

Cheong Nyeon  
靑청 年々  
***Dark Azure Age:***

*The development of Korean young adult studies from 2008 to present*

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1910s

청년 (cheong-nyeon)  
靑年 Azure Age

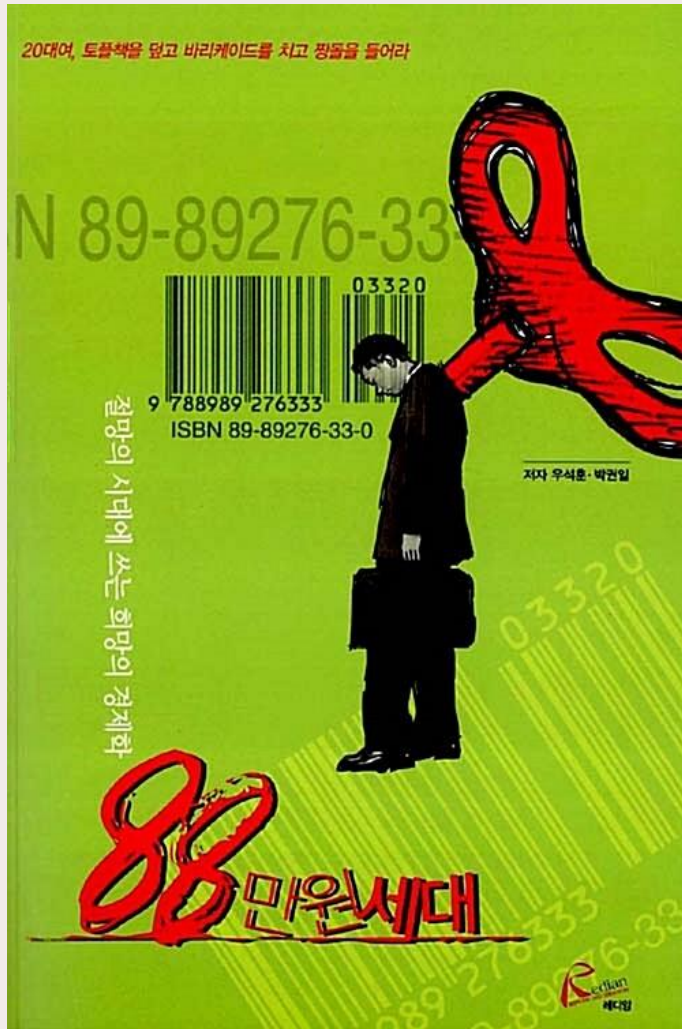
- Korean young adults in the process of modernization
- Avant-garde subjects for the patriotic enlightenment under the Japanese Colonial Rule

1990s

New Generation

- Raised in the affluent environment
- Mass media-driven consumer and American popular culture
- Individualistic and capitalistic cultures
- Outrageous, free-wheeling, deviant
- Pursuing post-authoritarian, liberal, and open values

# 880,000 Won Generation (2008): The beginning of the dark azure age



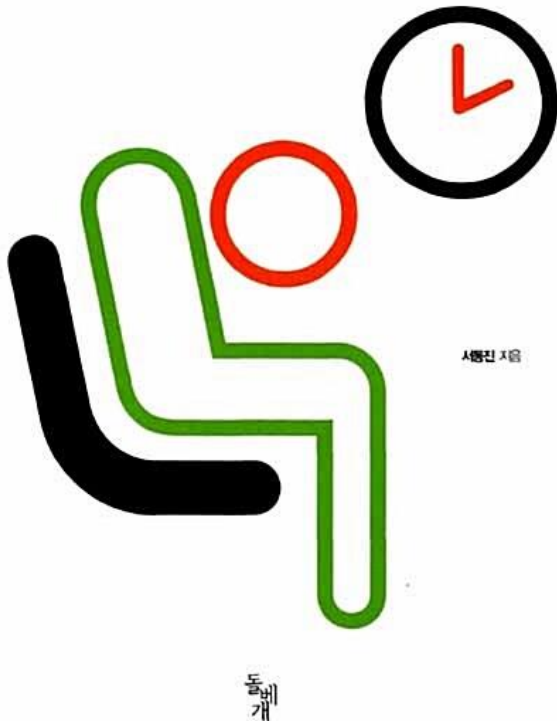
880,000 Won Generation  
(2008)

