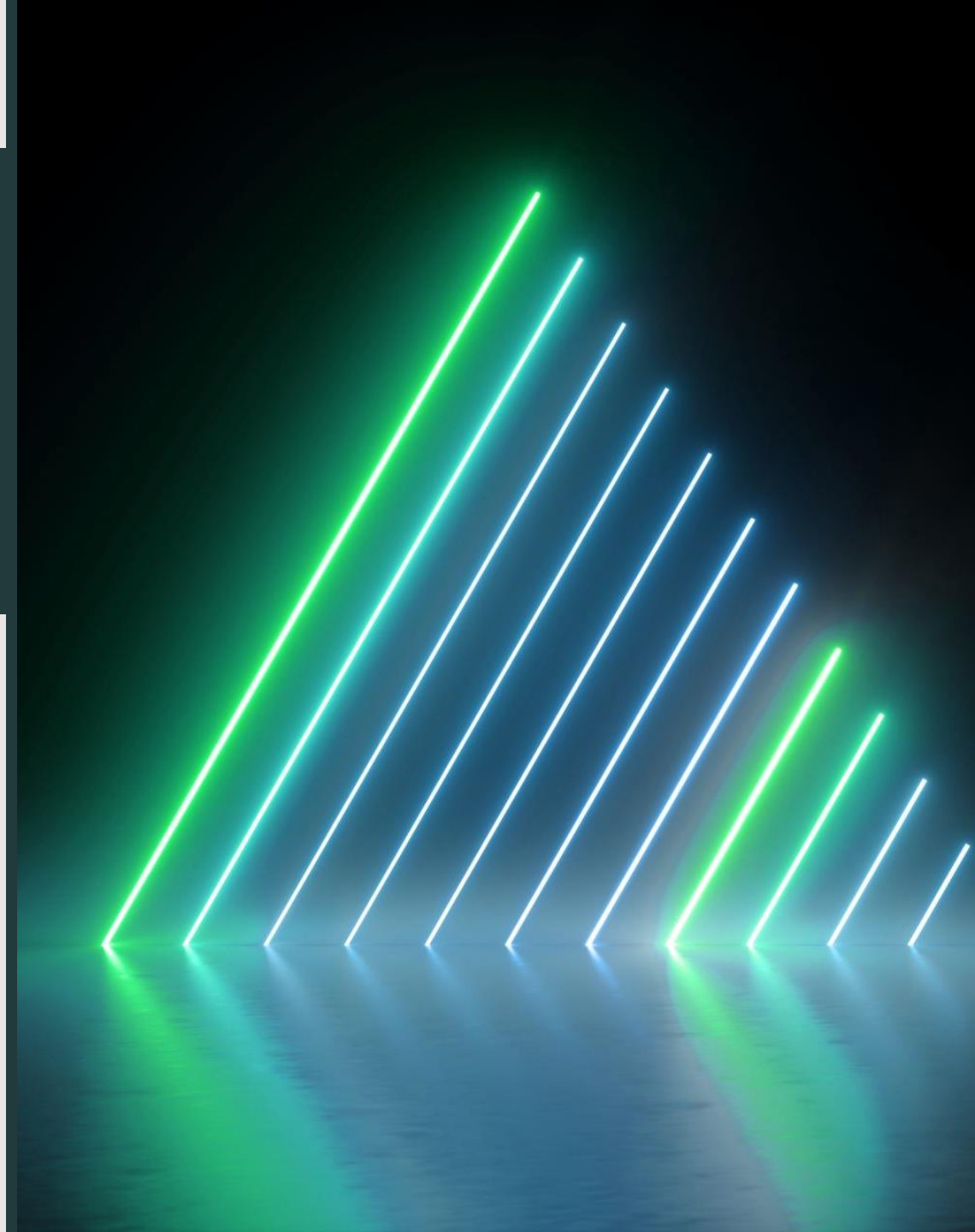


FRENEMY: I LOVE KOREAN POP CULTURE MORE THAN JAPANESE

Ingyu Oh, Kansai Gaidai University

Oct. 30, 2023



Iwabuchi and Jenkins

What Iwabuchi really meant by “hybridity”?

