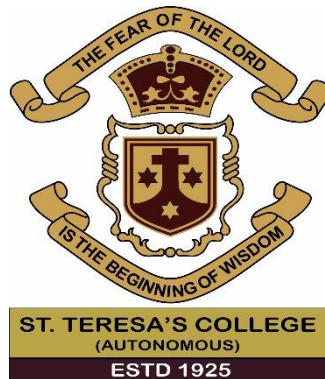


**THE KOREAN TURN: A STUDY OF CULTURAL  
TRANSFORMATION IN KERALA**



*Project submitted to Mahatma Gandhi University in partial fulfilment of  
the requirement for the degree of MASTER OF ARTS in  
English Language and Literature*

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## DECLARATION

I hereby declare that this dissertation entitled “The Korean Turn: A Study of Cultural Transformation in Kerala” is the record of bona fide work done by me under the guidance and supervision of Dr. Jeena Ann Joseph, Assistant Professor, Department of English and Centre for Research, and that no part of the dissertation has been presented earlier for the award of any degree, diploma or any other similar title of recognition.

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## **CERTIFICATE**

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Charisma Ann Jiju

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## Introduction

Globalisation is a multidimensional phenomenon that encompasses various facets like political, economic, and even cultural aspects which have over the years integrated and influenced our daily lives. With the evolution of human society, and the boom in technology, globalisation has in fact become an inevitable phenomenon. According to Tomlinson, globalisation is the reduction of geographical distance, the improvement of productivity, and the widespread movement of commodities, services, cultures, and even ideas via information and technology (Fithratullah 84). The world has become a “small village” as globalisation has led to the erasure of borders, and created a society that is intricately interconnected.

The early waves of globalisation started with the expansion of the Roman Empire which had vast economic and political control over the world. The Silk Road also played a significant role in the spread of trade and commerce. With traders, and tourists traveling from China to Europe, there was an immense spread and integration of culture and goods. Furthermore, in the nineteenth century, the entire world underwent a significant transformation. There were significant and large-scale interactions between various economic, political, and cultural realms, which in fact led to deepened and strong international relations. There are three different forms of "flows," that occur in global trade. The first is trade flow, which is mostly related to commerce. The second is the movement of labour, with people migrating from across the world in search of better employment opportunities, and finally the third is the transfer of funds/capital for either short or long-term investments. All three processes were intertwined and had a great impact on people's lives ("India and the Contemporary World – II" 57).

In the years leading up to World War I, with the European nations making large investments abroad, there occurred an immense scientific and technological boom. This led

to the development and rise of industries, and people from rural villages who were involved in agriculture and cultivation started migrating to urban cities to work in these factories.

With the rise in machinery use, manufacturing products became even faster and easier. This meant that products were being produced and exported in mass numbers, Thus, the Industrial Revolution served as a wonderful engine of international trade. Moreover, with the expansion of the colonial rule of the British Empire, Europeans also started migrating from Britain to these colonized nations for work. This further led to the integration of European culture, and values, with the local native culture. Natives were forced to learn the language and culture of the colonial power, and the Britishers in order to have uniform control and dominion over the colony, had to learn the local languages. This in fact led to the blending together of Western and native cultures. As natives started learning the colonial language, this further led to them imbibing and mimicking Western thoughts, practices, and culture. However, the Wars led to immense economic and social devastation. Weapons that were to be used in the War started being produced in these manufacturing industries.

However, the post-war era saw the revival of the global economy as severed international relations was mended and free trade started. In fact, the US spearheaded the development of a global economic system, and various organisations were founded with a set of internationally accepted rules, some among which include the United Nations, World Trade Organisation (WTO), and International Monetary Fund (IMF). With the U.S. becoming the superpower, and trade becoming free and easily accessible, globalisation became a global phenomenon. In the present day and age, the phenomenon of globalisation is spread through the powerful tool of technology. With the increase in scientific advancement, and technological boom, information is easily spread and accessible. The world can be said to be at a person's fingertips. People have access to information about what is happening around the world at the reach of a touch, and this led to an intermixing of

thoughts, ideas, cultures, and value systems. Thus, as the world became a small village, with the increase in trade and free open market, there has been a growing interaction and interdependence among nations. Thus, this phase of globalisation has become a force to reckon with. Globalisation, hence, can be seen as a multidimensional and complex phenomenon that has been propelled by technological and scientific advancements.

One of the major facets that is affected by globalisation is culture. Through globalisation, cultures of the world interact with each other and often blend together. Hybridity is a characteristic of globalisation. Hybridity involves seeing traces of one culture in another. Hence, hybridity in fact involves an active exchange between cultures that leads to the mutual development of both local and foreign (qtd in Fithratullah 84).

The world was introduced to a new, rapidly expanding phenomenon from the east known as Korean Popular culture, K-Pop, or the Korean Wave. The Korean Wave, which began in East Asia around the year 2000, now has spread over the entire world through a variety of media including movies, television shows, food, clothing, and music. Seo Taiji and Boys is considered the first K-pop group in Korea and they were known for experimenting with different genres. Many K-pop idols also act in dramas and sing OST's which adds to their popularity. The popularity of K-pop broke out after the record-breaking Music Video put out by the singer Psy called 'Gangnam Style'. The Music Video became the first video to hit 1 billion views on YouTube (Guinness World Records News). In India, too, Korean Popular culture is becoming immensely popular. The reason for this can be attributed to globalisation and the rapid development of technology and information. There are a number of K-Pop artists and groups like Psy, Exo, BTS, Black Pink, etc, who have completely changed the face of the Korean music Industry and their influence can be seen in the cultural impact they have on countries all over the world.



This project will focus on how K-pop is a new wave in the phase of globalisation, impacting cultures all over the world, and specifically how it has invaded even the Southern part of India, Kerala leading to a cultural transformation. Chapter 1 will focus on globalisation and how it has impacted the growth and spread of K-pop around the world. The chapter highlights the three major facets of globalisation, the emergence of K-pop, and also connects Arjun Appadurai's five scapes of globalisation in the study of the global spread of K-pop. Chapter 2 will focus on the transnational nature of K-pop, and how it extends beyond the music industry, influencing even the fashion and tourism industry. K-pop also has influenced the building of community relationships between nations. The chapter will also draw insight into how K-pop is used as a tool for soft power, as well as the influence of K-pop across the world. Chapter 3 bridges the previous chapters by showing through a survey that was conducted on how K-pop has in fact affected and influenced the lives of people living in the southern part of India, in Kerala. The results are an indication of how much globalisation has in fact led to the spread of K-pop across the world.

## Chapter 1

### Globalisation and K-pop

Although the concept of globalisation has gained popularity recently, the process in fact has been going on for centuries. There however arises a difficulty in defining globalisation due to the fact that it has been looked at in disparate ways. Yeates defined it as “an extensive network of economic, cultural, social, and political interconnections that go beyond national boundaries” (qtd in Yalcin 1). Generally, it can be considered as a process by which information, knowledge, and products are shared internationally. The term entails conceiving the world as a space wherein people in different corners of the world are connected. In its core, globalization primarily consists of two tendencies: growing global connectivity and growing global consciousness, which denotes a common understanding of the world as a whole (Robertson and White 54–66). Thus, Globalisation could be understood as a process that interacts and influences different communities, as it mixes together and forms a new culture or hybrid culture (qtd in Fithratullah 83-84).

The word globalisation which came into prominence around the late 20<sup>th</sup> century, has over time, come to reflect a number of technology developments that have in fact boosted cross-border connections. In the process of ‘making global’ many factors such as people migrating, trade, commerce, etc are all interconnected. For example, since ages, traders, merchants, and pilgrims have travelled great distances for the purpose of trading, business opportunities, spiritual fulfilment, etc, and in this process, occurred an intermingling of goods, ideas, values, and cultures. Globalisation is a multidimensional phenomenon that has had a worldwide impact. It can be seen as an unavoidable result of technological advancement. Despite having an economic foundation, globalisation is also a political phenomenon that is moulded by discussions and exchanges among institutions of

transnational capital, nation-states, and international institutions (Guttal 523). Thus, globalisation can be said to be constituted by three major facets or dimensions: the economic, political, and cultural dimension

The most important aspect of globalisation is without a doubt its economic component. The domination of powerful nations which have strong technological and industrial strongholds like the USA and China, and international institutions like the World Bank and IMF, have been a defining feature of economic globalisation. According to Bottery, economic globalisation is the confluence of three factors. The first is the increasing flow of funds across the world. The existence of supranational organisations like the WTO, IMF, etc is the second factor. These organisations play an important role in regulating the flow of funds in the market. The third factor in the process of economic globalisation is the role played by growing transnational corporations. The interaction of economies through production, trade, and financial transactions, hence shows the deep impact of economic globalisation (Rifai 88-89).

