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### **HALLYU OR KOREAN WAVE : UNRAVELLING CULTURAL DYNAMICS THAT PROPELLED SOUTH KOREA TO GLOBAL SUPER POWER STATUS**

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#### **Abstract**

This paper urges that “Hallyu” or the “Korean Wave”, often known as the K-Wave, is the surge in global popularity of South Korean Culture from the 1990s. It displays South Korea’s rich and vibrant popular culture, which has an impact on the global creative industries of film, theatre, music, fandom, beauty and fashion. Owing to the increase of social media and internet use, such as Facebook, YouTube and other platforms, the wave initially began in southeast and south Asia later expanding globally.

In this paper, we develop into the fascinating journey of Korean culture’s global influence. We explore how historical events like the Korean wave , government strategies and censorship shaped Korea’s media landscape, leading to the rise of globally popularity of k- dramas and k-pop. The term Hallyu or the “korean Wave” first appeared, referring to the global craze for Korean culture . Since 1990s government led cultural policies have transitioned from focusing economic strategy to national branding and culture have had a positive impact on the domestic ecosystem of cultural industry and contribute to promoting South Korea abroad.

**Keywords:** *Korean weave, k-pop, Korean culture, Korean music , Role of social media , cultural Intelligence, cultural Diplomacy*

#### **Introduction**

The Korean weave (Hallyu) refers to the global popularity of South Korea’s cultural economy exporting popular culture, entertainment, music TV dramas and movies. Hallyu is a Chinese term which, when translated, literally means “ Korean wave”. It is a collective term used to refer to the phenomenal growth of Korean culture and popular culture encompassing everything from music, movies, drama to online games and Korean cuisine just to name a few. From the Mid- 1990s to the Mid- 2000s south Korean TV dramas and popular music gained great popularity in Asian countries such as China and Japan. South Korea has firmly established itself as a global economic powerhouse, extending its influence far beyond its borders. From corporate giants to nimble start-ups, south Korean enterprises are rapidly expanding their global reach. In this era of relentless globalization, the cornerstone of success for their business is none other than cultural intelligence (CQ). Cultural intelligence is a multifaceted skill that forms the foundation upon which south Korean companies can build their powers in international markets, forge formidable global alliances and secure an unassailable competitive edge. When the TV drama entitle what is love was aired by the Chinese major state broadcaster China Central Television ( CCTV), it ranked second in China’s all time imported video content. The Korean wave, which had established a solid foundation through popular culture such as TV dramas and music, has been pursuing the boundaries of its influence since 2010s. As the unique charm of Korean culture is widely known to people around the world through global online platforms such as You Tube and social working service, the craze has expanded to Korean traditional culture, food, literature and language, creating more and more. In 2020, the film parasite, which was nominated in six

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categories, won four leading awards at the 92<sup>nd</sup> academy Awards including Best Director and Best Picture, which serves as an opportunity to introduce Korean movies around the world. The number of Hallyu related organizations enthusiastic about Korean culture is on the rise . Every year , the number of these organizations increase by 7% and the number of members who have joined Hallyu related organizations in all countries around the world have reached nearly 100 million. This is a fivefold increase over five years. The majority of them consist of K-Pop fan club's such as ARMY, BTS's global official fan club. In addition, other organization and communities are also active in various fields such as south Korean dramas, food, and tourism.

