

Synthesis of Panel 1

Herdy La. Yumul

The talks of Dr. Deen and Professor Capili gave us the impression that Hallyu is here and here to stay, although we don't know how long it will stay. Mr. Que's talk, for instance, seeds some doubt on how long it will last. For Hallyu have become too mainstream for its own good. Hallyu, having been described by Gilbert, as for the young and, for those who refuse to get old and to remain young forever. But the general impression is that Hallyu is really fun. Any researcher would end with the experience of Professor Capili-- mixing business with so much pleasure and more pleasure to come. As I said a while ago, while Dr. Deen and Professor Capili explored the structure of Hallyu fandom today, I'd be looking forward to witnessing you deliver presentations more on how the fan as a person is seen in this whole picture. Does the fan lose him or herself in the process? Or does he or she find an identity, especially in a country deeply wanting in national pride and identity, and rich in confusion and despair? We also learned that although there is a polarity between those who are financially able and those who have less. That being a fan is expensive (if you're really a fan), especially in this country where internet costs are high and internet connection is very slow. But overall, Hallyu is an enriching, human and social experience which has forged friendships between two people and for which we are very grateful to celebrate this phenomenon, not only in Kpop conventions and in fan gatherings, but also in the academe and right here in the heart of Philippine academe, in the Ateneo.



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