

<BTS: The Third BTS Interdisciplinary Conference>

- ▷ Date: July 14–16, 2022
- ▷ Venue: Hankuk University of Foreign Studies
- ▷ Hosted by ISBS, Semiosis Research Center / Sponsored by MUSHROOM, HUFS, NRF

- ▷ Program

CONFERENCE DAY ONE Thursday July 14

Cyber Building 2 nd Floor Grand Hall [Korean Interpretation]				
8:30~10:00	Registration			
10:00~10:10	OPENING PERFORMANCE		Joonyoung Kim	
10:10~10:15	OPENING CEREMONY		Moderator: Sung-Eun Cho (HUFS) Welcoming Address: Jeong-Woon Park (President of HUFS)	
10:15~10:35	KEYNOTE SPEECH		Moderator: Mikyung Ahn (HUFS) Speaker: Jiyoung Lee (HUFS)	
10:35~12:10	FOCUS SESSION “ARMY: THE NEW HUMANITY”		Jungsun An, Mariana Facioli, Jessica Dewhurst, One in an ARMY	
12:10~12:35	SPECIAL INTERVIEW WITH PAULO COELHO [VIDED]		Moderator: Youngmi Kim (CEO of MUSHROOM)	
12:35~12:40	[ENCORE] MUSIC PERFORMANCE		Joonyoung Kim	
12:40~14:00	Lunch / Networking			
	Cyber Building 2 nd Floor Grand Hall	BRICs Hall Graduate School Building 1 st Floor #105	BRICs Video Lecture Room Graduate School Building 2 nd Floor #226	BRICs International Forum Room Gradate School Building 4 th Floor #411
14:00~15:30	SESSION 1A Fandom & Politics [Korean Interpretation]	SESSION 1B [PANEL] BTS in the Pop Pacific: America, Korea, and Japan	SESSION 1C BTS as Therapeutic Eco-system	SESSION 1D Fan Performativity
	Moderator: Byungjin Ahn	Moderator: Jayson Chun	Moderator: Hyun-Kyung You	Moderator: Kyung-Nan Koh
	Deepa Prakash Celebrity Activism Beyond the State (BTS): BTS and the Korean Soft Power Project	Jayson Chun, Eunbin Suk, Kimery Lynch and Jeon Soyeong BTS in the Pop Pacific: America, Korea, and Japan	Anh Le, Uba Backonja, Ria Antony, Arpita Bhattacharya, Jin Ha Lee and Nicole Santero Dynamic Music Engagement: A Case Study of BTS	Isabela Caroline Silva Shared Narratives: An Analysis of Fanfics and Aus
	Noel Sajid Murad, Hannah Ruth Sison and Allison Anne Atis ARMY for Leni: The Political Mobilization Strategies of the Filipino BTS Fandom to Counter Motivated Reading and Political Cheerleading Amid the 2022 National Elections		Ayse Isilay Konuk and Yun-Jeong Shin Healing through “Namjooning”: The Effect of BTS on Well-Being of BTS Fans ARMY	Rina Dakanay Higher Education Instructors’ Social Media and Fandom Participation: A Qualitative Study
	Karlina Octaviany Bring The Social Justice: BTS ARMY Digital Activism and State Surveillance on Indonesia Omnibus Law Protest		Nur Lina Anuar To Heal is to Be - A Musical Perspective of ‘Be’ Album	Ildi Nagy The BTS Story - Factual Development in the Service of Authentic Starmaking
	Yonsue Kim Fandom Language of “Love Yourself” in the Post-Presidential Election Politics in Korea		Hyun-Kyung You, Sungeun Yang and Yu-Jin Jeong “Is ARMY Family?”: Understanding ARMY through Family Systems Perspectives	
		Mariko Rooks A Public Health A.R.M.Y: BTS and ARMY’S Novel Applications of Music and Digital Media in Global Health Education and Intervention Initiatives During the Covid-19 Pandemic		
15:30~15:50	Coffee Break			
15:50~17:20	SESSION 2A Fandom Spaces and Fandom Activity [Korean Interpretation]	SESSION 2B Branding, Marketing and Beyond	SESSION 2C Global Society and BTS [Sessions in Korean]	SESSION 2D [PANEL] Mikrokosmos of meaning: BTS power of narration
	Moderator: Soyeon Eom	Moderator: Kyung-Nan Koh	Moderator: Eunjeong Kim	Moderator: Bianca Terraciano
	Dongjoon Lee Post-idol System, Artistic Identity, Dilemma between BTS and TXT	Manjae Kim Place Marketing of BTS Bus Stop in Gangneung, Korea	Jaehee Seo “Understanding BTS Music Videos”: Media and Cultural Perspectives on Audio Communication [in Korean]	Bianca Terracciano, Marianna Baroli and Mariella Baroli Mikrokosmos of Meaning: BTS Power of Narration
	Jasmine Proctor and Tvine Donabedian	Michael Hurt	임채원	Lorena Varela-Dominguez

