



BritMates

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Think & Talk

시사토론

02 Culture & Media

ISSUES NOW IN THE NEWS

Reading, Discussion and Critical Thinking

02. Culture & Media



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1. K-POP Globalization

Is Korean culture shaping global trends or being consumed by them?

◆ Topic Overview

K-pop has become a major global cultural force, influencing music, fashion, and social trends worldwide. As Korean artists dominate international charts and collaborate with global stars, the spread of K-pop raises questions about cultural identity, soft power, and the potential risks of commercialization.

Is the world truly embracing Korean culture, or is K-pop being reshaped to fit Western expectations?

◆ Key Vocabulary

Cultural Export

Definition: A product or idea from one culture that is shared and consumed globally.

Example Sentence: K-pop is one of South Korea's most successful cultural exports.

Soft Power

Definition: The ability to influence others through cultural or ideological means rather than force

Example Sentence: South Korea's use of soft power through music and drama has boosted its global image



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◆ Discussion Questions

- ① What makes K-pop appealing to international audiences compared to Western pop?
- ② How has K-pop influenced fashion, language, or values in your country?
- ③ Is K-pop becoming more global or losing its original Korean identity in the process?
- ④ Can K-pop be a long-term cultural bridge, or is it just a trend?

◆ Idioms & Phrases

✓ **"a global phenomenon"** – working too hard without rest.

Example: K-pop has become a global phenomenon, attracting fans from every corner of the world.

(케이팝은 전 세계의 팬들을 사로잡으며 글로벌한 현상이 되었다.)

✓ **"in the spotlight"** – receiving a lot of attention or focus.

Example: After her viral video, the young singer was suddenly in the spotlight!

(그 바이럴 영상 이후, 그 젊은 가수는 갑자기 주목을 받게 되었다.)

◆ Mini Debate

Statement: "K-pop is no longer truly Korean – it's now global entertainment."

Do you agree or disagree? Prepare arguments and counterpoints.