There is a political dimension to globalisation as well. The greater interconnection between nations brought by interaction through commerce, and transportation, is referred to as the political dimension of globalisation. This refers to how political systems and institutions have been impacted by globalisation, leading to the creation of global governance frameworks, and the growth of transnational politicians. In addition, it also entails a rise in cross-border movement and the development of diaspora groups, as well as the dissemination of political beliefs, values, and customs across international boundaries. International politics often centres around international organizations like IMF, The World Bank, WTO, etc. This, therefore, has led to the creation of a global society, especially with the increasing power of international financial institutions.

Oftentimes the economic and political dimensions of globalisation are given major focus. However, all the countries that are a part of the integrated global system have been also significantly impacted by the cultural effects of globalisation. “An intrinsic part of the process of economic globalisation is the rapid homogenization of global culture” (qtd in Chen 102). The interactions between diverse cultures have been encouraged by globalisation's many facets, and has led to the formation of hybrid identities. As a result of the expansion of mass media came multiculturalism or hybridization. Although many think that globalisation leads to potential cultural erosion, Amartya Sen said that “the culturally fearful often take a very fragile view of each culture and tend to underestimate our ability to learn from elsewhere without being overwhelmed by that experience” (qtd in [www.philippelegrain.com](http://www.philippelegrain.com))

One of the best examples of the impact of cultural globalisation is the rise of Korean Pop music. The emergence of K-pop has resulted in the spread of counter-cultural movements. The "Korean Wave," also known as the Hallyu Wave, which literally means "the flow of Korea", denotes the spread of the Korean culture across the world, even influencing sectors like fashion, food and tourism. This Hallyu Wave can be said to be the perfect example of cultural hybridisation as it brings in a fusion of Korean and Western culture. Korean films, television soap operas known as K-dramas, and Korean pop music, often known as K-pop, are the three main components of Hallyu. The Hallyu Wave has seen immense popularity all across the globe. In fact, it has acted as a bridge to bring together Korean and the Western culture. Additionally, the Hallyu Wave is responsible for the influx of tourists traveling to Korea. Moreover, the Hallyu Wave also led to the increase in export of many South Korean goods.

Arjun Appadurai, a cultural theorist, in fact, rejected the idea of globalisation leading to cultural imperialism. In contrast, he thought that rather than being completely dominated by a single Western powerhouse, globalisation led to a process of exchanges between cultures. In his work *Modernity at Large*, Appadurai theorized the five “scapes” of global cultural flows; “ethnoscapes, mediascapes, technoscapes, finanscapes, and ideoscapes”. Ethnoscapes refer to the movement of people, mediascapes refer to the role of media and its capability to disseminate information, technoscapes refer to the evolution of technology and the role it plays, finanscapes refers to the movement of capital, and ideoscapes refer to the spread of ideologies which are oftentimes political in nature.

Appadurai borrows on Benedict Anderson’s idea of “imagined communities”, which he calls “imagined worlds, that is, the multiple worlds that are constituted by the historically situated imaginations of persons and groups spread around the globe” (Appadurai 33). Based on this he concurred that how an individual perceives the world, and what their experiences have been over the years, ultimately form their imagined worlds. Appadurai’s theories on globalisation can in fact be used to study the global spread of K-pop.

The 1990s marked the beginning of K-pop idol culture. It was during this time that K-pop developed into a subculture with a large fan base. The effect of globalisation can be seen in the increasing number of K-pop groups over time. Moreover, there has been an increasing number of non-Koreans who are becoming members of these music groups. This is done because companies feel that the addition of foreign members to K-pop groups can bring a new perspective and diversity to the group. Moreover, it also allows the group to appeal to and reach out to a wider audience and expand into new markets. Some well-known examples of foreign idols in K-pop groups include Mark Tuan of GOT7, who is Taiwanese-American, and Rosé of Blackpink, who is Australian. Thus, globalisation has led to many

foreign youths leaving their home countries, and travelling all the way to Korea, even learning a new language and culture. Hence, this falls under the category of “ethnoscapes”, which means the migration or movement of people from one place to another. The internationalisation of the music business is another way that ethnoscapes and K-pop are related. K-pop idols and their management teams visit foreign nations often to perform concerts, promote their music, and engage with fans. This movement of people leads to its dissemination to new audiences and thereby resulting in an increase in its popularity. Moreover, fans from all over the world travel to South Korea to see their idols perform concerts or just to visit places where idols have filmed music videos. Fans also travel to other countries to see K-pop idols during their tours. This helps spread Korean culture and K-pop.

Arjun Appadurai's concept of "ideoscape" refers to the movement of ideas, ideologies, and political systems in the global environment. Oftentimes, K-pop music videos include representations of South Korean culture and identity. K-pop idols often incorporate traditional Korean elements such as clothing, dance, and instruments in their music and performances, which helps promote and spread awareness of South Korean culture worldwide. This can be seen in BTS' music video called “idol” which uses classical Korean instruments. Another way in which ideoscape is connected to K-pop is through the representation of social and political issues in K-pop music and performances. Some K-pop idols and groups have addressed issues such as gender equality, and mental health in their music which has helped to raise awareness and promote these issues. Additionally, K-pop has been used as a tool for soft power diplomacy by South Korea. This has helped to promote the image of South Korea as a modern and dynamic country, and has also helped to improve relations with other countries. Overall, the movement of ideas, ideologies, and

political systems play a significant role in shaping the representation and impact of K-pop music and culture in the global environment.

Also, mediascapes, technoscape combine and play a mutual role in creating a certain image of K-pop. Platforms and online video sites, such as YouTube, Instagram, TikTok, Twitter, and Spotify allow K-pop idols and management teams to connect directly with fans and promote their music to a global audience. They also allow fans to create and share their own content, such as fan art. Also, K-pop idols and groups frequently appear on music shows and variety shows in South Korea and other countries, which helps to introduce the music to new audiences. Media outlets in other countries have also covered K-pop extensively. This has helped to increase the popularity of K-pop around the world. Moreover, companies have started using advanced technology in the production of K-pop music, such as virtual reality, holograms and other cutting-edge technologies. This technology has allowed K-pop idols and management teams to create new and innovative ways to present their music and performances to fans. For example, when one of the members of BTS had to undergo surgery for shoulder dislocation and couldn't participate in an event, they used a hologram of the member, giving the fans an almost realistic feeling of the members' performance. Thus, the representation of K-pop in the media and the use of technology has played a significant role in the global spread of K-pop.

Arjun Appadurai's concept of "finanscapes" refers to the movement of money or capital. In relation to K-pop, the finanscape would include the flow of money and investment into the K-pop industry, both within South Korea and internationally. K-pop is a major industry in South Korea, with a significant amount of money invested in the production and promotion of K-pop groups and their music. The industry also generates significant revenue through music sales, concerts and tours, merchandise, and brand

partnerships. As the popularity of K-pop has grown globally, international investors and companies have also started to invest in the industry, bringing more money into the finanscape of K-pop. Additionally, the finanscape of K-pop is also connected to the globalisation of the entertainment industry, with K-pop idols and management agencies collaborating with international partners and sponsors, and entering into international markets. The flow of money between these different companies helps shape the global reach and impact of K-pop. Overall, the finanscape of K-pop is a major factor in the success and growth of the industry, both within South Korea and internationally.

Moreover, fans play an important role in spreading K-Pop outside of Korea. For South Korean immigrants, K-Pop gives them a chance to interact and connect with their culture, despite being in a different country. Although the fan community does not exist as a physical entity, fans still feel that they are a part of this imagined community sharing a sense of unity. Thus K-Pop itself, as well as its fan community, is a global industry, and globalisation has played a significant role in its spread across the world.



## Chapter 2

### Influence of K-pop

The term 'transnationalism' refers to the practice of maintaining ties and connections among people beyond the national boundary. It involves the movement of people from one nation to another, and in this process of cross-border movement occurs the transfer of ideas, values, and knowledge. Transnationalism also promotes deepened understanding among different cultures. "Because of globalisation, the world is spatially integrated into a wide range of interdependent networks. Capital, goods, information, and ideas are closely linked, regardless of distance or location. Popular cultural products and cultural consumption have become increasingly transnational and complex as boundaries have become less clear" (qtd in Park et al. 8). Thus, the transnational movement of goods, such as food, knowledge, and people, results in new cultural hybridization.

