

Eunjin Choi

Sogang Institute for Whole Person Education, Sogang University
35 Baekbeom-ro, Mapo-gu, Seoul, South Korea 04107
eunjinchoi123@gmail.com
+82-10-4441-3936

BIOGRAPHY

Eunjin Choi conducts research in Korean film and media studies, with an interdisciplinary focus on Korean film history and politics that is grounded in an analysis of Korean division films. She has wide experience in teaching Korean culture courses for different institutions and degree programs, including a three-year appointment in East Asian Languages and Cultural Studies at UC Santa Barbara from 2018-2021. She has recently expanded her work in popular culture to include Hallyu (a.k.a., Korean Wave) studies. Since the Fall of 2022, she is teaching film, media, and Korean studies courses at several South Korean universities.

EDUCATION

DONGGUK UNIVERSITY, Seoul, South Korea
Ph.D. & M.A. Film Studies
THE UNIVERSITY OF SYDNEY, Australia
Master of Film & Digital Image
SEOUL WOMEN'S UNIVERSITY, Seoul, South Korea
B.A. French Language & Literature, English Language & Literature

EMPLOYMENT

Academic positions

SOGANG UNIVERSITY, Seoul, South Korea
Lecturer, Sogang Institute for Whole Person Education, 2022 – current
KYUNGHEE UNIVERSITY, Global campus, Yongin, South Korea
Lecturer, Humanitas College, 2022 – current
KOREA NATIONAL OPEN UNIVERSITY, Seoul, South Korea
Lecturer, Prime College, 2023 – current
SUNGSHIN WOMEN'S UNIVERSITY, Seoul, South Korea
Lecturer, Sungshin Institute of International Education, 2023 – current
Lecturer, Department of Acting for Visual Media, 2017 – 2018

SEOUL WOMEN'S UNIVERSITY, Seoul, South Korea

Lecturer, College of General Education, 2022 – current

KANGWON NATIONAL UNIVERSITY, Chuncheon, South Korea

Lecturer, Department of Global Korean Studies, 2022 – current

Lecturer, Department of Storytelling, 2008

UNIVERSITY OF CALIFORNIA, SANTA BARBARA, USA

Korea Foundation Visiting Professor, Department of East Asian Languages and Cultural Studies, 2018 – 2021

DONGGUK UNIVERSITY, Seoul, South Korea

External Researcher, Research Institute for Image and Cultural Content, 2022 – 2023

Research Fellow, Research Institute for Image and Cultural Content, 2021-2022

Researcher, Department of Multimedia, 2015-2016

Researcher, Department of Film Studies, 2012 – 2013

Research Associate, Research Institute for Image and Cultural Content, 2011-2012

Lecturer, Department of Film Studies, 2007

WOOSONG UNIVERSITY, Daejeon, South Korea

Lecturer, Department of Broadcasting and Media, 2015

Lecturer, Department of Game and Multimedia, 2013

THE UNIVERSITY OF MELBOURNE, Australia

Honorary Visitor, School of Film and TV, VCA, 2009

KONYANG UNIVERSITY, Nonsan, South Korea

Lecturer, Department of Literature and Moving Image, 2008

PUBLICATIONS

Peer-Reviewed Journal Articles

“K-streams: Global Korea and the OTT Era,” with Rita Raley, *Post45: Contemporaries*, special issue on the “Hallyu Project.” (2023)

“Korean Division Films.” *Encyclopedia*. 2022, 2(2): 657-668. (2022)

“A Study on Planning Minhwa Exhibitions and Serious Games Based on Metaverse Platforms,” with Young-suk Lee, *Journal of Korea Game Society*. 22(5):3-14, (in Korean). (2022)

“Designing a Classification System for Minhwa DB,” with Young-suk Lee, *Journal of Korea Multimedia Society*. 25(1):135-143, (in Korean). (2022)

“A Study on the Planning of Minhwa Museum Utilizing the Metaverse Platform: Focusing on Zepeto Case,” with Young-suk Lee, *Journal of Korea Game Society*. 21(6):63-74, (in Korean). (2021)

