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**What in the World Does *World* Mean? : A Curious Mixture of Korean Nationalism and Americentrism in the Label of “World Star”**

In the mid-2000s, the Korean media created a label, “world star,” to refer to the Korean stars whose reputation has expanded outside of the Asian region due to their appearance in Hollywood movies and popular American television shows. The representative “world stars” include Rain (also known as Bi) who appeared in Wachowski Brothers’ *Speed Racer* (2008) and *Ninja Assassin* (2009), Yoon-Jin Kim who is one of the original and main characters of American Broadcasting Corporation’s (ABC) popular hit series, *Lost*, and Byung-Hun Lee who has moved up from being a “Hallyu star” to a “world star” through his appearance in a Hollywood blockbuster hit, *G.I. Joe: The Rise of Cobra* (2009). This study examines how the Korean media’s use of the label, “world star,” is based on the premise that U.S. is the center of the world (or is the world) and in the process reifies Americentrism. In addition, this study examines how the manifestation of Korean national pride and nationalism in Korean media’s use of the “world star” label interplays or heightens Americentrism.