Korean Culture and *Hallyu*

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Binus University

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I. What is Culture

II. Understanding Korean Culture in 5 Keywords

III. Korean Wave: An Introduction

IV. Hallyu I: K-Dramas

V. Hallyu II: K-pop

VI. The Impact of the Korean Wave

VII. Factors for the Success of Hallyu

VIII. Conclusion: The Future of Hallyu
I. What is Culture?
I. WHAT IS CULTURE?

Q: What is the world population now?

The world population today is 7.7 billion
  - 2056: 10 billion
  - 2100: 11.2 billion

Q: How many cultures are there in the world?

- There are 195 countries
- The UN: number of distinct cultures → 10,000
What is culture?

Culture refers to the distinct ways that people living in different parts of the world adapted creatively to the environment.
Culture consists of:

**Material Aspects**
- foods
- houses
- clothing
- tools
- eating utensils
- musical instruments
- books
- art
- symbols
- toys

**Nonmaterial Aspects**
- language
- ideas
- beliefs
- customs
- tradition
- values
- gestures
- laws
- norms
- family patterns
- political systems
- art
- music
- sports
Question is:

Out of the vast array of elements that constitute culture, what are the most important ones in understanding a new culture?

Put in another way, what would be the 5 elements of culture which are fundamental for understanding a new culture?
Out of the vast array of elements that constitute culture, the 5 most important ones in understanding a new culture are:

1. symbols
2. language
3. beliefs
4. norms
5. values
Surface Culture (10%)
- What We See
- Easy to See

Deep Culture (90%)
- What We Don’t See
- Difficult to See
- Invisible
- Internal (deep) Culture
II. Understanding Korean Culture in 5 Keywords
II. UNDERSTANDING KOREAN CULTURE IN 5 KEYWORDS

1. Korean Cultural Symbols

Question: Can you think of any Korean symbol that has a meaning?
Example 1

- Korean flag (*Taegeukgi*)
- The flag depicts the balancing philosophies of *Yin* and *Yang*
Example 2

**Samtaegeuk (Three-way Taegeuk):** An harmonious coexistence of the sky (blue), earth (red), and human being (white or yellow)
Korean Government
Example 3

> Tiger: Dignity, Courage, and Fierceness
Example 4

Swastika

- In Buddhism, the swastika is a symbol of good luck, prosperity, abundance and eternity
Example 5
The Cross
2. Korean Language

- **Facts about the Korean Language**

  - The Korean language is the 12\textsuperscript{th} most spoken language in the world

- The world’s most spoken languages (Number of first-language speakers)
  - 1. Mandarin (935 million)
  - 2. Spanish (390 million)
  - 3. English (365 million)
  - 12. Korean (81 million)
KOREAN POPULATION

Total: 81 Million (2018)
Hangeul, the Korean writing system, is recognized as one of the simplest and yet most sophisticated language systems in the world.

- **Korean alphabet**
  - 14 consonants and 10 vowels
- **English alphabet**
  - 21 consonants and 5 vowels

It is considered simple in the sense the spoken words mostly sound exactly as they appear.

- Comparison in English: Climb, match, school, knock, sign, handsome, island

That is one of the reasons why Korea enjoys one of the lowest illiteracy rates in the world today.
### The Hangul Characters

**Consonants:**

<table>
<thead>
<tr>
<th>Consonant</th>
<th>Sound</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>고고</td>
<td>k, g</td>
<td>kiyok</td>
</tr>
<tr>
<td>난난</td>
<td>n, m</td>
<td>niun, mim</td>
</tr>
<tr>
<td>돈돈</td>
<td>t, d</td>
<td>tikut, riu</td>
</tr>
<tr>
<td>빈빈</td>
<td>r, l</td>
<td>riul, min</td>
</tr>
<tr>
<td>비비</td>
<td>p, b</td>
<td>piup, siot</td>
</tr>
<tr>
<td>스타</td>
<td>s, sh</td>
<td>siot, stot</td>
</tr>
<tr>
<td>콩콩</td>
<td>ng</td>
<td>iung, chiut</td>
</tr>
<tr>
<td>채채</td>
<td>ch, j</td>
<td>chiut, jiu</td>
</tr>
</tbody>
</table>

