



# The Politics of Culinary Masculinity in Contemporary South Korea: Focusing on Mukbang



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## Abstract

Generally referring to the televising and video streaming of cooking shows and food-eating, mukbang has become one of the most important keywords in understanding gender dynamics in contemporary Korea. This talk examines the scripted performance of culinary masculinity in the contemporary Korean TV cooking shows to show how mediascapes not only reifies the pre-existing gendered labor but also legitimizes male dominance in food businesses and professions through popularizing the image of male chefs, foodies, critics, and entrepreneurs as caring and emotional, attributes that were traditionally associated with women. It focuses on a series of TV shows featuring one of the most celebrated foodies and restaurateurs, Paek Chongwŏn, whose effeminate performance in the TV shows in fact reinforces gendered norms in cooking and food businesses.



Scan for more information

**Tuesday, April 11, 2023**

**at 1:30 pm**

**Durham 240**