “K-Pop and the Streaming Service”. Yunhwa Ko and **Gyu Tag Lee**. Discussant at the 2015 Fall KASPM Conference, Seoul, Korea.
- Nov. 2015 “Characterizing of Korean Animation and the Consumer”. Mina Lee and **Gyu Tag Lee**. Discussant at the 2015 Fall Korean Association for Broadcasting and

- Telecommunication Studies (KABS) Conference, Yongin, Korea.
- Oct. 2015 “The Future of Radio”. Jae-won Joo and **Gyu Tag Lee**. Discussant at the Special Radio Conference, Seoul, Korea.
- Aug. 2015 “Politics of Korean Popular Music”. Ye-eun Jung and **Gyu Tag Lee**. Discussant at the 13th Cultural Studies Camp for Graduate Students, Seoul, Korea.
- May 2015 “Streaming, Radio, and Korean Music Industry”. **Gyu Tag Lee (presenter)**. Presented at the 2015 Spring KACIS Conference, Seoul, Korea.
- Feb. 2015 “Multi-Culturalism in the Korean TV Show *Non Summit*”. Geun-ha Um and **Gyu Tag Lee**. Discussant at the 19th Korean Graduate Students Conference, Daejeon, Korea.
- Dec. 2014 “Producing, Circulating, and Consuming Popular Music”. Pyong-soo Kim, Chae-min Lee, Jae-bum Kim, Seong-kyu Yang, Soo-ah Kim, Jong-yoon Hong, Jae-young Yang, and **Gyu Tag Lee**. Discussant at the 16th KASPM Conference, Seoul, Korea.
- Dec. 2014 “Exporting K-Pop Industry System”. Hee-jong Go, Jae-bum Kim, and **Gyu Tag Lee**. Discussant at the 4th *Hallyu Now* Annual Seminar, Seoul, Korea.
- Dec. 2014 “Militarism in Japanese Design Culture”. Hang-sik Shin, Jung Myung Kim and **Gyu Tag Lee**. Discussant at the 2014 Fall Korea Communication Association (KCA) Conference, Seoul, Korea.
- Nov. 2014 “Discussion about *Hallyu* 3.0”. Seok-Kyoung Hong, S.S. Son, Doobo Shim, Ki-hyeong Lee, Kyu-chan Jeon, and **Gyu Tag Lee**. Round Table Discussion at the 2014 Fall KACIS Conference, Seoul, Korea.
- Nov. 2014 “FM Radio and Korean Popular Music”. **Gyu Tag Lee (presenter)**. Presented at the Radio Conference by Korean Broadcasters Association, Seoul, Korea.
- Jun. 2014 “Motown vs. SMTown: K-Pop Branding”. **Gyu Tag Lee (presenter)**. Presented at the 15th KASPM Conference, Seoul, Korea.
- Mar. 2014 “From Despair to Hope: Motown Soul and the Civil Rights Movement”. **Gyu Tag Lee (presenter)**. Presented at the Quarterly Conference by The Center for Research Institute of Anthropology, Bucheon, Korea.
- Jan. 2014 “How to Do the Cover Dance?: The New Strategy of K-Pop Industry”. **Gyu Tag Lee (presenter)**. Presented at the Culture & Gender Studies Conference hosted by KSJCS, Seoul, Korea.
- Nov. 2013 “K-Pop Outside East Asia: The New Wave”. **Gyu Tag Lee (presenter)**. Presented at the 2013 Fall KACIS Conference, Daejeon, Korea.
- Feb. 2013 “A Brief Description of K-Pop and Korean Wave (*Hallyu*)”. **Gyu Tag Lee (presenter)**. Presented at Sejong Leadership Workshop & Conference by Academy of Korean Studies, Fairfax, VA, U.S.

