

K-everything: the rise and rise of Korean culture

한국문화의 흥망성쇠

From music to movies, technology to food, the world has fallen in love with everything South Korean.

음악부터 영화, 기술, 음식까지 전 세계가 한국의 모든 것에 푹 빠졌습니다.

"About 10 years ago, we noticed the big shift," she said.

"약 10년 전, 우리는 큰 변화를 알아차렸습니다," 라고 그녀가 말했습니다.

"Before that, most of the coverage of Korea in the foreign press was about national defence.

"그 전에, 외신에서 한국에 대한 보도는 대부분 국방에 관한 것이었습니다.

And now it is all about culture – K-pop, K-classical, K-movies. There has, in this time, also been a threefold increase in the number of articles."

그리고 이제는 모든 것이 문화에 관한 것입니다 – K-pop, K-classical, K-movies. 이 시기에 기사 수가 세 배 증가했습니다."

(A)

**I could have been a K-pop idol - but I'm glad I quit
The dark side of the K-pop Industry**

**K-pop 아이들이 될 수도 있었지만, 그만두게 되어 기쁩니다
K-pop 산업의 어두운 면**

I knew I had the attributes to be a successful idol.

저는 제가 성공한 아이돌이라는 속성을 가지고 있다는 것을 알고 있었습니다.

The instructors constantly praised me for being petite.

선생님들은 계속해서 저를 작다고 칭찬했습니다.

Weight was the constant obsession of everyone there.

체중은 그곳에 있는 모든 사람들의 끊임없는 집착이었습니다.

Everyone was required to be no heavier than 47kg regardless of their age or height.

모든 사람들은 나이나 키에 상관없이 47kg보다 더 무겁지 않을 것이 요구되었습니다.

At weekly weigh-ins, your body would be analysed by the trainer, and then they announced your weight to everyone in the room.

매주 체중계량을 할 때 트레이너가 당신의 몸을 분석한 다음, 그들은 방에 있는 모든 사람에게 당신의 몸무게를 발표합니다.

If you were over the designated weight, then they would ration your food.

당신이 지정된 체중을 초과했다면, 그들은 당신의 음식을 제한할 것입니다.

Sometimes they would even take away entire meals and those "overweight" trainees would just be given water.

때때로 그들은 식사를 전부 가져가기도 하고 "과체중" 훈련생들에게는 물만 주어지기도 했습니다.

Starving yourself was really normalised.

굶는 것이 정상화되었습니다.

It was common to pass out from exhaustion.

지쳐서 쓰러지는 경우가 흔했습니다.

Often we had to help carry unconscious trainees back to the dorms.

종종 우리는 의식이 없는 훈련생들을 기숙사로 데려가는 것을 도와야 했습니다.

I didn't really have good friends there.

저는 거기에 좋은 친구들이 없었어요.

everyone was more like a colleague.

모두가 동료에 가까웠습니다.

The environment was way too tense and competitive to forge real friendships.

환경이 너무 긴장되고 경쟁적이어서 진정한 우정을 쌓을 수 없었습니다.

The stressful atmosphere was heightened by the monthly showcase events.

매달 열리는 쇼케이스 행사로 인해 스트레스를 받는 분위기가 고조되었습니다.

Each trainee would perform in front of everyone and be evaluated by the instructors.

각 연습생은 모든 사람들 앞에서 공연을 하고 강사들의 평가를 받습니다.

If a trainee didn't get a good grade, then they would be kicked out immediately.

연습생이 성적이 안 좋으면 바로 쫓겨날 거예요.

They would be replaced by a constant stream of new arrivals.

그들은 새로 온 사람들의 지속적인 흐름에 의해 대체될 것입니다.

These feelings of anxiety are carried throughout idols' careers.

이러한 불안감은 아이돌의 커리어 전반에 걸쳐 전해집니다.

The perfect image companies have tried so hard to shape their trainees into, they create a standard for every single idol in the industry.

