

Analysis of Code-Switching by Korean Popular Artists

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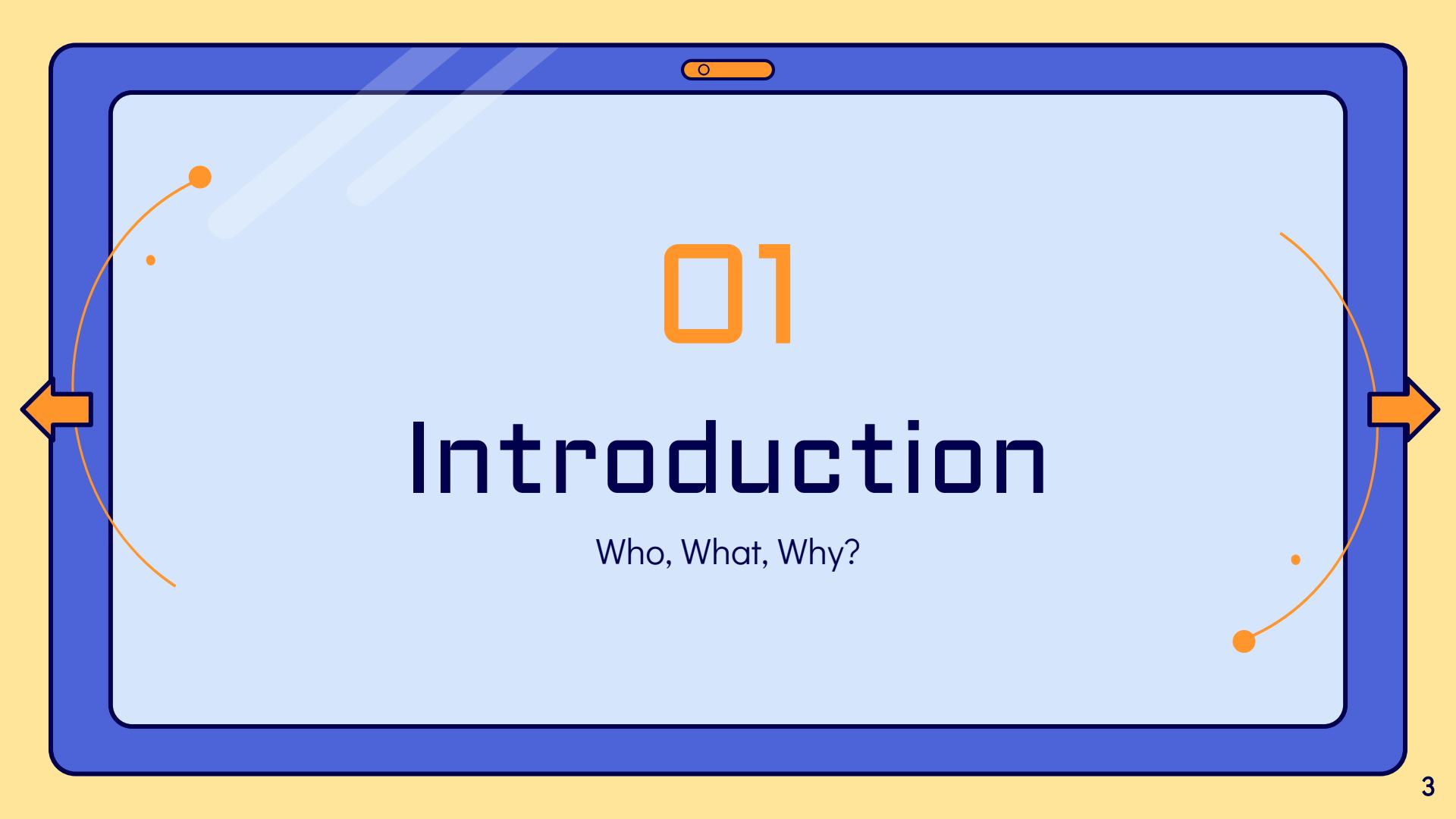
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01

Introduction

Who, What, Why?

Who: Seventeen is a boy group that holds the current record for best-selling album from a Korean artist with their 2023 album *FML*.

What: They have released music since releasing *FML* and have a long list of frequent (annual) releases since their 2015 debut a decade ago. They are self-producing artists, involved in music production, choreographing, and songwriting.

Why: The Korean music industry has grown and is amassing global attention like never before. The sound of popular Korean music has changed due to this global audience, but the language choice of lyrics has also notably shifted in recent years to include more and more English.