Other Professional Writings

- Apr. 2018 “Book Review: <Pop It Up>”. **Gyu Tag Lee**. *ppss*. Written in Korean. URL: <https://ppss.kr/archives/160834>
- Jan. 2018 “Do You Know BTS?” **Gyu Tag Lee**. In *N-Content*, Vol. 4, pp. 18-21. Written in Korean.
- Aug. 10, 2016 Martin Luther King Jr and Malcolm X: Two Different Points of View. Column published in *ppss.kr*. Written in Korean.
- Nov. 6, 2015 “IU as an Artist”. Column published in *ppss.kr*. Written in Korean.
- Nov. 27, 2014 “EXID, Jin-ah Lee, and the New Media”. Column published in *ppss.kr*. Written in Korean.
- Apr. 21, 2014 “Not the Captain, but the System is the Real Problem”. Column published in *ppss.kr*. Written in Korean.
- Apr. 6, 2014 “Something You Should Know About Nirvana”. Column published in *ppss.kr*. Written in Korean.
- Mar. 5, 2014 “What is Indie Music?” Column published in *ppss.kr*. Written in Korean.
- Nov. 7, 2013 “Plagiarism in Korean Popular Music: Primary vs. Tiger J.K.”. Column published in *ppss.kr*. Written in Korean.
- Oct. 29, 2010 “A Brief Essay on *Super Star-K* Phenomenon”. Column published in *Naver.com Open Cast* Vol. 724. Written in Korean.
- Apr. 10, 2010 “American R’n’B Vocal Groups in the 1990s”. Column published in *Naver.com Open Cast* Vol. 506. Written in Korean.
- Mar. 10, 2010 “Introduction to Britpop”. Column published in *Naver.com Open Cast* Vol. 472. Written in Korean.
- Dec. 9, 2009 “Best Live Albums”. Column published in *Naver.com Open Cast* Vol. 381. Written in Korean.

Other Public Lectures

- Nov. 2020 “Globalization of K-POP : History and Perspectives”. Special Online Lecture conducted at the Korean Cultural Center in the UAE. URL: <https://youtu.be/6Dvd3oixalk>

- Jun. 2020 “K-Pop without Korean”. Special Lecture conducted at Incheon National University, Incheon, Korea.
- May 2020 “History of K-Pop and Hallyu”. Special Lecture conducted at Korean National HRD Institute, Gwacheon, Korea.
- Jan. 2020 “BTS and the Future of K-Pop”. Special Lecture conducted at Hyundai Card Corp., Seoul, Korea.
- Nov. 2019 “Reasons for BTS’s Global Success”. Special Lecture conducted at the Education Workshop for Teachers hosted by Korean Ministry of Education, Suwon, Korea.
- Sep. 2019 “BTS and the Future of K-Pop”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- Sep. 2019 “Reasons for BTS’s Global Success”. Special Lecture conducted at Handong Global University, Pohang, Korea.
- Jun. 2019 “How to Read and Understand Different Culture”. Special Lecture conducted at Bundang-Pangyo Youth Center, Seongnam, Korea.
- May 2019 “K-Pop and Hallyu”. Special Lecture conducted at Yonsei University Wonju Campus, Wonju, Korea.
- May 2019 “Reasons for BTS’s Global Success”. Special Lecture conducted at Incheon National University, Incheon, Korea.
- Apr. 2019 “BTS and the Future of K-Pop”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- Nov. 2018 “BTS and K-Pop”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- Nov. 2018 “K-Pop and Hallyu”. Special Lecture conducted at Yonsei University Wonju Campus, Wonju, Korea.
- Oct. 2018 “What Is Culture”. Special Lecture conducted at Gwangmyung-GMUK Youth Camp, Incheon, Korea.
- Oct. 2018 “Introduction to US Popular Music”. Special Lecture conducted at Yeonsu Girl’s High School, Incheon, Korea
- Oct. 2018 “Globalization of Culture”. Special Lecture conducted at Donghae-GMUK Youth Camp, Incheon, Korea.
- Jul. 2018 “Introduction to K-Pop”. Special Lecture conducted at Duksu Forum, Seoul, Korea.

