

Dongwook Song

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Education

- 2026 PhD Candidate in Communication (Defence passed 27 July 2026; degree to be conferred 14 September 2026), School of Communication, Simon Fraser University, British Columbia, Canada
- Thesis: Personalized Emancipation through Capital Improvement: The Formation of Korean Young Adult Stock Investor Subjectivity in the Post Covid-19 Era
- 2016 MA in Journalism & Communication, School of Journalism & Communication, Kyung Hee University, Seoul, Republic of Korea
- Thesis: A Critical Analysis of the ideology of youth: Focusing on the Sampo generation discourse
- 2014 BA, double major in Journalism & Marketing Communication, and Broadcasting & Speech, School of Journalism & Communication, Kyung Hee University, Seoul, Republic of Korea

Research Interests

Ideology and Cultural Studies, Platform Studies, Korean and Transnational Popular Culture, Digital Culture

Peer-Reviewed Journal Articles

- 2026 **Dongwook Song**, <Korean Band Music Surfing the Korean Wave: The Case of the Korean Band Survival Audition TV Program, *Great Seoul Invasion*>, *Television & New Media*. 27(4), 331-350. DOI: doi.org/10.1177/15274764251392524.
- 2026 **Dongwook Song**, <Hall's Encoding/Decoding Model Revisited in the Digital Platform Age: De/Encoding, Lincoding, Affordecoding, and En/Decoding>, *Information, Communication & Society*. 29(2), 546-564. DOI: doi.org/10.1080/1369118X.2025.2524571.
- 2024 **Dongwook Song**, <The vacillating imagination of "us" in *Black Panther (2018)*>, *International Journal of Cultural Studies*. 27(2), 199-216. DOI: doi.org/10.1177/13678779231202542.

Peer-Reviewed Journal Articles in Korean

- 2018 **Dongwook Song**, Hyeon Heo, Seungyeon Ki, Sujin Kim, Juyeong Shin, Jinhyeong Park, Kyongah Hwang and Keehyeung Lee, <휴먼다큐멘터리가 재현하는 청년들의 삶과 위기: EBS 다큐프라임 '청년' 4부작의 텍스트 분석과 확장된 맥락적인 진단을 중심으로, *On Critically Examining the Roles and Signifying Features of a Landmark Human Documentary Text by EBS*>, *Korean Journal of*

- 2017 **Dongwook Song** and Keehyeung Lee, <불안정한 현실과 대면하는 이 시대 청년들의 삶에 관한 질적인 분석:'삼포세대', 그리고 '헬조선'이라는 호명에 대한 청년주체들의 체화된 대응과 관점을 중심으로, **A Cultural Analysis of the Varying Modes of Survival and the Particular Structures of Feeling among Young Adults in Contemporary South Korea in an Era of Fierce Competition and Widespread Social Uncertainty**>, *Korean Journal of Communication & Information*, 84, pp.28-98.
- 2015 Keehyeung Lee, **Dongwook Song**, Seungwoo Koo, Junjeong, Jisu Kim, Danbi Lee and Juhwa Park, <청년주체들의 '자기소개서'작성을 중심으로 한 구직 경험의 문화적인 분석, **A Cultural Analysis of Self-Introduction Letters Produced by Young Job Seekers**>, *Korean Journal of Communication & Information*, 72, pp.7-51.

Scholarships and Awards

●David Lam Centre Graduate Research Award (CAD 2,000)	2025
●Travel & Research Award from Simon Fraser University (CAD 7,900 total)	2022 – 2025
●Graduate Fellowships from Simon Fraser University (CAD 15,000 total)	2021, 2022, 2025
●FCAT Dean's Fund Graduate Fellowship (CAD 3,500)	2024
●COGECO Graduate Scholarship from Simon Fraser University (CAD 21,500 total)	2023 – 2024
●PhD Research Scholarship from Simon Fraser University (CAD 5,400 total)	2023 – 2024
●GSS professional development grants Award from Simon Fraser University (CAD 499)	2022
●Research Assistant Scholarship from Kyung Hee University (18,420,000 won total)	2014 – 2015
●Paper Publication Promotion Scholarship from Kyung Hee University (330,000 won)	2015
●Superiority Scholarship from Kyung Hee University (5,400,000 won total)	2012 – 2013

Invited Guest Lectures

- <'K' in KPop Demon Hunters>, Korean Popular Music in Context, University of British Columbia, August 2026
- <Korean Band Music Surfing the Korean Wave: K-wavification in Great Seoul Invasion (2022)>, Korean Popular Music in Context, University of British Columbia, October 2025

Conference Presentations

- <Mobile Privatization Reloaded: Rethinking Williams' Concept of 'Mobile Privatization' for the Smartphone App Era with Advertisements>, 22nd Cultural Studies Camp, Seoul, South Korea, 24 August 2024.
- <Financialization of daily life through a stock investment app: A cultural analysis of Stockplus app by utilizing walkthrough method>, International Association for Media and Communication Research (IAMCR), Lyon, France, 13 July 2023.