What Jenkins means by “impurity” and
“cosmopolitan audiences”?

Our questions

Who consumes Hallyu & Japanese pop culture in the world?

Why gender divide in pop culture consumptions in J & K?

– *Is this related to sexism, misogyny, and low fertility?*

The “frenemy” phenomenon: why do the Koreans and the Japanese love each other’s pop culture more than their own?

Who consumes?

Cosmopolitan but gender divide

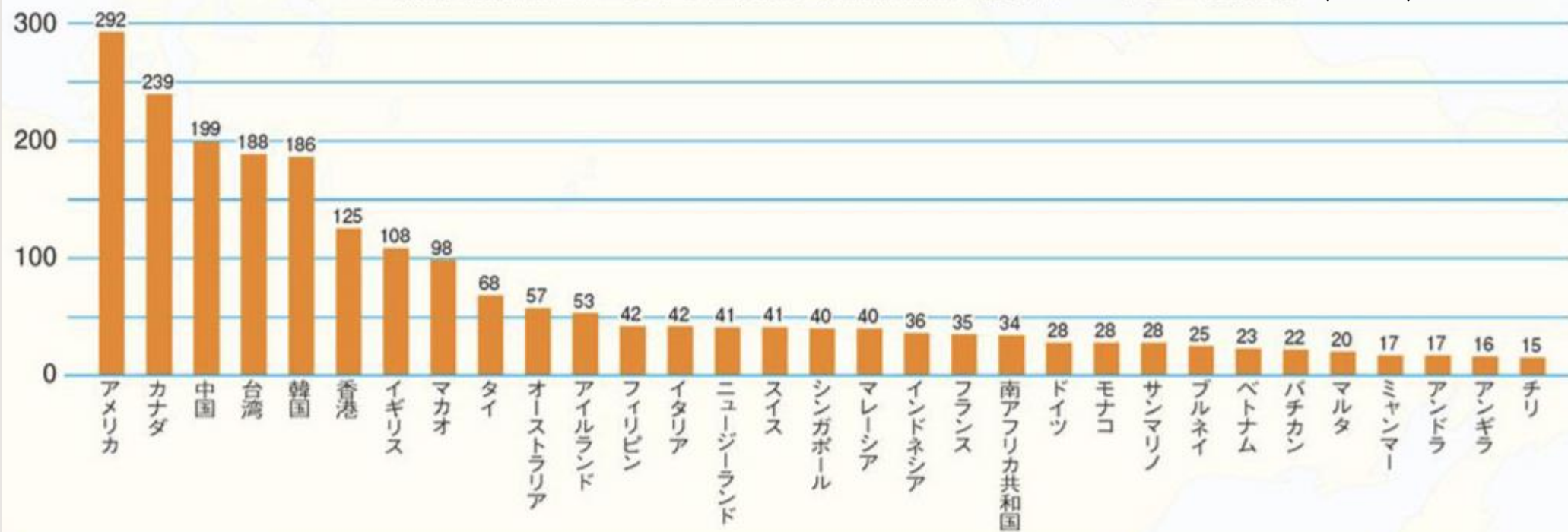
Cosmopolitan but “frenemies”

