

Role of Indian media in the rise of Asian culture in India; especially Hallyu.

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Abstract- with the growth of globalization and India getting exposed to various other cultures apart from the western culture, the ignited fire of Asian culture and Korean wave has been seen to be one of the prominent in the recent times. This paper will be discussing about the role that Indian media is playing to give wind to the Korean wave or “Hallyu”. The term Hallyu is refers to everything related to the Korean wave starting from kpop to k-beauty, k-drama and Korean food. To study the rise of Korean culture in the country a small survey was conducted with the help Google forms and random sampling method using both quantitative and qualitative methods. The data collected is the primary data for the research and the books, journals, television and YouTube interviews and articles related to Korean culture in India was limited and therefore for the secondary data was mostly collected from the internet sources. The study mainly aims to understand on how and why the Hallyu or Korean aesthetics have attracted so much attention to the market globally and Indian media at the same time. The recent news interviews of the kpop boy bands like BTS and TXT can be taken as an example of how the kpop has put forward its baby steps towards Indian mainstream media. The research will give us an understanding to how the Indian media is

Keywords: - Hallyu, Korean culture, Indian Media, Youth

INTRODUCTION-

"Hallyu" is a Chinese phrase that directly translates to "Korean Wave". The word was coined by a Beijing-based journalist in response to a conversation in the late 1990s. Psy's "Gangnam Style" went viral on You Tube reaching over 5000,000,000. Hallyu has been a blessing for Korea in its businesses, culture and in building the country's image. Hallyu can be seen to have successfully attracted the market over the past few years. It broke the simple and often misunderstood stereotypical ideas about South Korea and its culture. The Korean Wave has spread its wings to traditional Korean culture, food, beauty and cosmetics, literature, and language. Teenagers are mostly responsible for the spread of Korean wave. Kpop fan groups have made a significant contribution to coordinating the international appeal of Hallyu items and ideas. Korean establishment in India has started with the introduction of South Korean companies like, "Samsung", "Hyundai" and recently enough "Kia motors". This form of music was initially very popular in the Northeast India, especially in Manipur, which can be called the starting point of Hallyu in India.

Korean culture in India also stands for the first non- western culture that has made a prominent place in the market and the public are so supportive of. This is also the same reason to why many Indians are still reluctant and the fear of unknown keeps them away from trying the new trend.

Korean Music

Korean music, which is often called as k-pop, is very famous among youngsters in India. A K-pop song is frequently performed by a group of people who combine popular styles such as pop, rock, hip-hop, rap, jazz and electronic into one song. In 2018, six years after the start of the initiative, the number of participants rose up to 898. Regional audition rounds were held in 11 locations, including major cities such as Chennai, Mumbai, Patna, Delhi, Bhubaneswar, Hyderabad, Bangalore, and many others. Korean popular band BTS or Bangtan Sonyeodan/boys, have won many awards in the international market. Apart from their exceptional vocals, they sing and dance in perfect coordination on stage. The spectacular popularity of K-Pop musicians stems from how they are depicted to fans. It can be said that the starting point of the Korean music gaining momentum is from the time when the government of Nagaland took the initiative to bring Kpop for its annual Hornbill Festival. This festival is one of the very famous music and cultural festival in the country as North East. Recently Oriya girl Sriya Lenka became the first Indian origin girl to be a member of the Kpop girl band "Blackswan".

Korean Drama

With the introduction of OTT platforms in the media, 21st century became one step closer to cultural assimilation. The Korean contents available in the platforms like, Netflix, Amazon prime, Viki and other sites like dramacool and asaincrush, provides with vast range of genres and easy access. The success of Squid game in india can be attributed to one of the cast from the series, who is an Indian and plays the role of "Ali" from Pakistan. In Korean dramas, for example, the lead characters' dating culture or tension is quite similar to that of any Indian household. sites like dramacool and asaincrush, provides with vast range of genres and easy access. The 2021 Netflix sensation “Squid game” is one of the most watched and famous korean series all over the world. The recent drama by Blackpink member Jisoo “snowdrop” had one of the highest rating worldwide and it was first Korean Drama to be available in Disney+ Hotstar. In many places and shops in the North East India, they sell Korean movies that are dubbed in many

languages. EXO member Baekhyun also acted in the famous historical melodrama "Scarlet Heart Ryo" BTS member Kim Tae Hyun or V was seen in the role of a historical prince in the drama "Hwarang".

