

# Behind South Korean Cosmetic Surgery Its Historical

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## KAYLEY BRYCEN

*If I Had Your Face* SUNY Press

This book explores the relationship between macro-social structure, social construction and micro-healthcare behaviors. It constructs a two-layered and two-faceted sociological analytical framework to analyze the causes of depression in China and account for the comparatively low rate of depression in the country, and provides a sociological interpretation of depression in China from a global perspective that has rarely been adopted in previous sociological studies in China. Presenting first-hand data and case studies, it describes and analyzes patients' subjective experience and actions as well as physicians' viewpoints. It also includes interviews with 34 patients, 4 family members, 3 psychological consultants and 5 psychiatrists. Offering an integrated interpretation of depression in China from the perspectives of sociology, medical science and psychology, this book is intended primarily, but not exclusively, for the growing body of researchers and students who are looking for ways of analyzing depression, especially in China. It is also a valuable resource for practitioners working in the field.

*Handbook of Research on Emerging Perspectives on Healthcare Information Systems and Informatics* Cambridge University Press  
 Following on from the ground-breaking collection *Fashion Cultures*, this second anthology, *Fashion Cultures Revisited*, contains 26 newly commissioned chapters exploring fashion culture from the start of the new millennium to the present day. The book is divided into six parts, each discussing different aspects of fashion culture: Shopping, spaces and globalisation  
 Changing imagery, changing media  
 Altered landscapes, new modes of production  
 Icons and their legacies  
 Contestation, compliance, feminisms  
 Making masculinities  
 Fashion Cultures Revisited explores every facet of contemporary fashion culture and the associated spheres of photography, magazines and television, and shopping. Consequently it is an ideal companion to those interested in fashion studies, cultural studies, art, film, fashion history, sociology and gender studies.

*The Global Beauty Industry* Princeton University Press  
 The Global Beauty Industry is an interdisciplinary text that uses beauty to explore topics of gender, race, class, colorism, nation, bodies, multiculturalism, transnationalism, and intersectionality. Integrating materials from a wide range of cultural and geo-political contexts, it coalesces with initiatives to produce more internationally relevant curricula in fields such as sociology, as well as cultural, women's/gender, media, and globalization studies.

*Social Welfare Through International Trade* Routledge

Pop City examines the use of Korean television dramas and K-pop music to promote urban and rural places in South Korea. Building on the phenomenon of Korean pop culture, Youjeong Oh argues that pop culture-featured place selling mediates two separate domains: political decentralization and the globalization of Korean popular culture. The local election system introduced in the mid 90s has stimulated strong desires among city mayors and county and district governors to develop and promote their areas. Riding on the Korean Wave—the overseas popularity of Korean entertainment, also called Hallyu—Korean cities have actively used K-dramas and K-pop idols in advertisements designed to attract foreign tourists to their regions. Hallyu, meanwhile, has turned the Korean entertainment industry into a speculative field into which numerous players venture by attracting cities as sponsors. By analyzing the process of culture-featured place marketing, Pop City shows that urban spaces are produced and sold just like TV dramas and pop idols by promoting spectacular images rather than substantial physical and cultural qualities. Popular culture-associated urban promotion also uses the emotional engagement of its users in advertising urban space, just as pop culture draws on fans' and audiences' affective commitments to sell its products. Oh demonstrates how the speculative, image-based, and consumer-exploitive nature of popular culture shapes the commodification of urban space and ultimately argues that pop culture-mediated place promotion entails the domination of urban space by capital in more sophisticated and fetishized ways.

*A Novel* Cornell University Press  
 This dissertation construes cosmetic surgery as a mode of performing oneself in contemporary South Korea. Reimagining beauty as an incessant doing, partaking, and embodying oneself that is more "becoming" than "being," I use cosmetic surgery as its performative measure to discuss the political economy of neoliberal self-management within the Korean media, popular culture, and everyday life. With case studies from reality television, performance art, photography, and K-pop, I locate the representational discourse of beauty as precariously imbricated within the social fabric interwoven by neoliberal, patriarchal, and heteronormative systems of power. Interdisciplinary in nature, this project renders the performance of beauty as an ever-shifting construct of subjectivity determined by race, gender, and sexuality. In the process of interrogating what lies at stake for not only the individual subject but for all parties partaking in the Korean cosmetic surgery industry, I hope to destabilize the rhetorical devices that choreograph, construct, and negotiate a particular image of Koreanness.