**BTS:** The “BTS Effect” on south Korea’s Economy industry and culture. Global artists BTS is breaking barriers and record around the world proving their status as the current biggest boy band in the world. They grabbed the number one spots in music official charts in USA, UK, Australia, Canada etc. And had many award wins in music award shows around the world. They performed (and still performing in the biggest stadium that hold important historical moment in music. Outside music, they used their global popularity to launched the “love Myself” global campaign to fight against violence. Their humanitarian work allowed them to give speech at United Nations as UNICEF’s global ambassadors. Even time magazine called them the “Next generation leaders and one of the most influential people of 2019”. They are making unprecedented History as Koreans and as artists. But with the passing of time, analysts have been noticing that BTS’s impact is not only restricted to music and humanitarian work, but it is also positively influencing their own homeland and culture worldwide. Several institutes have provided data and results that indicate that the “BTS Effect” is contributing to south Korea in terms of culture, economy and industry in the following major points:

**Economic Effect of more than 5.5 Trillion won per year:** On Dec 2018, The Hyundai Research Institute (HRI) reported that BTS generates an estimated amount of 4 trillion won (\$3.54 billion) as economic value to the country per year and 1.4 trillion won (\$ 1.26 billion) as added value per year. According to statistics analysis of 2018 company revenues report, BTS , contribution to south Korea’s GDP is almost comparable with Korean Air . According to an updated report in 2019, the overall economic effect of BTS is 5.56 trillion won per year to south Korea which is around \$4.9 billion, 2019.

**EXO:** In just a few decades, south Korean culture has taken the world by storm. Since the countries democratization in the late 1980s the relaxation of censorship, the reduction of travel restrictions and the push to diversify the economy have all contributed to the Global spread of its culture. This hasn’t occurred by accident, Hallyu! Or the “Korean wave” of culture, has been a deliberate tool of soft power. South Korea isn’t alone in this; many countries invest in cultural councils and exchange partly to strengthen diplomatic aims. But the South Korean government push for cultural power has had remarkably quick success. EXO , one of the most popular idol groups that have captivated the world with their perfectly in- sync- group dances the K- pop boy band ECO wowed the world with their impressive performance at the closing ceremony of the “pyeong chang Olympics”. Now they have become honorary ambassadors for Korean tourism. The decision was made four month after the end of the pyeong chang Olympics, which dominated social media all around the world .

**K-POP:** K-pop has received global attention during the past decades . It already transcended Korean boundaries and has achieved great success in the global market . In 2012, PSY’s “Gangnam style “ a catchy Korean electronic dance – pop music , dominated the worlds charts and reached a billion views on You Tube for the first time in history (source: You Tube official blog ) , leaving a strong first impression on global listeners of South Korean music , commonly known K-POP. Only a few years letter emergence of Black Pink , a four member girl group, and BTS, a seven member boy group continues the worlds K-pop fascination with distinctive choreography and songs and achieving the highest grossing female group concert tour and topping Billboard Hot 100 charts for 10 weeks with this elevated cultural position, K-POP’s contribution to the economy of South Korea increase every year. According to the report by the International Federation of the phonographic Industry, in 2002, Korea was ranked only 19<sup>th</sup> biggest music industry, but after 20 years in 2022, it rose to 7<sup>th</sup> , surpassing Canada , Brazil and Australia. Through one and only promotion in various ways the Korean music industry not only generates revenue from sources

other than streaming line album sales and advertising partnership, but it also general and contributes to the growth of commentary industries k-pop features remarkable feats of idol groups. Among more than 150 idol groups active in south Korea , the representative ones include BTS, BLACK PINK , TWICE, EXO ,Red velvet, SF9 , NCT , TT2Y MONSTAX, and more K-POPs special blue in many areas and not just limited to music. The popularity of K-POP lies in a splendid performance that harmonizes excellent singing skills, stage manners , and flaky dance moves. The songs and choreography of the idol group for perfect performance that harmonizes excellent singing skills, stage manners and flasky dance moves. The songs and choreography of the idol groups for perfect performance are not build in a two . They are attributed to years of through planning in conjunction with systematic training programmes and sweat during their training periods, Active communication with fans also accounts for K-pops ever growing popularity. Idol group members are devoted to real time communication with their fans from around the world by means of social media , thereby quickly building stronger intimacy and bonds with them. Fans are contributions to the growth of the singers and , furthermore, k-pop through active fan club activities. Fans do not think of singer as just their stars. Fans who have supported idol groups since their debut or early days watch them grow up to be adults from boys or girls , and feel like are also growing together. This naturally leads to forming stronger bonds by sharing satisfaction and rewards.

