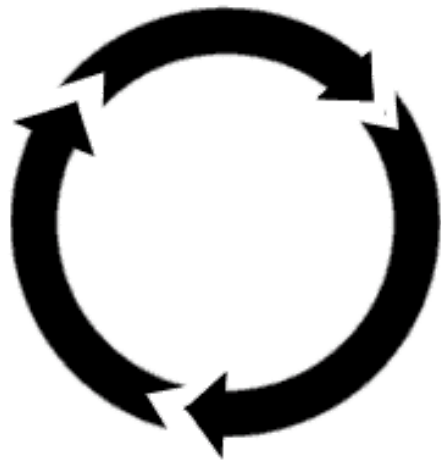


Driving Question:

How have political, economic, and cultural changes converged to create K-pop and how does it impact other cultures today?



CHANGES OVER TIME

Political Changes

★Change generates additional change:

- Political change generated additional change after the Korean government promoted hallyu as an export this can be proven with a quote from an article written by Ingyu Oh, and Hyo-Jung Lee that states, "K-pop in Korea: How the Pop Music Industry is Changing a Post-Developmental Society" states that, "Korean government is also actively promoting Hallyu and K-Pop, as though they constitute new export industries..." (Ingyu Oh, Korean University, Hyo-Jung Lee, Yonsei University). Because the government is promoting the Korean wave, it could potentially affect the cultures and economies of other countries and spread Korean culture.

★Change can be either positive or negative:

- According to "K-pop in Korea: How the Pop Music Industry is Changing a Post-Developmental Society," the authors state "... the South Korean government has drastically modified its policy

regarding popular music since the burgeoning of the export of Korean popular cultural content, in general, and K-pop, in particular." Because the Korean government has modified its policy regarding the Korean popular culture, it could have both, a positive or a negative effect on the spread of Korean culture and the Korean government.

★Change is necessary for growth:

- Chua Beng Huat states that, "Since the mid 1990s, the Korean government has embarked on a concerted effort to promote Korean media industry and pop culture as an export industry." The fact that the Korean government is promoting the Korean media industry is necessary for growth. (Korean Pop Culture, Chua Beng Huat)

Economic Changes

★Change Generates additional change:

- Eun-Young Jung stated in "Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States," that, "under the more liberalized cultural policy and booming economy of South Korea's recently empowered civilian government, the Korean pop-music industry was booming, and Korean pop music continued to incorporate diverse stylistic input from abroad." Since the economy of South Korea has started to become more successful through its pop culture, it allowed Korean culture to be spread throughout different cultures and affect other parts of the world. The economy was able to power Korean entertainment which reached other parts of the world and affected other cultures just like how Korean culture was affected by other cultures.

★Change Can be either positive or negative:

- Ingyu Oh and Hyo-Jung Lee say that Korea's economic progress has brought major changes in Korea's society, a society that has, "surpassed the stage of rapid development..." (K-pop in Korea: How

the Pop Music Industry is Changing a Post-Developmental Society)

★Change Is inevitable:

- Through the spread of Korean entertainment such as K-dramas and K-pop, people have become curious about Korea and travel to experience what Korea is like, thus influencing and helping the economy. When the Korean culture spread around the world, it was only natural to believe that Korea will get more tourists because of film sites and famous people (The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho).

★Change Is necessary for growth:

- Without Korean culture spreading around the world, Korea's economy wouldn't be as successful as it is today. According to "Hybridity and the rise of Korean popular culture in Asia" by Doobo Shim, "Korean television programming exports have increased so dramatically that in 2003, they earned \$37.5 million, compared with \$12.7 million in 1999 (Ministry of Culture and Tourism, 2004)."

★Change Can be evolutionary or revolutionary:

- When Korean culture was spread around the world through famous actors and music artists, it started changing the views of others on the Korean culture and it made the Korean culture popular. People from other cultures wanted to know more about how Korea is different from their culture which influences them to buy products from Korea and even travel to Korea. This helps the Korean economy and shows that the popularity of Korean stars influences and changes how the economy relies on entertainment stars (The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho).

Cultural Changes

★Change Generates additional change:

- Through social media, Korean culture was recognized and promoted. Seong Cheol Choi, Xanat Vargas Meza, and Han Woo Park state that, "Power Twitterians such as Scooter Brown and @AllKpop mentioned Gangnam Style in August 2012, posting the music video on their Twitter public timelines. Shortly afterward, Gangnam Style was mentioned 18,000 times. This suggests that SNSs have considerable influence on the diffusion of cultural products and services in today's society" (South Korean Culture Goes Latin America: Social network analysis of Kpop Tweets in Mexico).
- Even through a Korean drama partly about the culinary experiences of a character affected Hong Kong so much as to create more Korean restaurants. People in Hong Kong were affected by Korean culture and were influenced by the food shown on television (The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho).