## Young adults under the neoliberalism

- Stable 5% vs precarious 95%
- Average monthly salary of 880,000 won (about \$880 CAD)
- Inequality Between Generations

# The subject of Self-development: From the late 2000s to the 2010s

자유의 의지 자기계발의 의지  
신자유주의 한국사회에서 자기계발하는 주체의 탄생



The will to Freedom, the will to Self-development: The Creation of the Self-Developing Subject in Neoliberal South Korea (2009)

## Foucault's governmentality

- The self-development/self-help discourse as a dominant culture

## Describing young adults' lives

- Snob, Surplus, Meritocracy, Loser culture

# Survivalism, Sampo Generation, and Hell Chosun: from the 2010s to present



**Sahoehagjeog Pasanglyeog**  
(Sociological capacity to recognize the  
fantastic characteristics of the present  
objects) (2016)

## Survivalism as a dominant structure of feelings

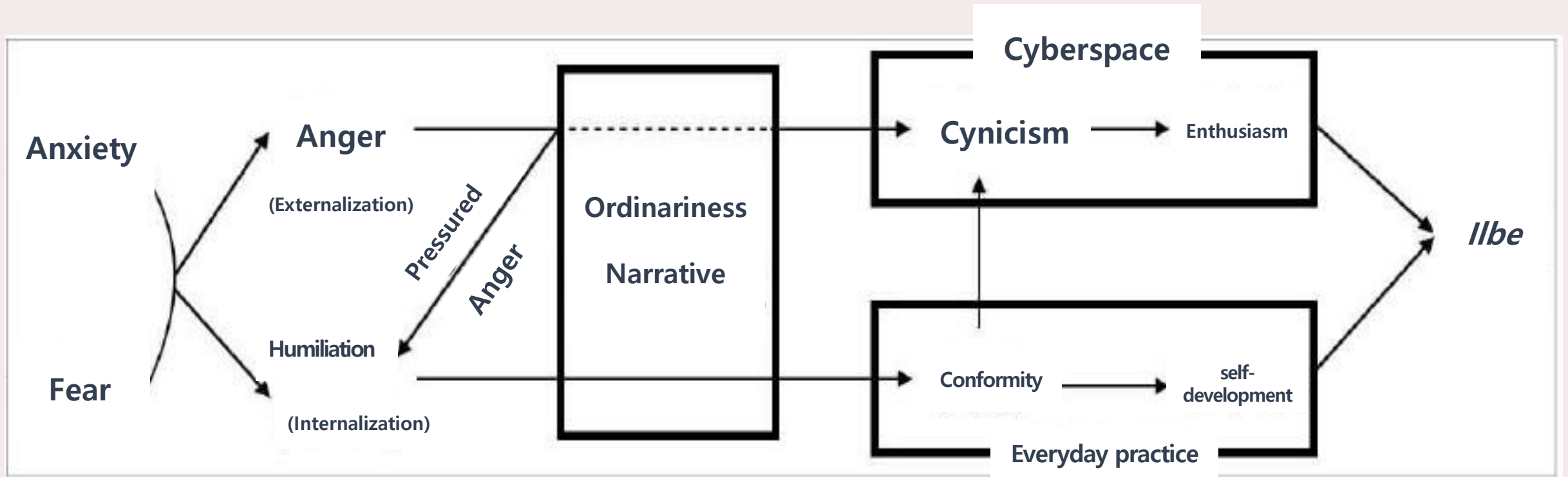
- Survival as the ultimate goal

## Sampo Generation under the *Hell Chosun* (Hellish Korea)

- Difficulty of youth transition - giving up **dating, marriage, and childbirth**
- Noooorak (meaning Effooooort) - satirizing the self-help discourses

# Monstrous Young Men 1: The rise of *Ilbe* in the 2010s

*Ilbe* : South Korean far-right online community mainly used by male young adults

