

# JF-GJS Fellow Talk Series #05

By Japan Foundation-Global Japan Studies (JF-GJS) Initiative  
Institute for Advanced Studies on Asia, UTokyo

## K-Culture (Hallyu) and Korea-Japan Relations: Focusing on 'BTS Studies'



**By Professor Kim Young-Geun**  
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**Moderator and Discussant:**

**Dr. Kwon Yeoni**

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**10 February 2025**

**14:00-15:30 (JST)**

**Online Lecture via ZOOM**

**Lecture in Japanese**

**Q&A in Japanese and English**

A special lecture on the role of Hallyu (the Korean Wave) in shaping Korea-Japan relations. This lecture will explore the impact of Hallyu from a public diplomacy perspective and highlight the importance of soft power in fostering Korea-Japan cooperation. We will discuss how Hallyu culture, particularly the influence of BTS, serves as a bridge in the fluctuating relationship between Korea and Japan. With approximately 7.5 million Hallyu fans in Japan, the enthusiasm for BTS among Japanese youth acts as a stabilizing force in bilateral relations. This lecture aims to provide insights into the mechanisms through which Hallyu influences reconciliation and coexistence, offering objective solutions for mutual understanding and cooperation.



Image by Kim Young-Geun, azeritag.az



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