- 0–9**
- 1-800-Hot-N-Fun
 - 3D (song)
 - 8dayz
- A**
- Apt. (song)
- B**
- Baby It's Both
 - Baby Shark
 - Bad Boy (Chung Ha and Christopher song)
 - Bad Decisions (Benny Blanco, BTS and Snoop Dogg song)
 - Barbie Dreams (Fifty Fifty song)
 - Bet You Wanna
 - Better Things (Aespa song)
 - Boys Like You (Itzy song)
 - Butter (song)
- C**
- Clik Clak
 - Come Over (Le Sserafim song)
 - Crazy Over You (Blackpink song)
 - Cupid (Fifty Fifty song)
- D**
- Dance on My Own (Loona song)
 - Darl+ing
 - Do It Like That (Tomorrow X Together and Jonas Brothers song)
 - Dynamite (BTS song)
- E**
- Echo (single album)
 - ExtraL
- F**
- Falling Up (Stray Kids song)
 - The Feels (song)
 - For Us (song)
 - Fri(end)s
- G**
- The Girls (Blackpink song)
 - Gold (Itzy song)
 - Gone (Rosé song)
- H**
- Handlebars (Jennie song)
 - The Happiest Girl (song)
 - Hard to Love (Blackpink song)
- I**
- I Do ((G)I-dle song)
 - I Got You (Twice song)
 - I'll Be There (Jay Chang song)
 - Ice Cream (Blackpink and Selena Gomez song)
 - Is You
- K**
- Killin' It Girl
- L**
- Last Farewell (BigBang song)
 - Life's Too Short (Aespa song)
 - Like Jennie
 - Lose My Breath (Stray Kids song)
 - Love Hangover (Jennie song)
 - Love to Hate Me
 - Lovey Dovey (Hori7on song)
- M**
- Mantra (Jennie song)
 - Messy (Rosé song)
 - Moonlight Sunrise
- N**
- Never Let Go (Jung Kook song)
 - Nice Guy (BoyNextDoor song)
 - Night (Stray Kids song)
 - Nobody (Wonder Girls song)
 - Number One Girl
- O**
- On the Ground
- P**
- Perfect Night (Le Sserafim song)
 - Permission to Dance
 - PS5 (song)
- R**
- Rockstar (Jay Chang song)
 - Rose (D.O. song)
- S**
- Seven (Jung Kook song)
 - Sixteen
 - Small Girl
 - Smoke (Jaehyun song)
 - Standing Next to You
 - Star (Loona song)
 - Step Out of Clé
 - Strategy (song)
 - Stuck in the Middle (Babymonster song)
 - Super Bowl (song)
 - Supernova Love
 - Sweet Night
- T**
- Tally (song)
 - This Is For (song)
 - Too Much (The Kid Laroi, Jung Kook and Central Cee song)
 - Top (Stray Kids song)
 - Toxic (Meovv song)
 - Toxic Till the End
 - Typa Girl
- W**
- Waste It on Me
 - What Would You Do (Wonho song)
 - Who (song)
 - Winter Ahead
- Y**
- Yes or No (Jung Kook song)
 - You & Me (Jennie song)

81/85 released
since 2020

Research Questions:

1. Does Seventeen adapt their language choice in later releases?
2. Is popularity related to language use?
3. Does the type of track have any correlation to the language of the lyrics?

02

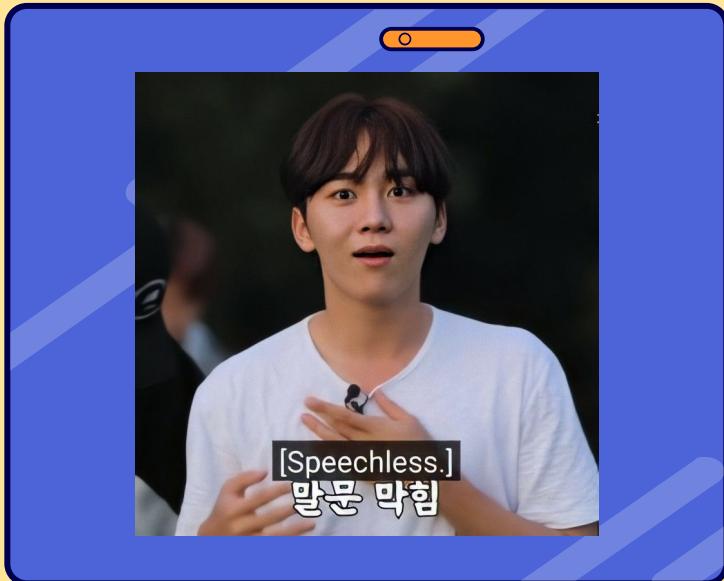
Predictions:

There are many Korean artists who release songs entirely in English in what seems to be an effort to **reach an international audience** and arguably to break into the hard-to-crack Western music industry.

Presumably artists who have been in the industry for a long time (like Seventeen) would **adapt their language to a global audience** as their popularity grows.