★Change Can be either positive or negative:

- According to "The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination," the authors state, "... the number of Hong Kong tourists traveling to Korea grew significantly." Since the number of Hong Kong tourists has grown, it could have a positive or negative impact on the Korean culture.
- In the article "Korean Pop Culture," Chua Beng Huat states that the widespread of pop music is mostly limited because of the nature of the medium. They state that the music is only meaningful if the person listening knows the language of the song, and that it is not only a "...string of nonsense sounds."

★Change Is inevitable:

- Cultural change was inevitable after the Korean Entertainment industry launched in Asia "To the extent that Korean cinema and especially, Korean TV drama draws on these familial practices in its narratives, it would potentially be able to draw resonance from audiences in the rest of East Asia" (Korean Pop Culture, Chua Beng

Huat).

- Cultural exchange is inevitable when "The strength of K-POP is perfect mix transforming western dance and music which can suit public taste in Asia, and perfect performance in stage..." (A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011, Hyunhee Cha and Seongmook Kim)

★Change Is necessary for growth:

- Cultural change was necessary for South Korea because they wanted to positively change their image this quote provided by Doobo Shim's article, "Hybridity And the rise of Korean popular culture in Asia" helps prove why, "Over the past few years, an increasing amount of Korean popular cultural content - including television dramas, movies, pop songs and their associated celebrities - has gained immense popularity in China, Taiwan, Hong Kong and other East and Southeast Asian countries." (Hybridity and the rise of Korean popular culture in Asia, Doobo Shim)

★Change Can be evolutionary or revolutionary:

- This quote provided by Doobo Shim's article, "Hybridity and the rise

of Korean popular culture in Asia", is an example of how Korean culture has been evolutionary to both South Korea and fans of Korean culture, "Given their infatuation with Korean culture, the regional fans are eager to learn the Korean language and travel to Korea" (Hybridity and the rise of Korean popular culture in Asia, Doobo Shim).

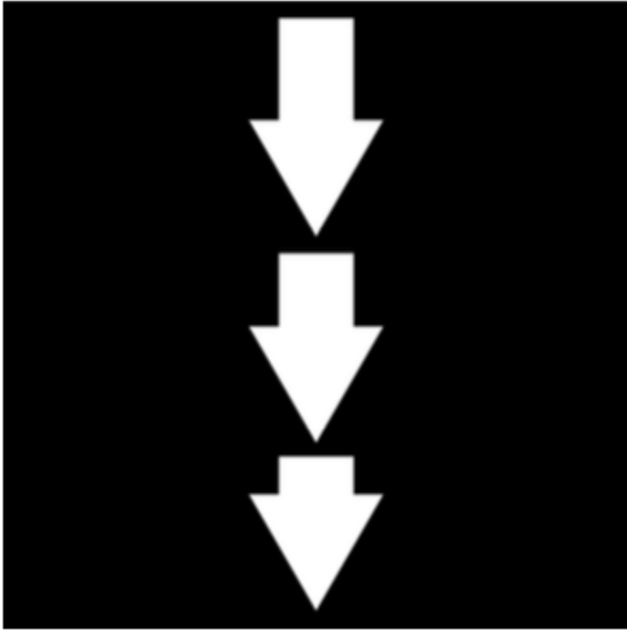
- According to Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States, the author states, "With the arrival of American hip-hop culture and rap music, which was first adopted by the young-boy band Seo Taiji and Boys, Korean pop music became youth oriented." The arrival of American hip-hop in Korea influenced Korean pop, which could be evolutionary or revolutionary.



IMPACT



**MULTIPLE
PERSPECTIVES**



CONTRIBUTION

How K-pop impacts other cultures

★Change Generates additional change:

- Cultural changes adds additional change as proven by Eun-Young Jung's article, "Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States", "... under the more liberalized cultural policy and booming economy of South Korea's recently empowered civilian government, the Korean pop-music industry was booming, and Korean music continued to incorporate diverse stylistic input from abroad. With the arrival of American hip-hop culture and rap music, which was first adopted by the young-boy band Seo Taiji and Boys, Korean pop music became youth oriented. A number of teenage boy and girl bands targeting audiences in their teens and early 20s have dominated the Korean pop-music world ever since..." (Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States, Eun-Young Jung)
- Another example of additional change caused by cultural change is provided by Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, and Youngshin Cho's article titled, "The Effects of Korean Pop Culture on

Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination", "The most popular Korean drama series displayed on Hong Kong TV is 'Daejanggeum'... With the royal kitchen and a hospital setting the basis of the drama, Korean traditional cuisine and medicine were promoted." (The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho)

- Another example of cultural change is provided by Hyunhee Cha and Seongmook Kim's article titled, "A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011", this quote explains the access Idols have into other Southeast Asian countries and how they are once again spreading the Korean Wave, "Especially idol groups' entrance to Southeast Asia and Japan played a key role in re-spreading the Korean Wave" (A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011, Hyunhee Cha and Seongmook Kim).