- Jun. 2018 “K-Pop and Hallyu”. Special Lecture conducted at Donghae-GMUK Youth Camp, Incheon, Korea.
- May 2018- Jun. 2018 “Introduction to Cultural Anthropology”. Special Lecture conducted at Global Youth Program with GMUK and local high schools (Daegun High School and Bakmun Girl’s High School).
- May 2018 “Introduction to K-Pop”. Special Lecture conducted at Yonsei University.
- May 2018 “The K-Pop Age”. Special Lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- May 2018 “K-Pop and Hallyu”. Special Lecture conducted at Yonsei University Wonju Campus, Wonju, Korea.
- Jul. 2017 “Introduction to K-Pop”. Special Lecture conducted at US High School Students Invitation Program hosted by GMUK, Incheon, Korea.
- May 2017- Jun. 2017 “Globalization and Culture”. Special Lecture conducted at Global Youth Program with GMUK and local high schools (Daegun High School and Bakmun Girl’s High School).
- Feb. 2017 “Future of K-Pop”. Special Lecture conducted at the Hallyu Camp hosted by Korea University, Seoul, Korea.
- Jan. 2017 “How to Define K-Pop”. Special Lecture conducted at the Global Camp by Chungnam National University, Incheon, Korea.
- Dec. 2016 “Book Talk on *The K-Pop Age*”. Special Lecture conducted at the Book Street, Seoul, Korea.
- Nov. 2016 “K-Pop and the Active Audience”. Special Lecture conducted at the Institute of Information and Cultural Technology, Hallym University, Chuncheon, Korea.
- Nov. 2016 “What is K-Pop?” Special Lecture conducted at Incheon National University, Incheon, Korea.
- Oct. 2016 “Hallyu and K-Pop”. Special Lecture conducted at Graduate School of International Studies, Seoul National University, Seoul, Korea.
- Oct. 2016 “Book Talk on *Uses of Literacy*”. Special lecture conducted at Cultural Forum, Seoul, Korea
- Sep. 2016 “British Working Class Culture, Cultural Studies, and Korean Popular Culture”. Special lecture conducted at Busan National University, Busan, Korea.
- Sep. 2016 “Definition of K-Pop”. Special lecture conducted at Catholic University of Korea, Bucheon, Korea.
- Jul. 2016 “K-Pop and the Active Audience”. Special lecture conducted at Chonnam

National University, Gwangju, Korea.

- Feb. 2016 “What is Hallyu?” Special Lecture conducted at Hallym University, Chuncheon, Gangwon Do, Korea.
- May 2015 “What is going on with K-Pop?” Special lecture conducted at Ulsan National Institute of Science and Technology (UNIST), Ulsan, Korea.
- Apr. 2015 “Globalization of K-Pop”. Special lecture conducted at Young Leaders Forum, Incheon Global Campus, Songdo, Incheon, Korea.
- Jan. 2015 “History of Korean Dance Music”. Special lecture conducted at *Loen* Music Camp, Pyeong Chang, Gangwon-Do, Korea.
- Apr. 2014 “*Hallyu*: Past, Present and the Future”. Special lecture conducted at the National Academy for Educational Administrators, Seoul National University, Seoul, Korea.
- Sep.,2013 “What is K-Pop?” Special lecture Conducted at the Total Gallery of Art, Seoul, Korea.

Research Interests

- K-Pop and Korean Music Industry
- Music Industry and History of Popular Music
- Globalization of Media and Culture
- *Hallyu* (Korean Wave)
- Korean Popular Culture
- Cultural Industries
- East Asian Popular Culture
- Media Theories
- Transnational Media and Popular Culture
- Global Modernity

Potential Publications

- K-Pop and Nationalism
- Evolution and Diffusion of K-Pop Regionally and Globally
- Anglo-American Popular Music in the 1990s.
- Diversification in the Global Music Industry: A Comparison Between the Reception of K-Pop by East Asian Americans and Black Americans
- K-Pop Music Business in the Age of Globalization
- The History of K-Pop: Between Anglo-American and Japanese Popular Music

Professional Affiliations

- Member, International Association for Study of Popular Music
- Member, Committee of Development of Korean Music Industry, Korean Ministry of Culture, Sports and Tourism
- Visiting Researcher, Asia Center, Seoul National University
- Member, Korean Association for the Study of Popular Music
- Member, Korean Association for Communication and Information Studies
- Member, Korean Society for Journalism & Communication Studies
- Member, Korean Association of Arts Management
- Member, Culture Business Institute, Catholic University Korea

Languages

- Fluent in English and Korean
- Proficient in Japanese
: Got certification of *JLPT Level 1 (Professional Level)* in Jan. 2007.
- Elementary Chinese
: Got certification of *HSK Grade A at the Elementary Level* in Jun. 2006.

Professional Services

- | | |
|--------------------------|---|
| Sep. 2019-
Present | Vice Chair of GMUK Faculty Travel to Fairfax Review Committee. |
| Mar. 2019-
Present | Member of Mason Korea Committee of Academic Integrity. |
| Aug. 2016-
Present | Member of Editorial Committee, Korean Association for the Study of Popular Music, Korea. |
| Mar. 2016-
Present | Member of Editorial Committee, Institute of Social Science at Chungnam National University, Daejeon, Korea. |
| Nov. 2013-
Present | Member of Selective Committee, Korean Music Awards (KMA), Korea. |
| 2010-2011 | President, Korean Graduate Student Association (KGSA), George Mason University, Fairfax, VA, U.S. |
| Mar. 2001-
June. 2004 | Captain, Air Defense Artillery, Republic of Korea Air Force, Korea. |