



# 02. Culture & Media



## Think & Talk

## Contents

## K-pop Globalization

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

## 2. Streaming Overload

- Are we watching too much content too quickly?

## 3. Fandom Culture & Identity

- Are fan communities becoming more powerful than the content itself?

## 4. Digital Nostalgia

- Why are we obsessed with reviving the past?

### 5. Al-Generated Art & Music

- Can machines be true artists?

### 6. The Rise of Short-Form Content

- Are we losing our attention span?

## 7. Beauty Standards in Social Media

- How real is "real" online?

## 8. Algorithmic Influence

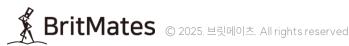
- Who really decides what we watch?

### 9. Virtual Influencers & AI Celebrities

- Can we emotionally connect with something fake?

## 10. Multilingual Media & Global Content

- Are subtitles and dubbing changing cultural borders?





## 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



## Think & Talk

#### 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?

#### 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.