

# China–Korea Webcomic Encounters and the Cultural Power of Intermediary Webtoon Translators

**Dr. Brian Yecies**

(Senior Lecturer in Communication and Media at the University  
of Wollongong, Australia)

Room 710, 7th Floor, Building 19 (Nishi-Waseda Bldg.)  
Waseda University, Tokyo, Japan  
(Directions: <http://www.waseda.jp/gsaps/en/access/>)

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4:30-6:00 p.m.**

Lecture in English  
Open to Public / No Registration Required

Increasingly since the late 2000s, web-based digital comics have become an integral part of the expansion of media entertainment and popular culture around the globe. South Korean Internet portals and practitioners in particular have pioneered major industry transformations in both online and mobile environments by creating a webtoon ecosystem that is accessible in multiple markets and in multiple languages. To provide the context for this evolving media story, this lecture first investigates a range of Chinese–Korean webtoon collaborations that are contributing to the transformation of the global digital comics arena. Next it explores how a coterie of active volunteer translators are generating value-co-creation by playing a key role in the webtoon ‘glocalization’ process, focusing on some of the Chinese intermediaries who are localizing Korean webtoon series for millions of avid Chinese readers. Lastly, this talk demonstrates how these developments, and the activities of creative industry agents, are contributing to both the expansion of the Korean Wave and China’s soft power ambitions abroad.



*Brian Yecies* is a Senior Lecturer in Communication and Media at the University of Wollongong, Australia, where he researches on transnational film and digital media, and cultural policy in Asia. His work appears in a wide range of journals, and he and Ae-Gyung Shim are the co-authors of *Korea’s Occupied Cinemas, 1893-1948* (2011, Routledge), *The Changing Face of Korean Cinema, 1960-2015* (2016, Routledge) and *South Korea’s Immersive Webtooniverse and the New Media Revolution* (forthcoming, Rowman and Littlefield). He is also a chief investigator on two Australian Research Council Discovery Project grants: "Digital China: From Cultural Presence to Innovative Nation", and "Mobile Webtoons: Creative Innovation in a New Digital Economy."

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