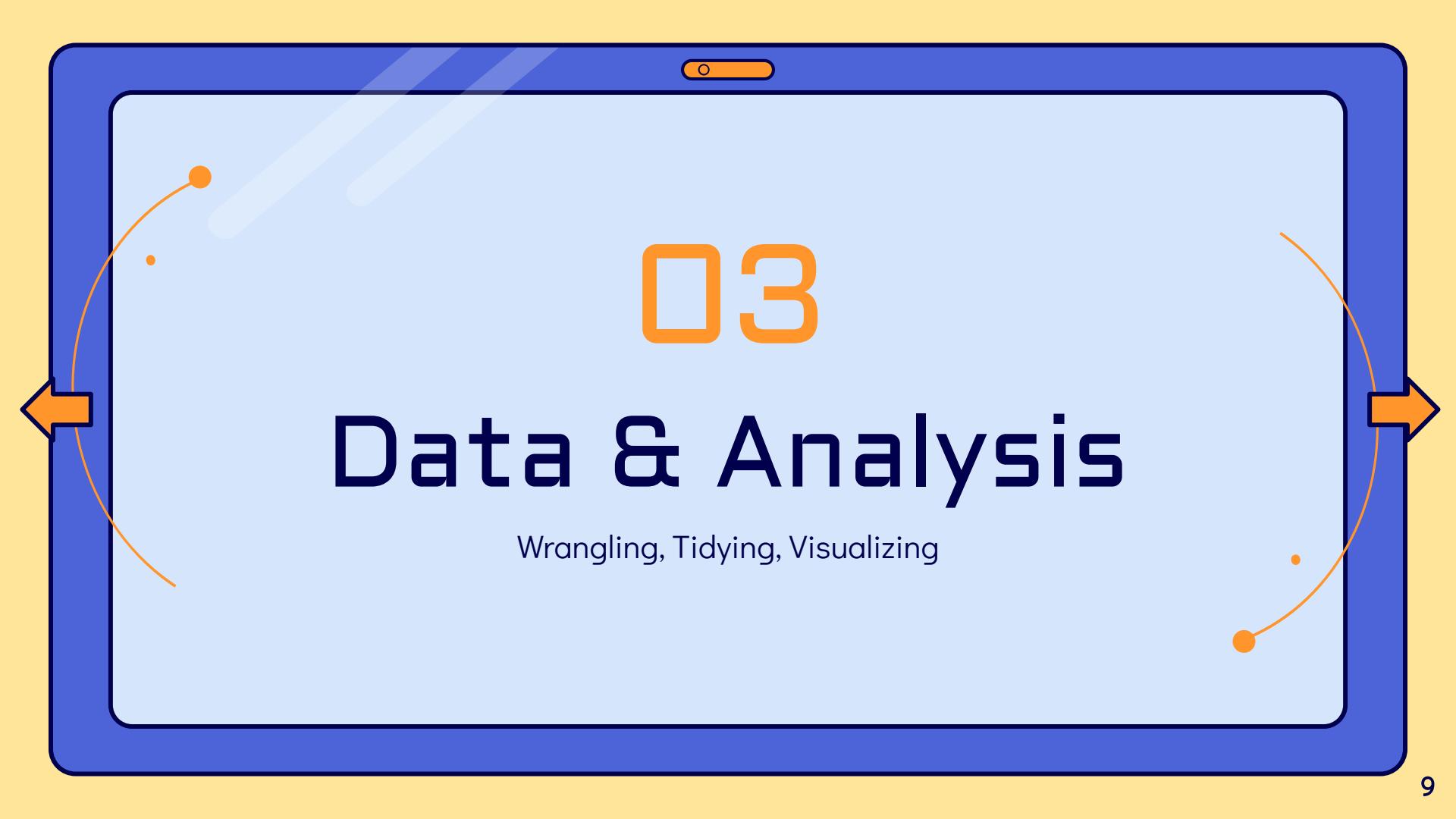
1. Does Seventeen include more English than Korean in later releases? → Yes
2. Is popularity related to language use?
→ Yes?
3. Does the type of track have any correlation to the language of the lyrics?
→ Yes; Title tracks are made to go viral.

Related Research Informing Predictions:



- Communication Accommodation Theory (Howard Giles)
- Audience Design (Allan Bell)
- Case Study of Foxy Boston (Rickford, McNair-Knox, 1994)

Speakers shift their speech (language, style, variety, etc.) to who they are addressing or who might be listening to or overhearing them.



03

Data & Analysis

Wrangling, Tidying, Visualizing

Step 1: Collecting from 4 Albums (EPs)

Year	Chart (Billboard)	Songs	Title Track
2015	_/8	5	“아낀다 (Adore U)”
2020	_/14	6	“Left & Right”
2023	2/1	6	“손오공 (Super)”
2024	5/1	6	“LOVE, MONEY, FAME”

17 CARAT
Heng:garæ
FML
SPILL THE FEELS



Compiling:

- Collected lyrics in original (Hangul-English) form from colorcodedlyrics.com
- Each song saved as its own sheet/csv file
- Each line of lyrics as its own row
- No metadata in file but saved in file name

Romanization	Hangul
SEVENTEEN right here	SEVENTEEN right here
ttangeul bogo gyesok ollatji jeongsangkkaji maneun shiryeoneun boran deushi Always Win ganghane maeumi jungyohaji miraeneun domanggaji ana naega nohki jeonkkaji	땅을 보고 계속 올랐지 정상까지 많은 시련은 보란 듯이 Always Win 강한 마음이 중요하지 미래는 도망가지 않아 내가 놓기 전까지
DARUMDARIMDA gureumeul tago yeogijeigo (Hey) DARUMDARIMDA urideure geungjireul nopireo (Hey) DARUMDARIMDA tto dareun segye naagaja Go i Rhythme matchweo	DARUMDARIMDA 구름을 타고 여기저기로 (Hey) DARUMDARIMDA 우리들의 긍지를 높이려 (Hey) DARUMDARIMDA 또 다른 세계 나이가자 Go 이 Rhythm에 맞춰
Say Say Say yeongungbonsaek Like This shigangwa gonggane guabedji anneun jase	Say Say Say 영웅본색 Like This 시간과 공간에 구애받지 않는 자세



file <chr>	lyrics <chr>	track_type <chr>	album_year <chr>	song_title <chr>
Nontitle_Ah_Yeah_15.csv	아 예 아 예 근데 뭐라구요?	Nontitle	2015	Ah Yeah
Nontitle_Ah_Yeah_15.csv	Yo \$. Coup\$, Here's the baton, Man	Nontitle	2015	Ah Yeah
Nontitle_Ah_Yeah_15.csv	등장과 동시에 들러리를 바닥에서	Nontitle	2015	Ah Yeah
Nontitle_Ah_Yeah_15.csv	침 훌리며 기절 그 위에서 수영해요	Nontitle	2015	Ah Yeah
Nontitle_Ah_Yeah_15.csv	WOAH 옆구리 지방튜브 끼고 못 뜯	Nontitle	2015	Ah Yeah
Nontitle_Ah_Yeah_15.csv	애들이 알리 있나	Nontitle	2015	Ah Yeah