Korean Food

In a few places of India, Korean cuisine is quite popular. There are at least 45 standalone Korean restaurants across the country, and these small businesses are still growing. Celebrity chef Sidharth Shukla believes that Korean food is the new Chinese in India. Korean dramas can be said to be an amalgamation of all the aspects of Korean culture packed with flavors and subtly attracting the focus towards experiencing them. In Korean Dramas like, "Chocolate", "Wok of love", "Let's eat", "Oh my ghost" and many more where food is the main theme and shows how they are made from scratch attracts the viewers. Youngsters are known for their enthusiasm about Korean food from Korean drama and film. Koreans restaurants also have a discreet supply of soju, the colorless alcohol that Koreans drink such a lot of. Some Korean meals have a rice basis and are seasoned with strong flavours, akin to Indian cuisine. Korean food or Korean instant noodles known as "ramen" and discover to use chopsticks to complement the familiarity as seen in the drama.

Korean Beauty And Cosmetics

Korean beauty products, cosmetics and practices have caught the flamboyant of everyone across the country. The 10-step Korean beauty of skincare routine that was reviewed by many Instagram influencers and YouTubers from India got very popular in India. Even we can see that Indian girls follow Korean dressing style. The popularly used e-commerce platform, Nyka offers a wide range of Korean beauty products and deliver to home on time. They are also available in Nyka stores across the nation. Other websites like, BeautyBarn India, Skinbae, Daisy Skin Fix and many others also promises to deliver authentic Korean cosmetics in India.

SIGNIFICANCE OF THE STUDY

The Korean wave has been trying to penetrate the India market and mainstream media quite a long time now. A culture that is different in language and not from the west has been able to make its mark in the India media today, therefore the significance and its chances to grow is more.

Objectives of Research

- ❖ Through this research it is expected to understand what have caused for a very new and foreign culture which is not from the west, to get so much focus and public receptivity.
- ❖ This paper intent to explain that to apprehend the growth of any trend or a new concept, it is necessary to consider the role of media in the uprising.
- ❖ To discern the perspectives of different class of people on the topic and evaluate how and why certain cultural aspects of a country from the east, has so much influences in the market today.

LITERATURE REVIEW AND THEORY

- 1) KPOP Wave in India 2021 : Rise of KPOP Popularity in India with BTS, Twice, TXT and more
-Hiba Ali

India is one of the top three countries participating to YouTube music-video or popularly called as MV views of Kpop bands like BTS and BLACKPINK. Their streams counts on JioSaavn and other platforms like Gaana, Wink music, etc counted in millions. In the article, a Mumbai-based Indo-Korean culturist Dr. John Sujina says, "It all started with South Korean music in the country. The music form gained popularity in the Northeastern states in India, particularly in Manipur, which is often called the starting point of Hallyu in India." the statement can show from where and how exactly did the wave start to get its shape and wind.

- 2) Globalization , Hybridization and cultural invasion – korean wave in India's North East
-Athikho Kaisii

In this paper, Mr. Kaisii talks about how westernization and korean traditional ideas has blend together to form a new term of "hallyu" or korean wave. Hallyu is a chinese term that is used to describe anything that is from South Korea. In the paper he also points out that Korean dramas or Korean pop music is widely appreciated in the middle eastern countries as they finds them "safe" to watch and appreciates that the romances shown are not sexually overt and subtle way to portray love scenes.

- 3) Korea beyond Kimchi: Popularity of Korean food in India on the rise
-Vikram Doctor, ET Bureau

In this article Mr. Vikram has analyzed the history of Asian cuisine starting from Manchurian dishes that he claims isn't a Chinese delicacy but originally have come Korea itself, to the growth of Korean restaurants in the cities. food in India is in its pure and untouched form of cuisine. The authenticity is one of the reason that Korean food kimchi, kimbap, bulgogi, japchae are widely loved. In some places of India, the korean food is not highly appreciated as most of the dishes in Korean cuisine have meats like pig and beef.

- 4) Hallyu in India: A Study of the Reception of Korean Culture in India Today
-Pankaj N.Mohan

In his study, Mr. Mohan has elaborately discussed the relation between Korea and India from the times of history when Heo Hwang-ok from Ayodhya who is believed to have married King Kim Suro of Gaya in the 1st Century CE. In the field of literature too, many Korean scholars have translated literary works in Hindi. Basically he concludes his study with his overview of how the strategic relation between Korea and India has grown over the years and has proved beneficial for both the nation.

