

The Rise of Korean Culture Through Media

Capstone Project

by

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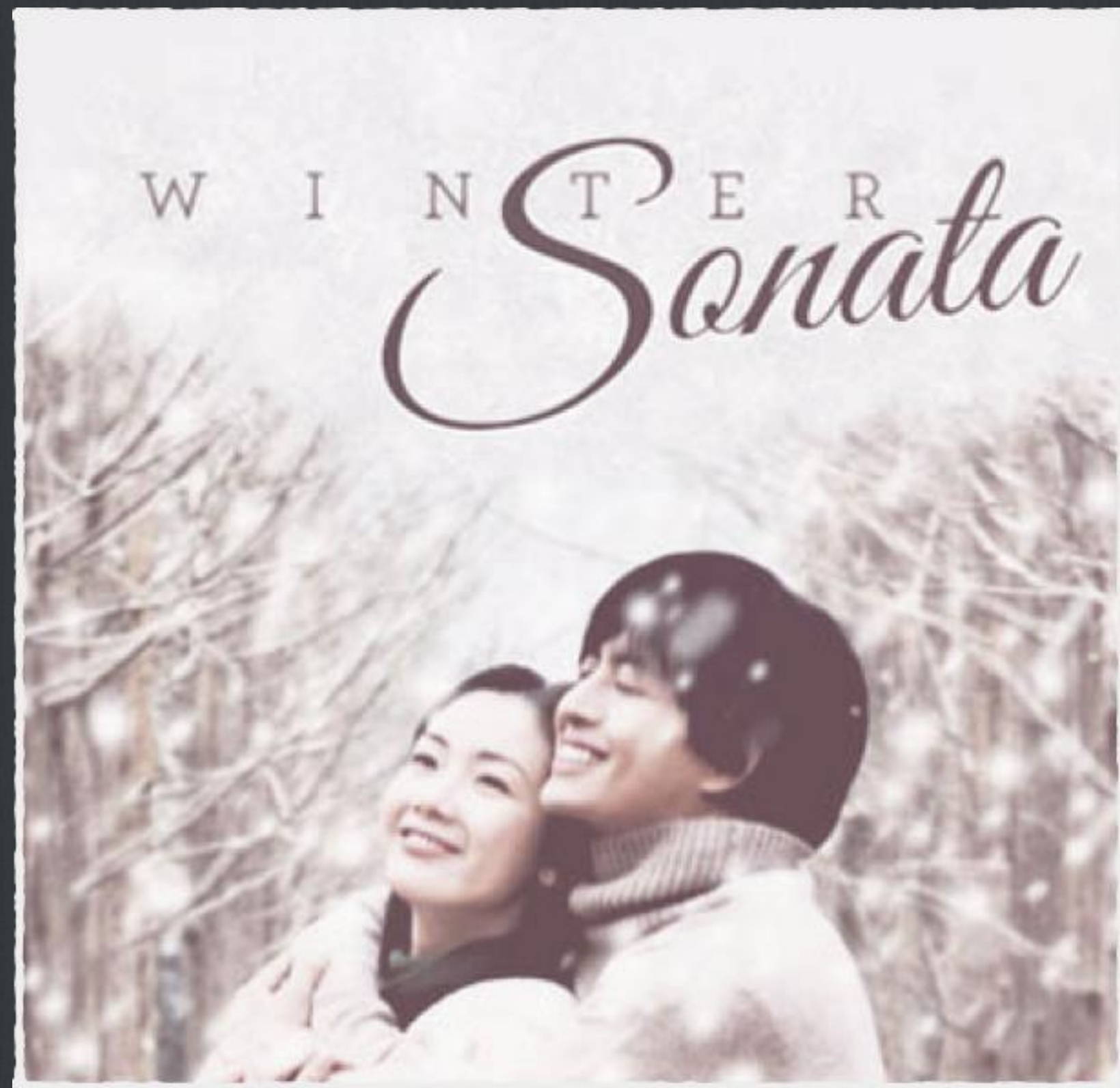
Research Questions

- How Korean Wave was created and the main purpose of it
- How Korean Culture was spread in Armenia
- Famous K-Pop groups in the World
- What the World talks about Korean Pop Culture
- Target Audiences in Armenia and Korea

Korean Wave — *Hallyu*

- Sine 1990s in Asia
- Korean Dramas [K-dramas], Korean Pop [K-Pop] music and dances, Fashion and Cosmetics, Food and Video Games
- Mostly famous for its K-dramas and K-Pop
- K-Wave was considered to be promoted in the East and Southeast Asia, however, it went global. It became a global phenomenon — spread by the media and the Internet
- In 2005, in a formal meeting the Korean Government made a plan to support this show business industry
- Wave — diffusive movement of the certain genre of culture, implies that a wave can go out of fashion some day and then the other may come back.