**Vowels:**

<table>
<thead>
<tr>
<th>Vowel</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>아아</td>
<td>a</td>
</tr>
<tr>
<td>이아</td>
<td>ya</td>
</tr>
<tr>
<td>올</td>
<td>leo</td>
</tr>
<tr>
<td>yeol</td>
<td>yeo</td>
</tr>
<tr>
<td>오오</td>
<td>o</td>
</tr>
<tr>
<td>요요</td>
<td>yo</td>
</tr>
<tr>
<td>우우</td>
<td>u</td>
</tr>
<tr>
<td>유유</td>
<td>yu</td>
</tr>
<tr>
<td>이이</td>
<td>eu</td>
</tr>
<tr>
<td>예예</td>
<td>ee</td>
</tr>
</tbody>
</table>
Quiz: In a study conducted by the linguistics department at Oxford University, which language (writing system) received the highest score in terms of rational structure, scientific accuracy, uniqueness, and practicality?

Answer: Hangeul
3. Korean Beliefs

- Beliefs provide a meaning system around which culture is organized, and they provide answers to questions about the meaning of life
  - stem from religion, myth, folklore or science

- Korean beliefs mainly derive from shamanism, Buddhism, Confucianism, and Christianity
<table>
<thead>
<tr>
<th>Year (Total population)</th>
<th>1950-1962</th>
<th>1985 (44,553)</th>
<th>1995 (47,041)</th>
<th>2005 (49,052)</th>
<th>2015 (49,052)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protestant Christianity</td>
<td>2.8%</td>
<td>6,489 (16.1%)</td>
<td>8,760 (19.7%)</td>
<td>8,616 (18.3%)</td>
<td>9,676 (19.7%)</td>
</tr>
<tr>
<td>Buddhism</td>
<td>2.6%</td>
<td>8,059 (19.9%)</td>
<td>10,321 (23.2%)</td>
<td>10,726 (22.8%)</td>
<td>7,619 (15.5%)</td>
</tr>
<tr>
<td>Catholicism</td>
<td>2.2%</td>
<td>1,865 (4.6%)</td>
<td>2,951 (6.6%)</td>
<td>5,146 (10.9%)</td>
<td>3,890 (7.9%)</td>
</tr>
<tr>
<td>Confucianism</td>
<td></td>
<td>483 (1.2%)</td>
<td>211 (0.5%)</td>
<td>105 (0.2%)</td>
<td>76 (0.2%)</td>
</tr>
<tr>
<td>Won Buddhism</td>
<td></td>
<td>92 (0.2%)</td>
<td>87 (0.2%)</td>
<td>130 (0.3%)</td>
<td>84 (0.2%)</td>
</tr>
<tr>
<td>Other Religions</td>
<td></td>
<td>221 (0.6%)</td>
<td>268 (0.6%)</td>
<td>247 (0.5%)</td>
<td>208 (0.4%)</td>
</tr>
<tr>
<td>No Religious Affiliation</td>
<td></td>
<td>23,216 (57.4%)</td>
<td>21,953 (49.3%)</td>
<td>21,865 (46.5%)</td>
<td>27,499 (56.1%)</td>
</tr>
</tbody>
</table>
World Population by Religion in 2015 (in billions)

- **Christians**, 2.3B, 31.2%
- **Islam**, 1.8B, 24.1%
- **Unaffiliated**, 1.2B, 16%
- **Hinduism**, 1.1B, 15.1%
- **Buddhism**, 0.5B, 6.9%
- **Folk Religions**, 0.4B, 5.7%
- **Other Religions**, 0.1B, 0.8%
- **Judaism**, 0.01B, 0.2%
### Which nationalities consider religion most important?