“Signs of Liquid Modernity in *Beauty Inside*.” *The Journal of Image and Cultural Content* 14: 201-218, (in Korean). (2018)

“Analysis of Gesture Features on Character Expression of *Avatar*,” with Young-suk Lee, *Korea Society of Cartoon and Animation Studies*. 24:155-172, (in Korean). (2011)

- “Language of the Gothic Woman: Jane Campion’s *The Piano*.” *International Journal of Contents* 7.3:60-64. (2011)
- “Two views of Unification of North and South Korea: Focusing on *Thaw of Spring Day*, *Namnam Buknyeo* and *Wedding Campaign*.” *Journal of The Korea Contents Society* 9.1: 238-245, (in Korean). (2009)

Works in Progress

- Under Review “Relationship between North and South Korea in Post-Cold War Era as Depicted in the Melodrama, *Shiri* (1999).” *Concentric: Literary and Cultural Studies*.
- Under Review “Payback: Korean Revenge Dramas Will Do It For You.” with Rita Raley, *Public Books*.

Books

- “영화인이 말하는 영화인 [Film Crews Describe Their Jobs].” Editor and Co-writer, with Hee-suk Choi. *Bookie*, (in Korean). (2017)
- “한국영화 기획 개발 경쟁력 강화 방안 연구 [Research on Korean Films to Improve Planning and Development],” with Mi-hyun Kim, Su-young Choi, Hyun-jung Kim, Eun-kyung, *Korean Film Council*, (in Korean). (2010)

Non-refereed Publications

- “Prismatic Merchandise in South Korea.” *Prismatic Jane Eyre*, Creative Multilingualism: Oxford Comparative Criticism & Translation, October 28. (2018)

Refereed Conference Proceedings

- “Proposal of a Serious Game to Help Prevent Dementia,” with Kiho Kang & Young-suk Lee, *Games and Learning Alliance*, 5th International Conference on Games and Learning Alliance, GALA 2016, Utrecht, The Netherlands, December 5–7, 2016. (Proceedings, SCOPUS)

Magazines

- Reviews of Art Films and Independent Films, *Next Plus*, published by Korean Film Council, (in Korean). (2015 – 2017)
- “Current Status and Problems of Planning and Development in the Korean Film Industry,” with Su-young Choi & Hyun-jung Kim, *Korean Film Observatory*, July & August, (in Korean). (2008)

MEDIA APPEARANCES

- Robles, Francisco. “The Hallyu Project”. *Post45*. Podcast audio, March 15, 2023.
<https://podcasts.apple.com/us/podcast/episode-11-the-hallyu-project/id1617809205?i=1000604164781>
- Interview with *Cine21*, “Time for Leading Experience: It’s not a film festival that focuses only on drones,” October 18, 2016. (in Korean).

WORK EXPERIENCES

Media Liaison & Interpretation

Global TV: *Squid Game*

- Collaborated with staff members from Carsey-Wolf Center at UC Santa Barbara to organize a talk with *Squid Game* production designer Chae Kyoung-sun.
- Facilitated the communication between the host and audience by interpreting their Korean into English, May 12, 2022.

Filmmaker

Weaving Lost Threads. Feature-length Documentary (Norway/USA/South Korea).

- Co-producer.
- Film is currently in production.

My Mom's Korean Dream. Feature-length Documentary, (in Korean).

- Director. Co-cinematographer, with Young-ju Ryu.
- Broadcasting on TV, Channel: ETN, Date: September 10th, and 15th, 2013.

Film Festivals

23rd CHUNSA FILM FESTIVAL, Seoul, South Korea

- International Seminar Manager, May 18, 2018.

1st SEOUL ICARUS DRONE INTERNATIONAL FILM FESTIVAL, Seoul, South Korea

- Film Festival Programmer, October 21 – 27, 2016.

