The rise and fall of Korean wave in the context of the East Asian culture

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2. Comparison of East Asian culture
3. Rise of Korean wave
4. Effects of Korean wave
5. Criticism on Korean wave
6. Conclusion: implications for the future development of Korean wave
Map of East Asia
Cultural flow in the Asia
Comparison among Japan, Korea and China

1. Confucian cultural sphere (or Chinese cultural sphere) – Using Chinese character, Confucianism, Buddhism, patriarchal stem family, tradition of ancestor worship, predominance of men over women

2. Filial piety – Japan (ko), Korea (hyo), China (Xiao)

3. Population transition from high birth and death rates to low rates in a short period of time – successful family planning programs

4. Economic development in a short period of time – Japan (1960s), Korea (1970s), China (economic liberation since 1978)

5. Olympic games in Asia – Tokyo (1960); Seoul (1988); Beijing (2008)
Korean wave (Hallyu) is the export of Korea’s popular culture.

‘Hallyu’ was first introduced by Chinese media as ‘韓流’ to describe the Korean entertainment boom in China since the late 1990s, then hit Japan like a tidal wave in 2003 with the arrival of ‘Yon-sama’ and ‘Winter Sonata’.
Coverage of Korean wave

- Korean wave (Hallyu) swept through China, Japan, Taiwan, Vietnam, Indonesia, Thailand and other Southeast Asian countries, and then all over the world including European countries, Latin America and even African countries.
Winter Sonata
The Korean wave (Hallyu) swept through China, Japan, Taiwan, Vietnam, Singapore, Thailand and other Southeast Asian countries, and then all over the world including Latin America and African countries.
Dictionary of Korean drama
Dachangjin in China
Korean wave in the Philippines

“Filipinizing” Asian soaps

This hybridity is seen when Asian soaps are no longer just dubbed, or when local adaptations of it are made. These patterns were also seen in Latino telenovelas.
Korean wave in Vietnam

"Korean" Ethnic?!

- The Cơ Tu people in mountainous area of Quảng Nam Province: Name their kids with Korean names:
  - Mr. Poloong Huấn (head of a village) has three kids:
    - Poloong San Ôc, Poloong San Ân, Poloong San U (from The First Love)
‘Korean wave’ in Le Monde (Paris)
세계의 한류

프랑스
2011년 6월 'SM타운 월드 투어' 1만4000여명 동원

러시아
2011년 영화 '하녀' 황성

카자흐스탄
1998년 이래 '다모' 주봉

몽골
2001년 '첫사랑' 시청률 90%, 2005년 '대장금' 시청률 60%

미국
2006년 비 아시아 가수 최초로 뉴욕 매디슨 스퀘어가든 단독공연
2009년 윈더걸스 빌보드 '핫 100'에서 76위

캐나다
2011년 윈더걸스 '노비디' 영아이전 싱글 차트 4위

일본
2004년 드라마 '겨울연가'로 시작해 한류 열풍

보츠와나
2008년 드라마 '내 이름은 김삼순' 영업

짐바브웨
2007년 드라마 '슬픈 연가' '카페프리스 1호점' 등 인기

대만
슈퍼주니어 '미안아' 최대 온라인 음악사이트 'KKBOX' 한국 음악 부문 52주 연속 1위

멕시코
2011년 10여개 한류 팬클럽 연합페스티벌

터키
2005년 드라마 '해신' 시청률 32위(1000개 중)
2006년부터 가음동화 '겨울연가' '대장금' 대히트

아르헨티나
2010년 10월 중남미 10개국 92개팀 K-POP 콘서트 개최

이란
2007년 드라마 '대장금' 시청률 80% 가덕

브라질
2011년 동방신기 '왜' 음악비디오 브라질 MTV 세계 음악비디오 차트 2위
Contents of Korean wave (Hallyu)

- Korea’s TV dramas, pop music, and their stars are at the center of this wave.

- Now, Hallyu has expanded to include the popularity of anything ‘Korean’ including cuisine, clothes, cosmetics and language.

- Hallyu is overwhelmingly driven by Korean TV dramas. The export earnings of Korean TV dramas far surpass those of Korean music and film.
Background of the coming of Korean wave

- The Korean wave is seen as a product of globalization and rise of capitalism in Asia.

- Advent of giant transnational media corporations in the 1990s led to development of media technology and simultaneous circulation of media images and texts on a global level.
Factors that contribute to the success of Hallyu in East Asia

1. Cultural proximity
2. Common historical and cultural tradition
3. Common 20th century experience of rapid industrialization in the region
4. Rapid increase in intra-regional trade, investment, tourism, etc.
5. Development of IT industry in Korea
Reasons of success of Korean drama

- In general, the success of Korean dramas owe to the well plotted stories, theme, Korea's increasing economic power, sophisticated technology, and the physical attractiveness of the actors and actresses.
The plots of Korean dramas

- The plots of Korean dramas are not old-fashioned but modern with dynamism. The inclusion of everyday-life makes the plots more realistic and attainable to the audience. Also, the visual image, background music, and other technical aspects of the dramas make them more attractive.

