



ASIA POP

ERA OF VIDEOS

From *Hanok* to *Hanbok*

TRADITIONAL ICONOGRAPHY IN KOREAN HIP-HOP MUSIC VIDEOS

CedarBough Saeji

EAST ASIAN LANGUAGES AND CULTURES, INDIANA UNIVERSITY

WEDNESDAY
FEBRUARY 24

6:30 PM EST

VIA ZOOM

TO REGISTER:

[HTTPS://TINYURL.COM/PITTSAEJI](https://tinyurl.com/pittsaeji)

Dr. Saeji will explore the contradictions and effects of the use of imagined and real Korean settings and traditional iconography in recent videos from Korean hip-hop artists with a particularly close reading of the rapper Beenzino's mid-2016 offering "January." She investigates what symbols and icons are used to visually represent Korea in the videos, as they take a foreign genre and imbue it with Koreanness. These videos circulate and re-circulate a limited number of icons of Korea, because the images are meant not to portray pre-modern Korea in its complexity, but traditional Korea both as a symbol of national pride and as a (domestic and international) tourist destination where the palace is a backdrop and you wear a *hanbok* to create a visually striking Instagram post. Operating as the king of the music video's world, the hip-hop artist maintains his artistic independence through challenging tradition with juxtaposed elements of the present day.



DR. CEDARBOUGH SAEJI is a visiting assistant professor in the Department of East Asian Languages and Cultures at Indiana University, Bloomington. Earning her PhD in Culture and Performance from UCLA, Dr. Saeji's training and research profile is interdisciplinary and this is reflected in a large number of journal articles and chapters in edited volumes on topics ranging from gender in traditional mask drama, to sexual objectification in televised music shows; from preservation of shamanic rituals, to radicalization in Korean hip-hop; from the challenges faced by the field of Korean Studies to mental health, suicide, and popular music. She is currently polishing a book on cultural policy and heritage performance.



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