Instructor

FUNAN UNIVERSITY, Phnom Penh, Cambodia

Provost (Administration), 2014 – 2015

ICT TRAINING CENTER, Ramallah, Palestine

KOICA (Korea International Cooperation Agency) ODA (Official Development Assistance) Project

Instructor (Adobe Flash), 2014

SEOUL MEDIA CENTER, Seoul, South Korea

Instructor (Film Production), 2012

TALKS and CONFERENCE ACTIVITY

Invited Talks

“The Appeal of K-drama,” KNU Summer Program, Kangwon National University, July 28, 2023. (in English)

“Cultural Heritage of the Joseon Dynasty: Hangeul and Joseon Wangjo Sillok,” Department of East Asian Languages and Cultural Studies, UC Santa Barbara, March 1, 2023. (in English)

“The Appeal of K-drama,” KNU Online Winter Program, Kangwon National University, January 16, 2023. (in English)

Invited Presentations

“The Study on the Possibilities of the Making Progressive Meanings in Fusion Costume Dramas,” Forum for Young Film Researchers, hosted by Korean Cinema Association, Dongguk University, Seoul, November 8, 2006. (in Korean)

“The Labor Environment and Labor- Management Relations of Overseas Film Staff,” Seminar for Improving the Working Environment of Korean Movie Staff, hosted by Federation of Korea Movie Workers’ Union, at Korean Film Council, Seoul, January 25, 2006. (in Korean)

“Signs of Postmodernism in Korean Society in terms of Production and Consumption of Fusion Historical Dramas,” BK21(Brain Korea 21) Alternative Film Theory Conference, at Dongguk University, Seoul, February 3, 2005. (in Korean)

Conference Presentations

“A Study on the Collaboration Cases between Online Games and Minhwa,” with Young-suk Lee, *Korea Game Society Spring Conference*, Coex, Seoul, South Korea, May 21, 2022. (in Korean)

“Proposal for Building and Utilizing Minhwa’s Animal Face Expression DB,” with Young-suk Lee, *Korea Game Society Fall Conference*, Hanhwa Resort Jeju, South Korea, November 26-27, 2021, (in Korean).

“Minhwa’s OSMU Content Development Research -Focusing on the case of *Tiger Smoking*,” with Young-suk Lee, *Korea Multimedia Society Fall Conference*, Millennium Hilton Seoul, South Korea, November 26-27, 2021, (in Korean).

“A Study on Extendibility of One-person Media,” with Young-suk Lee, *Korea Multimedia Society Spring Conference*, Dongguk University, Seoul, South Korea, May 18-19, 2018, (in Korean).

“Research on the Utilization of Media in Spatial Storytelling,” with Young-suk Lee, *Korea Multimedia Society Spring Conference*, Seoul Women's University, South Korea, May 27-28, 2016, (in Korean).

“A Study on Mobile Storyboarding System,” with Young-suk Lee, Seung-yun Shin & Heon-woo Lee, *The 7th International Conference on Multimedia Information Technology and Applications (MITA2011)*, National University of Mongolia, Mongolia, July 6-9, 2011.

Organized Conferences, Academic Events, and Panels

“Paradigm Shift in Film and Television Industry,” OTT International Conference 2021, Dongguk University, Seoul, South Korea, November 5. 2021 (Panelist)

“Social Landscape: Film, Video Screening and Symposium,” Hosted by Research Institute for Image & Cultural Content at Dongguk University & the Brakhage Center at the University of Colorado, Boulder, at Artsonje Center, Seoul, South Korea, November 23 – 24, 2011. (Administrative Support)