완벽한 이미지 회사들은 연습생들을 만들기 위해 열심히 노력했고, 그들은 업계의 모든 아이돌을 위한 표준을 만듭니다.

If someone isn't perfect, they're deemed to be "unworthy" of being an idol.

만약 누군가 완벽하지 않다면, 그들은 아이돌이 되기에 "가치가 없는" 사람으로 여겨집니다.

This strict mindset of companies influences netizens, molding their mentality to expect perfect idols and to tear down anyone who is any less than that.

이러한 기업의 엄격한 사고방식은 네티즌들에게 영향을 끼쳐 완벽한 아이돌을 기대하고 그 이하의 사람은 누구라도 허물어뜨리려는 심리를 형성합니다.

Simply put, the conditions that young kids and teens are put through during training programs are inhumane and wrong.

간단히 말해서, 어린 아이들과 청소년들이 훈련 프로그램 동안 겪는 환경들은 비인간적이고 잘못된 것입니다.

(B)

Hot-selling K-pop CDs create mountains of plastic waste **핫셀러 K-pop CD는 산더미 같은 플라스틱 쓰레기를 만들어냅니다**

Although K-pop CDs are still selling in large quantities in Korea, they are also turning into a massive amount of plastic waste.

K-pop CD가 여전히 한국에서 대량으로 판매되고 있지만, 그것들은 또한 엄청난 양의 플라스틱 쓰레기로 변하고 있습니다.

Buyers apparently discard them because it is not the disks themselves that they want.

구매자는 그들이 원하는 CD 그 자체가 아니기 때문에 폐기하는 것으로 보입니다.

Indeed, what they want are the various bonus materials enclosed within the albums.

실제로 그들이 원하는 것은 앨범에 포함된 다양한 보너스 자료입니다.

A local environmental group released a statement demanding K-pop agencies cease these marketing techniques, which only add pressure to the country's waste management problem.

한 지역 환경 단체는 K-pop 기획사들이 이러한 마케팅 기법을 중단할 것을 요구하는 성명서를 발표했는데, 이것은 국가의 폐기물 관리 문제에 압력을 가중시킬 뿐입니다.

Referring to the Korea Consumer Agency, over 77 million K-pop CDs were sold in 2022, exceeding the previous year's figures.

한국소비자원에 따르면, 2022년에 7천 7백만 장 이상의 K-pop CD가 팔렸고, 이는 전년도 수치를 초과했습니다.

However, only 5.7 percent of K-pop fans said they bought the CDs to listen to the songs, implying that most of them are not interested in listening to the music via CD.

하지만, 케이팝 팬들 중 5.7 퍼센트만이 노래를 듣기 위해 CD를 구입했다고 답했는데, 이는 대부분의 팬들이 CD를 통해 음악을 듣는 것에 관심이 없다는 것을 암시합니다.

Despite this fact, companies are releasing different versions of the same song on separate albums and including random goods in each album.

이런 사실에도 불구하고, 회사들은 같은 곡의 다른 버전을 각각의 앨범에 공개하고 각 앨범에 랜덤 굿즈를 포함시키고 있습니다.

They do not even disclose the specifications of these goods in the product details, aiming to encourage the buyers to buy more albums out of curiosity.

그들은 구매자들이 호기심으로 더 많은 앨범을 구매하도록 장려하기 위해 제품 세부 정보에 이러한 제품의 사양을 공개하지도 않습니다.

The companies even donate hundreds of CDs to social welfare service centers in the country, causing some of the centers to complain about the CDs ending up as waste and asking the companies to stop donating them.

이 회사들은 심지어 국내의 사회복지 서비스 센터에 수백 장의 CD를 기부하기도 하는데, 일부 센터들은 CD가 쓰레기로 전락하는 것에 대해 불평하고 회사들에게 기부를 중단해달라고 요청하기도 합니다.

"Albums in downloadable formats could be an alternative.