% who say religion is very important in their lives (2015)

<table>
<thead>
<tr>
<th>Country</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>98%</td>
</tr>
<tr>
<td>Senegal</td>
<td>97%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>95%</td>
</tr>
<tr>
<td>Uganda</td>
<td>95%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>93%</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>92%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>90%</td>
</tr>
<tr>
<td>Ghana</td>
<td>90%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>88%</td>
</tr>
<tr>
<td>Philippines</td>
<td>87%</td>
</tr>
<tr>
<td>Kenya</td>
<td>86%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>84%</td>
</tr>
<tr>
<td>Jordan</td>
<td>83%</td>
</tr>
<tr>
<td>India</td>
<td>80%</td>
</tr>
<tr>
<td>Palestinian territories</td>
<td>74%</td>
</tr>
<tr>
<td>Brazil</td>
<td>74%</td>
</tr>
<tr>
<td>South Africa</td>
<td>67%</td>
</tr>
<tr>
<td>Peru</td>
<td>66%</td>
</tr>
<tr>
<td>Lebanon</td>
<td>57%</td>
</tr>
<tr>
<td>Turkey</td>
<td>56%</td>
</tr>
<tr>
<td>United States</td>
<td>53%</td>
</tr>
<tr>
<td>Venezuela</td>
<td>42%</td>
</tr>
<tr>
<td>Mexico</td>
<td>37%</td>
</tr>
<tr>
<td>Argentina</td>
<td>35%</td>
</tr>
<tr>
<td>Israel</td>
<td>34%</td>
</tr>
<tr>
<td>Poland</td>
<td>28%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>28%</td>
</tr>
<tr>
<td>Chile</td>
<td>27%</td>
</tr>
<tr>
<td>Canada</td>
<td>27%</td>
</tr>
<tr>
<td>Italy</td>
<td>26%</td>
</tr>
<tr>
<td>Ukraine</td>
<td>22%</td>
</tr>
<tr>
<td>Germany</td>
<td>21%</td>
</tr>
<tr>
<td>Spain</td>
<td>21%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>21%</td>
</tr>
<tr>
<td>Russia</td>
<td>19%</td>
</tr>
<tr>
<td>South Korea</td>
<td>19%</td>
</tr>
<tr>
<td>Australia</td>
<td>18%</td>
</tr>
<tr>
<td>France</td>
<td>14%</td>
</tr>
<tr>
<td>Japan</td>
<td>11%</td>
</tr>
<tr>
<td>China</td>
<td>3%</td>
</tr>
</tbody>
</table>
4. Korean Norms

- Norms are rules, guides and standards of conduct; they determine acceptable behaviours

- Prescriptive and proscriptive norms

- Question: Do you know any Korean norms?

- Examples of Korean Norms:
  - Bow to greet each other, except with the same-aged friends
- Take your shoes off when entering someone’s house

- Pass or receive objects with both hands

- Practically everyone is called by his or her title, including older siblings and cousins, except the same-aged friends

- Avoid direct eye contact, i.e., don’t look straight in the eye of the speaker for an extended period of time
5. Korean Values

Values are the basis of our judgments about what is desirable, beautiful, correct, and good.

Most of our basic values are learned early in life from family, friends, schools, and the mass media.
Question: What are the most important values of Koreans?

Of all the values and norms of Koreans, the most important ones are the following:

1. Wealth
2. Success
3. Health
4. Long life
TOP 15 COUNTRIES WITH THE HIGHEST LIFE EXPECTANCY IN THE WORLD, 2019

1. Japan: 84.2 Years
2. Switzerland: 83.3 Years
3. Spain: 83.1 Years
4. Australia: 82.9 Years
5. Singapore: 82.9 Years
6. Canada: 82.8 Years
7. France: 82.8 Years
8. Italy: 82.8 Years
9. South Korea: 82.7 Years
10. Norway: 82.5 Years
11. Sweden: 82.4 Years
12. Iceland: 82.4 Years
13. Luxembourg: 82.4 Years
14. Israel: 82.3 Years
15. New Zealand: 82.2 Years

Source/Chart: CEOWORLD magazine research
5. Family

6. Filial piety (*hyo*)
   - Love and eternal respect for, and obedience to, your parents
   - Taking care of your parents in their old age
7. Ancestor worship

- Herbert Spencer: ancestor worship is the root of all religions
8. Hard work

3rd in the world in most annual working hours (2017)
College Enrolment Rates among the OECD Countries (2016)
10. Deference to the elderly

11. Emphasis on hierarchy

- Confucianism prescribes ideal human relations based on clear hierarchies between older and younger, superior and subordinate, and man and woman.

