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<th>번호</th>
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<td>1</td>
<td>What really matters in creating mass mobilization, classical organization or new social media? A comparative case study of the mass mobilization process in France and South Korea”</td>
<td>October, 2015</td>
<td>Jeong Im HYUN</td>
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<td>2</td>
<td>La théorie du complot et la communication politique en Corée du Sud”</td>
<td>April, 2014</td>
<td>Jeong Im HYUN</td>
<td>Hermès,</td>
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<td>3</td>
<td>Mon prince charmant parle coréen : les fans de K-Pop en France et Lituanie</td>
<td>April, 2014</td>
<td>Jeong Im HYUN</td>
<td>Sociétés</td>
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**Abstract or Summary**

For several years now, K-Pop has become increasingly popular in the West, even in a small country like Lithuania. One explanation of K-Pop’s increasing popularity is the Korean government’s investment in popular cultural products as part of a wider strategy of achieving ‘soft power’ in the international political arena. However, I argue in this paper that this point of view is too narrow to understand the global K-Pop phenomenon. To understand why and ‘how’ an increased number of Westerners (Europeans) have become fans of K-Pop, on the basis of field work carried out in both France and in Lithuania, I argued that K-Pop fans in these two countries have followed a similar path to arrive at K-Pop: they have been influenced by Japanese popular culture and have in general held a fascination for East Asian culture, and have used the Internet to satisfy their tastes and desires.

The phenomena of K-Pop shows us that the origins of our individual desires and tastes do not in fact come from the individual *me* but rather from *us* and desire is contagious. As such, contagion means that a particular cultural form could gain global popularity relative quickly, but its popularity could be short in duration.

**Keywords:** K-Pop, Popular Culture, Mimetic Desire, Taste, Style
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<td>This article explores why people adopt different processes to participate in mass mobilizations, using the 2006 Anti-CPE (labor law) Movement in France and the 2008 Candlelight Movement against American Beef Imports in South Korea as case studies. In France, initiators and participants followed the ‘ready-made’ way: left-wing organizations led the whole process of mass mobilizations. In contrast, in South Korea, initiators came from ‘nowhere’: they were middle and high school students without any political organizations; participants were ‘tainted’ by the left wing political line. The key finding of this study is that the levels of demarcation of political lines in people’s everyday life may explain this difference. In France, strong establishment of a political line in people’s everyday life brought fewer new actors, creating less surprise but a solid mobilization; in South Korea, the less-established political line in people’s everyday life attracted more new actors, creating more surprise but ‘frivolous’ mobilizations.</td>
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**keywords**
mobilization process, new media, micro-mobilization, meso-mobilization, political organization