Postcolonial ethnic/national enemies

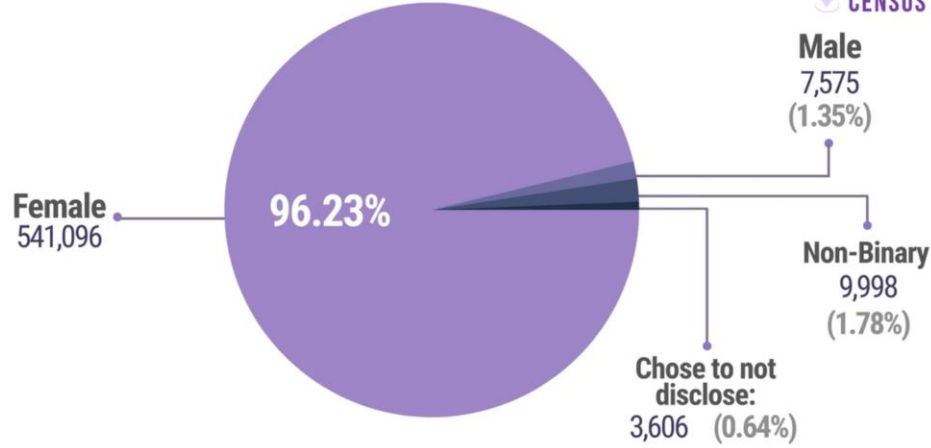
Racial enemies

Gender enemies

アニメ業界統計調査における国別海外展開状況（抜粋） 単位：契約数（2021）



GENDER DEMOGRAPHICS



*This data is reflective of the 562,280 participants of the 2022 ARMY Census. For more information, please visit: <https://www.btsarmycensus.com/>

2020 한류백서 99쪽

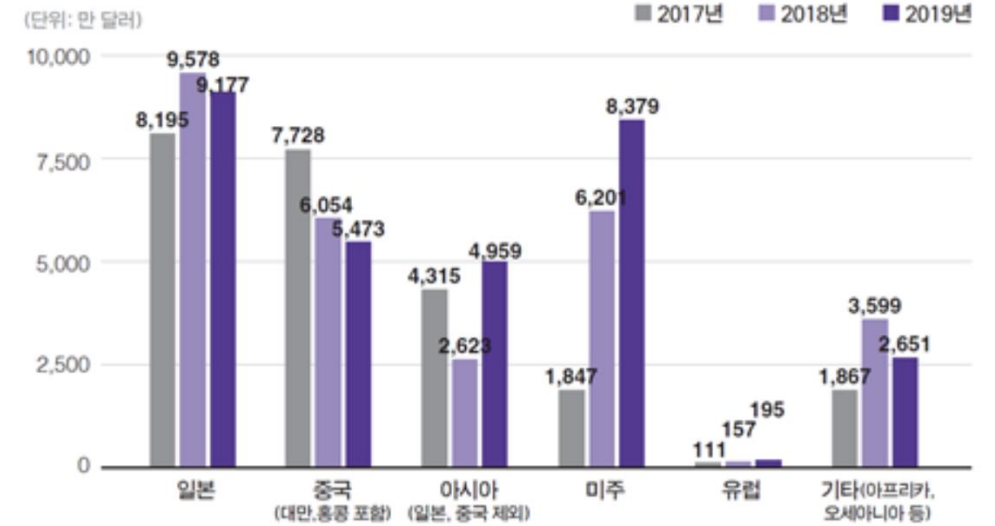
음악산업 지역별 수출액 현황 (단위: 천 달러, %)

지역 \ 연도	2016	2017	2018	비중	전년 대비 증감률	연평균 증감률
중화권	98,362	109,931	111,962	19.8	1.8	6.7
일본	277,292	320,599	367,335	65.1	14.6	15.1
동남아	55,876	64,737	69,386	12.3	7.2	11.4
북미	2,105	5,468	7,151	1.3	30.8	84.3
유럽	6,247	8,552	7,038	1.2	-17.7	6.1
기타	2,684	3,294	1,364	0.2	-58.6	-28.7
합계	442,566	512,580	564,236	100.0	10.1	12.9

출처: 한국콘텐츠진흥원 (2020a), (2019 콘텐츠산업 통계조사), 118쪽.

2020 한류백서 48쪽

방송 프로그램 국가별 수출액 (2017~2019)



출처: 정보통신정책연구원 <방송산업실태조사 보고서> (2018, 2019, 2020) 자료를 바탕으로 재구성.

Why gender divide?

Lacunae in previous studies of gender in pop culture

Sexism in cultural industry (Many, many)

Women's body as commodities (Epstein, etc.)

Negotiating gender identities (Lopes, etc.)