	Bulk Buying Borahae: Fan Labour and Access in Pandemic Era Fandom	Bulletproof Boys in the 'Hood'	Spring and Winter of The East Asian Civilization: Kim Chusa Kim Jeonghee and BTS [in Korean]	Searching for the Map of Our Soul: Metanarrative and Psychoanalysis in BTS' «Persona», «Shadow» and «Ego» Comeback Trailers
	Donghee Yvette Wohn Digital Patronage- Relationship between Motivations of being ARMY and Expressions of Financial and Emotional Support	Cecilia Perez Beyond the Brand: BTS and ARMY “Logo Play”	Kwangsik Kim Flying Not to the Sun, But to You: New Humanity in the World After the Pandemic According to BTS [in Korean]	
	Longshibeni N Kithan Dawning into a New Era with Hope: A Case Study of Emerging BTS Culture and ARMY Representing Diversity	Norby Salonga, James Kevin Casalme, Joseph Dizon, Jeselle Laguna, Ma. Theresa Pamaong and Shania Darla Soriano Unraveling The Impact of Korean Pop Culture on Filipino Consumer Behavior: The Case of BTS ARMY Philippines	Eunhyun Park and Li Fei Is BTS Korean (Local) Or Global? - Context Anlalysis of Viewpoints of Various Newspaper Articles through Textmining [in Korean]	

CONFERENCE DAY TWO

Friday July 15

	Aekyung Hall International Building 2nd Floor	BRICs Hall Graduate School Building 1st Floor #105	BRICs Video Lecture Room Graduate School Building 2nd Floor #226	BRICs International Forum Room Gradate School Building 4th Floor #411
9:00~10:30	SESSION 3A ARMY in Asia [Korean Interpretation]	SESSION 3B Crossing Paths: An Encounter with BTS	SESSION 3C [PANEL] BTS as Experts in Language and Communication	SESSION 3D [PANEL] ‘Life Goes on’: New Humanity, New Media and New Methods
	Moderator: Yuka Kuwahata	Moderator: Hyun-Kyung Yoo	Moderator: Mi-Young Kim	Moderator: Giselle Peralta
	Eri Osada and Asato Yoshinaga The Impact of the Pandemic on the Characteristics of ARMY in Japan: A Case Study Focusing on Attitudes towards Web Content	Alka Pradhan Rehumanization: BTS and the Human Condition at Guantanamo Bay	Mi-Young Kim, Hakyoon Lee, Eun Sung Park and Joowon Suh BTS as Experts in Language and Communication	Giselle Peralta, Nancy Lomeli, Emily McMullen and Margaret McMullen “Life Goes on”: New Humanity, New Media and New Methods
	Qi Qi Chan and Zhooriyati Sehu Mohamad The Pan between Self-Deception and Subjective Wellbeing among Bang Tan Sonyeondan(BTS) Fans in Malaysia	Sophia Cai ‘Namjooning’ in and Out of the Museum: the Contemporary Flâneur		
	Yuka Kuwahata Changes of BTS and Hallyu Boom in Japanese Media	Khairunnisa Ibrahim Adventures of and Aca-fan in Fandom and Feminism Research: Roles, Challenges, and Opportunities		
	Molinia Anne Velasco-Wansom Fly to my Room: The Filipino BTS ARMY in the Time of Covid-19	Rosita González Imposter Syndrome: A Case Study in Korea		
		Katherine Kim Mikrokosmos: Relational Healing through Individuation		
10:30~10:50	Coffee Break			
Cyber Building 2nd Floor Grand Hall [Korean Interpretation]				
10:50~11:20	SPECIAL SPEECH		Young-dae Kim (Music Critic)	
11:20~13:00	Lunch / Networking			
	Aekyung Hall International Building 2nd Floor	BRICs Hall Graduate School Building 1st Floor #105	BRICs Video Lecture Room Graduate School Building 2nd Floor #226	BRICs International Forum Room Gradate School Building 4th Floor #411
13:00~14:30	SESSION 4A [PANEL] Collaboration, Community, and Multi-Directional Movement Across BTS and ARMY Landscapes [Korean Interpretation]	SESSION 4B Transnational/Translingual Practices	SESSION 4C [PANEL] The Phenomena of BTS and Korean Wave in Southeast Asian Conservative Countries: Cultural Clashes, Mental Health Awareness, and Creative Economy	SESSION 4D BTS in Class
	Moderator: Kathryn Ringland	Moderator: Jenny Wang Medina	Moderator: Riela Provi Drianda	Moderator: Kathryn Frank
	Kathryn Ringland, Lauren O’Connor, Sharon Becker, and Amanda Joy Collaboration, Community, and Multi-Directional Movement across BTS and ARMY Landscapes	Suok Kwon Deconsructing Language Ecology: ARMY’s Translingual Performances and Transnational Identities	Riela Provi Drianda, Adiwan Fahlan Aritenang, Meyriana Kesuma, Nadia Ayu Rahma Lestari, Narila Mutia Nasir and Nia Damiasi The Phenomena of BTS and Korean Wave in Southeast Asian Conservative Countries: Cultural Clashes, Mental Health Awareness, and Creative Economy	Eunji Jeong A Brief Korean History with BTS Lyrics and Conversations
		Nykeah Parham The Miseudcation of BTS: Analyzing the Cultural Effects of English Singles and 니가/내가 Censorship		Jordan Ashe “You Can’t Stop Me Lovin’ Myself”: A Close Reading of “Idol” in the Afro-Asian Tradition
		Huai-Rhin Kim ARMY’s Intercultural Competence		Anna Marie Bautista What’s beyond the Scene?: Blobbing the Senses through BTS Music Videos for Visual Narratives in Interior Design Education
		Jenny Wang Medina ㅁㅂㅅ X Hangeul: Multimodal Inclusivity and the Semiotics of Minority Languages		Kathryn Frank Teaching Media Industry Studies with BTS
14:30~14:50	Coffee Break			