The "Hallyu Wave" or the "Korean Wave" first emerged in the late 1990s. It was during this period that Korean dramas and the Korean pop music started to become popular across the globe. The term also refers to the wave of change that came about following the end of the Cold War from political and economic ideology to different paradigms of culture and civilisation (qtd in Park et al. 8). Moreover, technological advancements have also aided in the spread of the Hallyu Wave. The success of these cultural exports was aided by South Korea's robust domestic entertainment industry as well as government encouragement of exports of cultural products.

Because of the easy accessibility of digital music, K-pop is now more readily accessible to a global audience. As a result, Korean music is now well-known all over the world, including the Western market. K-Pop was dubbed "South Korea's greatest export" by Time Magazine ([www.world.time.com](http://www.world.time.com)). K-pop has therefore played a significant role in the

development of the Korean Wave and the spread of South Korean culture. K-pop acts have enormous international fan bases. As they perform concerts and fan events abroad, their fanbases also continue to grow. This has, thus, facilitated the strengthening of transnational relationships between fans and artists, as well as the globalisation of South Korean culture. One of the factors that led to the rise of the Hallyu Wave is the strong support given to the industry by the South Korean government. The government backed up the industry, and encouraged exports of goods as well. This led to the rise and increased popularity of the Korean Wave.

Korean Pop Music is referred to by the term K-Pop. It is a prime example of the Korean Wave's output. One of the most notable ways that K-pop has influenced popular culture is through its unique music and dance styles. The impact of K-pop can be seen in the increasing number of K-pop dance covers and tutorials that are uploaded on social media sites. The rising trend of social media sites, like Tik-Tok and Instagram, has led to fans all over the world learning, performing, and uploading intense dance routines and choreography online. This further aids in the spread and awareness of K-pop to non-fans. Moreover, there has also been an increase in a number of dance schools and academies which focus on teaching K-pop dance choreography.

K-pop's impact also extends beyond the music business. In fact, its potential extends to other industries such as Fashion and even Tourism. K-pop idols are well-known for their distinctive and unique fashion sense. Oftentimes, these idols are also selected as the brand ambassadors of major fashion brands. Their influence on the fashion industry is so significant that fans often try to buy these pieces of clothing in order to emulate their favourite idol. K-pop idols' fashion is frequently characterised as androgynous, colourful, and bold, with many male artists often wearing crop tops, jewellery, makeup, nail paint

etc- attributes which are often considered “feminine”. This has encouraged many fans to experiment with their own personal style and break out from conventional gender-specific clothing style.

The transnational nature of K-pop is also reflected in the way that the industry is structured. Many entertainment companies have strong international reach, and so establish their offices and facilities in different countries. This helps them to further easily develop a worldwide fan base for the artists. Furthermore, K-pop has had a tremendous impact on the spread of transnational relationships between communities all over the world as well as the globalisation of South Korean culture. Since fans come from different communities and cultural backgrounds, it has led to a cultural exchange between South Korea and the rest of the world, bridging differences, and uniting fans through one medium- music.

The rising popularity of K-pop has led many people to be interested in South Korean culture. It also has contributed to the growth of South Korea's overall economy. For example, “The Hyundai Research Institute estimated that BTS alone has raised more than \$3.6 billion every year for the South Korean economy – equivalent to the contribution of 26 mid-sized companies” (*The Diplomat*).

K-pop has a significant impact on Korean politics and its connections with foreign countries. K-pop was used as a tool for soft power by the Korean government. In his book, *Bound to Lead: The Changing Nature of American Power*, theorist Joseph Nye coined the word ‘soft power’ (Balraj and Manan 1907). Power is defined as "the ability to impact the results you desire and, if necessary, to modify the conduct of others to make this happen" (Nye 1). Oftentimes, power is understood as having a strong military and economic might. However, Nye identified two types of power: hard power and soft power. (Balraj and Manan 1907). He defined hard power as “the ability to get others to act in ways that contradict their

initial preferences and strategies” (qtd in Gomichon 1) and soft power as “the ability to obtain preferred outcomes by attraction rather than coercion or payment” (Nye 2). Governments resort to using force and threat when using hard power in order to gain control, while on the other hand, soft power involves using positive attraction in order to gain dominance. Thus, unlike hard power, soft power doesn’t resort to coercive methods.

With knowledge and information being spread out across a larger region, the globe is becoming increasingly hyperconnected (Balraj and Manan 1907). Soft power focuses on cultural aspects rather than political ones. Thus, a nation’s ability to influence people without the use of physical or military force, but instead by utilizing its resources like culture, education, etc., is known as soft power. Therefore, soft power can include developing tourist destinations to attract foreign visitors, promoting its pop culture icons, and fostering a positive studying environment for international students, etc. All these factors together will help generate revenue by attracting foreign investment and boosting the country’s economy. Hence, soft power became the backbone of Korea’s developing economy and popular culture.

Moreover, K-pop has been used as a tool for soft power by the South Korean government. The government has provided support for K-pop groups and artists by funding them, and has also organized K-pop events and tours abroad as part of its cultural diplomacy efforts. For example, as part of a cultural diplomacy campaign, a K-pop group called Red Velvet flew to North Korea to perform a concert at the capital there. The country has also awarded some K-pop groups like BTS with ‘The Order of Cultural Merit’ which is awarded for "outstanding meritorious services in the fields of culture and art in the interest of promoting the national culture and national development" ("Order of Cultural Merit (South Korea)")

K-pop is also responsible for building a sense of community among fans. These fans, although transcend national boundaries, together have a shared sense of belonging. Using and interacting in online spaces like Twitter and Instagram enables fans to interact, discuss, and express themselves. Additionally, when international fans enter into the fan community, they often observe and learn the customs and practices of Korean culture. Just as it enhances and expands their knowledge, they also learn to respect and accept the customs of a culture which is entirely different to theirs. Moreover, K-pop also helps build a sense of community and identity among the Korean diaspora which has spread across the world.

K-pop influences its fans in many aspects. Individuals who are part of the Korean community are not just passive consumers of pop culture, they actively engage with it. When fans come together, they create safe spaces, where they express themselves and their identity. These spaces allow fans to break free from the constraints of Eurocentric and patriarchal ideologies, which often devalue the expression of emotions and feelings (qtd in Park et al 9). For example, LGBT fans or fans belonging to marginalized sections, create spaces for themselves within the fan community, where they freely express their concerns and identify with each other.

Due to its goods being "transculturally intelligible", Korean popular culture has achieved global popularity and upended Western dominance in cultural globalisation. Translation is a means of communication in which a text from one language is made comprehensible in another. Fan translators play a pivotal role in interpreting and translating K-pop content to their own native languages. This is significant because K-pop faces a lot of barriers in gaining global popularity as compared to Western products, which have wider media access. Hence translation practices of K-pop fans enable non-Korean consumers to connect with an unfamiliar world, as well as enable Korean fans to form their own stronger

identities (qtd in Park et al 9-10). Moreover, many young adults have taken an interest in learning the Korean language across the world owing to the rising popularity of Korean music and film. The Oxford Dictionary has also added 26 Korean words to the dictionary such as *banchan*, *kimbap*, etc (*BBC News*).

In recent years, K-Pop fans have emerged as a significant political force on social media, opposing conservative and racist ideologies. For example, in 2020, President Donald Trump organized a rally in Oklahoma, announcing that he had received more than a million ticket requests ([www.nytimes.com](http://www.nytimes.com)). Nonetheless, only around 6,000 people showed up ([www.vox.com](http://www.vox.com)). This campaign was in fact launched by K-Pop fans, who passed on information about the event, and even booked tickets but did so without any intention of attending the rally. This was done as a protest against Trump's hate-filled rally speeches. Trump often employed racial slurs during his speeches, that too during a time when the entire nation was concerned about racism, especially towards Asians, who were so very often targeted with hate and violence due to the spread of the Coronavirus. K-pop has enabled fans to come out of their shell and protest against injustices meted out in the society. When people from different regions, languages come together, they get more awareness about the injustices and issues faced by each community. There is a shared sense of unity, and a desire to protest and fight against the discriminations and injustices. Thus K-pop, and being part of the fan community, influences individuals to stand out against racism, and discrimination that permeates our society.

K-pop also influences its stans to use their social media to support various causes. When K-pop idols donate towards some movement, it also inspires the fandom to take up the cause and actively participate in it by matching the donation, or in some cases, even doubling it. For example, during the Black Lives Matter Movement, when BTS donated 1 million

dollars towards the movement, their fandom, BTS ARMY, took up the cause and raised an online campaign and they were able to match the amount in under a day. Thus, K-pop influences fans to become more aware and open-minded to different perspectives and cultures. Thus, K-pop has been highly influential not only for its fan community, but also for bringing in revenue for the nation, as well as being a tool of soft power and maintaining healthy ties with neighboring countries.