Theoretical framework

- ❖ Media ecology theory- This theory was proposed by Marshall McLuhan in the year 1964. The evolution affects, and structures of media are all intertwined with their surroundings, according to media ecology theory. It is a hypothesis on the complex interactions between people, technologies, media, and the environment, with the goal of increasing awareness and understanding of reciprocal effects.
- ❖ Social Influence Theory- According to Kelman (1958), “the core idea of social influence theory is that referent individuals affect an individual's attitudes, beliefs, and subsequent actions or behaviors through three processes: compliance, identification, and internalization”.
- ❖ Magic Bullet theory or Hypodermic Needle theory- According to the "Magic Bullet" hypothesis; that was promulgated by Harold Lasswell and written in the book “ Propaganda Technique”, the media's message can be considered as the bullet that was shot from the "media gun" into the "head" of the viewer. Similar to the "shooting" paradigm, the "Hypodermic Needle Model" does as well. It implies that the media directly addresses the passive audience with its messaging. These messages have a strong impact on this passive audience. Because the public cannot escape the media's influence, it is regarded as a "sitting duck."
- ❖ Two step flow theory- Two-step flow model of communication is a theory was given in the book “The People’s Choice” by Paul Lazarsfeld, Bernard Berelson and Hazel Gaudet. It suggests that interpersonal connection has a specific and high influence on forming and framing public opinion than the capacity of the mass media sources. It implies that mass media programming first reach “opinion leaders,” who are active media consumers who gather, evaluate, and disseminate the meaning of media images to the less active media consumers.

Research method-

For the dissertation, the researcher used both, quantitative and qualitative approach of data collection from primary sources. The primary source of data would be a questionnaire concentrating on the chosen demographic’s knowledge, impact, and awareness of the issue at issue. A google form consisting of 25 questions was distributed to people all over the country irrespective of those who supports or doesn’t support the Korean wave. There would be both open-ended and closed-ended questions on the form.

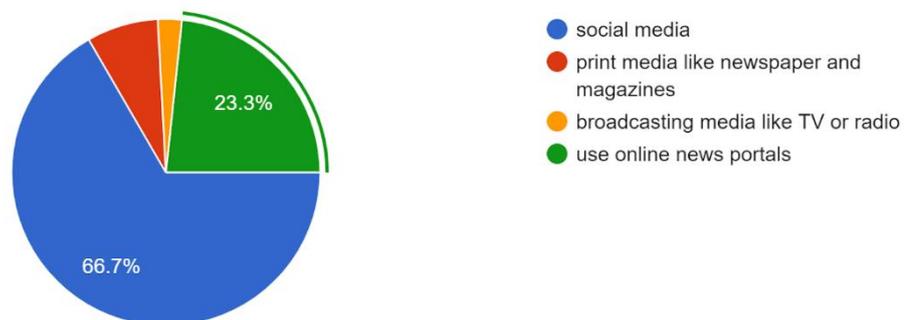
DATA ANALYSIS AND RESULTS

1) On which mode of media does the respondent depend for daily information and entertainment?

MODE OF MEDIA	FREQUENCY	PERCENTAGE
social media	80	66.7%
print media like newspaper and magazines	9	7.5%
broadcasting media like TV or radio	3	2.5%
use online news portals	28	23.3%
total	120	100%

On which mode of media do you depend for daily information and entertainment.

120 responses



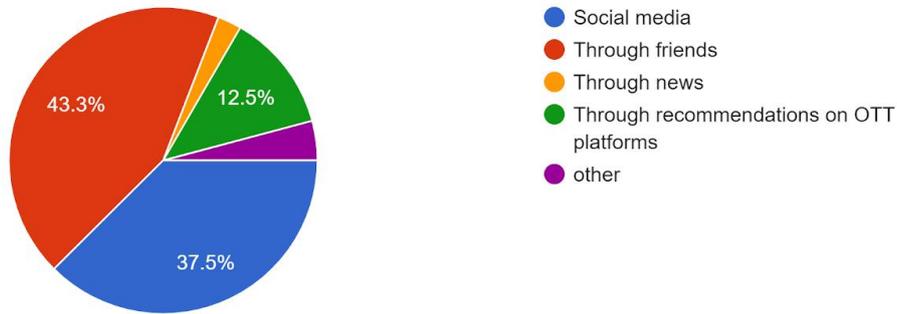
2) How did the respondent get introduced to Korean culture?

INTRODUCED BY	FREQUENCY	PERCENTAGE
Social media	45	37.5%
Through friends	52	43.3%
Through news	3	2.5%
Through recommendations on OTT platforms	15	12.5%

Other	5	4.2%
Total	120	100%

How did you get introduced to Korean culture?

120 responses

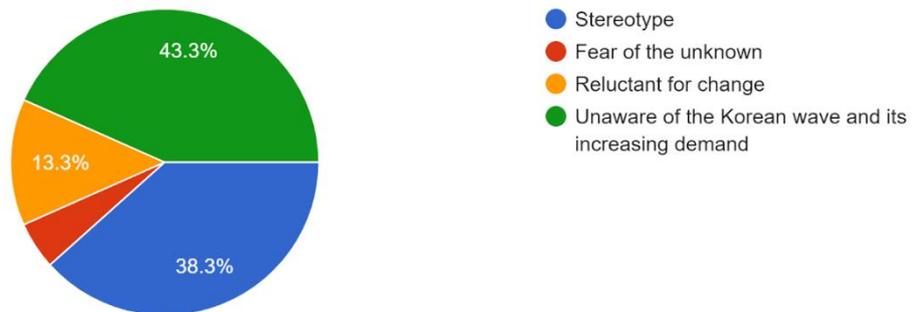


3) Reason on why some of the Indian public has not received the Korean culture with an open heart