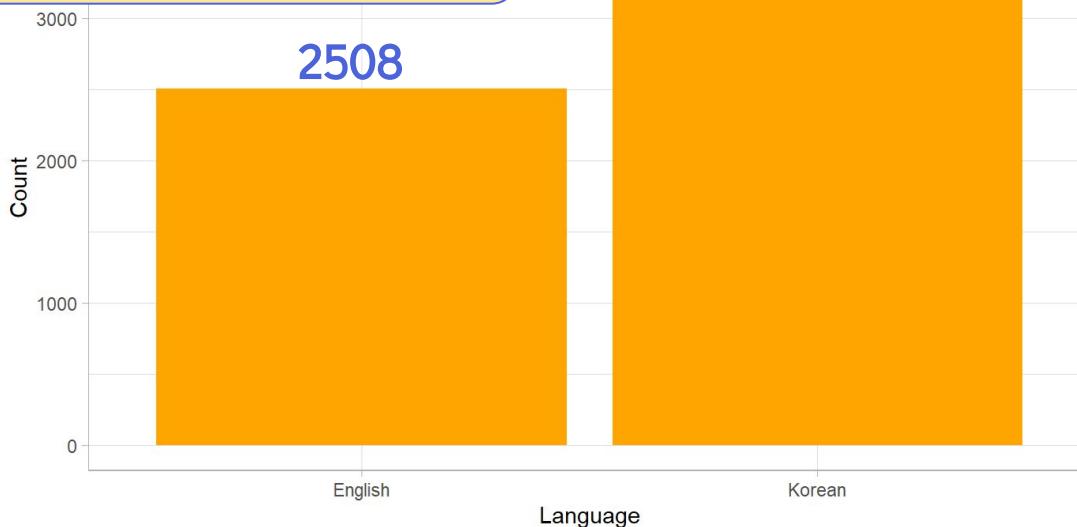
Step 3: Cleaning it up

- Each word is its own row using `unnest_tokens()`
- Words divided by language using `str_detect()`
- Albums organized by year
- New “language’ column created

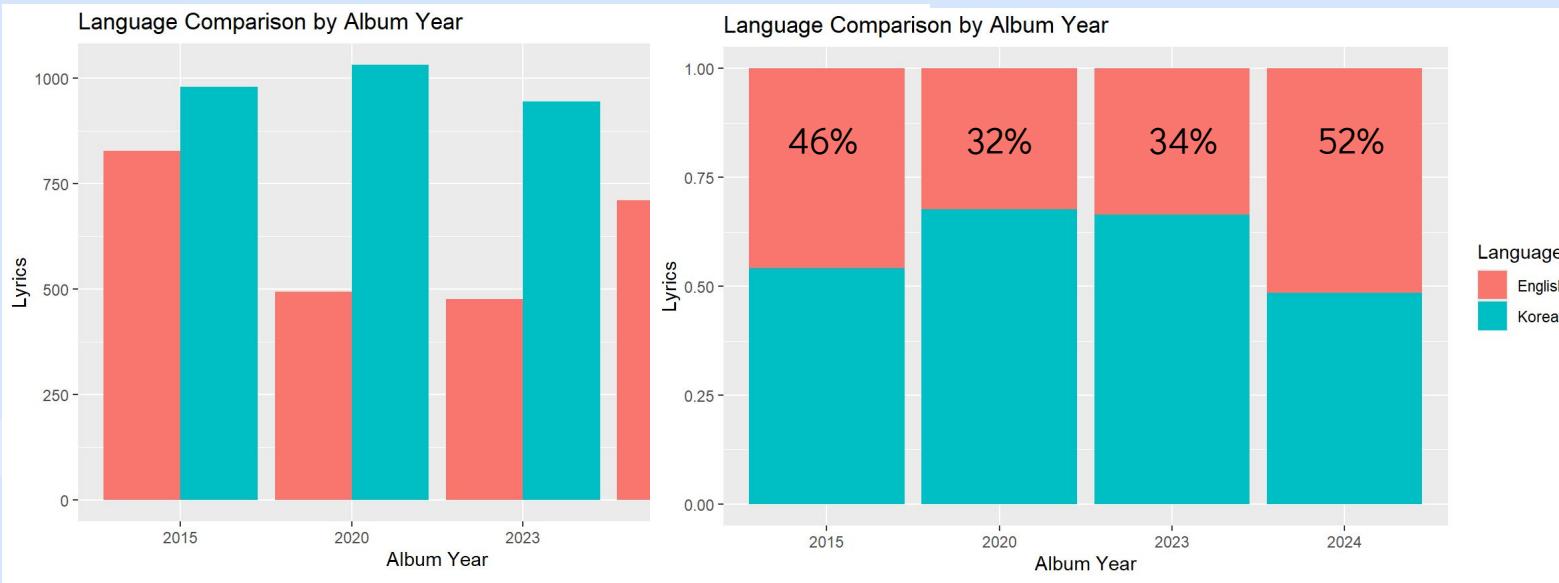
file <chr>	track_type <chr>	album_year <chr>	song_title <chr>	word <chr>	language <chr>
Nontitle_Candy_24.csv	Nontitle	2024	Candy	우리	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	사탕	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	같은	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	사랑해요	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	자그만	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	말	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	하나에도	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	기분이	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	좋아질	Korean
Nontitle_Candy_24.csv	Nontitle	2024	Candy	수	Korean

Step 4: The Closer Look

What about per album?

