Dr. Candace Epps-Robertson is an Assistant professor of English and Director. Writing in the Disciplines Program of the University of North Carolina, Chapel Hill. She is author of Resisting Brown: Race, Rhetoric, and Citizenship in the Heart of Virginia (University of Pittsburgh Press, 2018). She is currently working on several projects connected to BTS and their fandom ARMY that examine the complexity of transcultural social justice efforts, community and accountability, and global citizenship education.

이사 가자 (LET’S MOVE): BTS AND ARMY TRANSCULTURAL FANDOM ACTIVISM AND ACCOUNTABILITY

DATE CHANGED:
THURSDAY 4/29
12:30PM-1:45PM

Registration link:
https://akv.short.gy/tZMxso

Abstract

The global success and recognition of BTS, a seven-member South Korean music group, demonstrates that their artistry and messages have captured the attention of millions. BTS’s global fandom, ARMY, has also received attention for their work concerning social justice activities. In 2020, many were curious about ARMY’s ability to match BTS’s million-dollar donation for BLM. Media coverage often focused on money raised, but not the discourse present in the fandom around this work. While BTS and their fandom are pushing against and connecting across borders that often seem impermeable, this work does not happen with ease. In this presentation, Dr. Epps-Robertson will discuss the complexities of transcultural fan activism involving public-facing projects and education within the ARMY community about social issues. Such projects and discussions utilize specific rhetorical strategies that sustain ongoing efforts and share layered perspectives present in this fandom.