

Virtual Pop Culture Fest 2022 Hong Kong x Hiroshima x Seoul

What does Pop Culture mean to you?

Music? Manga? Movie? Cyberculture? Or more?

CUHK is hosting a Virtual Pop Culture Fest on 23 June 2022 (Thursday). Through this one-day virtual programme, students from **CUHK, Hiroshima University and Korea University** will be brought together to engage in learning and sharing on pop culture.

Date: 23 June 2022 (Thursday)

Time: 10:00 am – 4:00 pm (HKT)

Quota: 20 students from each university studying in all disciplines

Academic Champions:

- **Prof. Anthony Y.H. Fung**, School of Journalism and Communication, The Chinese University of Hong Kong

Talk topic: Jay Chou, Music Platform and China

- **Prof. Maria Mihaela Grajdian**, Graduate School of Integrated Arts and Sciences, Hiroshima University

Talk topic: Cowboy Bebop and the Versatility of Culture

- **Prof. Helen Shin Haerin**, School of Media & Communication, Korea University

Talk topic: Newtrospection: Reappropriative Aesthetics in Hallyu Narrative Media Content (Focusing on Squid Game and Space Sweepers)

Guest Speaker:

Mr. Alexander Lee Eusebio, Actor/Host/Radio DJ

Talk topic: An Insight Into K-Entertainment

All CUHK undergraduate students are welcome to join. Please submit an [online application](#) by 5 June 2022. For details of the Fest, please refer to the [webpage](#).