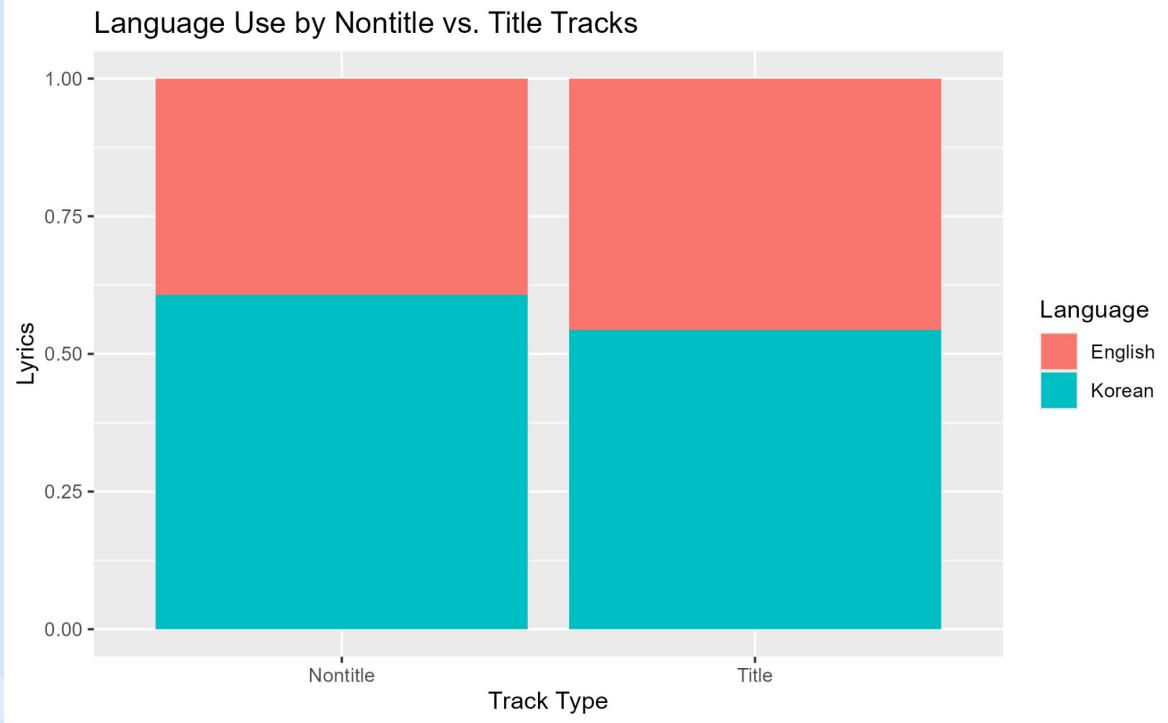


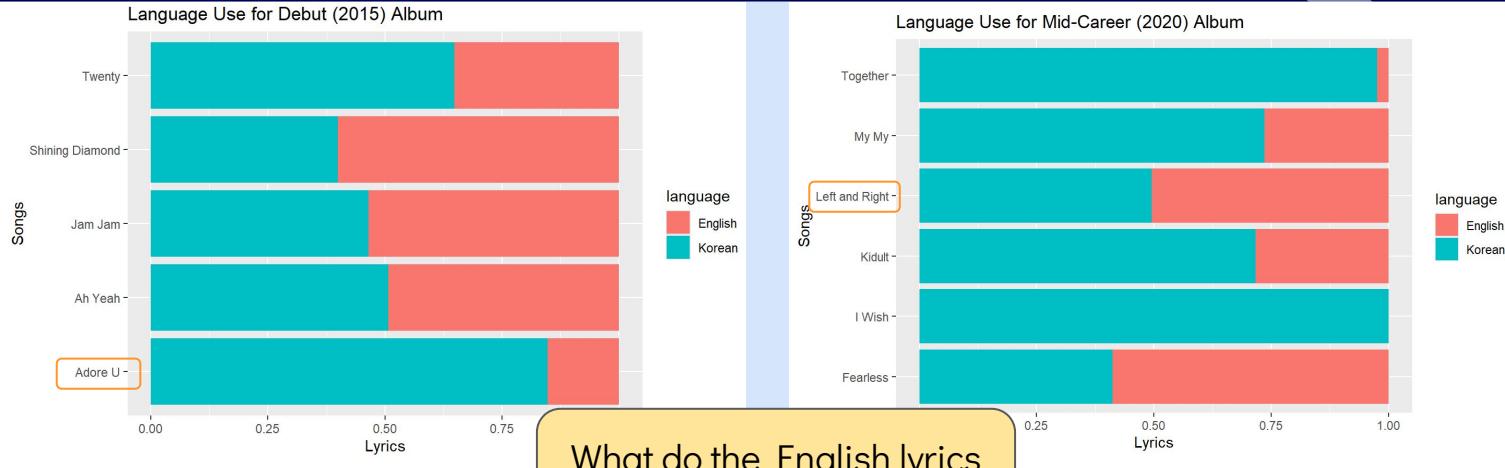
Step 4: The Closer Look



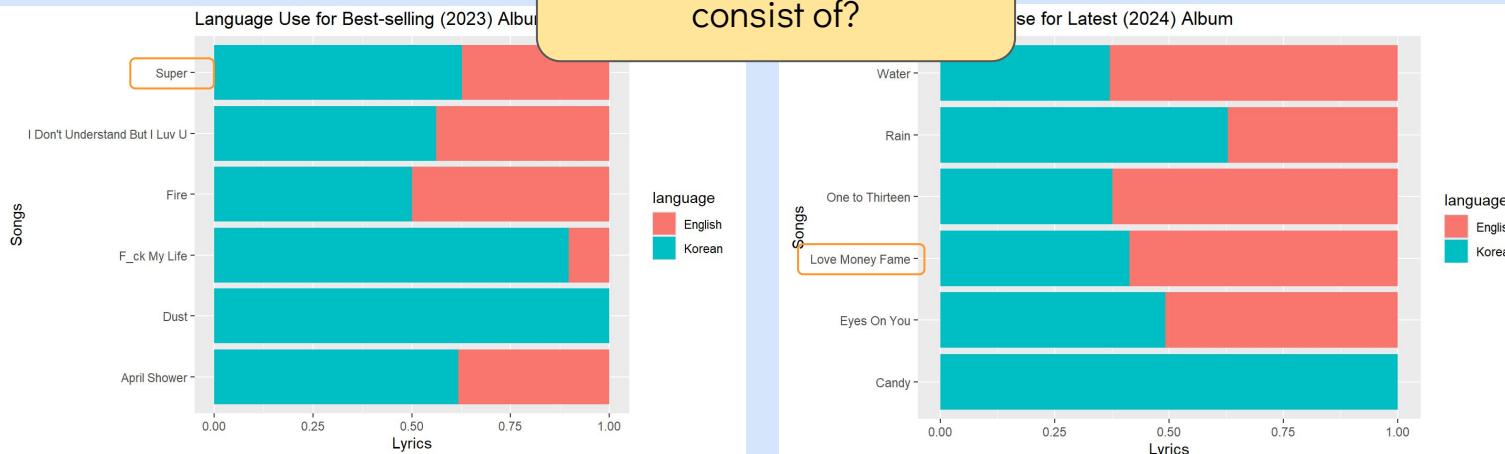
	English	Korean
2015	828	980
2020	494	1031
2023	476	944
2024	710	666