**T.V Dramas:** Moving beyond the Hallyu craze South Korean dramas are gaining attention from around the world, recognised as an independent genre called K-Dramas. Korean Dramas have been steadily loved around the world after what is love made a splash in China in 1997 and winter Sonata was a big nit in Japan in 2002 . In recent years, a captivating phenomenon has swept across India's cultural and scape , captivating millions of hearts , and minds . The K- craze , driven primarily by the surge in popularity of k- dramas, has taken the country by storm. From lively discussions on social media platforms to fan club organizing grand found a dedicated fan base in the world. The wave of Korean pop culture, also known as Hallyu , has worked over numerous countries around the globe , and India is no exception. With its emotionally changed narratives , visually stunning cinematography, and musical sound tracks , the best Korea dramas have managed to captivate audiences. The immersive storytelling and rich cultural context offer a refreshing departure from traditional Indian television content.

**Escapism and Emotional connection:** One of the primary reasons for the soaring popularity of Korean dramas in the world is their ability to provide an escape from daily grind. These dramas present a world of relatable characters navigating a spectrum of emotions, trials and triumphs . The emotional rollercoaster experienced by the characters strikes a chord with the viewers , fostering a deep sense of connection and empathy. This emotional resonance creates an addictive viewing experience that keeps fans returning for more.

**Unique storylines and Diverse Genres:** Korean dramas stand out for their diverse range of storylines and genres . From heart- wrenching melodramas to action packed thrillers and light the arted romantic comedies , there is something for everyone. World viewers , accustomed to a predominantly traditional television landscape, have found a refreshing change in these Korean narratives. The infusion fresh story -telling techniques , unexpected plot twists and unconventional character arcs have captivated the Indian audience, creating a craving for more content from Korean entertainment industry.

**Character -Driven Narratives:** The strength of the best Korean dramas lies in their compelling character are portrayed with depth and complexity, exploring various factors of human emotions and relationship. The multi – dimensional approach to character building resonates deeply with the Indian audience who appreciate the nuanced portrayal of human nature. These characters , relatable struggles and growth become a source of inspiration fuelling discussions and fan theories further furling the K- craze.

**Cultural Exploration and Globalization:** Korean dramas provide a window into culture and society, providing world viewers with a unique opportunity to explore a different world. The rich cultural elements showcased in these dramas , such as traditional rituals, food, fashion, and language have piqued the curiosity of fans . Many have even embraced Korean cuisine fashion and beauty trends . This cross – cultural appreciation and strengthen the bond between the two countries.

**The Role of Social Media:** The advent of social media platforms has played a crucial role in amplifying the K-craze in the world. Fans gather on platforms like YouTube, Twitter, Instagram, and YouTube to discuss their favourite dramas, share fan art, and express their love for Korean actors and actresses. Online communities have sprung up, connecting fans from all the corners of the country, further fuelling the enthusiasm of Korean dramas. This sense of community has led to fan-driven initiatives such as K-pop and k-drama conventions, dance cover competitions, and even language learning groups.

The best Korean dramas of 2022:

- The Reborn Rich
- Business Proposal
- Extraordinary Attorney Woo
- Little Women
- All of Us Are Dead
- Twenty-One Twenty-Five
- Our Blues
- Under the Queen's Umbrella
- My Liberation Notes

In 2019, Netflix's first original Korean drama *Kingdom* successfully gained international traction. The high recognition of its cinematography based on the well-organized script and directing ability naturally led to the production of *Kingdom* season 2. And creation of a new genre called K-Zombies.

