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Cold War Cosmopolitanism: The Asia Foundation and 1950s  
Korean Cinema

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# Cold War Cosmopolitanism: The Asia Foundation and 1950s Korean Cinema

South Korean films first became visible on the world stage in the late 1950s when they began to be exhibited and win prizes at international film festivals. Yi Pyŏngil's *Ch'ungmu* (1956) and Han Hyŏngmo's *Ch'ungmu* (1958) were among Korea's earliest award-winning films. These two films exemplify a postcolonial and postwar discourse I am calling "Cold War cosmopolitanism." The cultivation of this cosmopolitan ethos among cultural producers was a major objective for Americans waging the cultural Cold War in Asia, and the Asia Foundation was Washington's primary instrument for doing so. This article traces the history of the Asia Foundation from its inception in the National Security Council in the late 1940s through its activities in Korea in the 1950s and early 1960s. It pays particular attention to the foundation's support for Korean participation in the Asian Film Festival. It offers a close textual and historical reading of Yi's and Han's films as a means of exploring how Korean cultural producers, acting as Cold War entrepreneurs, took advantage of the Asia Foundation's resources in ways that furthered their own aesthetic, economic, and political interests.

Keywords:

## INTRODUCTION

Comparative American Studies, American Quarterly, Cinema Journal.

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10.1215/21581665-4226460

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This image shows a page of musical notation for the song "Because I Love You". It features a piano accompaniment staff and a vocal line. The piano part includes a treble clef, a key signature of one flat (B-flat), and a 4/4 time signature. The vocal line is written in a soprano clef. The lyrics "Because I Love You," are placed between the two staves. The score includes various musical notations such as notes, rests, and dynamic markings like "fi" (fortissimo). A page number "12" is visible in the lower right area of the notation.





















1. The first part of the text discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in financial reporting.

2. The second part of the text focuses on the role of internal controls in preventing fraud and errors. It highlights that a robust system of internal controls is essential for protecting the organization's assets and ensuring the integrity of its financial statements.

3. The third part of the text addresses the need for regular audits and reviews. It states that these processes are vital for identifying potential weaknesses in the financial reporting system and for ensuring that the organization is in compliance with all applicable laws and regulations.

4. The fourth part of the text discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in financial reporting.

5. The fifth part of the text focuses on the role of internal controls in preventing fraud and errors. It highlights that a robust system of internal controls is essential for protecting the organization's assets and ensuring the integrity of its financial statements.

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7. The seventh part of the text discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in financial reporting.

8. The eighth part of the text focuses on the role of internal controls in preventing fraud and errors. It highlights that a robust system of internal controls is essential for protecting the organization's assets and ensuring the integrity of its financial statements.

9. The ninth part of the text addresses the need for regular audits and reviews. It states that these processes are vital for identifying potential weaknesses in the financial reporting system and for ensuring that the organization is in compliance with all applicable laws and regulations.

10. The tenth part of the text discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is crucial for ensuring transparency and accountability in financial reporting.



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