- In the youth-dominated market, the success of the Korean dramas may be attributed to attractive actors and actresses who embody a number of traits that are very familiar to regular drama viewers and popular fantasies among women.
Theme of Korean dramas

- Many Chinese scholars also attribute success of the Korean wave to Confucian themes that East Asian cultures are more familiar with, typically dealing with traditional issues such as family, love, and filial piety which been applied in an age of changing technology and values.

- Many disagree with this view. It is pointed out that East Asian countries have very different cultural preferences, such as between China, a socialist market economy with rapid nuclearization of families, and Japan, a developed capitalist economy.
Economic Affluence of Korea

- Another contributing factor of the success of Korean drama may well be South Korea's high affluence within Asia, as one of the booming four Asian dragons during the 1960s to 1990s.

- South Korea is a highly developed country, which is greatly reflected on its dramas, movies and TV shows, giving many viewers a "Korean Dream" and an insight into the Miracle on the Han River.
Effect of Korean wave

- Yon-sama (Bae, Yong-Joon) and Winter Sonata have affected more than any single event since the Japanese-Colonial period.

- The news about the overseas success of Korean cultural products were embraced as a source of national pride, and the government, media and the public recreated the Hallyu boom in Korea.
Survey among Japanese on Korean drama

- According to the Presidential Council on Nation Branding of Korea in 2004, 61 percent of Japanese said that they had watched Korean dramas and the rate in two years rose to 67.7%.

- About 42.5% of Japanese said their perception and impression of Korea changed in a positive manner after watching Korean drama.
Survey among Chinese on Korean drama

- In 2006, South Korean programs on Chinese government TV networks accounted for more than all other foreign programs combined.

- In 2004, 68 percent of Chinese answered they had ever watched Korean TV dramas, and the rate two years later found an increase of 24 percent, standing at 92.2%.

- The survey led by the Presidential Council on National Branding of Korea discovered that 60% of Chinese who had been exposed to Korean dramas came to have a positive image of Korea.
Cultural interest

- Recent years have seen an increase in interest not only in the Korean dramas and music but in the Korean language, Korean cuisine and Hanbok, the traditional Korean dress.

- Korean dramas have increased the number of the Oriental people learning Korean language and culture. Especially, the number of Chinese students in Korea has consistently increased. It is now estimated to have 80,000 Chinese students in Korea.
Tourism to Korea

- The success of Korean dramas, movies, and music served as a major tourist magnet for Korea, with tourists from countries such as Japan, China, the Philippines, Thailand, Singapore, Malaysia, Indonesia and Vietnam.
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>110</td>
<td>210</td>
<td>485</td>
<td>871</td>
</tr>
<tr>
<td>China</td>
<td>19.2</td>
<td>59.0</td>
<td>217.0</td>
<td>488.7</td>
</tr>
<tr>
<td>Vietnam</td>
<td>5.7</td>
<td>15.6</td>
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<tr>
<td>Philippines</td>
<td>9.0</td>
<td>16.0</td>
<td>30.6</td>
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<td>22.2</td>
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<td>23.5</td>
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<tr>
<td>Indonesia</td>
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<td>16.7</td>
<td>22.6</td>
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<tr>
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<td>23.3</td>
<td>23.0</td>
<td>22.2</td>
<td>21.7</td>
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<td>Japan</td>
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<td>14.0</td>
<td>17.2</td>
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<td>4.0</td>
<td>5.8</td>
</tr>
<tr>
<td>England</td>
<td>0.9</td>
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</tr>
<tr>
<td>Australia</td>
<td>0.6</td>
<td>1.0</td>
<td>1.6</td>
<td>1.8</td>
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## Foreign visitors in Korea (Unit: 1,000)

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2,924</td>
<td>4,371</td>
<td>5,180</td>
<td>6,942</td>
</tr>
<tr>
<td>Japan</td>
<td>1,652</td>
<td>2,443</td>
<td>2,421</td>
<td>3,032</td>
</tr>
<tr>
<td>China</td>
<td>81</td>
<td>280</td>
<td>586</td>
<td>1,212</td>
</tr>
<tr>
<td>USA</td>
<td>408</td>
<td>517</td>
<td>587</td>
<td>648</td>
</tr>
<tr>
<td>Taiwan</td>
<td>167</td>
<td>155</td>
<td>385</td>
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<tr>
<td>Australia</td>
<td>14</td>
<td>37</td>
<td>61</td>
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<td>Philippines</td>
<td>34</td>
<td>50</td>
<td>59</td>
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</tr>
<tr>
<td>England</td>
<td>28</td>
<td>54</td>
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<tr>
<td>Vietnam</td>
<td>11</td>
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<tr>
<td>Russia</td>
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<tr>
<td>Indonesia</td>
<td>3</td>
<td>30</td>
<td>39</td>
<td>49</td>
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</table>
Foreign visitors in Korea (Unit: 1,000)
Criticism on the Korean wave

- In 2001, many critics predicted the Korean wave would soon cool down. Contrary to most expectations, however, the Korean wave has grown stronger from 2003 to 2009.