- Age is the most important criterion in distinguishing status, even in family relationships.
BOSS

CULTURE: WEST VS. EAST
12. Emphasis on looks
13. Collectivism

- Western cultures are regarded as having high individualistic values.

- On the contrary, Korea emphasizes collective values, stressing pursuit of common interests of the group.

  - Person in Korean is ingan (人間 in Chinese), which literally means “a human in relationships.”
INDIVIDUALITY

Just because you are different doesn’t mean you are useful.
III. Korean Wave: An Introduction
**Famous quotes on K-pop**

- **K-pop** is higher revelation than all wisdom and philosophy
  - Beethoven

- Without **K-pop**, life would be a mistake
  - Nietzsche

- **K-pop** = music ^_^
Hallyu (한류, literally meaning “flow of Korea”) or the “Korean Wave” refers to the spread and popularity of Korean popular culture around the world, since the late 1990s.

Hallyu was first driven by the spread of K-dramas across Asia during its initial stages, but has now evolved from a regional trend into an influential global phenomenon.
Korea is now one of the world's leading exporters of popular culture along with the USA, Britain and Japan.

*The Economist* has dubbed Korean pop culture as "Asia’s foremost trendsetter".
The Korean Wave now encompasses the popularity of other Korean products such as:

- online games
- animation
- fashion (K-fashion)
- food (K-food)
  - chimaek (chicken and beer)
- cosmetics (K-beauty)
- plastic surgery
- medicine
THE HALLYU WAVE
Hey Hallyu Doin’?
IV. *Hallyu* I: K-Dramas
<table>
<thead>
<tr>
<th></th>
<th><strong>Hallyu 1.0</strong></th>
<th><strong>Hallyu 2.0</strong></th>
<th><strong>Hallyu 3.0</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Period</strong></td>
<td>1995~mid-2000s</td>
<td>Mid-2000s ~ late 2010s</td>
<td>Present ~ Foreseeable future</td>
</tr>
<tr>
<td><strong>Focus</strong></td>
<td>K-dramas and movies</td>
<td>K-pop - K-pop stars-oriented</td>
<td>K-lifestyle: food, games, fashions, cosmetics, animations</td>
</tr>
<tr>
<td><strong>Diffusion Area</strong></td>
<td>Asia, primarily China, Taiwan &amp; Japan</td>
<td>Other parts of Asia, NA &amp; Europe</td>
<td>All over the world</td>
</tr>
<tr>
<td><strong>Examples</strong></td>
<td>Winter Sonata (2002); My Sassy Girl (2001); Jewel in the Palace (2003-04);</td>
<td>H.O.T., Rain, Super Junior, Big Bang, Wonder Girls, 2NE1, 2PM, TVXQ, Psy, EXO,</td>
<td>Beauty (AmorePacific, IOPE, Laneige, Nature Republic)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BTS</td>
<td></td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>Overseas TV stations, overseas Korean society, Video, CD</td>
<td>SNS &amp; YouTube</td>
<td>SNS &amp; YouTube</td>
</tr>
<tr>
<td><strong>Directivity</strong></td>
<td>Turning the eyes of the world upon Korea</td>
<td>Overseas expansion</td>
<td>To the world beyond Korea (Regarded as mainstream)</td>
</tr>
</tbody>
</table>
The most famous dramas that put K-dramas on the world TV map were:

- **Winter Sonata** (2002)
- **Daejanggeum** *(Jewel in the Palace, 2003-04)*
In particular, *Winter Sonata* is widely considered to be the drama that launched the Korean Wave throughout Asia and worldwide.

