Contents

Introduction Youngju Ryu	1
The Race to Appropriate "Koreanness": National Restoration, Internal Development, and Traces of Popular Culture Won Kim	21
[De]Popularizing a Confucian Master: Yusin and the Birth of T'oegye Studies Hwisang Cho	59
Kyebaram: The Culture of Money and Investment in South Korea during the 1970s Eunhee Park	89
"My" Sweet Home in the Next Decade: The Popular Imagination of Private Homeownership during the Yusin Period Han Sang Kim	119
Peripheral Visions of Yusin: Techniscope Action Cinema and the Anxiety of the State Irhe Sohn	141
Dissident Dreams: Science Fictional Imaginations in 1970s South Korean Literature and Film Sunyoung Park	165
Alluvium of Dreams: The 1969 Master Plan and the Development of Yŏŭido Se-Mi Oh	193

"Oh Jesus, Now Here with Us": Literary Christology	
in 1970s and 1980s South Korea Serk-Bae Suh	221
Why Performance in Authoritarian Korea? Joan Kee	245
Conclusion: From Yusin Redux to Yuch'e it'al Youngju Ryu	279
Contributors	293
Index	295