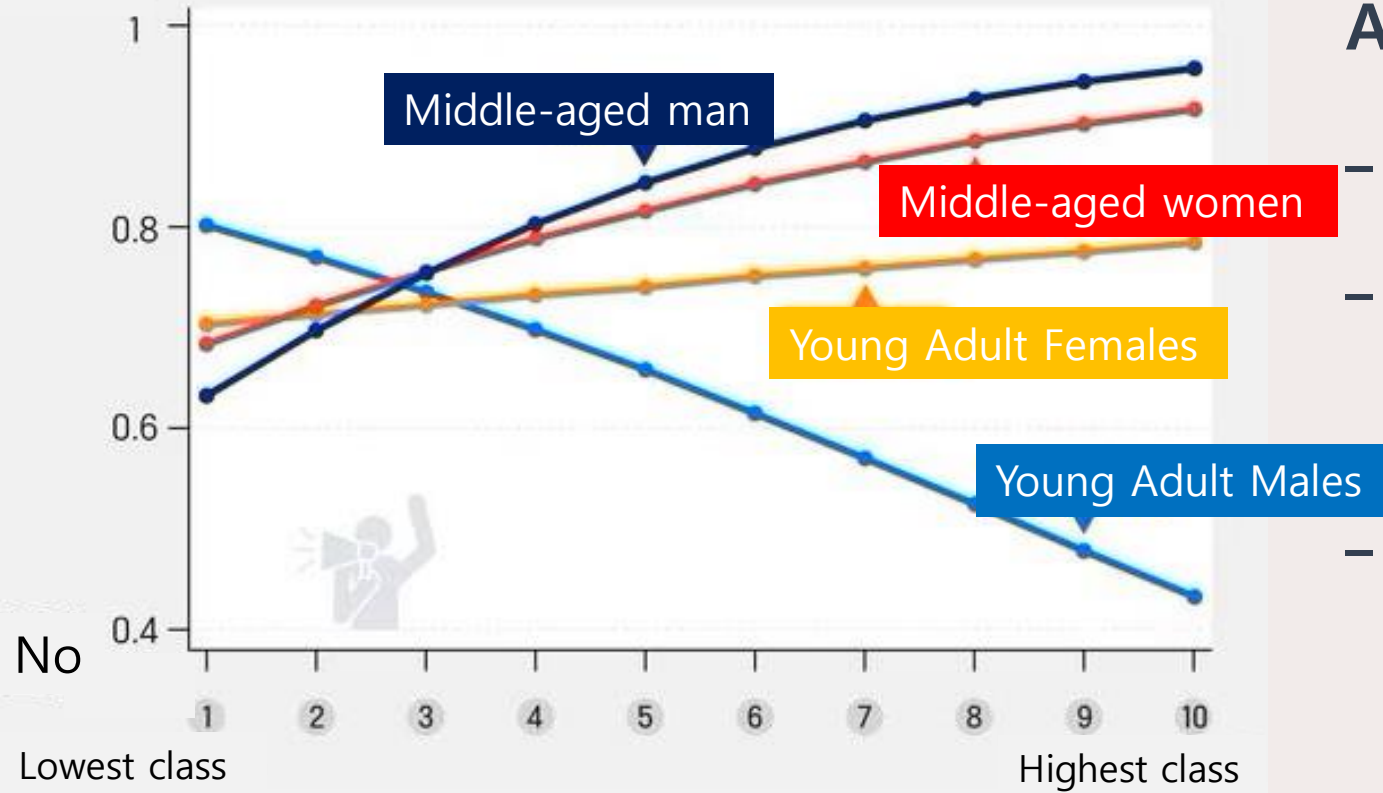


Kim (2014), Dynamics of Cyber Hate and Effervescence: Focusing on the Korean Internet Community 'Ilbe-Joejangso ' MA Thesis

# Monstrous Young Men 2: Young men in their 20s [*Ee-dae-nam*] in the 2020s

Will you share what you have to help others when you have an opportunity?