The series shot actor Bae Yong-joon into stardom in Asia, especially in Japan where he became particularly popular among middle-aged Japanese women.

- Bae’s visit to Tokyo in April 2004, which was aired live, attracted 5,000 fans to the airport.

- Also created a tourism boom for Korea.
As popular as *Winter Sonata* was *Daejanggeum* (2003-2004)

- became one of the highest-rated TV dramas in Korea before being exported to 91 countries around the world

- Iran: **86%** viewer rating in 2006-07
Korea is a top exporter of dramas

Top exporters of dramas in the last 5 years
- 1. U.S.: 58
- 2. UK: 40
- 3. Korea: 32
- 4. Spain: 22
- 5: Argentina: 21

Korean dramas have been particularly popular in Asia, including China, Japan, Bangladesh, Malaysia, Mongolia, the Philippines, Taiwan, and Thailand

Korean dramas are also popular in North Korea
Warning

Viewing of Korean Dramas can cause obsessions, celebrity crushes, insomnia due to uncontrollable drama marathons, cravings for ramen, and an inexplicable desire to use Korean words in everyday life. If you experience any of these symptoms, you may have drama fever. The only treatment is constant medication with increasing doses of more dramas.
K·DRAM·MA AD·DICT

noun

1. a person whose love of K-dramas has moved beyond a hobby and into an obsession.

2. a person who can go 3 days straight watching a drama, maybe stopping to eat and use the bathroom, maybe not. They typically have dark circles under their eyes from lack of sleep, and stuff their faces with ramen while their eyes are glued to the screen.
K-DRAMA WORLD PROBLEMS #10

WHEN MY K-DRAMA IS SO GOOD THAT I DON'T EVEN HAVE TIME TO COOK MY RAMEN

DRAMA FEVER
THE FACE I MAKE WHEN I PRETEND TO BE EXCITED ABOUT NON-K-DRAMA PLANS
WHEN ONE OF YOUR FAVORITE DRAMAS HAS ENDED...

AND YOU DON'T KNOW WHAT TO DO TO FILL THAT VOID IN YOUR SOUL.
V. Hallyu II: K-pop
The Korean Wave began with television dramas, but the most popular form of hallyu now is K-pop.

K-pop, which draws inspiration from Western pop music, hip hop, R&B, reggae, and electronic dance, among others, has grown into a popular subculture among teenagers around the world.

Since the mid-2000s, the K-pop music market has experienced double-digit growth rates every year.

In 2017, K-pop exports totaled $500 million, prompting *Time* magazine to claim that it is “South Korea's Greatest Export”
Recent milestones attained by K-pop musicians:

- **February 2006**: Rain held two sold-out performances at Madison Square Garden, New York

- **May 2007**: Rain became the first K-pop artist to perform at Japan's biggest concert hall, the Tokyo Dome
  - 40,000 tickets sold out within two days of sale
K-pop storms Antarctica
December 21, 2012

"Gangnam Style" by Psy became the first YouTube video to reach one billion views.
2013

TVXQ's Tohoshinki Live Tour in Japan sold over 850,000 tickets, generating nearly US$100 million in revenues
April 2015

EXO's album Exodus reached No. 95 on the Billboard 200.
June 2018

BLACKPINK became the highest-charting female K-pop act on Billboard 200 with 뚜두뚜두 (Ddu-Du Ddu-Du), peaking at #40.
June 2018

BTS became the first K-pop artist, and the first Asian artist, to top the Billboard 200 in June last year with their album *Love Yourself: Tear*

*Love Yourself: Answer* became BTS’ 2nd chart-topping album in the U.S. in September 2018

- BTS is also the 19th artist of all time to have two No. 1 albums in the same year

BTS Scored 3rd No. 1 Album on Billboard 200 Chart with *Map of the Soul: Persona* (April 2019)
BTS are being hailed as the Beatles for the 21st Century ("the Beatles without English")

- a global pop sensation that generates mania and devotion in equal measure
October 2018

BTS was featured on the cover of TIME, with the magazine naming them ‘Next Generation Leaders’
September 2019

Super M became the second K-pop artist to reach Number 1 in the Billboard 200 with their self-titled EP.
VI. The Impact of the Korean Wave
IV. THE IMPACT OF THE KOREAN WAVE

Q: What have been the cultural, social, and economic impacts of the Korean Wave?

