

From K-Pop to Bibimbap: The global rise, and growing misunderstanding of, Korean Culture
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From K-Pop to Bibimbap, the popularity of aspects of Korean culture has grown worldwide. Even with a greater awareness of Korean culture in the US, however, there remains much misunderstanding. This research project employs rhetorical theory to investigate these cultural misunderstandings. The study examines four categories of Korean culture: music, food, technology, and the North/South divide. Analyzing discourses in these areas facilitates exploration the diversity of music beyond K-Pop; understanding the limits of cultural stereotypes helps explode the myth that dogmeat is a staple Korean dish, spur examination of South Korea as a global leader in technology, and dispel confusion over the two Koreas and US-Korean relations. Ultimately, this project aims to highlight how rhetorical theories of intercultural communication can broaden and deepen American understandings of Korean culture.