- <Dark Azure Age: The development of Korean young adult studies from 2008 to present>, Intersections | Cross-Sections Graduate Student Conference (IS|CS), Online, 11 March 2023.
- <Updating Stuart Hall's Encoding/Decoding model in the Digital Era>, International Association for Media and Communication Research (IAMCR), Online, July 2022.
- <The representation of 'us' in Black Panther>, International Communication Association (ICA) Annual Conference, Paris, France, 28 May 2022.
- <An Exploratory Note to (Re)Articulate Cultural Studies with Political Economy>, 16th Cultural Studies Camp, Siheung, South Korea, 16 August 2018.
- <On Critically Examining the Roles and Signifying Features of a Landmark Human Documentary Text by EBS>, Korean Association for Communication and Information Studies Spring Conference, Seoul, South Korea, 26 May 2018.
- <An Autobiography on the Identity Formation Process of a Young Cultural Studies Researcher and the Engagement of Korean Young adult studies>, 15th Cultural Studies Camp, Seoul, South Korea, 17 August 2017.
- <A Critical Analysis of the Ideology of Youth: Focusing on the Sampo generation discourse>, 14th Cultural Studies Camp, Daejeon, South Korea, 17 August 2016.
- <A Critical Analysis of University Students' Self-Splits and Suture Strategies>, 13th Cultural Studies Camp, Seoul, South Korea, 18 August 2015.
- <A Cultural Analysis of Self-introduction Letters by Young Job Seekers>, 19th National Postgraduate Conference, Daejeon, South Korea, 9 February 2015.
- <Analyzing Popular Text and the Problematics of Multiculturalism: A South Korean film, *Wandeuikii*, as a Main Case Study>, 11th Cultural Studies Camp, Yangpyeong, South Korea, 14 August 2013.

Teaching Experience

Sessional Lecturer

Sungshin Women's University, Republic of Korea

- Reading Popular Culture (Taught in English) Fall Term 2026

Soongsil University, Republic of Korea

- Media and Communication III (Users and Audiences in the Digital Era) Fall Term 2026

Teaching Assistant

Simon Fraser University, Canada

2021 – 2023

- Topics in Communication and Social Justice: Media & Modernity Fall term 2023
- Design and Method in Qualitative Communication Research Spring/Summer Term 2023
- Communication and Social Change Fall 2021 and Fall 2022
- Introduction to Communication Studies Spring/Summer Term 2021

Kyung Hee Cyber University, Republic of Korea

September 2016 – June 2018

- Civil Political Philosophy
- Content Creation and Design
- Communication Theory

Spring Term 2018
Fall/Spring Term 2017
Fall Term 2016

Service and Leadership

- Todak Youth Solidarity Bank** 2024
- Transition and Steering Committee Member of alternative financial cooperative
- Faculty Search Committee**, School of Communication at Simon Fraser University 2022
- Graduate Student Representative for hiring committee for Assistant Professor position in Gaming, Media and Pop Culture
- BORA, Academic Group for Communication Studies**, School of Journalism & Communication at Kyung Hee University 2013 – 2016
- Cofounder and mentor of the group. Our group held regular academic seminars, lectures, and film screenings, ran a podcast channel, *Iboshu*, on social affairs and culture, and hosted a conference regarding the crises of the university and academic community.
- Cognitive Battlefield, Critical Theory Study Group** at Kyung Hee University 2011 – 2014
- Cofounder and member of the group. Our group received ‘*Best Team Award*’ from “Open Class Program” run by the Centre for Teaching and Learning at Kyung Hee University, in 2013 for *Mapping Ideology* project.
- Undergraduate Caucus**, School of Journalism & Communication at Kyung Hee University 2007 – 2008
- Event Organizing Committee Representative

Research Experience

<Focus Group Interview Report on Students: An Educational Project on Understanding the Value Placed on Life and the Worldview among Korean Middle School Students>, 2016, Humanitas College Junior Free Career Camp, Kyung Hee Practical Humanities Centre, Kyung Hee University

Languages

Korean (*Native*)
English (*Fluent*)