The Korean Wave has had many positive impacts for Korea:

1) increase in exports of Korean cultural contents
   - totaled over $6.7 billion last year, more than 5-fold increase from 2005
Exports of Korean Cultural Contents
(Unit: $1 Billion USD)
Korea's Cultural Content Exports (2017)

(Unit: $1 Million USD)
<table>
<thead>
<tr>
<th>Category</th>
<th>World</th>
<th>USA</th>
<th>Japan</th>
<th>UK</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>65,736</td>
<td>14,241</td>
<td>8,663</td>
<td>4,967</td>
<td>2,672</td>
<td>3,257</td>
</tr>
<tr>
<td>Korea</td>
<td>6,985</td>
<td>4</td>
<td>10.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movies</td>
<td>88,274</td>
<td>31,118</td>
<td>6,745</td>
<td>6,088</td>
<td>3,798</td>
<td>3,812</td>
</tr>
<tr>
<td>Korea</td>
<td>2,967</td>
<td>9</td>
<td>3.4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Music</td>
<td>47,415</td>
<td>15,077</td>
<td>5,041</td>
<td>4,110</td>
<td>4,316</td>
<td>1,817</td>
</tr>
<tr>
<td>Korea</td>
<td>780</td>
<td>11</td>
<td>1.6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadcasting</td>
<td>445,410</td>
<td>182,188</td>
<td>24,819</td>
<td>19,947</td>
<td>25,892</td>
<td>14,576</td>
</tr>
<tr>
<td>Korea</td>
<td>6,638</td>
<td>13</td>
<td>1.5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Online games is the #1 cultural contents export for Korea.

Also, Korea is one of the major exporters of online games, ranking 4th in the world in terms of sales volumes.
The 2nd biggest cultural contents export is characters.
Dooly the Little Dinosaur
KAKAO FRIENDS

Tube  Frodo  Neo  Muzi & Con  Apeach  JAY-G
In fact, some of the world’s best-known characters (from films, video games, comic books, television series, etc.) generate hundreds of millions of dollars in revenue each year for their creators?

Q: Can you think of any?

- Disney
- Star Wars
- The Spiderman; the Batman; the Superman
- The Simpsons
- Pokemon
- Hello Kitty
hello kitty!
2) increase in international tourism to Korea

- Number of international tourists jumped more than 3 times between 2000 and 2016, reaching 17.2 million
NUMBER OF FOREIGN TOURISTS IN KOREA (UNIT: 10,000)
Top 30 Most Visited Countries by International Tourist Arrivals

*China: not included Hong Kong and Macao
3) increases in exports of other “cultural” products, most notably cosmetics

For example, exports of cosmetics totaled $3.4 billion in 2016, jumping more than 4 times from the 2012 total

Korea exported cosmetics to 131 countries
Cosmetics exports

Unit: $ million

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>831</td>
</tr>
<tr>
<td>2013</td>
<td>1,045</td>
</tr>
<tr>
<td>2014</td>
<td>1,599</td>
</tr>
<tr>
<td>2015</td>
<td>2,450</td>
</tr>
<tr>
<td>2016</td>
<td>3,446</td>
</tr>
</tbody>
</table>

Source: Korea Customs Service
4) formation of more positive image of Korea

increase in Korea’s soft power

e.g., a BBC poll in 2016 revealed that public opinion of South Korea has been improving every year since data have been collected starting in 2009
5) greater interest in the study of Korea
   - greater enrolment in Korean language and culture classes at universities and Korean cultural centers abroad

6) a source of national pride for many Koreans
7) This kind of “pride” is not limited to Koreans

- With hallyu, many Asians finally have int’l pop stars with whom they can relate to better, as being the “same” Asians
  - Transnational popular stars have been typically Westerners, especially Americans