*Reconstructing Bodies* Chicken House

Ours is the age of celebrity. An inescapable aspect of daily life in our media-saturated societies of the twenty-first century,

celebrity is celebrated for its infinite plasticity and glossy seductions. But there is also a darker side. Celebrity culture is littered from end to end with addictions, pathologies, neuroses, even suicides. Why, as a society, are we held in thrall to celebrity? What is the power of celebrity in a world of increasing consumerism, individualism and globalization? Routledge Handbook of Celebrity Studies, edited by acclaimed social theorist Anthony Elliott, offers a remarkably clear overview of the analysis of celebrity in the social sciences and humanities, and in so doing seeks to develop a new agenda for celebrity studies. The key theories of celebrity, ranging from classical sociological accounts to critical theory, and from media studies to postmodern approaches, are drawn together and critically appraised. There are substantive chapters looking at fame, renown and celebrity in terms of the media industries, pop music, the makeover industries, soap stars, fans and fandom as well as the rise of non-Western forms of celebrity. The Handbook also explores in detail the institutional aspects of celebrity, and especially new forms of mediated action and interaction. From Web 3.0 to social media, the culture of celebrity is fast redefining the public political sphere. Throughout this volume, there is a strong emphasis on interdisciplinarity with chapters covering sociology, cultural studies, psychology, politics and history. Written in a clear and direct style, this handbook will appeal to a wide undergraduate audience. The extensive references and sources will direct students to areas of further study.

*Handbook on Medical Tourism and Patient Mobility* Routledge

How transnational modernity is taking shape in and in relation to Asia  
*Fashion and Beauty in the Time of Asia* considers the role of bodily aesthetics in the shaping of Asian modernities and the formation of the so-called "Asian Century." S. Heijun Lee, Christina H. Moon, and Thuy Linh Nguyen Tu train our eyes on sites as far-flung, varied, and intimate as Guangzhou and Los Angeles, Saigon and Seoul, New York and Toronto. They map the transregional connections, ever-evolving aspirations and sensibilities, and new worlds and life paths forged through engagements with fashion and beauty. Contributors consider American influence on plastic surgery in Korea, Vietnamese debates about "the fashionable," and the costs and commitments demanded of those who make and wear fast fashion, from Chinese garment workers to Nepalese nail technicians in New York who are mandated to dress "fashionably." In doing so, this interdisciplinary anthology moves beyond common characterizations of Asians and the Asian diaspora as simply abject laborers or frenzied consumers, analyzing who the modern Asian subject is now: what they wear and how they work, move, eat, and shop.

*Surfing the Korean Wave* Routledge

*Cosmetic Surgery: why Not? Hell Not!* An Analysis of Korean

Concepts Behind the High Cosmetic Surgery Rates in South Korea  
I Had Your Face A Novel Ballantine Books

*Riding the Wave* SAGE Publications

This review of the literature attempts to examine body image and the influence that media has on body satisfaction and the pursuit of plastic surgery, specifically as it relates to the South Korean population. Despite the high prevalence of cosmetic procedures that are done in South Korea, there appears to be very little research exploring the psychological implications that such procedures can have on individuals. Due to the dearth of studies looking at the cosmetic surgery culture of South Korea, this paper explored the topic of body image among South Koreans, as issues of body dissatisfaction seem to be growing in incidence in the East Asian population. This paper also sought to provide more insight into how media is influencing both body image and the pursuit of cosmetic surgery in the South Korean population. Furthermore, potential negative consequences of cosmetic surgery as a method to fix flaws and to meet normative standards of beauty were also explored. This paper concludes with recommendations for future research in light of these various findings.

*The Routledge Companion to Media & Gender* Stanford University Press

In *The Obsession of Aesthetics Plastic Surgery*, Duyen Truong-Ngoc Tran reveals that plastic surgery is no longer an instrument to reconstruct wounded human beings, but rather an addictive trend in which South Korea leads the world. While Martin Heidegger postulated that modern technological "modes of Being" are exploiting the natural world, the "not-Beings" of Wolfgang Schirmacher, who coined the term homo generator, postulates, along with the post-Hegelian philosophers, there is "no being, certainty or truth." As plastic surgery is an individual and personal choice, whether this choice of self-improvement and self-satisfaction is ethical or unethical, the decision is nonjudgmental in terms of the cosmos we are living in rapidly becoming an artificial cosmos. South Korea, occupied by Japan and then the United States provides the most literal case study for this dramatic shift; in this nation, plastic surgery is not an individual and personal choice, but a 'murderous' undertaking as a means of survival in a hypercompetitive society. In view of the danger faced by the nation's women, Korea Womenlink organization has launched a campaign to encourage young girls to embrace their natural appearance and love their bodies by habitating them in an educated, harmonious and supportive community devoted to the full development of human potentiality. Within this community, freedom is essential so that individuals can determine their own actions in order to fulfill success, achievements, happiness, relationships, and communication. Plastic Surgery is an instrument in which has changed people's lives in many ways and this instrument will continue to uprise within the next generation.