Success of K-dramas



- Winter Sonata (2002), Coffee Prince (2008), Boys Over Flowers (2009)
- Korean television dramas during the introductory of the Korean Wave were regarded as cheap alternatives to expensive US and Japanese counterparts.
- Korean dramas became famous in China and Japan, which brought changes in their troubling relationship
- “Koreans experiences an ironic sense of satisfaction, facing the Japanese who were eager to learn their language and visit their country.” (Yasue, 2014)

Success of K-Pop



- K-Pop became known after PSY's "Gangnam Style," in 2012
- "Gangnam refers to the area south of the Han River in the city of Seoul that is commonly regarded as the wealth section of town. The song criticizes Gangnam girls who are rich, materialistic, and full of vanity." (Yasue, 2014)
- PSY was on "NBC Today Show" two months after the song released. It was the most watched MV in Youtube in four months
- Nowadays it has 2,828,964,715 views

World About K-Pop

K-Pop on Billboard







Today K-Pop is in the 100 Most Famous Artists Worldwide

Famous Korean band BTS (BangTanSonyondan) hits the charts on Billboard

K-TOWN

BTS SCORES
THIRD-MOST
WEEKS AT NO. 1
ON SOCIAL 50
CHART |
BILLBOARD NEWS



| | | |
|---------------------|---|-----------------|
| 24 Last Week: 28 |  | Metallica |
| 25 Last Week: 26 |  | Keith Urban |
| 26 Last Week: 53 |  | BTS |
| 27 Last Week: 21 |  | Kodak Black |
| 28 Last Week: 25 |  | Post Malone |
| 29 Last Week: 32 |  | Imagine Dragons |



American K-Pop Boy Band — EXP Edition


Their new K-Pop song released in 2017, all members are from the New York City. Lyrics, song title and even how they act is all in Korean style.

One Republic films Koreans in their MV “Wherever I go”

While some Hollywood stars show their love towards K-Pop, One Republic films Koreans in their music video and uses Korean characters for the titles




Jaden Smith as a K-Pop Star

 **Jaden Smith** ✓
@officialjaden [Follow](#)

I Just Wanna Be A K Pop Star

11:01 PM - 20 Dec 2016

↩️ ↻️ 31,326 ❤️ 41,165

 **Jaden Smith** ✓
@officialjaden [Follow](#)

I'm Serious I Actually Wanna Be A K Pop Star.

9:10 AM - 21 Dec 2016

↩️ ↻️ 28,673 ❤️ 41,768

 **Jaden Smith** ✓
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And Yes I Will Be Dropping A K Pop Single In The Next 4 Months.

2:30 AM - 21 Apr 2017

↩️ ↻️ 17,401 ❤️ 33,773



In 2017, Jaden Smith will be debuting as a K-Pop star

Cloe Moretz in Korean TV Show



Cloe Moretz in Korean traditional dress (Hanbok)
and even speaks Korean



Research Findings

Survey was distributed among Armenians (with 170 respondents) and Koreans (with 103 respondents)

Korean Culture in Armenia

- PR and Media are the main sources of spreading the Korean culture in Armenia: 47.3% learned from their friends (word of mouth) and 40.6% from the Internet
- Media that is being mostly used to follow up Korean culture: Youtube (67.3%), Instagram(59.5%), Facebook (55.4%)
- 96.5 % listens K-Pop
- 93.5% watches Korean Dramas
- 70.2% watches Korean Films
- 28.4% follows Korean Political news

Korean Wave in Korea

- Media that Koreans use in general: Youtube (92%), Facebook (55.7%), Instagram (46.6%), V Naver App (26.1%), Twitter (18.2%)
- Media that is being used to follow up Korean Pop News: Youtube (68.7%), Facebook (56.7%), Instagram (41.8%)
- 81.8% listens K-Pop
- 52.7% watches K-dramas
- 73.7% watches K-films

Target Audiences

| | Armenia | Korea |
|---------------------|--|---|
| Sex | 98.2% female | 50% male, 50% female |
| Age | 53.6% (14-18) 44% (18-25) 2.4% (25-30) | 49.5% (18-25) 30.1% (14-18) 18.3% (25-30) |
| Relationship Status | 92.8% single 7.2% in a relationship 0% married | 82.8% single 11.8% in a relationship 5.4% married |

Conclusion

The Korean Wave demonstrates the rise of non-Western players in the media sphere which is a hard thing for the people who are not used to see Asian cultures and Asian people dominating.

For the past 10 years Korean Wave becomes more powerful and number of people interested in it gets more and more.



Limitations and Avenues for Future Research

- Low response rates
- Small sample size
- Study duration
- Scholarly researches
- More topics to be researched

Thank You!

감사합니다!