Our argument

Gender as cultural motivation toward creativity and parodying

- *Gendered melancholia as a universal affective prompter*

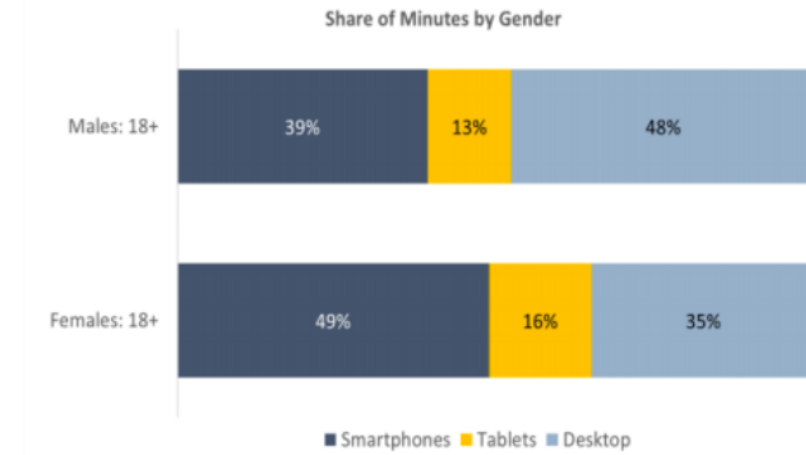
Gendered creativity and parodying through intermediality (or media franchising)

Gender divide via means of social subversion





Women spend more time on smartphones



Source: ukom.uk.net

Social subversion in Japan (à la Kinsella)

Gender divide in social subversion

Genres and media

- *Men: Shōnen manga, fujoshi manga, anime, video games, otaku-ism*
- *Women: Shōjo manga, dōjinshi manga, anime, cosplay, female otaku-ism*

Ideology and activities

- *Men: Misogyny esp. after the bubble burst → dissociate from women & remain dōtei → fujoshi anime & video games → occasionally misogyny crimes*
- *Women: Hatred against Japanese male domination → “indigenization of the West” (憧れ) → postponing marriage & pregnancy → manga, anime & cosplay*

Social subversion in Korea (Un- chartered)

Gender divide in social subversion

Genres and media

- *Men: Shōnen manga, webtoon, anime, video games, 오덕후*
- *Women: Shōjo manga, anime, cosplay, 여덕*

Ideology and activities

- *Men: Misogyny esp. among 이대남 → 군대?? → 변태 anime & video games → frequent misogyny crimes → 오빠 강남스타일 & 오징어 게임*
- *Women: Hatred against Korean male domination → glocalization (or locabalization) of Korean femininity → denouncing marriage & pregnancy → K-pop, K-drama, K-food, K-beauty creativity or parodying*

From subversion to gender war?

Misogyny in Japan and Korea

The status of male domination ca. 2023

Gender crimes

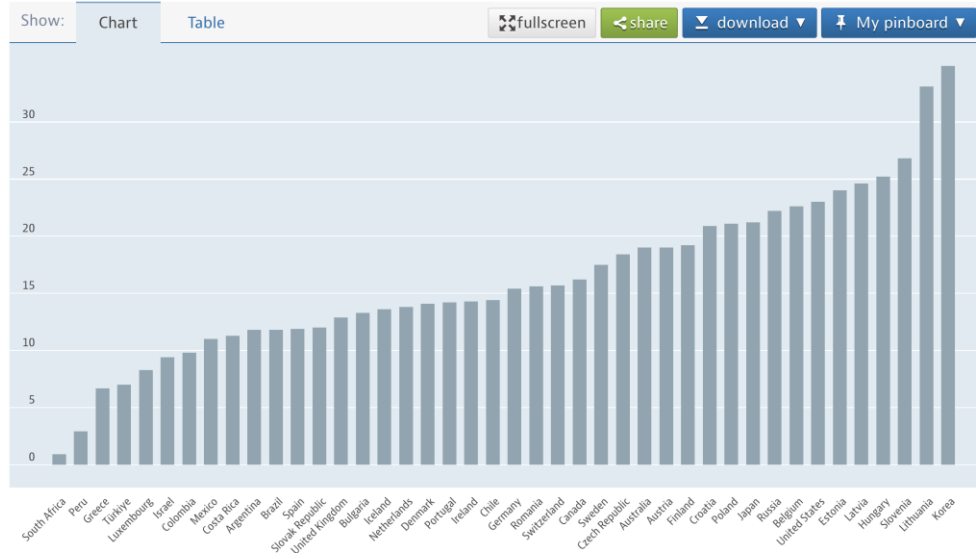
High **female suicides and low fertility in J & K**