**Fashion and Beauty in the Time of Asia** IGI Global

This book examines British and American women's narratives of cosmetic surgery collected between 1995 and 2007, with particular attention to what those narratives say about the contemporary status of cosmetic surgery and "local" ideas about its legitimate and illegitimate uses. The book argues that British and American women employ justificatory strategies that normalize aesthetic procedures by aligning them with nationally-specific notions of "appropriate" medical treatment. Consumers' narratives are also informed by "global" discourses that portray cosmetic surgery as a lifestyle choice and a tool for holding one's own in the competitive marketplace of employment or heterosexual romance. Such meanings are in turn reworked by women in their own accounting, at the same time that accounts are limited by culturally-available symbolic resources and institutional structures. Where the general and specific are incompatible – as is more often the case in the British context – women respond by stressing the power of externally-imposed appearance mandates and their entitlement to self-care.

*Cosmetic Surgery Narratives* Rutgers University Press

In *Recharging China in War and Revolution, 1882-1955*, Ying Jia Tan explores the fascinating politics of Chinese power consumption as electrical industries developed during seven decades of revolution and warfare. Tan traces this history from the textile-factory power shortages of the late Qing, through the struggle over China's electrical industries during its civil war, to the 1937 Japanese invasion that robbed China of 97 percent of its generative capacity. Along the way, he demonstrates that power industries became an integral part of the nation's military-industrial complex, showing how competing regimes asserted economic sovereignty through the nationalization of electricity. Based on a wide range of published records, engineering reports, and archival collections in China, Taiwan, Japan, and the United States, *Recharging China in War and Revolution, 1882-1955*

argues that, even in times of peace, the Chinese economy operated as though still at war, constructing power systems that met immediate demands but sacrificed efficiency and longevity. Thanks to generous funding from the Andrew W. Mellon Foundation, through The Sustainable History Monograph Pilot, the ebook editions of this book are available as Open Access volumes from Cornell Open (cornellopen.org) and other repositories.

*The Social Life of Gender* Celadon Books

This book is a practical and detailed guide on how to perform a range of surgical techniques for facial bone contouring. Based on the clinical experiences gained by the authors while carrying out more than 10,000 facial bone surgeries at their clinical institute in Seoul, Korea, each procedure is meticulously described and illustrated, step by step. Importantly, careful attention is paid to the impact of ethnic differences on surgical technique and goals, drawing on lessons learned during the treatment of patients from approximately 30 countries. Readers will also find instructive accompanying case studies and copious guidance on preoperative patient assessment, potential complications, and complication management. Facial bone contouring surgery has been gaining popularity not only in many Asian countries but also in Western countries, especially those in which there are sizable Asian populations. In enabling readers to learn and master the various techniques of facial bone surgery, and to achieve optimal outcomes in clinical practice, the book will be of immense value to plastic surgeons in both Asia and the West.

*Korean Popular Culture and the Selling of Place* Manchester University Press

*The Routledge Companion to Media and Gender* offers a comprehensive examination of media and gender studies, charting its histories, investigating ongoing controversies, and assessing future trends. The 59 chapters in this volume, written by leading researchers from around the world, provide scholars and students with an engaging and authoritative survey of current thinking in media and gender research. The Companion includes the following features: With each chapter addressing a distinct, concrete set of issues, the volume includes research from around the world to engage readers in a broad array of global and transnational issues and intersectional perspectives. Authors address a series of important questions that have consequences for current and future thinking in the field, including postfeminism, sexual violence, masculinity, media industries, queer identities, video games, digital policy, media activism, sexualization, docusoaps, teen drama, cosmetic surgery, media Islamophobia, sport, telenovelas, news audiences, pornography, and social and mobile media. A range of academic disciplines inform exploration of key issues around production and policymaking, representation, audience engagement, and the place of gender in media studies. *The Routledge Companion to Media and Gender* is an essential guide to the central ideas, concepts and debates currently shaping media and gender research.

*A Practical Guide* Edward Elgar Publishing

In this unique and pathbreaking book, David Reisman examines the relatively new phenomenon of health travel. He presents a multidisciplinary account of the way in which lower costs, shorter waiting times, different services, and the chance to combine recreational tourism with a check-up or an operation all come together to make medical travel a new industry with the potential to create jobs and wealth, while at the same time giving sick people high-quality care at an affordable price. The book illustrates that it is no longer the case that medical attention must be consumed at home. Patients are travelling to Mexico, India and Thailand for a heart bypass. They are going to Hungary, Poland and Malaysia for dentistry. Doctors are migrating to Britain, the USA and Canada for new challenges. Hospitals are opening subsidiaries in Dubai, the Philippines and Costa Rica to see overseas patients on the spot. Integrating academic perspectives from medicine, tourism, health economics, development studies and public policy, the author concludes that the benefits both to the importing and the exporting nations are considerable, but that there are also some costs. He suggests that the new industry should be regulated and supported in order that it can do its best both for the local population and for the sick people who travel abroad for treatment. This fascinating and highly original book will be of great interest to academics and researchers in areas such as health economics, tourism, social policy, development studies, Asian studies and public policy. It will also prove invaluable to practitioners actively involved in planning and delivering medical attention in the global economic order.