**Movies:** The cinema of South Korea has become a large market in the world, with the increasing global success and globalisation of the Korean film industry. According to the Motion Picture Association of America (MPAA), the value of the cinema of South Korea in 2018 was USD 1.6 billion out of the global film market of USD 41.1 billion, placing the value of South Korean cinema at the fifth largest in the world following North America, China, Japan, and the United Kingdom. South Korea ranks first for attendance frequency per capita in the world, and Korean films take 51% of the local box offices. Korean Cinema, the History of which spans 101 years, has been recognised for its cinematic quality at International Film Festivals, and is currently being introduced widely around the world. Since 1961, *The Coachman* became the first Korean film to win the Silver Bear Extraordinary Jury Prize at the Berlin International Film Festival. South Korean films have stood out at the most prestigious film festival in the world, known as the Berlin International Film Festival (Germany), Cannes (France) and Venice. Films such as *Old Boy*, *Oasis*, *Burning* and *On the Beach at Night Alone* won leading awards in major categories. Famous Korean film directors such as Bong Joon-ho, Im Kwon-taek, Lee Chang-dong, Park Chan-wook, and Hong Sang-soo are attracting attention in the global film industry. As *Parasite* took home the most awards at the Oscars 2020, winning four Academy Awards, international film writing, world media began earnestly reporting about Korean films. In addition, South Korean films are gaining great popularity through OTT platforms. Specifically *#Alive*, a South Korean zombie film released in June 2020, is an example of successful Korean films introduced abroad through OTT media services.

**Music:** Many Korean classical artists are playing a vibrant role in the world of classical music, vocal music another important facet of Korean tradition. One of the largest and rarest older forms is the *kagok*, which consists of 25 section solo songs and one duet. A distinct Korean musical identity can be traced to the fifth century and has been well documented since the fifteenth century. State institutions charged with preserving and teaching court music have been in operation since the seventh century, their current direct descendant is the National Center for Korean Traditional Performing Arts in Seoul. Japanese colonization in the first half of the twentieth century of Korean music, early popular songs and western imports.

**Court Music:** Korean court music is mostly orchestral, highly refined, and an acquired taste. But it has a majesty and integrity all its own and a very long heritage, dating back to the Chosŏn dynasty (1392-1910).

**Korean folk:** In Korea, Folk Music spans the gamut from what ordinary people play and sing to highly professional genres. What holds it together is a consistent and easily recognisable set of rhythmic patterns and a less well-defined set of melodic modes.

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**P'ansori and Sanjo:** One of the most striking folk genres , p'ansori is performed by a single singer and drummer . Astory presented in song , minu znd narration , may continue for five or more hours . For each song the singer ches the drummer to a particular rhythmic cycle .The drumer reacts to the singer with shouts of encouragement.

**North Korea – follow – my – leader:** North Korean music is difficult to obtain beyond the hermetically sealed borders of this totalitarian state. Occasional websites in Japan and elsewhere, and the payongyang – based Korean publication Exchange Association offer songs to download or buy on CD, but the massive output of the state run recording company, KMC, has proved impossible to track down in its entirety. Between them , the two state sponsored pop groups , wanjaesan light music band and pochonbo Electronic Ensemble claim to have published 180 CDS. Both brands have existed since the 1980s and continuing a Stalinist socialist tradition, are named after supposedly famous battle sites where the founder of North Koreas Kim Il sung , already defeated hordes of Japanese imperialists during 1930s colonial rule. Other recordings appear on the songs of Korea series .

**Contemporary Dance and Ballet:** The launch of the National Dance company of Korea in 1962 provided the momentum for the Korean people to become more interested in contemporary Dance. The changed environment eventually led to the birth of a great dance. Sincha Homg, who is now credited as Korea's first avant-grade dancer and premier performance artist . She leaned to dance from Alwin Nikolasis in the United States and worked . There until 1990s , and then returned to Korea to involve herself in a various activities related to contemporary dance today , The Korean National Ballet, The aniversal Ballet , and the Seoul Ballet are still actively performing classical ballet at home and abroad . The world renowned balerina in south Korean is Kang Sue – sin, who has been the artistic director of the Korean National Ballet. She was first and youngest Asian ballerina to be a member of the Stuttga Ballet .