A social meaning of female suicides among young women

A social meaning of low fertility

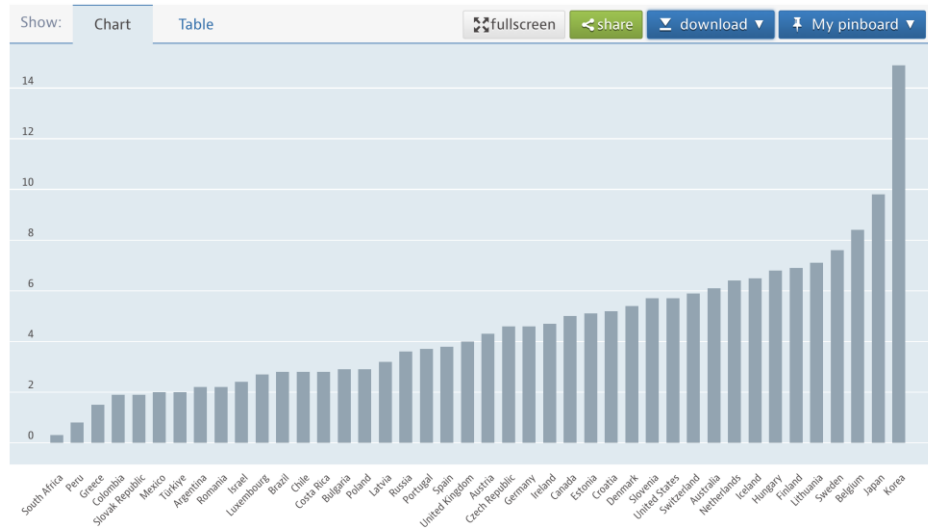
Suicide rates Men, Per 100 000 persons, 2021 or latest available

Source: Health status



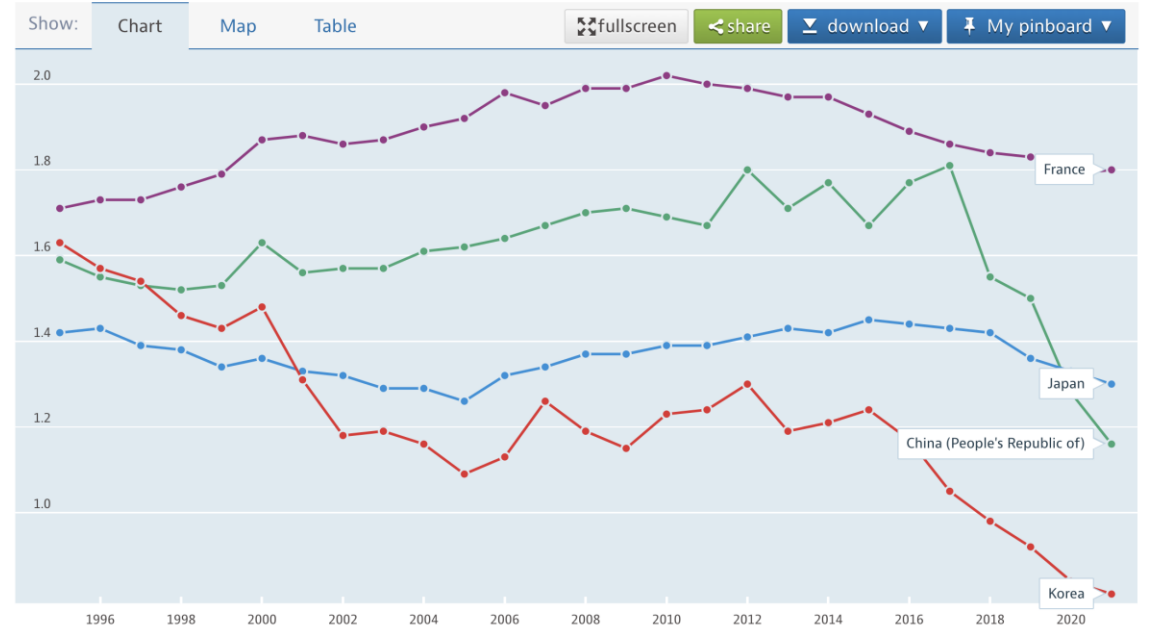
Suicide rates Women, Per 100 000 persons, 2021 or latest available

