

Hyeran Jeong

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Seoul National University, 1 Gwanak-ro, Gwanak-gu, Seoul, 08826, Republic of Korea

ACADEMIC INTERESTS

Visual Sociology, Sociology of Culture, Sociology of Art, Social Movement, Ethnographic/Visual Methodology

EDUCATION

- 2024 - Seoul National University (Seoul, South Korea)
PhD Student
- 2018 Seoul National University (Seoul, South Korea)
M.A. in Communication Studies
- 2015 Pusan National University (Pusan, South Korea)
B.A. in Russian Language and Literature, Minor in Arts Culture and Image

PUBLICATIONS

Peer-Reviewed Articles

정혜란. 2025. "A Critical Approach to Low Birth Rate Discourse and an Exploration of Alternatives: Focusing on Ecofeminism" (저출산 담론에 대한 비판적 접근과 대안 탐색: 에코페미니즘을 중심으로), *Issues in Feminism* (『페미니즘 연구』), 25(1), 197–228. (in Korean)
<https://doi.org/10.21287/iif.2025.4.25.1.197>

Jeong, H. (2024). "Expanding the youth discourse: everyday precarity through a young South Korean woman's autoethnography". *International Journal of Adolescence and Youth*, 29(1).
<https://doi.org/10.1080/02673843.2024.2340657>

Working Papers

"Impeachment Protests and K-pop: The Emergence of a New Visual Field and the Reconfiguration of "The Political"

Reports

2022 Gender Workforce Report on the Korean Film Industry. [KOFIC Issue Paper 2023-03]

An exploratory study for the application of social values to film policy: From SDGs to KOFIC.
[KOFIC Issue Paper 2022-02]

Alternative screening cases in each country due to COVID-19: Focusing on car theaters [KOFIC
Issue Paper 2020-11] (co-author)

PRESENTATIONS

“Impeachment Protests and K-pop: The Emergence of a New Visual Field and the Reconfiguration of ‘The Political’”.

- International Visual Sociology Association (IVSA) Conference, Suwon, 2025.07

“IU (a K-pop singer) in ‘Wonderland’: Gender Trouble in Korean Society through IU’s Controversy”

- National Graduate Student Conference, Korean Society for Journalism & Communication Studies, Seoul, 2015. 06
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EXPERIENCE

Research/Teaching Experience

3/2025-8/2025: Teaching Assistance

Course title: Sociology of Literature and Art (undergraduate; Sociology Department)

3/2016-10/2016: Research Assistance

Book title: News Literacy Education 2: Testing the Short-Term Effects (Korea Press Foundation)

9/2015-12/2016: Teaching Assistance

Course title: English Writing (undergraduate; Faculty of Liberal Education of Seoul National University)

5/2015-6/2015: Research Assistance (Monitoring)

Project title: Monitoring Online Sexism and Development of the Monitoring Tool (2016; Korean Women’s Development Institute)

Work Experience

10/2020-Present: Researcher and project manager (full-time)

Korean Film Council (Film Policy Division)

- Film industry statistics monitoring and reporting: statistical data collection, analysis, report writing and supervision, press release (online distribution), press Q&A (wired)
Report titles: Korean Film Industry (published monthly), Korean Film Industry - Independent Films section (published annually), Korean Film Gender Statistics (published annually), National Theater Survey (published annually), Korean Film (monthly magazine)
- Conducts and reports on film policy research
Research subjects: diversity and inclusion, social impact, local films, gender, ESG (Environmental, Social, and Governance)

- Report titles: [KOFIC Issue Paper 2023-03] 2022 Gender Workforce Report on the Korean Film Industry [KOFIC Issue Paper 2022-02) An Exploratory Study for the Application of Social Values to Film Policy: From SDGs to KOFIC, [KOFIC Issue Paper 2020-11] Alternative Screening Cases in Each Country due to COVID-19: Focusing on Car Theaters
- Hosts forums related to pending issues and conducts research demand surveys
 - The Concept of Films and Local Films (2022) (hosting)
 - Post-COVID-19 and Korean Film Industry: Issue Awareness Forum (support)
 - Post-CiOVID-19 and Korean Film Industry: Policy Task Forum (support) etc.
- Korean Film Council (Funding & Support Department)*
- Management of financial support projects (local films, Cultural Rights for Vulnerable Communities, small movie theaters)
 - Project titles: Local Film Production Support, Mobile Cinema Support, Small Movie Theater Support
 - Hosting forums related to pending issues
 - Event title: Small Movie Theater Seminar - A Decade of Records (2023) (hosting)
 - Management of assemblies with local organizations to establish governance
 - Assembly organization: Korea Film Commissions & Industry Network (including 13 local film support commissions), Busan Film Commission (MOU)
- 03/2019-10/2020: Art Project Manager (full-time)*
- Busan Cultural Foundation (Art and Cultural Project Support Team)*
- Implemented various art support projects
 - Project title: Literature support project, Mecenat project, Citizen crowdfunding project etc.
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AWARDS AND GRANTS

- 03/2016 – 09/2016: Scholarship for Superior Academic Performance (full)
Department of Communication, Seoul National University
- 09/2015 – 12/2015: Scholarship for Teaching Assistant
Seoul National University
- 09/2015 – 12/2015: Scholarship for Superior Academic Performance
Department of Communication, Seoul National University
- 09/2013 – 06/2014: National Scholarship
Korean Student Aid Foundation
- 03/2014 – 08/2014: Scholarship for Superior Academic Performance
Pusan National University
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RESEARCH SKILLS

- Ethnographic writing
Semiotic image analysis