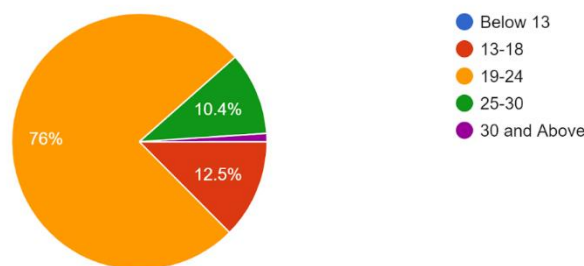
## Chapter 3

### Influence of K-pop: The Kerala Scenario

Popular culture of the Korean Wave (Korean Wave/Hallyu) from South Korea has spread almost all over the world, including India. South Korean cultural products have started gaining immense popularity in India, especially amongst the younger generation. In recent years, the Korean Wave has become one of the most popular topics especially in Kerala, a state in southern India. This can be attributed to the growing availability and easy access to K-pop music and content on the internet. K-pop music videos and concerts have been shared widely on social media platforms, and fans have formed communities to discuss and share their love for the music and its performers.

In order to study the growing influence of K-pop on Kerala, a survey was conducted wherein a total of 96 samples were collected. The survey tries to look at how much K-pop has influenced the lifestyles of people here.

AGE GROUP  
96 responses



The sample was randomly chosen and as expected, most of the respondents ranged between ages 13-30 with 76% of the respondents aged between 19-24 years old. The reason that most listeners of K-pop are young adults could be because youths have more access to the internet and tend to be more active on social media. These are some important platforms



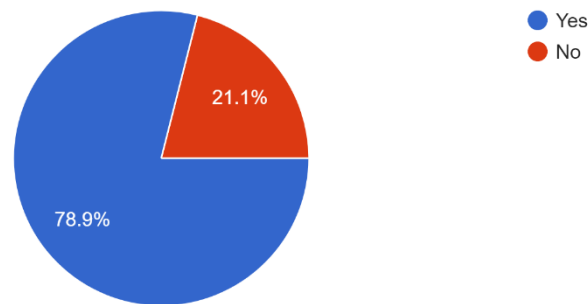
for consuming K-pop content. Moreover, most K-pop idols are also in their late teens, making them more relatable and appealing for a younger crowd.

The questions used for the survey and the responses received are regrouped corresponding to the five scapes- ethnoscape, ideoscape, technoscape, mediascape, and financerscape, as stated by the theorist Arjun Appadurai.

In ethnoscape, people from diverse cultures interact and engage with each other, i.e., the concept of ethnoscape not only involves the movement of people across national borders, it in fact also involves the movement of cultural practices, including music, art, cuisine, and fashion, which eventually merges and integrates with different cultures. In the survey conducted this can be seen through the responses, in which people after getting into K-pop, express an increased desire to experience Korean culture. People are willing to travel to Korea to get a taste of the Korean culture that they so often only get to see through their K-pop idols. The rise in the popularity of K-pop has also led to a rise in people's desire to experience first-hand the culture of their favorite idols. The questions that are grouped together to analyse this aspect are: a) The Korean Wave has made me want to travel to Korea b) K-pop has made me want to experience traditional Korean culture, c) K-pop has made me interested in learning the Korean language.

## THE KOREAN WAVE HAS MADE ME WANT TO TRAVEL TO KOREA

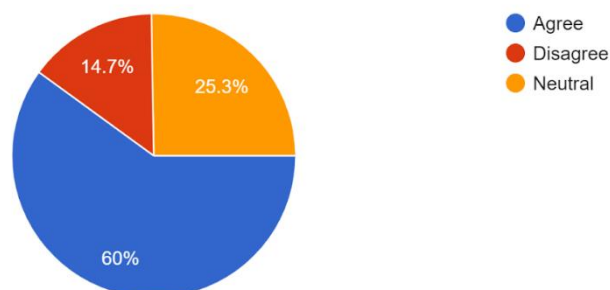
95 responses



K-pop has been credited with making many people want to travel to South Korea, as fans are drawn to the country's cultures. The survey shows that a majority of the respondents (78.9%) desired to travel to Korea. Oftentimes fans desire to visit South Korea to see the places where their favourite groups and artists have performed, filmed music videos. Moreover, along the way, they also might visit historical landmarks which are of significant importance to Korean culture. Fans also want to experience the culture and lifestyle that they have come to know through the artists music and performances. Thus, this migration of people for the purpose of tourism hence falls under ethnoscape.

## K-POP HAS MADE ME WANT TO EXPERIENCE TRADITIONAL KOREAN CULTURE

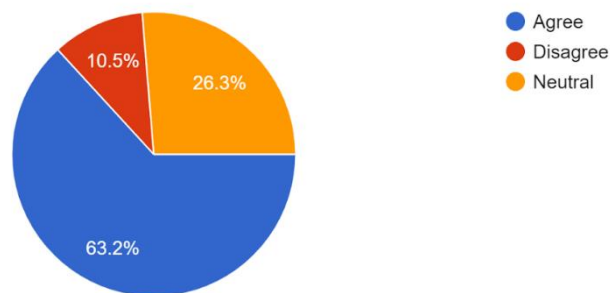
95 responses



K-pop has been credited with making many people want to experience traditional Korean culture as it provides a window into traditional Korean culture. Fans are exposed to the traditional customs and practices of South Korea through the music videos, and concerts put up by K-pop idols. Moreover, K-pop idols also act in K-dramas, which even further enriches their knowledge about Korean culture among fans, and creates a deeper desire to visit these places. Thus, the popularity of K-pop has led to a growing interest in traditional Korean culture. Additionally, the popularity of K-pop has also led to an increase in the number of traditional Korean culture classes and workshops being offered around the world. Fans also travel to Korea to get this experience first-hand.

#### K-POP HAS MADE ME INTERESTED IN LEARNING THE KOREAN LANGUAGE

95 responses

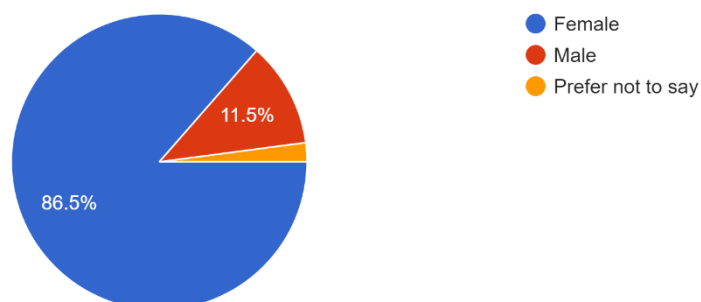


K-pop has become a significant cultural export of Korea. This can be seen through the response that clearly indicates that many respondents (63.2%) are in fact interested in learning the Korean language. K-pop songs are often sung in Korean, and as fans become more invested in K-pop culture, they become motivated to learn the Korean language in order to better understand the lyrics of K-pop music. Some K-pop fans even use K-pop songs as a way to learn Korean, using the lyrics to practice their pronunciation and vocabulary. This interest in the Korean language, leads to many young adults joining institutes which teach Korean. Thus, the increasing popularity of K-pop has led to many

people desiring to travel, and many in fact even migrating to Korea for either tourism or seeking employment opportunities. This, therefore, falls under the category of ethnoscape.

The term "ideoscape" refers to the transnational movement of certain ideas, values, beliefs that are spread through a variety of mediums. It also includes the many ways in which individuals interpret these ideals in their particular cultural settings, leading to the development of new cultural customs and viewpoints. The survey shows how K-pop has led to the dissemination of ideas as well as the breaking down of various hegemonic beliefs. The invasion of K-pop into the global music culture itself falls under ideoscape as the rise of K-pop has subsequently influenced people to experiment with many musical styles, genres, etc. K-pop has brought in many refreshing and reforming ideas and practices that break away from dominant hegemonic ideologies. The questions that are grouped to analyse this aspect of ideoscape are: a) The gender of the respondent b) Do you prefer listening to K-pop over the vast variety of Indian music? c) Do you think Korean skincare is gaining popularity in India due to the influence of K-pop idols? d) Do K-pop idols influence your choice of outfits?