Source: Health status



Fertility rates Total, Children/woman, 1995 - 2021

Source: Family Indicators



성별	연령별	2022	
		1) 자살자수 (명)	2) 자살률 (십만명당)
		▲ ▼ ▢	▲ ▼ ▢
여성	계	3,887	15.1
	0-9세	0	0.0
	10-19세	152	6.7
	20-29세	556	17.9
	30-39세	534	16.7
	40-49세	712	17.9
	50-59세	643	15.2
	60-69세	487	13.2
	70-79세	362	17.7
	80세이상	441	30.9
연령미상	0	-	
남성	계	9,019	35.3
	0-9세	0	0.0
	10-19세	185	7.6
	20-29세	838	24.5
	30-39세	1,146	33.4
	40-49세	1,617	39.5
	50-59세	1,836	42.5
	60-69세	1,467	41.4

表7 年齢階級別、職業別自殺者数

職業別	年齢階級別	~19歳	20~29歳	30~39歳	40~49歳	50~59歳	60~69歳	70~79歳	80歳~	不詳	合計
		合計	計	798	2,483	2,545	3,665	4,093	2,765	2,994	2,490
	男	464	1,672	1,784	2,611	2,848	1,862	1,906	1,558	41	14,746
	女	334	811	761	1,054	1,245	903	1,088	932	7	7,135
有職者	計	94	1,278	1,495	2,148	2,123	936	402	100	0	8,576
	男	67	907	1,165	1,719	1,738	796	329	90	0	6,811
	女	27	371	330	429	385	140	73	10	0	1,765
	計	633	411	12	7	0	0	0	0	0	1,063
学生・生徒等	男	366	285	7	5	0	0	0	0	0	663
	女	267	126	5	2	0	0	0	0	0	400
無職者	計	69	732	972	1,432	1,863	1,772	2,560	2,375	0	11,775
	男	30	443	559	823	1,030	1,020	1,553	1,457	0	6,915
	女	39	289	413	609	833	752	1,007	918	0	4,860
	計	0	25	100	217	371	273	132	48	0	1,166
主婦	男	0	0	0	0	0	0	0	0	0	0
	女	0	25	100	217	371	273	132	48	0	1,166
失業者	計	4	133	191	304	386	165	33	4	0	1,220
	男	2	97	138	257	321	142	27	4	0	988
	女	2	36	53	47	65	23	6	0	0	232
	計	3	90	161	272	348	883	2,163	2,154	0	6,074
年金・雇用保険等生活者	男	3	47	80	131	138	327	798	810	0	2,334
	女	0	43	81	141	210	556	1,365	1,344	0	3,740
その他	計	62	484	520	639	758	451	232	169	0	3,315
	男	28	303	340	425	499	322	161	109	0	2,187
	女	34	181	180	214	259	129	71	60	0	1,128
	計	2	62	66	78	107	57	32	15	48	467
不詳	男	1	37	53	64	80	46	24	11	41	357
	女	1	25	13	14	27	11	8	4	7	110

注) 「その他」は、「利子・配当・家賃等生活者」、「ホームレス」及び「その他の無職者」等を足し合わせたもの。

Con- sequence

Female bondage (and male alienation?)

Global fandom community building among female and LGBTQ+ fans of J & K pop culture

Visiting and migrating into Japan and Korea

The world's most female-friendly & female-safe countries

Visiting and migrating as “living” and “acting” Hallyu and J-pop culture

Social capital

Female fans are my family!

We feel safe to be close and feel globalized and liberated!

We also realize justice and fairness for the world together (aka “radical empathy”)!

Cultural capital

Learning and speaking the language

Obtaining university and postgraduate degrees

The world's lowest fertility

Final thoughts

Franemy and gender divide

**More gender than class, race, ethnicity, or
postcoloniality**

**Is fertility related to gender-divide in pop
culture creativity and parodying?**