Yes



No

Lowest class

Highest class

Lowest class=1, Highest class =10, Where do you belong to?

KBS Study on Generational Perception (2021)



## Anti-feminism

- Criticizing gender reverse discrimination
- Feminism=Female Chauvinism
- ≠Gender equality
- ‘Fair competition’ regardless of gender



# The rise/division of Korean feminism among young women from the 2010s



**Feminism Reboot  
(2017)**

## Popularization of online feminism from the 2010s

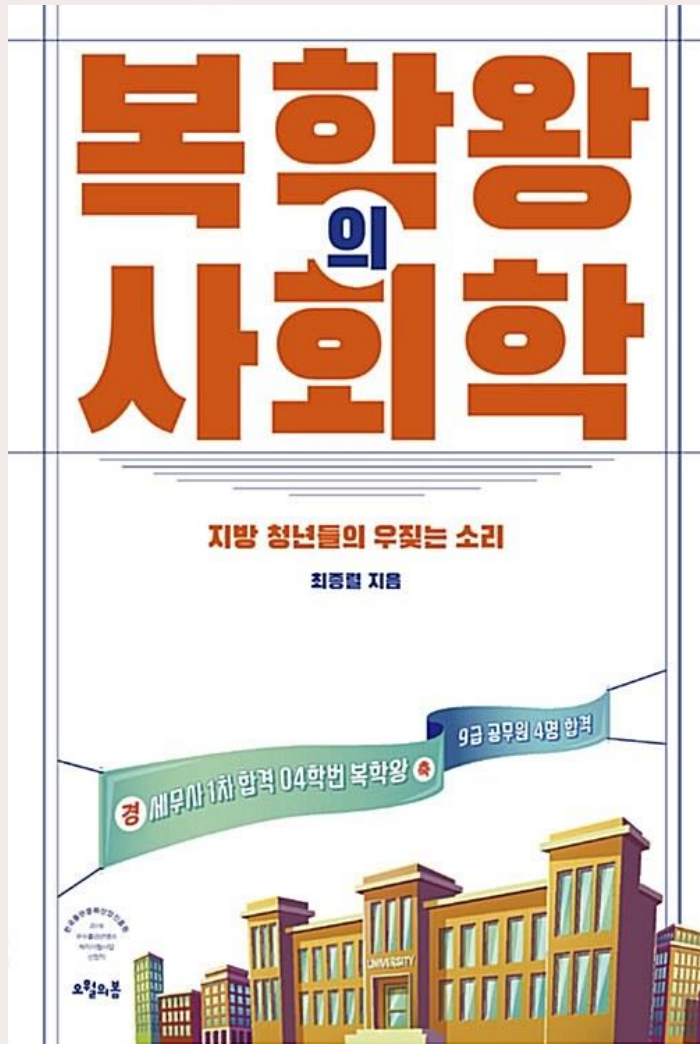
- "I Am a Feminist" hashtag movement in 2015
- The rise of online communities against misogyny
- The Gangnam Station Murder Case in 2016
- Global "Me Too" movement in 2018

## Division of feminism

- Rise of transgender-exclusive feminism (TERF)
- Radical Feminism Vs intersectional Feminism



# Young adults in Local areas



Sociology of Bokagwang  
(2018)

The existing young adult studies focusing on Seoul

- Familism, the attitude of avoiding competition, the habitus of easygoing

New discoveries or discriminatory views?

- The book, *Sociology of Bokagwang*, embodies discriminative attitudes and hate speech toward local youths (Jang, 2020)

# Risk of 'Generation' category



Youth-selling Society  
(2019)

## Young adults as passive victims?

- Generational tendency of homogenizing various young adults and their characteristics

## Alienation of young adults

- Appropriating young adults to reinforce the given groups' logics and interests

# Inter-Generational Inequality



## Social Class gaps within all generations

High class – The rise of the rich people in their 40s who succeeded in investing in real estate and a highly educated middle class in their 20s and 30s with capital from their parents

Lower class – Working class in their 20s and 50s and simple labor working class in their 60s

There is no such generation  
(2022)

# Thank you!

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