- Cultural superpowers, such as the U.S., haven’t provided cultural products in which Asian faces and stories are depicted fairly or respectfully
  - Asian presence is often ignored or non-existent

- With the K-pop/K-drama’s boom in popularity all over the world, Asians finally have a spotlight in the eyes of the global public
  - “things Asian” are being more accepted all over the world
  - It’s cool to be an Asian
Negative impact of hallyu:

- Both Korean dramas and K-pop videos also overemphasize looks and fashion

- Women and girls are stereotyped in many dramas as being dependent on men

- People outside Korea may develop misconceptions about Korea, as dramas and, to a lesser extent, K-pop videos, portray Korea somewhat non-realistically, i.e., portrayals of lavish lifestyles largely different from typical Koreans’
VII. Factors for the Success of Hallyu
V. FACTORS FOR THE SUCCESS OF HALLYU

1. Hard Power (Competence)

- The success of hallyu is closely linked to the rapid economic success of South Korea
  - economic success enabled Korean entrepreneurs to make high-quality, attractive, “sophisticated and stylish” cultural products

- In this regard, hallyu can be said to be not only a cultural but also an economic/industrial phenomenon
2. Soft Power (Economic Affluence = Attractiveness)

- The Korean Wave has also succeeded because of the country’s **readily evident economic affluence**.

- South Korea is now the 11th largest economy in the world with the total GDP amounting to $1.655 trillion.
  - Korea’s total GDP in 1953: $1.3 billion
<table>
<thead>
<tr>
<th>Rank</th>
<th>Country/Economy</th>
<th>GDP (Nominal) (billions of $)</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td>19,485.400</td>
<td>24.2</td>
</tr>
<tr>
<td>2</td>
<td>China</td>
<td>12,014.610</td>
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<tr>
<td>3</td>
<td>Japan</td>
<td>4,873.202</td>
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<tr>
<td>4</td>
<td>Germany</td>
<td>3,700.613</td>
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<td>5</td>
<td>United Kingdom</td>
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<td>France</td>
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<td>India</td>
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<tr>
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<td>Canada</td>
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<td>20</td>
<td>Switzerland</td>
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<tr>
<td>21</td>
<td>Taiwan Province of China</td>
<td>572.594</td>
<td>0.710</td>
</tr>
</tbody>
</table>
There is a direct correlation between the economic strength of a nation (a high living standard) and the outreach of its culture, including language, as evidenced by the example of the West, especially the U.S.
3. Technological Factor: Changes in Communications Technology

- Hallyu is the first case of spreading popular culture through IT (information technology).

- Internet-based social media such as YouTube, Facebook, Twitter, and blogs functioned as global superhighways by which Korean popular culture reached tens of millions of hallyu fans overseas.
  - YouTube, in particular, has allowed Korean music videos to circulate faster and wider than ever before.
  - Online streaming services for dramas (e.g., video-on-demand)
4. Fandom Factor: Dedicated fan base

  - Number of fans: nearly 90 million
  - Number of fan clubs: 1,843 in 113 countries worldwide, excluding Korea
Number of hallyu fans in 2018 (Unit: Million)

- Asia-Pacific: 71
- America: 11.8
- Europe: 6.6
- Africa, Middle East: 0.23

Source: Korea Foundation

Graphic by Cho Sang-won
Unique Roles of K-pop Fan Clubs

- **Publicize** the news about latest songs, concerts, etc.