Track Type:

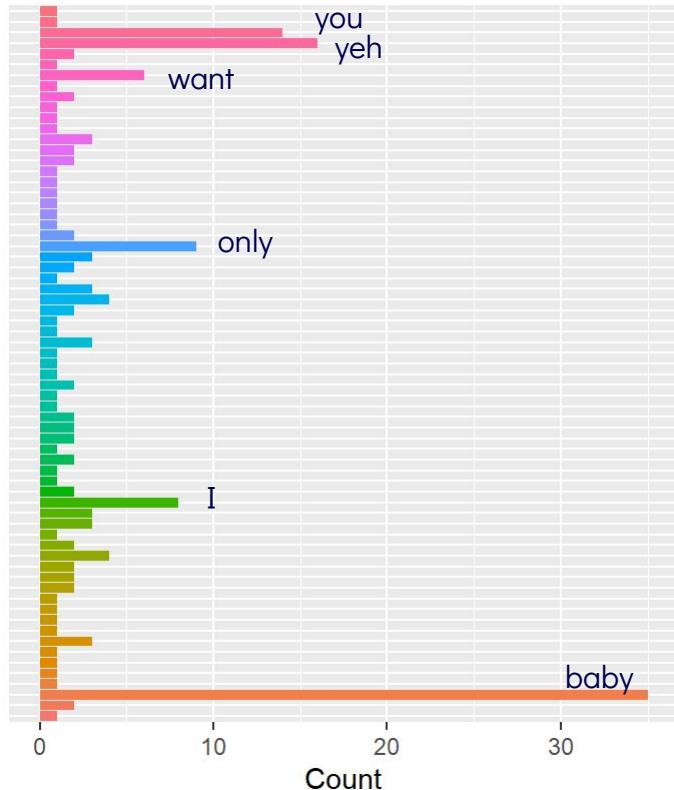




What do the English lyrics consist of?



English Lyrics for 'Love, Money, Fame'



word

all
another

goat
hey

main
me

solve
something

모두가 원해 (Hey-)

사랑 돈 명예 (Ho-)

