

JEE EUN REGINA SONG

Department of Korean Studies
Graduate School of International and Area Studies
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EDUCATION

- Ph.D. Cultural Studies Program, University of California, Davis, 2012
- B.A. Department of English, University of New Hampshire, Durham, 2000
American Studies Minor and Pre-med Concentration

Teaching and Research Interests

Gender and sexuality, race and ethnicity, postcolonial studies, popular culture, labor, food studies, cultural studies, and Korean diaspora.

PROFESSIONAL APPOINTMENTS

- 2017 Assistant Professor, Hankuk University of Foreign Studies
- 2016 Adjunct Professor, Pohang University of Science and Technology (POSTECH)
- 2015 Visiting Scholar, Research Institute of Korean Studies, Korea University
- 2014 Visiting Scholar, Center for Korean Studies, University of California, Berkeley
- 2013 Postdoctoral Fellow, Center for Korean Studies, University of California, Berkeley

PUBLICATIONS

Peer Reviewed Journal Articles

- 2020 “A Double-Edged Sword: Gender and Intersectionality of Korean American Ethnic Return Migration.” *Asian Studies Review* 44/4: 579-596.
- 2014 “The Soybean Paste Girl: The Cultural and Gender Politics of Coffee Consumption in Contemporary South Korea.” *The Journal of Korean Studies* 19/2: 429-448.

Advanced Book Contract

- 2019 *Building an Empire One Cup at a Time: Cultural Meaning and Power of Starbucks Korea*, Food in Asia and the Pacific Series, University of Hawaii Press.

In Submission

- “South Korea’s Latte Paradox: Inventing the Barista as a Service Professional.” (second round review) *Positions: East Asia Cultures Critique*.

FELLOWSHIPS AND AWARDS

- 2012-13 Korea Foundation Postdoctoral Fellowship, University of California, Berkeley
- 2008-10 Graduate Teaching Fellowship Award, Cultural Studies Program, UC Davis

- 2007-08 AAUW Dissertation Fellowship, UC Davis
- 2007-08 Korea Foundation Graduate Studies Fellowship (declined), UC Davis
- 2006-07 Korea Foundation Field Research Fellowship, UC Davis
- 2005-06 Consortium for Women and Research Grant, UC Davis

INVITED LECTURES

- 2015 “Neoliberal South Korea and the Laboring Baristas,” Department of Global Studies, Pusan National University, Pusan, November 13.
- 2013 “The Global Reception of Psy: Racial Implications and the Construction of Blackface in K-Pop,” Second Berkeley-AKS Workshop on K-Pop, Seoul, South Korea, February 1.
- 2008 “Sassy All-American Girl to Political Consumerism,” AAUW Branch Meeting, Greater Sacramento Region, January 26.
- 2006 “Cultural Meaning and Power of Starbucks Korea,” Yonsei-Korea Foundation Korean Studies Forum, Yonsei University, Seoul, South Korea, June 13.

CONFERENCES

Panels Organized

- 2011 “A Quest for Café Latte: Meanings and Representation of Coffee Consumption in South Korea,” Association for Asian Studies Honolulu, HI, March 31-April 3.

Papers (selected)

- 2019 “Gendering ‘Return’: The Cultural Politics of Transnational Mobility for Korean Americans.” FES-KISA Conference, Nov. 22-23.
- 2019 “Gender and (im)mobility Among Korean American Returnees,” East Asian Anthropological Association (EAAA), Chonbuk National University, Korea, Sept. 28-30.
- 2019 “Gender and Korean Diasporic Movement,” Gender and Intergenerational Issues of Transbordering “Koreans,” Seoul National University, Korea, June 5-7.
- 2018 “Situating Local/Global “Korean-ness” in the age of Globalization,” Reimagining Korean Identity through Wars, Money, Ideas, and Exchanges: 70 years’ Identity and Transformation Conference, Monash University, Melbourne, August 17-18.
- 2010 “Made in the USA: Starbucks *Partners* Behind the Counter,” Korean Popular Culture Workshop, University of California, Irvine, June 25-26.
- 2009 “Shallow *Gals* and their Latte: Politics of Coffee Drinking,” American Anthropological Association, Philadelphia, PA, December 2-6.
- 2008 “Cultural Meaning of Starbucks Korea,” Pacific World and the American West Conference, University of Utah, February 8-9.

2007 “Made In the USA: Starbucks *Partners* Behind the Counter,” Cultural Studies Association, Portland, Oregon, April 19-21.

CAMPUS TALKS

- 2019 “Building an Empire One Cup at a Time: Neoliberalism, Cultural Meaning, and South Korea,” Graduate School of International and Area Studies, Hankuk University of Foreign Studies, February 28, 2019.
- 2019 “Korea between Nationalism and Globalization,” Faculty of Cultural Sciences, Universitas Gadjah Mada, February 21, 2019.
- 2018 “K-Pop: Transnational Exchange and Controversies,” Department of Korean Language and Culture, National Chengchi University, June 06, 2018.
- 2013 “South Korea’s Latte Paradox: Inventing the Barista as a Service Professional,” Center for Korean Studies, University of California, Berkeley, April 18.
- 2012 “Korea’s Transition to Modernity,” Department of Asian Studies, University of California, Berkeley, September 25.
- 2009 “Reading Café Spaces and the Gendered Meaning of Coffee Consumption,” Campus Book Project, University of California, Davis, November 18.
- 2008 “The Politics of a Desirable Job: Baristas and Labor Practices,” Critical Studies in Food and Culture Research Cluster, University of California, Davis, April 18.
- 2007 “Sex War and the Politics of Starbucks Consumption,” Women and Gender Studies Program, University of California, Davis, February 22.
- 2005 “Generating Excellent Discussion,” Teaching Assistant Workshop, Department of Asian American Studies, University of California, Davis, September 26.
- 2004 “Effective Teaching Skills,” Teaching Assistant Workshop, Department of Women and Gender Studies, University of California, Davis, September 28.

TEACHING EXPERIENCE

Hankuk University of Foreign Studies, GSIAS

Ethnography of South Korea
Contemporary South Korea: Neoliberalism and Social Effects
Gender and Globalization
Korean Diaspora
Current Topics in Contemporary Korean Society
Theory and Methods in Qualitative Research
Thesis Writing

Pohang University of Science and Technology,

Special Topics in Sociology: Social Innovation and Entrepreneurship
Consumer Society
Food and Cultural Studies
Understanding Modern Society

University of California, Berkeley

Gender and Modernity in South Korea

University of California, Davis,

Introduction to U.S. Culture
Introduction to Women and Gender Studies
Asian American Historical Experiences

PROFESSIONAL AFFILIATION

American Studies Association
American Anthropological Association
East Asian Anthropological Association
Association for Asian American Studies
Association for Asian Studies
Cultural Studies Association (U.S.A)
Society for Cinema and Media Studies

LANGUAGE PROFICIENCIES

English (Native); Korean (proficient); French (reading ability)