Aekyung Hall (International Building 2 nd Floor) [Korean Interpretation]		
14:50~16:20	ROUND TABLE SESSION “ACA-Fan's Dilemma”	Moderator: Jeeheng Lee (Chung-Ang University), Jinha Lee (University of Washington) Panel: Jiyoung Youn (Dong-eui University), Yoonhee Shin (Sogang University), Kate Ringland (University of California, Santa Cruz), Khairunnisa Ibrahim (Universiti Brunei Darussal)
	Evening ARMY Tour (Activities Committee)	

CONFERENCE DAY TWO
 Saturday July 16

	Aekyung Hall International Building 2 nd Floor	BRICs Hall Graduate School Building 1 st Floor #105	BRICs Video Lecture Room Graduate School Building 2 nd Floor #226	BRICs International Forum Room Gradate School Building 4 th Floor #411
9:00~10:30	SESSION 5A [PANEL] The BTS Interdisciplinary Reader: Process and Product [Korean Interpretation]	SESSION 5B Interpretative Approaches to BTS’s Message	SESSION 5C Deconstructing Hegemonic Identities	SESSION 5D Music, Technology and New Media
	Moderator: Vernadette Gonzalez	Moderator: Robin Fiedler	Moderator: Sharon Becker	Moderator: Jinha Lee
	Patty Ahn, Michelle Cho, Frances Gateward, Vernadette Gonzalez, Rani Neutill, Mimi Thi Nguyen and Yutian Wong The BTS Interdisciplinary Reader: Process and Product	Robin Fiedler The Princes of Serendipy: BTS’ Intentionality and Liminality Nurturing Worldwide Wisdom and Oter Such Lighthearted Deterministic Fates	J. Julia Parke The Impact of BTS on Asian Male Identities in the Global Diaspora	Finn Upham, So Yeon Park and Jin Ha Lee Concert Tweeting: Textures of Fan Activity on Twitter During Sowoozoo
		Ho Kyoung Ko Mathematics in Songs of BTS, and Reinterpretation	Sharon Becker “I Look Forward to All of the Hardships We’ll Face While Cooking”: Male Friendships, Food, and BTS in the Soop	Finn Upham and Kjell andreas Oddekav Tapping into the Flow: Proprioceptive Interaction with Rap in Rhythm Hive
		Hyung Rae Kim BTS as a Dividual	Tashina Ferguson “Hip-Hop is the Streets”: An Exploration of Hip-Hop, Black Identity, “Blackness,” Globalization and Authenticity	Siti Aishah Hj Mohammad Razi Hotter? Sweeter! Cooler? Butter! BTS 2021 Muster Sowoozoo online Concert Content that Caught the Heart of the Audience
		Melody Lynch-Kimery The Power of Paldogangsan: The Linguistic Landscapes of BTS	Janey Umback Doing, Undoing and Redoing Gender in Digital (Idol) Fan Communities	Narae Cha, Minseo Kang, Myonggyu Knag and Jekyung Yeon A Mobile App for Sharing Translation Notes by Crowdsourcing with a Habit-forming System
		Hyoyoung Kang Beyond the Standards: A Study on the Freedom of Individuals in the Message of BTS through the Idea of Laozi and Zhuangzi		
10:30~10:50	Coffee Break			
Aekyung Hall (International Building 2 nd Floor) [Korean Interpretation]				
10:50~11:20	KEYNOTE SPEECH		Jeeheng Lee (Chung-Ang University)	
11:20~11:40	SPECIAL SPEECH		Colette Balmain (Kingston University)	
11:40~12:20	1 st 2 nd 3 rd CONFERENCE ORGANIZERS / OPEN DISCUSSION		Moderator: Jinha Lee (University of Washington)	
12:20~12:40	WRAP UP		Byoungjin Ahn (Kyung Hee University)	
12:40~12:45	CLOSING CEREMONY		Moderator: Mikyung Ahn (HUFS) Closing Address: Jong-Seok Soh (Director of Seriosis Research Center)	
12:45~13:00	Official Commemorative Photo Shoot			
11:30~13:00	Afternoon ARMY Tour (Activities Committee)			