**The Rise of K-Dramas** Atropos Press

*Time Out Seoul* helps travelers get the best out of the ever-changing South Korean metropolis. As well as covering visitor essentials, this new guide offers detailed coverage of cultural highlights, shopping, and dining. From hiking and public baths to

trendy shopping, *Time Out* has got you covered — experience the city like a native and avoid the obvious tourist traps. *Time Out Seoul* assists visitors in navigating the cultural and financial center of East Asia, whether one is seeking the arts (over 700 museums and 400 galleries), shopping (choices from Prada to flea markets), temples and shrines (five major palaces), or the best in Korean BBQ.

*A Cross-Cultural Analysis of Women's Accounts* Palgrave Macmillan

Combining global, media, and cultural studies, this book analyzes the success of Hallyu, or the "Korean Wave" in the West, both at a macro and micro level, as an alternative pop culture globalization. This research investigates the capitalist ecosystem (formed by producers, institutions and the state), the soft power of Hallyu, and the reception among young people, using France as a case study, and placing it within the broader framework of the 'consumption of difference.' Seen by French fans as a challenge to Western pop culture, Hallyu constitutes a material of choice for understanding the cosmopolitan apprenticeships linked to the consumption of cultural goods, and the use of these resources to build youth's biographical trajectories. The book will be relevant to researchers, as well as undergraduate and postgraduate students in sociology, cultural studies, global studies, consumption and youth studies.

*A Feminist Primer* eewee production, Inc.

South Korea represents one of the world's most enthusiastic markets for plastic surgery. The growth of this market is particularly fascinating as access to medical care and surgery arose only recently with economic growth since the 1980s. *Reconstructing Bodies* traces the development of a medical infrastructure in the Republic of Korea (ROK) from 1945 to the present, arguing that the plastic surgery craze and the related development of biotech ambitions is deeply rooted in historical experience. Tracking the ROK's transition and independence from Japan, John P. DiMoia explains how the South Korean government mobilized biomedical resources and technologies to consolidate its desired image of a modern and progressive nation. Offering in-depth accounts of illustrative transformations, DiMoia narrates South Korean biomedical practice, including Seoul National University Hospital's emergence as an international biomedical site, state-directed family planning and anti-parasite campaigns, and the emerging market for aesthetic and plastic surgery, reflecting how South Koreans have appropriated medicine and surgery for themselves as individuals, increasingly prioritizing private forms of health care.

*Biomedicine, Health, and Nation-Building in South Korea Since 1945* McFarland

A Korean-American girl travels to Seoul in hopes of debuting in a girl group at the same K-pop company behind the most popular boy band on the planet, in this romantic coming-of-age novel perfect for K-pop fans everywhere! Candace Park knows a lot about playing a role. For most of her life, she's been playing the role of the quiet Korean-American girl who takes advanced classes and plays a classical instrument, keeping her love of K-pop to herself. But she has a secret that she's been keeping from the world: she can sing. Like, really sing. So when Candace enters a global audition held by the biggest K-pop label in the world, she doesn't expect to actually win. And convincing her parents to go against everything they believe in is nothing compared to what's next. Under the strict supervision of her instructors at the label's headquarters in Seoul, South Korea, Candace must hone her performance skills to within an inch of her life, learn to fluently speak Korean, and navigate the complex hierarchies of her teammates. And the number-one rule? NO DATING - which proves almost impossible after she meets superstar idol One.J and fellow Korean-American trainee YoungBae. And when Candace finds herself in the middle of an international K-pop scandal, she must decide whether a spot in the most hyped K-pop girl group of all time is really worth risking everything ...

*Message Strategies in Korean Cosmetic Surgery Websites* Routledge

How looking beautiful has become a moral imperative in today's world The demand to be beautiful is increasingly important in today's visual and virtual culture. Rightly or wrongly, being perfect has become an ethical ideal to live by, and according to which we judge ourselves a success or failure. *Perfect Me* explores the changing nature of the beauty ideal, showing how it is more dominant, demanding, and global than ever before. Arguing that our perception of the self is changing, Heather Widdows shows that more and more, we locate the self in the body. Nobody is firm enough, thin enough, smooth enough, or buff enough—not without significant effort and cosmetic intervention. To understand these rising demands, we need to recognize their ethical aspect and seek out new communal responses.