GENDER  
96 responses

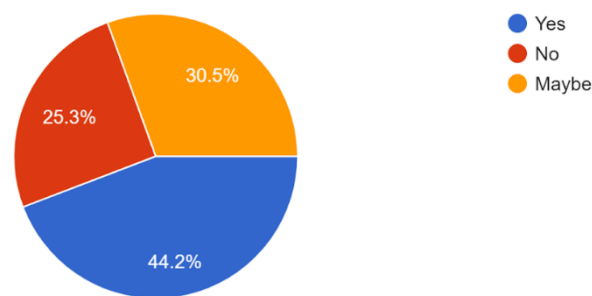


The survey shows that a significant portion of K-pop consumers are women. One reason for this could be that many K-pop groups have a large female fan base in South Korea, and this trend has continued as K-pop gains popularity around the world. Another

factor could be the patriarchal stereotypical ideas about the “macho man” that have over the years pervaded our society. The "macho man", a construct that has been prevalent in our society, defines the idea of masculinity in terms of ruggedness, strength, and dominance. It is based on the belief that men should be aggressive, and assertive, while also being emotionally detached. However, many K-pop groups challenge these traditional gender stereotypes by promoting messages of self-expression, and individuality. K-pop groups often refrain from conforming to the traditional "macho man" stereotype, with most male idols openly expressing their emotions and individuality. Since this deviates from what has been considered “normal” over the course of years, even men who do follow K-pop groups are often ridiculed. This could be one of the plausible reasons that there are relatively fewer male fans than females. However, in recent years, with K-pop breaking the western notion of masculinity that had been constantly fed to us, people have started raising questions regarding these gender stereotypes. There has been a gradual change and the increase in K-pop’s appeal is now bringing in many male consumers as well.

DO YOU PREFER LISTENING TO K-POP OVER THE VAST VARIETY OF INDIAN MUSIC?

95 responses

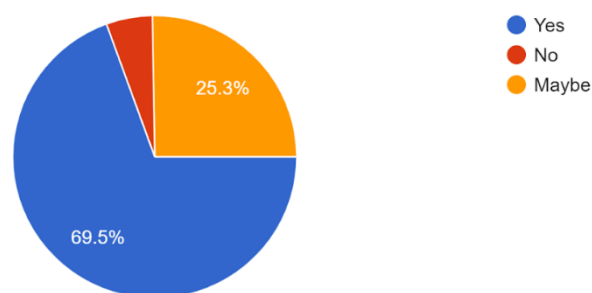


A majority of the respondents, 44.2%, preferred listening to K-pop over the vast variety of Indian music, showing that people have started switching their taste from Bollywood/Malayalam language music to Korean Pop music. This indicates the influence of

globalisation- which has led to a largely homogenous community of people, i.e., Keralites, preferring to listen to music in an entirely different language. Thus, K-pop has crossed cultural boundaries, and invaded the Indian landscape, creating a group of fans who have welcomed an altogether new culture without prejudice. Moreover, K-pop groups often address pertinent issues in their songs like mental health, depression etc. They use music as a platform to talk about these issues which are often considered a stigma. Through their songs, they are able to connect with their audience who might be battling various mental health issues themselves. The songs make the fans feel heard and accepted, while giving them hope and encouragement to move forward. This might be the reason why many people lean towards listening to K-pop, although it's in a language completely alien to them. In a society which stigmatises and moreover considers talking about these issues as a taboo, K-pop comes as a relief for many people who don't have the agency to speak out openly about their issues.

DO YOU THINK KOREAN SKINCARE IS GAINING POPULARITY IN INDIA DUE TO THE INFLUENCE OF K-POP IDOLS?

95 responses

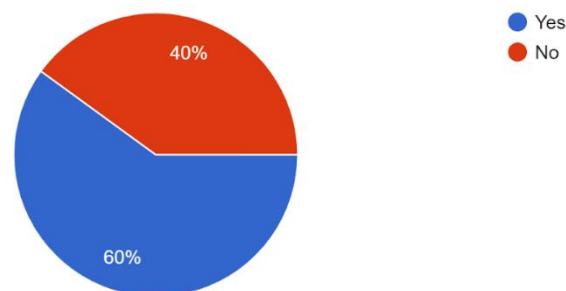


K-pop idols have also been known to practice skincare routines. They are often considered as beauty icons. Fans often look up to their favorite idols for skincare inspiration and try to emulate their skincare routines and buy the products they use. This trend can also be seen in India with many fans trying to replicate the "glass skin" look. Over the past few

years, most women are also preferring to go for the no makeup look, or light makeup, owing to this trend being practiced among the majority of the female K-pop idols. Moreover, the practice of maintaining healthy glowing skin has seeped in after the rise of K-pop, and can be seen as a part of the ideoscape, as there is a changing notion of idea regarding beauty. Most male K-pop idols also wear makeup, which has helped break down stereotypical gender norms and stigmas surrounding men's use of makeup. Men using makeup was earlier looked down upon, and makeup was largely attributed as something very feminine. Although this idea continues to be largely prevalent, the rise of K-pop has brought about significant change, as more men are now openly comfortable in using makeup and have added skin care as an essential part of their daily routine. Makeup is slowly becoming gender neutral, and this change was brought about largely due the growth and rise of K-pop. Additionally, the popularity of K-pop has also led to the opening and sale of South Korean skincare stores, and products, and many e-commerce websites also sell Korean products in India.

#### DO K-POP IDOLS INFLUENCE YOUR CHOICE OF OUTFITS?

95 responses



K-pop idols have been known to influence the choice of outfits for many of their fans. Fans often look to their favorite idols for fashion inspiration and try to emulate their style. 60% of the respondents agreed that K-pop idols influenced their choice of outfits. K-pop idols are also known to start or popularize certain fashion trends, such as oversized clothing,

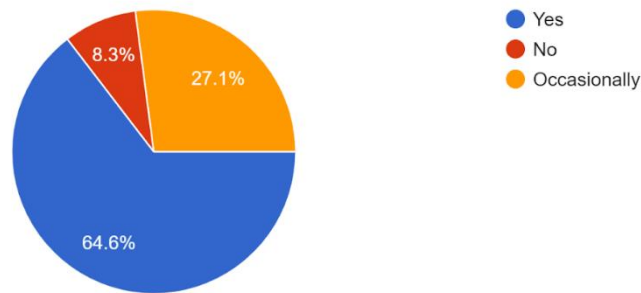
layering, and bold prints. Many K-pop idols dress up in unconventional styles of clothing. Korean men don't shy away from adorning themselves with jewellery, painting their nails and wearing light pastel colors like pink which is conventionally attributed as being "feminine". Many male K-pop idols also model skirts and dresses. By doing this they are challenging the ideas of gender-specific clothing, and inspiring fans to do the same. Although this was initially met with much reluctance and hate by the Western audience, this has now been picked up by even mainstream Western celebrities like Harry Styles, who also attempt to blur the lines, and step away from stereotypical norms. Thus, this falls under ideoscape, as K-pop idols have been breaking the archaic regressive ideologies, and bringing about a change in the society.

Technoscape refers to the use of technology across the world. K-pop groups use technology and online streaming services to connect with fans, as well as to reach a global audience. With the developments in technology, K-pop management companies are releasing new concepts like virtual K-pop groups generated completely through AI. This has fascinated and grabbed the attention of many people, bringing in new consumers of K-pop music each day. Overall, technoscape is an essential component of K-pop which plays a major role in contributing to its global rise. The questions that are grouped together to analyze this aspect of technoscape are: a) Do you listen to K-pop? b) Since when did you start listening to K-pop?



DO YOU LISTEN TO K-POP?

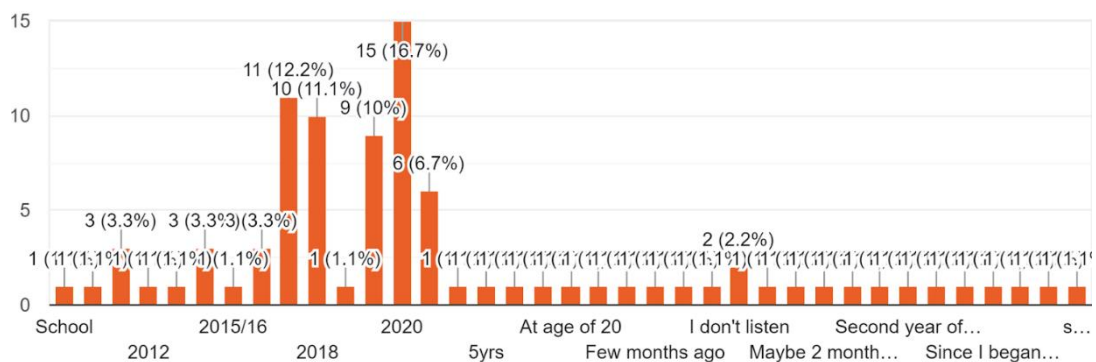
96 responses



91.7% of the respondents listen to Korean Pop music, although some of them are just casual listeners. This goes to show that K-pop has in fact invaded the Indian music industry, and can be said to be as popular as some of the most listened-to genres in India. The high production values of K-pop music videos can be one of the factors contributing to the genre's appeal. Management companies make huge investments in creating top-notch music videos and live performances, which frequently feature lavish sets, costumes, and special effects. These high production values make K-pop performances entertaining, thus attracting more fans to the genre.

