Media space, as created by film and television, is a venue where the crossing of boundaries between reel and real create new realities of identity and representation. As the Filipino masses actively consume (mostly) Hallyu K-drama imports, notable changes have been happening to Filipino television, especially in the ubiquitous Filipino soap opera. The opening of local television and cinema to influences from the Hallyu wave has once again proven that cultural transference is not done in passivity; as local media space re-shapes and appropriates Hallyu influence to help create an identity for Filipinos in the 21st century. Moreover, the influence is a two-way street, for South Korea’s soft power also is adapting to the cultures and societies it touches creating a real multi-cultural space in Hallyu, and in the process, South Korean society and culture in general.

Papers in panel are “Koreanovelas, Teleseryes, and the ‘Diasporization’ of the Filipino/Philippines” by Louie Jon Sanchez; “Once Upon a Time: Koreanovelas and the Galleon Trade of the Digital Age,” by Carlo Jejomar Pascual P. Sanchez; and “Reincarnation of the Pinay Subaltern in Foreign Cinema” by Yu Taeyun. Mary Jessel Duque acted as panel chair.