- At the moment, the Hallyu faces its turning point since the neighboring East Asian countries like Japan, Taiwan and China restrict the expansion of Korean goods on their home markets.
Focus group discussion on Korean wave in Qingdao, China

1. There had been a hot debate on the Korean wave among participants.

2. Some participants argued that Korean wave is a kind of ‘cultural invasion (文化侵略)’. On this perspective, some others said that it is not the cultural invasion but ‘cultural conflict (文化冲突)’.

3. Nevertheless, the general idea on the Korean wave was positive, leading to the development of Chinese culture.
Criticisms on the Korean wave by Chinese media

- While Korean media stresses the growing popularity of Korean stars as an example of influence of the Korean wave, Chinese media is criticizing Korean actresses as the foremost symbol of capitalist materialism who are commercializing themselves by undergoing complete, surgical transformation.

- Because China is suffering from a trade deficit in cultural goods (ten times greater than in industrial goods), the government has attempted to limit the number of South Korean soap operas and concert tours on several occasions.
Criticism on the Korean wave by Taiwanese media

- When several networks even stopped producing their own programs and imported Korean ones to save costs, some artists called on the Taiwanese government to limit the broadcasting of Korean shows.

- Commercial aviation links that were terminated after the 1992 split in relations between Taiwan and Korea were reinstated in 2003. Taiwanese travel agencies began promoting North Korea as a tourist destination.
Anti–Korean wave in Taiwan
(嫌韓流)

A Taiwan satellite TV program (命運好好玩) has recently (2010.11.2) interviewed with a couple of Taiwanese singers, indicating that the most famous Korean idol group, Girls’ Generation (‘少女時代’) seems to become famous owing to the sexual connection. (Korean portal ‘Daum’ 2010.11.5)
Anti-Korean wave in Japan

- A Japanese manga (cartoon) titled ‘K–Pop boom fakement’ has introduced that Girls’ Generation(‘少女時代’) and ‘Cala‘, the most famous Korean idol groups in Japan became stars because of sexual treat.

- The manga also indicated that Korean government gave a famous Japanese entertainment company 1600 billions Yan to promote Korean wave in Japan. (Daum, 2011.1.13)
Manga嫌韓流（Kenkanryu）
Manga嫌韓流(Kenkanryu) ‘K-Pop boom fakement’
Anti-Korean wave in Japan (嫌韓流 – Itagaki Ryoda, 2007)

- In 2006, one year after ‘Day of Takeshima’ was declared by the congress of Shimane prefecture in Japan, the cartoon ‘Manga嫌韓流(Kenkanryu)’ was published.
- Within a couple of months, 650,000 copies were sold in the internet. After this cartoon was published, many books on the hatred on Korean wave.
- According to Itagaki Ryoda, the hatred on the Korean wave is based on the racism-nationalism.
Nationalism on the Korean wave

- Lee Dong Yeun identifies many ominous traces of cultural nationalism within the phenomenon of the Korean Wave.

- He warned, "If the Korean wave continues to surge, reflecting the diplomatic relations that supports a capitalist logic rather than a strengthening of the communicative power of civil society to provide the possibility of diversifying the cultural tastes of the masses, then it will have to put up a hard fight against China's ethnocentrism and Japan's malleable nationalism."
New Korean wave (新韓流, Girls’ Generation, 少女時代)
New Korean wave (新韓流, Girls’ Generation, 少女時代)
New Korean wave (新韓流, super Junior)
Conclusion: implications for the further development of Korean wave

- <Theories to be applied>
  - Contagion theory
  - Theory of differential association
# Korean wave in East Asia (Focus group discussions)

<table>
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<th>Respondents</th>
<th>Beijing</th>
<th>Taipei</th>
<th>Tokyo</th>
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<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>College student</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Middle aged (30–49)</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Older aged (over 50)</td>
<td>*</td>
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Asian pop–culture flow
(Focus group discussions)

<table>
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<tr>
<th>Country</th>
<th>East Asia</th>
<th>Southeast Asia</th>
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<tbody>
<tr>
<td></td>
<td>China</td>
<td>Japan</td>
</tr>
<tr>
<td>College student(M)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>College student(F)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male adults</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female adults</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thank you very much!

謝謝大家 !!!

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