★Change Can be either positive or negative:

- According to Transnational Korea: A Critical Assessment of the

Korean Wave in Asia, the author states, "As many Korean TV dramas have won the hearts of fans in China, Taiwan, Japan, Southeast Asia, and overseas Asian communities worldwide, prominent cultural scholars like Koichi Iwabuchi and Chua Beng Huat began to analyze the penetration of Korean TV dramas into Asian markets and defined the process as newly "emerging intra-Asian popular cultural flows under globalizing forces" (Iwabuchi 2002, 16)." This could be either positive or negative in a way because the transportations of Korean dramas can potentially have a positive or negative effect on other Asian cultures.

- This is an example of how South Korea has improved its relationship with its neighbors due to past history, "The growing popularity of Korean pop culture has more implications than simply earning foreign currency, especially considering that the country has had some diplomatic friction with its neighbors in the past decades" (Hybridity and the rise of Korean pop culture in Asia, Doobo Shim).
- Though there are many positive effects of a film, there are also many negative effects of films such as packed tourism with pedestrians and increased traffic. Korean dramas and films may be growing in popularity but it could also mean some harmful effects in Korea (The

Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho).

- When a study about cinematic effects on our experiences was conducted, it was found that people that watched a movie and traveled to the film site had a deeper connection and feeling with the setting than people who did not watch the film and traveled to the site. This study helps us understand how entertainment affects the way we experience different things and shows that people who have watched a certain show or movie may have a deeper feeling and connection to a place which draws people into traveling somewhere. People could be drawn into traveling to Korea because of a K-drama or Korean movie they have watched. (The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho)
- In 2005 the Korean wave started to decrease in popularity in China and Japan, then a one-sided opinion came into place and created the anti-Korean wave that caused Korean exports to receive low popularity and success. Even though this is happening in China and

Japan, Korean culture is still growing and gaining popularity in other countries and cultures (A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011, Hyunhee Cha and Seongmook Kim).

★Change Is inevitable:

- Change was inevitable after American culture influenced South Korea due to the Korean War and more global partnerships between the two countries. For instance, "at the same time, Korean popular music has also been spreading rapidly, on a scale scarcely imaginable only a decade ago." (Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States, Eun-Young Jung)
- Furthermore, according to a case study on the Korean Wave by Cha and Kim (2011), k-pop groups' popularity inevitably spread throughout Asia and into Europe. Korean television, however, has not had a global reach, "as they have not entered the media markets in the West, except in the Korean diasporic communities" (Korean Pop Culture, Chua Beng Huat).

★Change Is necessary for growth:

- Korean entertainment airing in Hong Kong has caused the interest in Korean culture to rise and allowed for others to experience Korean culture. Through the spread of entertainment the Korean culture has been recognized and was able to grow. (The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination, Samuel Seongsop Kim, Jerome Agrusa, Kaye Chon, Youngshin Cho)
- Without Korean stars and Korean entertainment, the Korean wave might not have been able to be spread to other parts of the world. (A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011, Hyunhee Cha and Seongmook Kim)

★Change can be evolutionary or revolutionary:

- Korean singers learn English to "expand their audience base" but they are up against all of the other artists that sing in English. In this case, Korean stars have to change their "surroundings" in order to gain popularity. (Korean Pop Culture, Chua Beng Huat)
- A Korean record label is trying to get their Kpop groups to gain popularity by fixing the way they market their products and give their groups publicity. They spread their base throughout different

countries so that there is less of a difference of the Korean wave in different countries (A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011, Hyunhee Cha and Seongmook Kim).



LANGUAGE OF THE DISCIPLINE

K-Pop: Korean pop music

K-Drama: Korean Drama

Idol/Idol group: a Korean star or group, most commonly used to describe Korean musical artists

