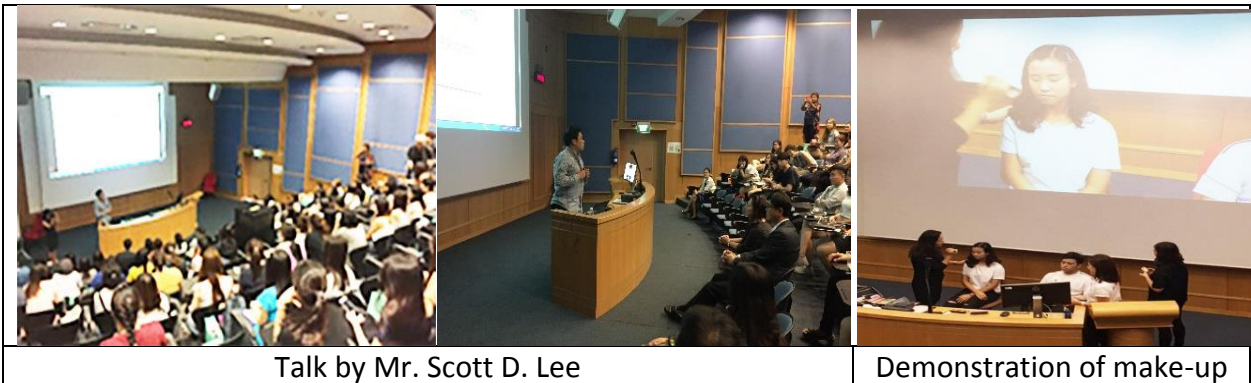


This talk concert was co-hosted by Korean Embassy in Singapore and Centre for Language Studies, National University of Singapore. It has been arranged to provide an opportunity for NUS students and public who have interests in analyzing the Korean pop culture or the Korean companies as well as the entertainment industry.

The Korean Wave began in 1996 with Korean dramas on television and expanded to Korean pop music ever since. The Korean Wave started to fever up in China first and eventually spread to South-East Asia and all over the world. After 2000, not only pop culture such as drama, pop music, and movie, but also food and fashion quickly spread beyond South-East Asia to the Middle East, Latin America, Eastern Europe, Russia, Central Asia, North America, Western Europe, and the Oceania. Now the Korean Wave is arousing a worldwide syndrome.

We invited analyst from the Global Business Development Team of CJ Entertainment & Management, Mr. Scott D. Lee, to speak on how quickly Korean wave has been spreading the national, linguistic, and cultural differences, and influencing lifestyles around world. Mr. Scott D. Lee also shared his career path in how he left a consulting firm to an entertainment company, hoping to inspire students to seek for a job that suits their aspiration. Many Korean companies need local partnership to work with as Korean culture is getting globalized and Korea is ready to welcome everyone from around world.



Talk by Mr. Scott D. Lee

Demonstration of make-up



Mr. Scott D. Lee
&
Assoc Prof Suthiwan Titima, Director,
Centre for Language Studies

Mr Hong Soonchang, Minister-Counsellor,
Embassy of the Republic of Korea
&
Assoc Prof Suthiwan Titima, Director,
Centre for Language Studies