SINCE WHEN DID YOU START LISTENING TO K-POP?

90 responses

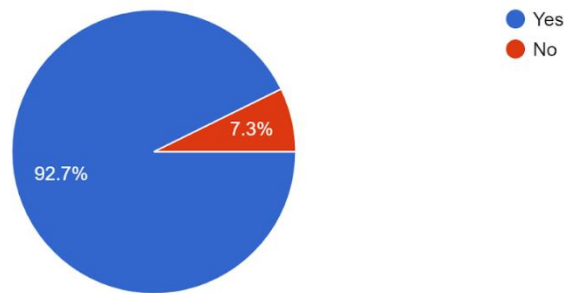


The survey shows that there has been a peak in the listeners listening to K-pop during the year 2020, which is when the Covid-19 pandemic started. Although the pandemic has had a lot of negative impacts on the entertainment industry, it has also been an opportunity for K-pop to be more visible in the global music scene. Since people were spending more time at home and having increased screen time, it made it easier for them to discover K-pop. Moreover, with the cancellation of live concerts, K-pop artists started performing online concerts. Companies started using high-end technology to create the best virtual concert experience for fans. This helped keep the fanbase engaged and motivated and even allowed the artists to reach a wider audience.

Media has played a significant role in promoting and popularizing K-pop. The easy accessibility of social media platforms has facilitated the spread of Korean entertainment. Moreover, this has made it even easier for fans worldwide to access and share content online. The questions that have been grouped together to analyse this aspect of mediascape are: a) Are you aware of the Korean wave? b) What got you into K-pop? c) Has K-pop influenced your lifestyle and language? d) Do you use Korean words in your daily conversations? e) Do you write in Korean on social media? f) Do you use jokes related to K-pop in your conversation with your friends? g) K-pop has made me interested in Korean fashion and beauty h) Do you buy/wish to buy clothes from brands that K-pop idols are ambassadors of? i) Korean wave has made me interested in eating Korean food.

### ARE YOU AWARE OF THE KOREAN WAVE?

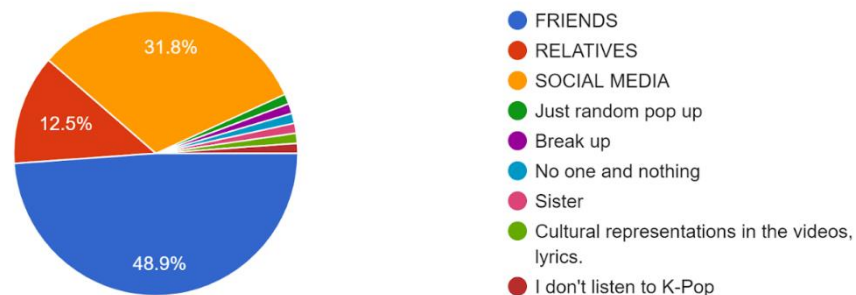
96 responses



A significant portion, i.e., around 92% of the respondents were aware of the Korean Wave indicating how globalisation has spread knowledge regarding the Korean Wave across borders. This could be attributed to the easy access to social media sites like YouTube, and Instagram, which has made Korean content and knowledge accessible to even non-Korean consumers. This has also led to the creation of a strong international fanbase. Fans create and upload fan content like Tik-Tok, and fan art online which further helps spread the knowledge of the Korean Wave.

### WHAT GOT YOU INTO K-POP?

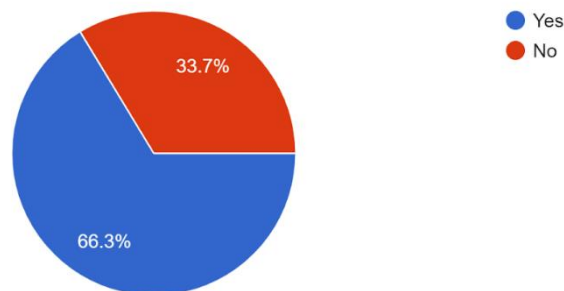
88 responses



Friends' influence or recommendation contributed towards almost 49% of the respondents' getting into K-pop. Around 31% said they happened to come to know about K-pop through social media sites, while 12.5% respondents stated their relatives introduced

them to the world of K-pop. Media plays a significant role in spreading the knowledge of K-pop. Media enables quick distribution and access to Korean content. YouTube is a website that allows free sharing of videos, and K-pop management companies make the maximum utilisation of this to put out content like Music Videos, Variety Shows, etc, which puts the group in front of a wide audience. When people access these social media sites, like Instagram and Tik-Tok, they get easy access to Korean content, and in the process, it brings in many new listeners. Thus, mediascapes is one significant aspect connected to K-pop.

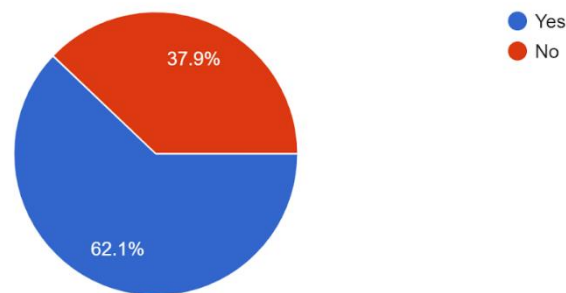
HAS K-POP INFLUENCED YOUR LIFESTYLE AND LANGUAGE?  
95 responses



The results above indicate that K-pop has influenced the lifestyle and language of the listeners in Kerala. This can occur in the form of fans imitating their favourite idol, getting influenced by their fashion, incorporating Korean language in their daily conversation, and even eating Korean food. This is largely in part due to the growth of social media. K-pop management companies use social media as a tool to expand as well as increase their appeal. Fans interact on social media platforms, leading to a wider exposure to the Korean language. Many fans take it upon themselves to learn the Korean language in order to better understand the Korean content. Moreover, fans also try to replicate their idol's style, and buy products promoted by them. Many fans also try out recipes suggested by their idols on social media, leading to the spread of Korean cuisine around the world.

## DO YOU USE CERTAIN KOREAN WORDS IN YOUR DAILY CONVERSATIONS?

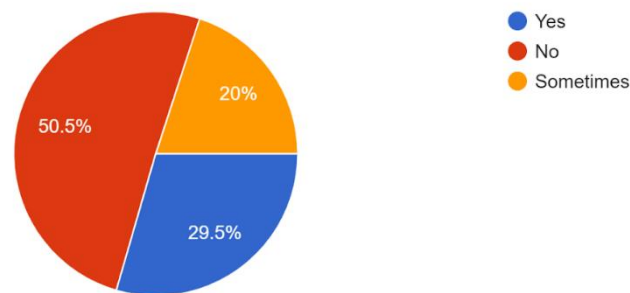
95 responses



The fact that there are many respondents who use the Korean language in their daily conversation, is an indication of the deep influence of Korean culture in Indian society, particularly Kerala. Since the world has become globalised, the popularity of K-pop and South Korean culture continues to rise. Idols using social media platforms, like YouTube and Vlive to communicate with fans, has also helped increase the use of the Korean language in daily conversation. Fan translators play a major role in enabling non-Korean fans in accessing Korean language, and in understanding its meaning and nuances. Translators help connect the K-pop idols with their fans. They upload the translation of songs, and various K-pop content on social media sites, and through this fans are then able to get a better understanding of Korean culture. Along the way, fans also learn many new words, which knowingly-unknowingly becomes a part of their vocabulary. For example, certain words like *kamsahamnida* which means thank you, *aish* a word used to describe frustration, etc are commonly used words among people who are familiar with the Korean culture. Thus, the media plays an important role in people learning and using the Korean language as part of their vocabulary.

