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Abstract

The Globales Kino: der südkoreanische Blockbuster My Sassy Girl (Yôpki chôk-in kũ nyô) von Kwak Jae-yong

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My Sassy Girl (2001) is a South Korean blockbuster that was not only most successful at home but also in East and Southeast Asia. In 2008 several remakes were produced in this region as well as in the USA. The paper traces the global and local elements of this film in terms of genre and themes. In spite of employing elements from global cinema, it shows that it also reflects the specific situation of the Korean youth. However, in addition a third regional - East and Southeast Asien - perspective in terms of specific genres will be taken into account.

Keywords: South Korea, film, blockbuster, My Sassy Girl, glocal cinema