**Contemporary art and literature:** It seems that Korean contemporary art is becoming more and more recognised as Korean artists have steadily achieved meaningful results on the global stage . Korean born video artist Nam June paik , who passed away in 2006 , is considered the father of contemporary video art. Dansackhwa masters lee ufran, Ha chong–hyun , and park seo-Bo are attracting attention from major collectors around the world. Park seo- bo's Eerirure series of paintings were successfully exhibited at the huggen heim museum in New York in 2020. In recent years, Korean literature especially including Korean novels, has been recognised in the international literacy World for its potential for global themes. This change was made possible because of the achievements made the writer shin kyung- soon in 2011 and writer Hang Kang in 2016. Han kangs novel The vegetarian won the 2016 man booker international prize. As for shin kyung-sook , the English tracelated version of her novel entitled please look after Mom entered the top 10 in the Amazon best sellers rank upon its release in the United States.

**The Role of Cultural Intelligence in Technological innovation:** In the contemporary inter-connected world , technological innovation is the catalyst propelling societal advancement and economic prosperity. However, in the age of globalisation, the capacity for Technological adaptation and innovation hinges not only on technological prowess but also on an astate comprehension and ability to harness the power of understanding diverse mind-sets and National cultures. Cultural Intelligence whether individual organizational plays a pivotal role in creating an environment conducive to all facets of innovation.

**The Art of successful negotiations:** In the realm of successful negotiation, understanding the intricate nuances of the cultures involved is often the pillar of triumph. Enterprises with elevated levels of cultural Intelligence are better armed to navigate the negotiation table across diverse corners of the world. Cultural adaptability empowers them to tailor their negotiation strategies, whether adopting the assertiveness prevalent in western negotiations strategies, whether adopting the assertiveness prevalent in western negotiations or embracing the consensus building approach commonly found in Asian markets. Furthermore, it serves as a rebuts shield against risk stemming from minister prating cultural norms, which can lead to legal entanglements, reputational harm, losing face or even international disputes. By cultivating these culturally intelligent skills, business can effectively mitigate these risks and drive through the labyrinth of complex global business endeavours with success. In an era where technological innovation

stands as the pivotal factor propelling these innovations and business triumphs. By fostering cross-cultural collaboration, nurturing creative ideation, expanding market horizons and enhancing problem-solving capabilities, cultural intelligence clears the path for groundbreaking technological leaps. To thrive in today's intricately woven global landscape, both individuals and organisations must acknowledge and harness the profound impact of cultural intelligence in shaping the future of business.

**Cultural Diplomacy:** The growth and success of Hallyu is facilitated by the use of soft power and cultural diplomacy of the government. Where one cannot win over the audiences throughout the world through the use of hard power such as military war and authoritarian regime, the clever uses of soft power from the government side via diplomatic ways can influence the varied cultures people across the globe. Both these terms are interwoven with each other. Cultural a subset of public diplomacy can be described as "an actor's attempt to manage the international environment through making its cultural resources and achievements known overseas and or facilitating cultural transmission abroad".

### **Conclusion**

"South Korea is an example of a state which has seen popular culture as an opportunity to conquer global markets and strengthen its authority internationally". The country, which at the end of the twentieth century was nicknamed "An Asian Tiger" has used the recent forty years of its history to trace from a society whose living conditions were worse than those of poor African countries to one that is now the twelfth richest of GDP. The spectacular economic transformation of its indigenous industries, coordinated by the central government has been continued in the new millennium with the implementation of well-thought-out cultural policies, which are aimed at stimulating local prosperity by offering support to creative industries, making the resultant Korean pop culture a national branding tool to popularize the positive image of South Korea as a democratic highly developed and culturally attractive region, as well as an important actor in global policies.

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