Korean Wave as a Global Phenomenon
Immersion of Korean Culture and Language into the World

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1. What is Hallyu (Korean Wave)?

- **Definition of Hallyu**: The term ‘Hallyu (Korean Wave)’ encompasses not only K-pop such as Psy’s ‘Gangnam Style,’ Korean soap operas, films and other popular culture, but also different forms of art, computer games, and food beloved by people from all over the world.

- **History of the term ‘Korean Wave’**: It is a phenomenon that spread from Southeast Asian countries such as China, Taiwan, and Vietnam towards the end of the 1990s. This term was first coined by the Chinese press after the Beijing Concert of a famous Korean group called H.O.T to express the growing popularity of Korean culture.

- **Characteristics of first, second, and third Korean Wave**

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<thead>
<tr>
<th>Wave</th>
<th>Description</th>
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<td>1&lt;sup&gt;ST&lt;/sup&gt; Wave</td>
<td>limited to K-Pop, K-drama</td>
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<td>2&lt;sup&gt;ND&lt;/sup&gt; Wave</td>
<td>Computer games, Fashion, Movies, etc.</td>
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<tr>
<td>3&lt;sup&gt;RD&lt;/sup&gt; Wave</td>
<td>Food, Tourism, Korean Products, Korean Language, Traditional culture</td>
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2. Global spread of Korean Wave

- **The 5-step process of Korean Wave**:

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<th>Step</th>
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<tr>
<td>Non-existence</td>
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<td>↓</td>
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<tr>
<td>Introduction</td>
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<td>Acknowledgement</td>
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<td>Maturity</td>
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- **Global fans of Korean Wave**: Statistics show that there are as many as 9.28 million fans worldwide and about 1,000 fan clubs

*Number of regional fan clubs: 464 in North America, 234 in Asia Pacific region, 213 in Europe, 76 in Africa and Middle East, in total 987 clubs
-**Internet**: a crucial factor in the growth of Korean Wave:

  • “The progress of the internet plays a huge role in the widespread popularity of K-Pop.”
    
  (Google’s Eric Schmidt)

  • The market for “hallyu” grew consistently through online resources/outlets.

  • Korean dramas get uploaded on the internet with English subtitles within 24 hours after they air.

-**Psy’s ‘Gangnam Style’ – Most beloved K-pop song in the world:**

  Psy’s ‘Gangnam Style’ album came out on July 15th, 2012.

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  The YouTube clip hit 2 million views on May 31th, 2014.
  
  It made the first place in official charts of more than 30 countries including England, Germany, France, Australia, Canada, Italy, Spain, and Netherlands.

  ↓

  More than 1.2 million albums were sold worldwide by January of 2013
  
  It made the record as the most sold digital album in the history.

-**How many people have watched the 2012 K-pop video on YouTube?** : Total 4.9 billion views from 224 countries, which is twice of the total views in 2011

-**Representative Korean traditional food**: 71% of foreigners who have experienced Korean Mass Culture expressed strong attraction of actually having Korean cuisine, which indicates increased interest of general public toward Korean Food.

-**Global expansion of Korean films:**


-**Korean games-major factor in bringing the financial benefits to Korea**

3. **Research on Korean Language and its awareness**

  : Key factor in consistent development of Korean culture

  **-Relationship between Language and Culture**: Language itself is culture, but also a means to create and accumulate different forms of culture. In order to preserve Korean Wave, it is imperative to study and Propagate Korean language.

  **-What is Korean Studies?** : An academic discipline, focusing on the study of Korea including the Republic of Korea, the Democratic People’s Republic of Korea, and Diasporas Korean populations
-Major research topics among Korean Studies conducted by foreign scholars: Areas commonly included under this rubric include Korean language, history, literature, art, sociology and anthropology, political science, economics and study of Korean popular culture.

-Continuous transformation of the topics of interest: Foreign Korean Studies Scholars interest in Korean Society and Culture, Korean History – Literature Social Science.

-Introduction of the Korean language and its value:
  - Total Korean Speakers in the world: 13th, Approximately 77 million people.
  - Korean language and its characters (한글): Outstanding cultural content for representing Korea globally.
  - The only language with a identified inventor, period and purpose of invention in the world.
  - Oxford university made an assessment on 30 major languages of the world in terms of rationality and Scientific originality: Korean character(한글) ranked the first.

-Introduction of UNESCO King Sejong Literacy Prize: UNESCO lifetime achievement award for an organization or a person who has served for an anti-illiteracy crusade.

-The Current State of Globalization of Korean Language:
  - Operating 120 branches in 52 countries (in Dec, 2013)
  - Number of registered students is approximately 36,000 : 25% increase from 2012 □ shows increased interest and demands in Korean language education

4. Korean Wave in Australia

-Acceleration of Korean Wave after 2011: Since 2011, which was the year for celebrating 50th anniversary of diplomatic relations between Korea and Australia, there has been much exposure to K-Pop and Korean traditional food through major press in Australia.

-Korean Film Festival in Australia (KOFFIA): In 2010, Korean Film Festival in Australia (KOFFIA) was held in Sydney as a way to provide an opportunity for an interaction between Korean and Australian film industries. In collaboration with the most well-known film festival known as Melbourne international Film Festival, the first day of KOFFIA opened a few days after the last day of the Melbourne Festival. The two festivals shared the opening film and worked together on inviting guests

-K-pop: 20,000 audiences, including many K-Pop fans, gathered for the K-Pop Music Fest concert held in November, 2011.