Contents

List of Figure	'S	viii
Notes on the	Usage of the Korean Language	ix
Chapter 1	Korean Popular Culture and Transcultural Consumption: Globalized Desires between "Ours and Others"	1
Chapter 2	Bae Yong-Joon, Soft Masculinity, and Japanese Fans: Our Past Is in Your Present Body	35
Chapter 3	Rain, Global Masculinity, and Singaporean Fans: Fly Anywhere, Click Anytime	73
Chapter 4	<i>Oldboy</i> , Postmodern Masculinity, and Western Fandom on Film Review Websites: Time between Dog and Wolf	119
Chapter 5	K-Pop Idol Boy Bands and Manufactured Versatile Masculinity: Making <i>Chogukjeok</i> Boys	163
Appendix		171
Notes		173
List of Media Productions		185
References		189
Index		213