

2024 Spring CKS Colloquium Series

Crossing Beats: K-Pop's Journey into the American Heartbeat

April 12 (Friday) @1:00 - 2:20PM | 1003 Humanities

Speaker: Jeff Benjamin

2024 marks 15 years since the first K-pop artists entered Billboard's main albums and singles charts. Join Jeff Benjamin as he explores how the K-pop scene has entered the American consciousness, its unique ways of influencing the charts, music festivals, radio and television, and how luxury brands and top artists like Taylor Swift, Usher and Anitta are leaning into the K-pop craze.



Jeff Benjamin, an award-winning music journalist, curator, and host based in New York City, has been at the forefront of K-Pop coverage for nearly a decade. As Billboard's K-Pop Columnist and a contributor to esteemed publications like the New York Times, CNN, Rolling Stone, and more, Jeff has uniquely chronicled the genre's ascent and integration into American culture. His recent endeavors include roles such as editor-at-large for Rolling Stone Korea and eLe magazine, further cementing his influence in shaping the narrative around K-Pop globally.



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and enter K-Pop Poll with
your Q&A questions!



Questions? Please contact KoreanStudies@StonyBrook.edu