But only want you baby baby baby

I only want you baby baby baby

너 없이 빛나는 Fame

나는 원하지 않아

너의 사랑 하나 그거면 돼

Baby baby yeh baby baby yeh

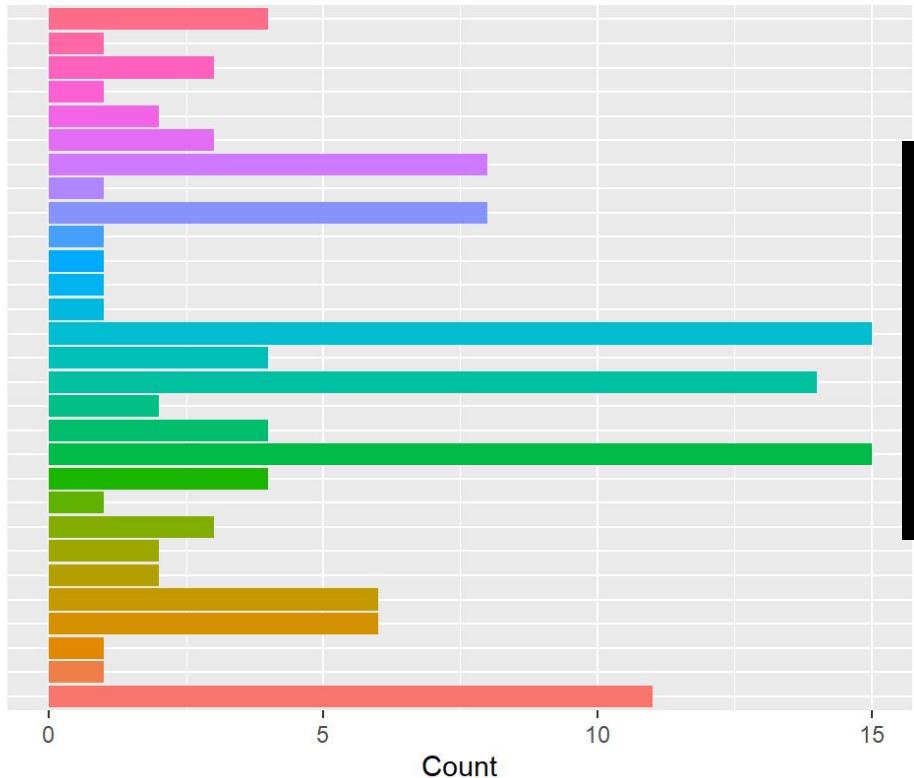
don't
down
fame
for

last
let
life
love

prime
problem
reason
seventeen

you
you're
your

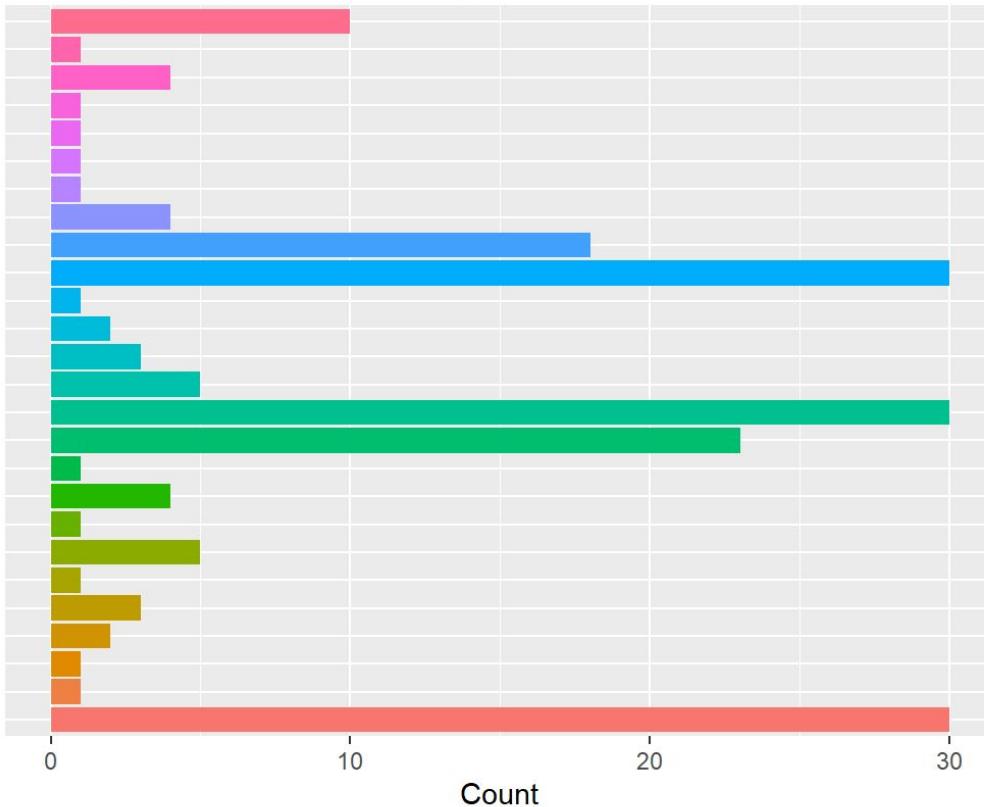
English Lyrics for 'Super'



[호시/all] I Luv My Team I Luv My Crew
[호시/all] 여기까지 달리면서
[호시/all] I Luv My Team I Luv My Crew
[호시/all] 계속 달릴 수 있어 더
[도겸/all] I Luv My Team I Luv My Crew
[도겸/all] 여기까지 오르면서
[도겸/all] I Luv My Team 그 덕분에 우린
마치 된 것 같아 손오공



English Lyrics for 'Left and Right'



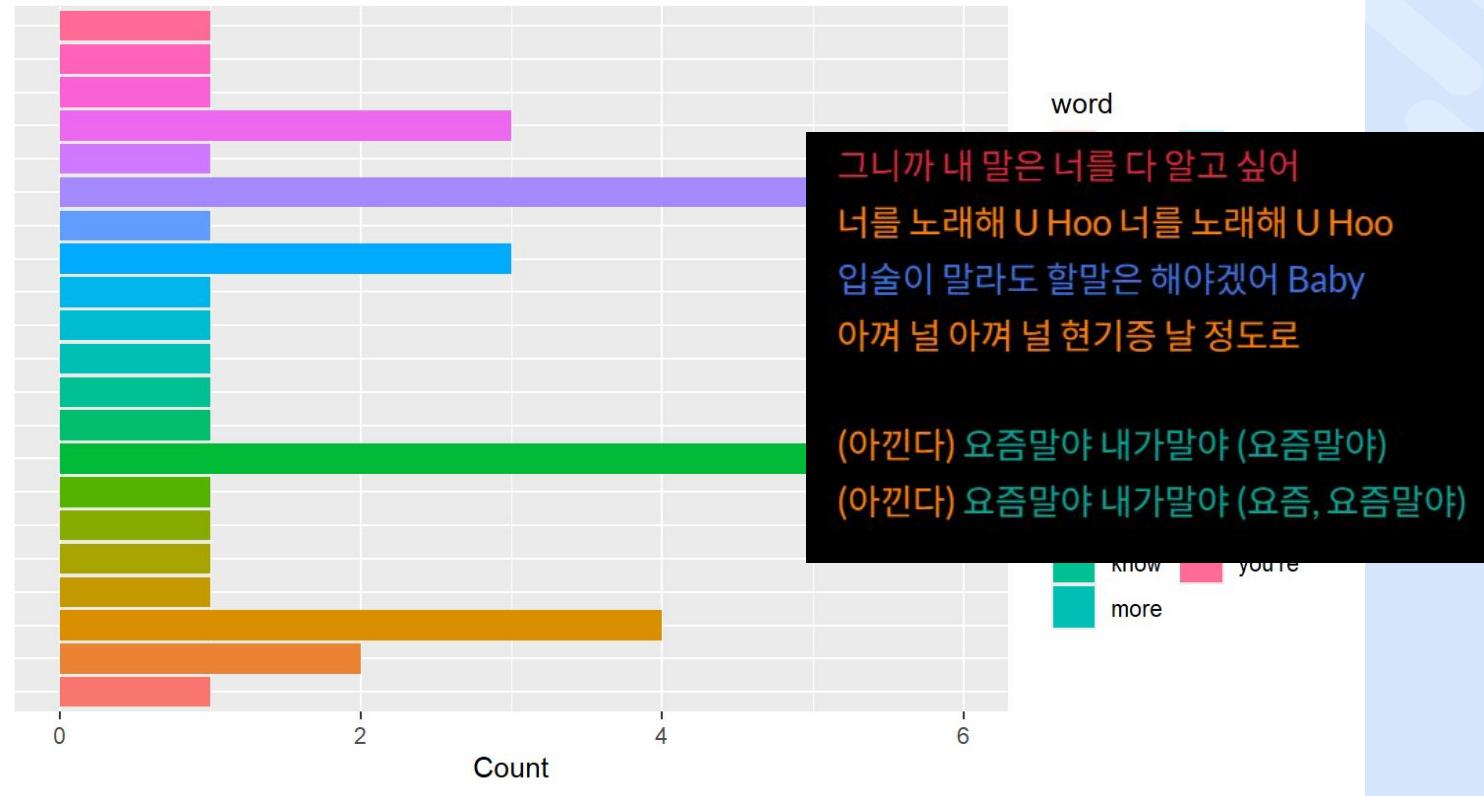
Left and right
Left and right
Left and right
Rip it Rip it