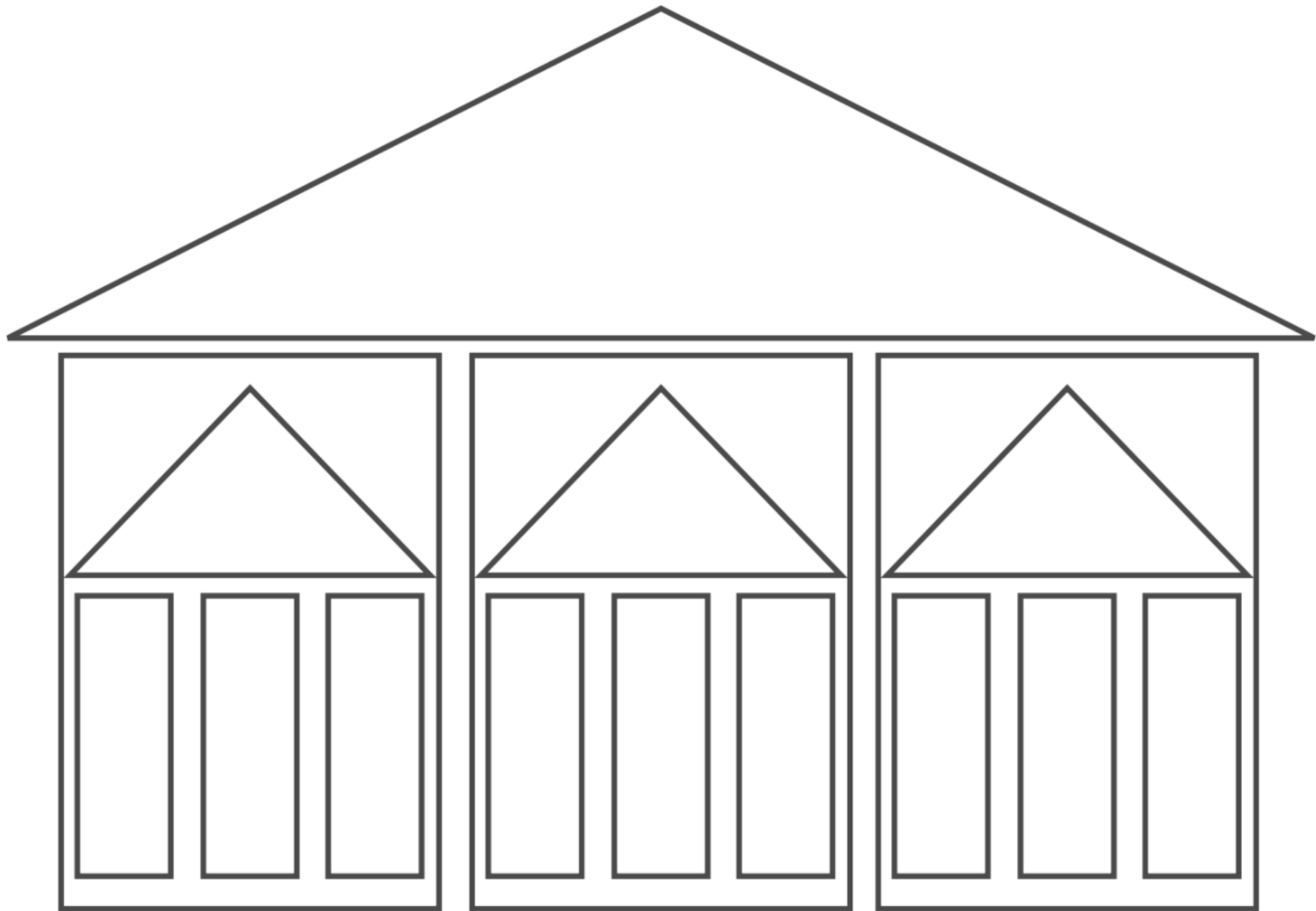
Hallyu (한류): a common term used to describe the Korean cultural wave

Pop culture: modern popular culture transmitted via mass media and aimed particularly at younger people

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WORKS CITED:

- ★ A Case Study on Korean Wave: Focused on K-POP Concert by Korean Idol Group in Paris, June 2011: By Hyunhee Cha and Seongmook Kim
- ★ Transnational Korea: A Critical Assessment of the Korean Wave in Asia and the United States: By Eun-Young Jung
- ★ Korean Pop Culture: Chua Beng Huat
- ★ South Korean Culture Goes Latin America: Social Network Analysis Of Kpop Tweets in Mexico: Seong Cheol Choi, Xanat Vargas Meza, and Han Woo Park
- ★ Hybridity And The Rise Of Korean Pop Culture In Asia: Doobo Shim
- ★ The Effects of Korean Pop Culture on Hong Kong Residents' Perceptions of Korea as a Potential Tourist Destination: Samuel Seongseop Kim, Jerome Argusa, Kaye Chon, and Youngshin Cho.
- ★ K-pop in Korea: How the Pop Music Industry is Changing a Post-Developmental Society: Ingyu Oh and Hyo-Jung Lee



Driving Question:

How have political, economic, and cultural changes converged to create k-pop and how does it impact other cultures today?

Names of student researchers:

Wendy Perez

Faith Ardon

Allyson Baltazar

Grade level: 8th

Mentor teacher: Ms. Park

Special notes about handling and or placement or presentation space needed:

ENDING QUESTIONS (Where do I fit in?)

- As a fan of K-pop, how does listening to music from other countries help me broaden my world views?
- How does membership into K-pop fandoms impact my view of cultural

exchanges?