## DO YOU WRITE IN KOREAN (EITHER ROMANIZATION OR HANGUL) ON SOCIAL MEDIA?

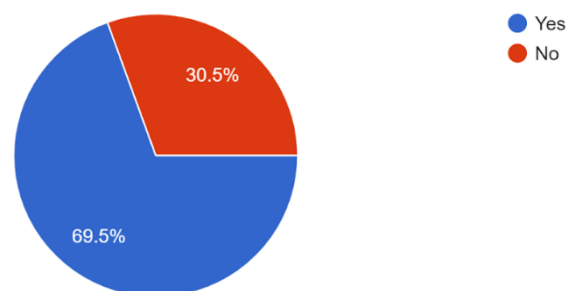
95 responses



Although many people include Korean language in their daily conversations, a relatively lesser number of people use Korean while writing on social media sites. This could be because not many K-pop fans are fluent in Korean. Hence, they might feel more comfortable using English when uploading content on social media. This also has another benefit, as using English on social media can help fans reach a wider global audience. Through this they can reach out to many non-Koreans, and bring in new listeners.

## DO YOU OFTEN USE INSIDE JOKES RELATED TO K-POP IN YOUR CONVERSATION WITH YOUR FRIENDS?

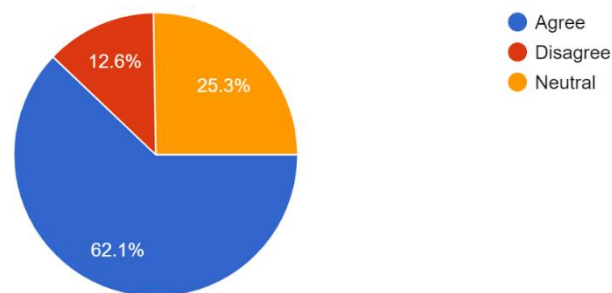
95 responses



Many respondents, almost 70%, in fact use jokes and terms related to K-pop in their conversations with their friends. These inside jokes can include references to lyrics, music videos, or even the artist themselves. These inside jokes help fans bond with each other and

show their shared appreciation for a particular group or artist. Fans often use these inside jokes on social media platforms, such as Twitter and Instagram. These end up becoming memes and spread rapidly in the online community. Additionally, K-pop groups and artists often create their own unique catchphrases, hashtags, and slogans. These catchphrases can often become popular within the fanbase and can be used as a way to identify oneself as a fan of that particular group or artist. For example, the word *borahae* which means ‘I Purple You’, was created by a BTS member, and BTS fans often use this word to show love and appreciation for one another.

K-POP HAS MADE ME INTERESTED IN KOREAN FASHION AND BEAUTY  
95 responses

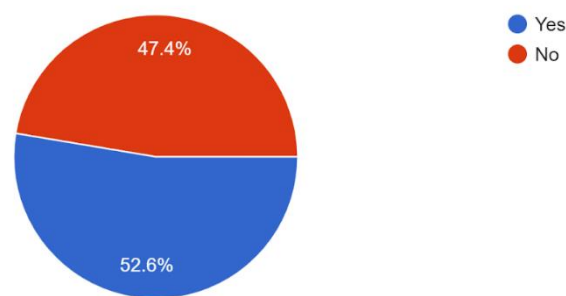


K-pop has been credited with influencing fashion trends around the world and in Kerala also, a majority of the respondents (62%) showed interest in Korean fashion and beauty. K-pop groups and artists are known for their unique fashion sense. Oftentimes these artists combine traditional and contemporary elements into their outfits. Fans often take inspiration from this and incorporate them into their own wardrobe. This is due to the exposure that they get through social media. Many K-pop idols are brand ambassadors for mainstream fashion houses. These fashion houses upload photo shoots of the idols on their social media sites, which garners a lot of attention. Korean fashion has led to the start of many fashion trends globally, particularly in the realm of streetwear. The beauty industry in

Korea is one of its largest, even responsible for steering global trends. Big beauty brands sign contracts with K-pop idols, and these idols use their online platforms to endorse the product. This helps the brand reach a wider global audience. Additionally, the popularity of K-pop has led to the opening of Korean stores and online shops, making it easier for fans to purchase their favourite pieces of clothing.

DO YOU BUY/WISH TO BUY CLOTHES FROM BRANDS THAT K-POP IDOLS ARE AMBASSADORS OF?

95 responses

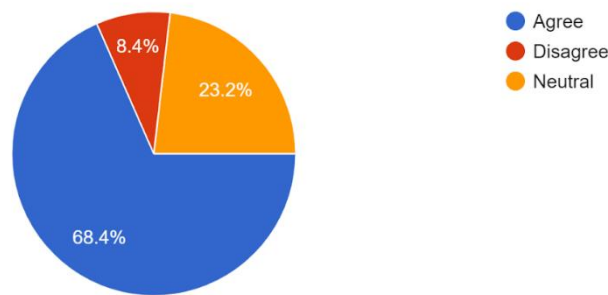


The results show that the respondents (52.6%) wished to buy clothes that K-pop idols are ambassadors of. Brands sign up these K-pop idols as their ambassadors due to the huge impact and influence they have. Oftentimes, products used by these idols get sold out within minutes. Due to their impeccable taste in fashion, some of the brand ambassadors for the leading top-notch fashion brands are in fact K-pop idols. When these idols advertise/ promote the products on social media sites, it gets a wider engagement and popularity, and loyal fans desire to buy these products to show their loyalty to the idol. Moreover, social media also aids in the creation and spread of trends, inspiring both fans and non-fans to pick up on these trends, and buy the clothes promoted by the idols.



### KOREAN WAVE HAS MADE ME INTERESTED IN EATING KOREAN FOOD

95 responses

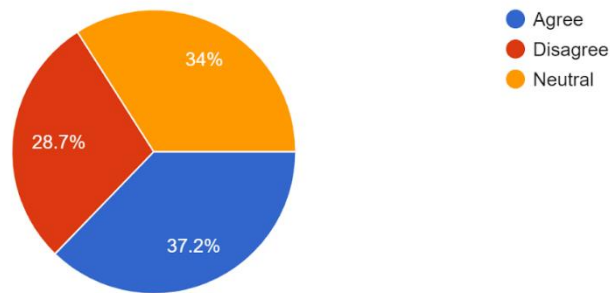


K-pop has been credited with making many people want to try Korean food, as fans are exposed to the traditional and contemporary dishes through music videos, mukbang videos uploaded by idols etc. Almost 68.4% of the respondents agreed that the Korean Wave has made them interested in eating Korean cuisine. Additionally, the popularity of K-pop has also led to the opening of Korean restaurants in Kerala, making it easier for fans to try Korean food. For example, Lets Kimchi is a famous Korean restaurant in Kochi that serves traditional Korean dishes. K-pop idols also have contracts with various food and beverage brands. Idols use their social media accounts to promote and advertise the product, and fans in turn desire to buy these products that are marketed by their favorite idols.

Financescape refers to the movement of funds and capital across the globe. There is a global circulation of money across different regions and countries. In K-pop, financescape is seen through the large-scale investments made by record labels, buying and selling of merchandise, etc. This leads to a flow and transfer of money, and this complex system keeps the industry intact, giving it a global reach. The question that is used to analyse this aspect of financescape is: a) Because of the Korean Wave, I became a consumer of Korean products.

BECAUSE OF KOREAN WAVE, I BECAME A CONSUMER OF KOREAN PRODUCTS.

94 responses



Although factors like less availability and accessibility of Korean products in Kerala and its expensive pricing led to fewer people actually being able to purchase Korean products, still over the years there has been a rising trend with more online platforms selling products at an affordable rate. Moreover, the South Korean government and companies actively promote Korean products in India through trade shows, expos, and cultural exchange programs. This has helped to increase awareness and interest in Korean products among Indian consumers. K-pop fans also import albums of their favorite Korean group from Korea, and they do so as a sign of loyalty and devotion to their favorite idol. This engagement has a significant impact on the growth of the industry, as this generates significant revenue and flow of capital. Thus, financescape plays an important role in the wider reach of the industry.