COURSES TAUGHT

SOGANG UNIVERSITY, Seoul, South Korea

“K-movie and Hallyu. (in English)” Summer 2023, Fall 2023

“Society and Cinema.” Fall 2022

SUNGSHIN WOMEN’S UNIVERSITY, Seoul, South Korea

“Understanding Korean Culture. (in English)” Spring 2023, Fall 2023

“History of Popular Arts.” Spring 2018

“Understanding of Movie Storytelling.” Fall 2017, Spring 2018, Summer 2018

KANGWON NATIONAL UNIVERSITY, Chuncheon, South Korea

“Korean Broadcasting and Culture. (in English)” Fall 2022, Fall 2023

“Korean Broadcasting and Culture. (in Korean)” Fall 2022, Fall 2023

“Understanding New Media.” Spring 2008

KYUNGHEE UNIVERSITY, Global campus, Yongin, South Korea

“Media and Message: Understanding Media.” Fall 2022, Spring 2023, Fall 2023

KOREA NATIONAL OPEN UNIVERSITY, Seoul, South Korea

“Understanding Storytelling.” Spring 2023

SEOUL WOMEN’S UNIVERSITY, Seoul, South Korea

“Creative Thinking.” Fall 2022

UNIVERSITY OF CALIFORNIA, SANTA BARBARA, USA

“Contemporary Korean Cinema. (in English)” Winter 2019, Fall 2019, Winter 2021

“Introduction to Popular Culture in Korean Film and TV Dramas. (in English)” Fall 2018, Fall 2019, Spring 2021

“Introduction to Popular Korean Melodrama. (in English)” Spring 2019, Winter 2020, Fall 2020

“New Korean Wave. (Lower Division) (in English)” Winter 2019, Winter 2020, Fall 2020

“New Korean Wave. (Upper Division) (in English)” Spring 2019, Spring 2020, Winter 2021

WOOSONG UNIVERSITY, Daejeon, South Korea

“Creativity Development.” Fall 2015

“Storyboard and Video Production.” Fall 2015

“Creative Idea Technique.” Fall 2013

DONGGUK UNIVERSITY, Seoul, South Korea

“Understanding of Film.” Spring 2007

KONYANG UNIVERSITY, Nonsan, South Korea

“Visual Arts Theory.” Fall 2006

FELLOWSHIPS and GRANTS

RISE Course Design Funds, UC Santa Barbara, \$1,500 USD, 2020.

Faculty Mini Grant, Undergraduate Education and Instructional Development, UC Santa Barbara, \$400 USD, 2019.

University President’s Scholarship, Dongguk University, 2006 – 2007. (Received 3 semesters in a row)

Teaching Assistantship: Administration Assistant, Department of Theatre and Cinema, Dongguk University, 2005 – 2006.

Teaching Assistantship: Research Assistant, Department of Theatre and Cinema, Dongguk University, 2004 – 2005.

Teaching Assistantship, College of Arts, Dongguk University, 2004.

Teaching Assistantship, College of Liberal Arts, Seoul Women's University, 2002 – 2003.

THIRD-PARTY FUNDS

“Global Media Infrastructure Construction Project Plan and Preliminary Feasibility Research Study,” Funded by Korean Film Council, ca. \$148,000 USD, 2012. (Co-PI)

“Consulting Service for Award-winning films of the Korea Story Contest,” Funded by Korea Creative Content Agency, ca. \$50,000 USD, 2011. (Co-PI)

UNIVERSITY SERVICE

Extracurricular University Service

Representative of Ph.D. Students in Film Studies, Dongguk University, 2006 – 2007.

Representative of Masters Students in Film Studies, Dongguk University, 2004.

PROFESSIONAL SERVICE

Manuscript Peer Review

Journal of Image and Cultural Contents (KCI Journal), 2018 – current.

Journal of Korea Game Society (KCI Journal), 2023 – current.

Concentric: Literature & Cultural Studies (A&HCI Journal), 2021.

COMMUNITY OUTREACH

Baby Box, Seoul, South Korea

- Producing a Fundraising Promotion Video to Sponsor Abandoned Babies, 2012.

Sacheon Multicultural Center, Sacheon, South Korea

- Summer Volunteer Work; Provided Education for Migrant Women, 2011.

PROFESSIONAL MEMBERSHIPS

The Modern Language Association of America

Korea Multimedia Society

Korea Game Society

LANGUAGES

English: Fluent

Korean: Native