

INTERNATIONAL RESEARCH WORKSHOP

**THE GLOBAL CIRCULATION OF KOREAN AND JAPANESE  
CULTURAL INDUSTRIES**

July 19-20, 2021 | Room: Jordi Arbonès, Facultat de Traducció i d'Interpretació,  
Universitat Autònoma de Barcelona, UAB Campus

[GREGAL Research Group](#) (UAB) & [ECIPE](#) (European Centre for International  
Political Economy)

Registration (free of charge) online sessions: <https://forms.gle/QiF9A2dviNEfvJfA7>  
Contact: [GlobalCirculationUAB@gmail.com](mailto:GlobalCirculationUAB@gmail.com)

July 19, Monday

**15:00 Welcome & Opening Remarks**

Blai Guarné, GREGAL Research Group (UAB)

Patrick Messerlin, ECIPE & Sciences Po Paris

**15:15 Global East Asian Studies: The GREGAL's Research Project**

Blai Guarné, GREGAL Research Group (UAB)

**15:30 The Missing Aspect in the Diffusion of *Hallyu* Contents: Understanding Why  
Foreign Companies are Interested in the Korean Drama Industry**

Jimmyn Parc, ECIPE & Seoul National University

**16:15 *Butaitanbou* Practitioners and the Media Literacy of Otaku Tourism in Japan**

Antonio Loriguillo-López, GREGAL Research Group (UAB) & Universitat  
Jaume I

**17:00 Fandom, Entrepreneurship, and the Globalization of *Hallyu***

Nissim Otmazgin, Hebrew University of Jerusalem

**17:45 Fighting *Hallyu* with Cool: Martial Arts as a Testing Ground for Cultural and  
Creative Industries in Japan and South Korea**

Eduardo González de la Fuente, GREGAL Research Group (UAB) & CEAA (El  
Colegio de México)

**18:30 General Discussion**

July 20, Tuesday

**09:30 The Role of the Governments and Companies in the Film Industry: Comparing Six Countries over Forty Years**

Patrick Messerlin, ECIPE & Sciences Po Paris

**10:15 South Korea's Soft Power and North Korea**

Holley LaFever, American University & ECIPE

**11:00 Availability of Korean Literature in Spanish Translation: Bookstores and Libraries in Barcelona**

Ester Torres-Simon, GREGAL Research Group (UAB)

**11:45 Coffee Break**

**12:15 The Origins of Japanese SF in the Nineteenth Century: The Curious Story of the Novel *Voyage to Innumerable Star Worlds***

Michal Daliot-Bul, The University of Haifa

**13:00 The Translation of Chinese Literature and Cinema in Spain: Design and Potential Applications of Two Open-Access Databases**

Mireia Vargas-Urpí, TXICC Research Group (UAB)

**13:30 General Discussion**

**14:00 Closing Notes**

**Organized by:** [GREGAL Research Group](#) (2017 SGR 1596) at Universitat Autònoma de Barcelona & [ECIPE](#) (European Centre for International Political Economy)

**ECIPE** | EUROPEAN CENTRE  
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THE ACADEMY OF KOREAN STUDIES Korean Studies Promotion Service

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