Based on the results of the research, it can be concluded that K-pop has invaded the terrain of Kerala and continues to have a major influence on the lives of youths. The popularity of K-pop has shaped a lot of youths' fashion choices, and even their language, as they use Hanguk in their daily conversations. Through the 5 scapes of globalisation as concurred by Appadurai, the global influence of K-pop has been researched and analysed, especially regarding its impact in Kerala. Through the survey taken, it was found that globalisation has indeed played a major role in the spread of K-pop. Ethnoscapes, which means the migration of people, shows how K-pop has been credited with making many people want to travel to South Korea. Fans desire to travel to Korea to experience the traditional culture, visit historical sights, and even attend concerts of their favorite K-pop groups. Many fans also learn the language and migrate to Korea in search of employment opportunities. Ideoscapes refers to the movement of ideas across the world. K-pop has influenced many of the Indian youths to question dominant hegemonic beliefs and practices. K-pop groups through their music talk about taboo topics, challenge ideas of what defines masculinity, and even take up attributes and practices that have long been considered as just “feminine” like makeup and skin care. By breaking away from traditional ideas, K-pop idols influence their fans to emulate them in questioning and deconstructing regressive ideologies and beliefs that have over the years seeped into our community. Technoscape and K-pop are also connected as technology played a significant role in the globalisation of K-pop. A great number of respondents listened to K-pop, and many of them began actively listening during the pandemic. One of the reasons for the rise in the number of listeners of K-pop can be attributed to the technological boom that has happened over the course of the past few years. Companies use top-notch technology to produce Music Videos, concert experiences, etc. Moreover, during the pandemic, with the cancellation of live concerts, companies made use of technology to create virtual experiences. This attracted many new listeners and gave K-pop

a global reach. Mediascape also plays a significant role in the popularization of K-pop. It is through the media that idols connect and communicate with their fans. The survey shows that a significant number of respondents were aware of the Korean Wave, and many of them got into K-pop through social media. K-pop has influenced the lifestyle, language and food choices of many of the respondents and the media has played a major role in increasing their appeal towards Korean culture. Financescape is the flow of money and capital around the globe. In Kerala, many people have become consumers of Korean products due to the rising popularity of K-pop. Even the government conducts expos and trade shows in order to promote Korean products. Fans also buy merchandise like albums and other goods from Korea. This leads to a flow of money across regions and nations. Thus, the survey conducted shows that K-pop has become a global phenomenon which has completely penetrated into the heart of Kerala, and its cultural impact is visible by the way it continues to shape the language, culture, and lifestyle of the youths in Kerala.

## Conclusion

The advancements of technology have given birth to a globe that is much more integrated, connecting people from different cultures and societies. Globalisation has led to people from different regions across the sphere coming together, interacting and intermingling with each other. The world became a small village due to globalisation. In this era of rapid technological advancement, young people are more exposed to various forms of entertainment than ever before. Thus, they have more access to information and are aware of all that is happening around the world. As people are more exposed to different cultures, it has made it easier for everyone to identify with a global culture. This has led to increased understanding and tolerance of other cultures. Thus, with Globalisation comes change and intermixing of cultures.

The Korean Wave that has spread is one of the finest examples of how globalisation leads to cultural invasion. It is a shift from the domination that the West once held over the world market. K-pop, which is a part of the Korean Wave, has taken over the globe.

Using Appadurai's scapes theory and by conducting a survey, this project demonstrated how globalisation played an important role in the rise and spread of K-pop resulting in a cultural transformation, focusing on the state Kerala. The 5 scapes are very well connected to K-pop. Ethnoscapes shows how K-pop has been credited with making people want to travel to South Korea. Moreover, there is an increasing number of non-Koreans who are becoming trainees. Companies take in foreign trainees so as to expand their market and reach out to a wider global audience. Ideoscape is reflected in the ideas that are being challenged, as well as spread by K-pop groups. These groups represent political and social issues in their music and performances. They are also used as a tool for soft power by the government, promoting the image of Korea as a modern and dynamic

country. Technoscape reflects the technological boom that has occurred over the past years, which is responsible for the massive growth and worldwide reach of K-pop. Companies use advanced technology to create thrilling concert experiences for fans, even when they are home. Companies are also experimenting with creating groups using AI. Mediascape involves using media to market the groups to a wider audience. Fans as well as idols alike use social media to communicate and connect with each other. K-pop groups use media to promote their music, and other content, which helps in increasing their popularity. Financescapes illustrates the flow of money within and outside Korea. K-pop is a major industry and many foreign companies invest in these groups leading to increased cash flow between different regions/nations. Moreover, fans also buy and sell merchandise of the K-pop groups, like albums and plushies etc. Thus, this flow of money is an important factor in the growth and sustenance of the industry. Hence, all 5 scapes are connected to K-pop and its global spread.

K-Pop fans play a significant role in disseminating K-Pop culture beyond Korea. Fans enjoy a sense of shared identity with each other. Although the fan community is not a physical entity that can be seen, it is through this imagined community that fans feel a sense of belonging and connection. K-pop is known for its transnational nature, leading to exchange and intermixing of ideas and breaking down various cultural barriers. K-pop helps in fostering an understanding between different communities. K-pop has deeply penetrated not just the music industry, but also the beauty, fashion, and tourism sectors. Moreover, it has become a tool of soft power for the Korean government. It also became a source of revenue for the country, helping boost the economy by attracting foreign investments. It also helped in establishing strong relationships with other nations, with the government even organizing K-pop events as part of its cultural diplomacy efforts. Thus, K-pop has influenced many of its listeners' language, style and food preferences.

The impact of this can be seen in the cultural proliferation it has even in Southern parts of India, like Kerala, which is a largely homogenous community. There is a rising taste for Korean music by the general public here, and as the popularity of K-pop increases on a global scale, so does its cultural impact. Thus, globalisation has led to a cultural transformation, and continues to penetrate the global music industry, making a significant mark even in the southernmost part of India.

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# INFLUENCE OF K-POP ON CULTURAL GLOBALISATION

I am a 2nd year MA English student at St Teresa's College, Ernakulam (Autonomous). I am conducting a survey on the influence of K-pop on youngsters in Kerala as a part of my final year project. The data collected will be only for educational purposes.

\* Required

1. NAME \*

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2. AGE GROUP \*

*Mark only one oval.*

Below 13

13-18

19-24

25-30

30 and Above

3. THE KOREAN WAVE HAS MADE ME WANT TO TRAVEL TO KOREA

*Mark only one oval.*

Yes

No

## 4. K-POP HAS MADE ME WANT TO EXPERIENCE TRADITIONAL KOREAN CULTURE

*Mark only one oval.*

- Agree
- Disagree
- Neutral

## 5. K-POP HAS MADE ME INTERESTED IN LEARNING THE KOREAN LANGUAGE

*Mark only one oval.*

- Agree
- Disagree
- Neutral

## 6. GENDER \*

*Mark only one oval.*

- Female
- Male
- Prefer not to say
- Other: \_\_\_\_\_

## 7. DO YOU PREFER LISTENING TO K-POP OVER THE VAST VARIETY OF INDIAN MUSIC?

*Mark only one oval.*

- Yes
- No
- Maybe

8. DO YOU THINK KOREAN SKINCARE IS GAINING POPULARITY IN INDIA DUE TO THE INFLUENCE OF K-POP IDOLS?

*Mark only one oval.*

- Yes  
 No  
 Maybe

9. DO K-POP IDOLS INFLUENCE YOUR CHOICE OF OUTFITS?

*Mark only one oval.*

- Yes  
 No

10. DO YOU LISTEN TO K-POP?

*Mark only one oval.*

- Yes  
 No  
 Occasionally

11. SINCE WHEN DID YOU START LISTENING TO K-POP?

\_\_\_\_\_

12. ARE YOU AWARE OF THE KOREAN WAVE?

*Mark only one oval.*

- Yes  
 No

## 13. WHAT GOT YOU INTO K-POP?

*Mark only one oval.*

- FRIENDS
- RELATIVES
- SOCIAL MEDIA
- Other: \_\_\_\_\_

## 14. HAS K-POP INFLUENCED YOUR LIFESTYLE AND LANGUAGE?

*Mark only one oval.*

- Yes
- No

## 15. DO YOU USE CERTAIN KOREAN WORDS IN YOUR DAILY CONVERSATIONS?

*Mark only one oval.*

- Yes
- No

## 16. DO YOU WRITE IN KOREAN (EITHER ROMANIZATION OR HANGUL) ON SOCIAL MEDIA?

*Mark only one oval.*

- Yes
- No
- Sometimes

17. DO YOU OFTEN USE INSIDE JOKES RELATED TO K-POP IN YOUR CONVERSATION WITH YOUR FRIENDS?

*Mark only one oval.*

Yes

No

18. K-POP HAS MADE ME INTERESTED IN KOREAN FASHION AND BEAUTY

*Mark only one oval.*

Agree

Disagree

Neutral

19. DO YOU BUY/WISH TO BUY CLOTHES FROM BRANDS THAT K-POP IDOLS ARE AMBASSADORS OF?

*Mark only one oval.*

Yes

No

20. KOREAN WAVE HAS MADE ME INTERESTED IN EATING KOREAN FOOD

*Mark only one oval.*

Agree

Disagree

Neutral

21. BECAUSE OF KOREAN WAVE, I BECAME A CONSUMER OF KOREAN PRODUCTS.

*Mark only one oval.*

Agree

Disagree

Neutral

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