OPTIONS	FREQUENCY	PERCENTAGE
Stereotype	46	38.3%
Fear of the unknown	6	5%
Reluctant for change	16	13.3%
Unaware of the Korean wave and its increasing demand	52	43.3%
Total	120	100%

Reason on why some of the Indian public has not received the Korean culture with an open heart

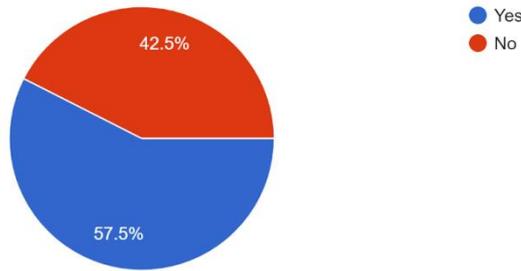
120 responses



3) Has the respondent seen any news related to anything about the Korean wave in India?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	69	57.5%
No	59	42.5%
Total	120	100%

Have you seen any news related to anything about the Korean wave in India?
120 responses



5) Did the respondent watch any Korean related content on Youtube?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	85	70.8%
No	35	29.2%
Total	120	100%

Did you watch any Korean related content on Youtube?
120 responses

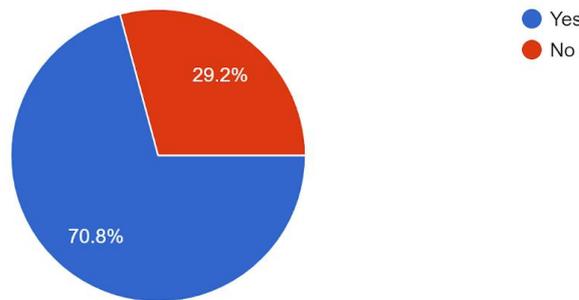


Figure-15

6) Have the respondent seen any Korean content on any OTT platforms irrespective of the fact if you have watched or not?

OPTIONS	FREQUENCY	PERCENTAGE
Yes	86	71.7%
No	34	28.3%
Total	120	100%

7) Is the respondent aware of the fact that Unicef has introduced a Korean boyband as an ambassador for their non-violence campaign?

Due to their involvement with UNICEF's anti-violence campaign, BTS has already visited the UN General Assembly twice. Diplomats, the general public, and fans from all around the world praised band member RM's touching statement at the 73rd Assembly in 2018.

Out of 120 responses, 37 have responded in negative and 38 have answered in affirmative but almost 10 more responses have answered that they knew the fact and were aware of about the campaign by BTS.

CONCLUSION

South Korea's mainstream culture has gained worldwide recognition since the IMF and America forced it to open markets. The future will be incredibly challenging for Hallyu, despite the fact that it has been sustained and developing for many years. One of the main reasons for its attraction all across the region is the novelty and freshness of its explosion.

The popularity of Korean pop culture is increasing in high rate. The online concerts that happened during the time of the pandemic in the year 2020 and 2021, have made a huge impact on the fandom. In the recent years as compared to 4-5 years back, the Korean wave got its wind. The BTS interview with ex-Miss India Finalist Sakshma Srivastav has taken over the Indian media. As the topic

of Korean exposure in India comes up, the coverage Rolling Stone India have put forward towards kpop is very impactful. It has opened many doors for the Korean wave to enter the mainstream market.

Findings-

- ❖ Considering the questionnaire into account, it was discovered that the male part of society is the most hesitant to adopt Korean culture.
- ❖ The stigma that surrounds the Korean wave is mostly around their appearances, since they appear to be typical Asian, which is paradoxically one of the factors that draws people from the northeastern states.
- ❖ Slowly for surely the Korean wave is making its way to the mainstream media which might take some time but end up resulting in positive way as it has been doing up until now.
- ❖ The audience's response to the current media endeavor with kpop, as well as the interaction of journalists with kpop celebrities in recent times, has been overwhelmingly favorable, putting pressure on the media to respond to the public's desire. This has also cleared the path for many more projects like this in the future.
- ❖ As language plays a great deal of a barrier for the kpop artists to communicate and pass the message to their fans worldwide, the applications that helps in translating the content accurately like, YouTube and Twitter are widely used by the people.
- ❖ The promotional activities and commercials by the kpop artists is again one of the reasons for the increase in the likings for Korean cuisine and Korean beauty products by the Indian public.
- ❖ The recent Netflix Special "Squid Game", have influenced a lot of the population who were unaware of the Korean wave in India to get a hint of it finally.

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