



This course focuses on human rights in the K-pop industry, and its relationship to South Korea's neoliberal economic policies particularly after the 1997 Asian financial crisis. Through the first K-pop idol group H.O.T. in 1996 and the first girl group S.E.S. in 1997, to second generation groups such as BIGBANG and Girls' Generation and, finally, more recent groups, such as EXO, BTS, Red Velvet, Twice, BLACKPINK, Stray Kids, LOONA, SuperM, and others, this course aims to examine human rights within both K-pop and South Korea as a whole, from "slave contracts" that exploit K-pop idols and trainees, to discrimination against women, foreigners, the LGBTQ+ community, and racial and ethnic minorities. How has the East Asian model of capitalism, the 1997 Asian financial crisis, and subsequent neoliberal policies of South Korea, all of which derived from Western influence, affected South Korean culture and K-pop since the Korean Wave began in the 1990s?