- **Translate** Korean song lyrics and publishing them in English and other languages

- Club members **listen** to songs over and over to boost their bands’ statistics on YouTube and music streaming sites
  - BTS’ “Boy with Luv” holds the record for the most YouTube views within 24 hours (74.6 million) (October 2019)
Dedicated fan base has been inspired by:

1. K-pop artists’ sincerity, politeness and friendliness
   - Different from music stars in other countries who may come across as being ‘distant’ and ‘living in another world’

2. K-pop artists’ dedication and their tireless efforts to connect and communicate with their fans
   - Use various media to expose to their fans about their music, dance, concert, fashion and even private life to keep them ‘informed’ and ‘engaged’
   - This way, global fans feel connected to, and feel close to, their idols
     - e.g., BTS is famous for staying connected to their fans by uploading ‘large’ contents very frequently
K-Pop Fans in Spain
K-Pop Fans in Japan
The Citi Field parking lot in NY one day before the concert in October 2018
K-Pop Fans in Malaysia
K-Pop Fans in Indonesia
K-Pop Fans in Indonesia
5. (In the case of K-pop)

- **Powerful and shrewd star entertainment agencies**
  know how to produce top-notch products

- **Visually**, K-pop videos typically feature

  - 1) attractive males or females
  
  - 2) dye hair to stand out; wear makeup (striking eyes, color on the lips)
  
  - 3) wearing fashionable, colorful outfits
  
  - 4) performing sharp, synchronized dance routines that are complicated and refined
Just Jerk I Dance Act Performance | America's Got Talent 2017
Just Jerk | Body Rock 2016 [1st Place]

https://youtu.be/p6filTvPb3U?list=RDp6filTvPb3U
Aurally, K-pop is a unique, synthesized music, consisting of diverse musical genres

- pop
- dance
- ballad
- hip hop (rap)
- R & B
- electronic music
Rise of Transnational K-pop

- More and more idol bands are becoming multinational bands, e.g., Exo, Blackpink, NCT, Straight Kids, etc. (cf. MNCs)

- Multilingual, e.g., perform in Chinese or Japanese when needed

- In a push to further globalize the genre, K-pop artists are increasingly working with talent outside of Korea
  - e.g., American producers such as Kanye West, Rodney Jerkins, and Ludacris
Is K-pop ‘**culturally odorless**’?

Or does it contain ‘**local cultural fragrance**’?

1. K-pop is ‘**culturally odorless**’ or **mugukjeok** (literally meaning ‘no nationality’)
   - Not marketed as Korean
   - Intentionally devoid of Korean features
   - Does not explicitly play up ‘Koreanness’
   - Contains aspects of universal appeal
     - **Boy bands** feature cute boys, and **girl bands** feature pretty girls
     - K-pop songs are catchy
     - K-pop videos feature complex, carefully choreographed dances

'**culturally odorless**' can gain **universal appeal**
2. K-pop contains *local cultural fragrance*

- Global fans look for something different, unique or exotic
  - They would lose interest in K-pop if the Koreanness disappears from it
  - True?

- Example: BTS
  - Have emphasized their Koreanness
  - Intentionally avoided working with foreign composers or producers
  - Do not sing in English
  - Lyrics cover Korean issues, such as school life, youths’ despair, the Sewol Ferry tragedy, etc.
6. Cultural Factor: Cultural Affinity and “Proximity”

- For example, popularity of Korean dramas in Asia
  - Korean dramas deploy themes and familiar emotions that Asian audiences can relate to more easily than those of West:
    - respect for parents and elders
    - respect for tradition
    - family responsibilities
    - group obligations over private interests
Wholesomely clean

- Asia is fundamentally much more conservative than the West
- K-dramas are typically for general audiences and “very clean” compared to Western, i.e., American, dramas
  - Even kissing scenes are rare, and when there are, they are light kissing

Mouthwatering food?

- Nearly every episode features delicious-looking dishes

The Korean government launched an agency to promote cultural exports in 2000 (Center for Promotion of Cultural Industry) and reestablished as the Korea Creative Content Agency (KOCCA) in 2009.

The Korean government:

- an increased interest in Korean popular culture will benefit the country's export sector
- ready to spend as much as 1% of its national budget for supporting the cultural industry
VIII. Conclusion: The Future of Hallyu
What is the future of the Korean Wave?

 Debate continues on whether the Korea Wave is a passing fad or continuing trend

 The “protectionist” cultural policies of other Asian countries can also hurt Hallyu

 The rise of competing cultural products from other Asian countries, especially those from China and Japan, can undermine the popularity of Hallyu
Thank You ^_^