Left and right
Left and right
Left and right
Rip it Rip it

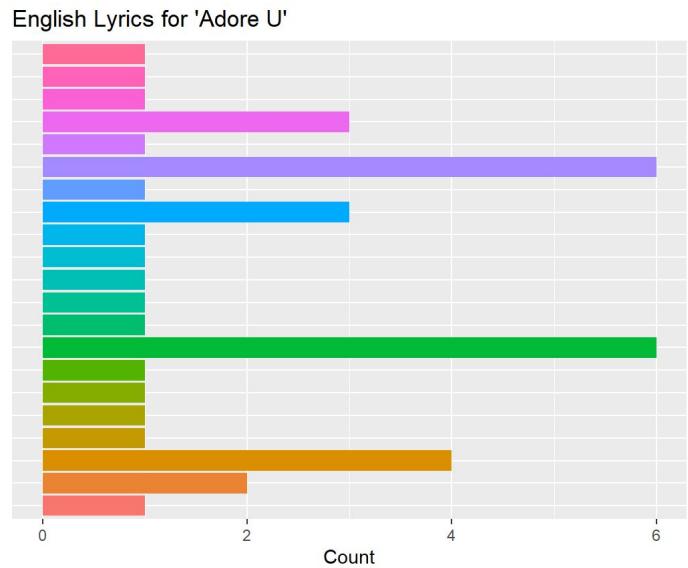
기분 좋을 때 걱정 없이
더 더 확실하게 Follow me
Yeh it goes like

Left and right
Left and right
Left and right
Rip it Rip it

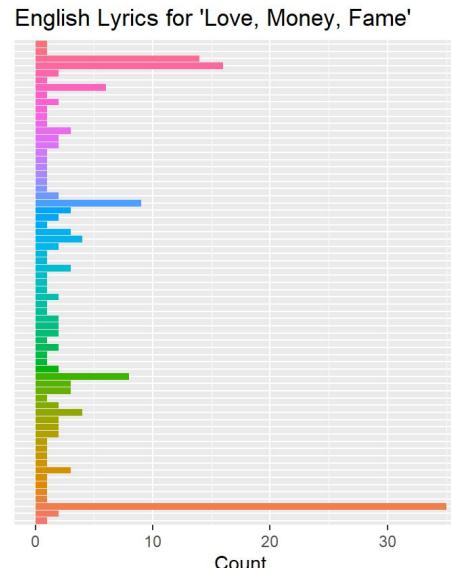
English Lyrics for 'Adore U'



2015



2024



word					
all	goat	main	solve		
another	hey	me	something		
baby	ho	money	the		
before	i	music	time		
being	i'll	my	to		
best	ice	need	together		
better	in	never	topic		
but	is	oh	trust		
can	it's	once	up		
changin	just	one	want		
cream	khaled	only	we		
cuz	know	paradigm	what		
dj	I	poppin	yeh		
don't	last	prime	you		
down	let	problem	you're		
fame	life	reason	your		
for	love	seventeen			

Note: Difference in variety of English words used

04

Conclusion & Future Directions

Findings:

- There is more English in songs later in career than earlier/mid-career.
 - There is more English in songs after best-selling album, as well as collaborations with Western producers.
- More unique English words (and more content/function words) in later releases
- Only slightly more English in title vs non-title tracks.

Conclusions:

- Does Seventeen include more English than Korean in later releases? → **Yes**
- Is popularity related to language use? → **Yes?**
- Does the type of track have any correlation to the language of the lyrics? → **Not as anticipated;** the difference may be result of genre and not “How viral do we want the song to be globally” nor “I want English speakers to be able to sing along.”

Current Limitations:

- Small data pool
 - should view whole (EP) discography for proper case study
- Closer look at song structure
 - Verse, rap, bridge, chorus all have different purposes
 - (will try to do this for title tracks next week)

Future Directions:

- Look at other similar “veteran artists” and the language breakdown of their discography
- Do a year-to-year comparison
 - Do international fans even want/like/prefer songs with more English lyrics?
 - Is it beneficial to have more English lyrics? Does that tend to bring in new fans?
- How do newer artists use Korean vs. English lyrics?



RESOURCES

Meyerhoff, M. (2019). Variation and style. In Introducing Sociolinguistics (pp. 31–57). essay, Routledge/Taylor and Francis Group.

ColorCodedLyrics.com. “SEVENTEEN (세븐틴) Profile & Lyrics Index”

<https://colorcodedlyrics.com/2015/10/01/seventeen-sebeuntin-lyrics-index/>

Wikipedia. “Category: English-language South Korean songs”

https://en.wikipedia.org/wiki/Category:English-language_South_Korean_songs



THANK YOU!

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