"다운로드 가능한 형식의 앨범이 대안이 될 수 있습니다.

But to solve the problem fundamentally, the companies should stop random card marketing strategies," the Korea Consumer agency said.

하지만 이 문제를 근본적으로 해결하기 위해서는 회사들이 무작위 카드 마케팅 전략을 중단해야 합니다," 라고 한국소비자원이 말했습니다.

(C)

Teens feel peer pressure to buy luxury goods endorsed by K-pop stars 10대들은 K-pop 스타들이 지지하는 명품을 구입해야 한다는 동료들의 압력을 느낍니다

A woman in her 40s recently bought her daughter a *Vivienne Westwood* cross bag for 580,000 won.

최근 한 40대 여성이 그녀의 딸에게 비비안 웨스트우드 크로스백을 58만원에 사줬습니다..

"My 16-year-old daughter actually asked for a *Prada* or *Saint Laurent* handbag, which is at least five times more expensive.

"제 16살 된 딸은 사실 프라다나 생로랑 핸드백을 요청했는데, 이것은 적어도 5배는 더 비싸요.

But I told her no because it's too pricey for a high school student.

하지만 고등학생에게는 너무 비싸서 안 된다고 했어요.

Now I'm worried that she might want a more expensive item next," she said.

이제 저는 그녀가 다음에 더 비싼 물건을 원할까 봐 걱정돼요," 라고 그녀가 말했습니다.

The thousands of luxury haul videos by precocious teenagers flaunting their shopping sprees indicate that luxury shoppers are getting younger.

그들의 쇼핑 열기를 뽐내는 조숙한 십대들에 의한 수천 개의 명품 하울 비디오들은 명품 쇼핑객들이 점점 젊어지고 있다는 것을 나타냅니다.

The appeal of luxury brands to teenage consumers is in the bandwagon effect of social media.

10대 소비자들에게 명품 브랜드의 매력은 소셜 미디어의 시류 효과에 있습니다.

Luxury brands are also well aware of the enormous influence that K-pop artists have on attracting young shoppers and creating social media hype.

명품 브랜드들은 또한 K-pop 아티스트들이 젊은 쇼핑객들을 끌어들이고 소셜 미디어 광고를 만드는 데 미치는 막대한 영향력을 잘 알고 있습니다.

Sales are almost guaranteed to increase significantly if brands find the right face to represent their product.

브랜드가 제품을 대표할 수 있는 적합한 얼굴을 찾는다면 매출이 크게 증가할 것이 거의 보장됩니다.

Two days after appointing Jimin as its global ambassador, *Dior's* market price soared to an all-time high of \$857.

지민을 글로벌 홍보대사로 임명한 지 이틀 만에 디올의 시가는 사상 최고가인 857달러까지 치솟았습니다.

Meanwhile, professor Lim warned teenage consumers to refrain from overspending on luxury goods.

한편, 임 교수는 10대 소비자들에게 명품에 대한 과소비를 자제하라고 경고했습니다.

"Kids liken the hierarchy of K-pop idols to the hierarchy of luxury brands by comparing who is the ambassador of what brand.

"아이들은 누가 어떤 브랜드의 홍보대사인지를 비교함으로써 케이팝 아이돌의 위계질서를 명품의 위계질서에 비유합니다.

In many cases, teenage consumers feel like celebrities are an extension of themselves," he said.

많은 경우 10대 소비자들은 연예인들이 자신의 연장선상에 있다고 느낍니다."라고 그는 말했습니다.

"They largely depend on their parents' money and end up spending above their budget. "그들은 대부분 부모님의 돈에 의존하고 결국 예산 이상으로 지출하게 됩니다.

Usually, people have a stronger desire to splurge when they have less control over their lives — for students it's common when they feel discouraged about studying.

보통, 사람들은 자신의 삶을 통제할 수 없을 때 더 많은 돈을 쓰고 싶어합니다 - 학생들은 공부에 대해 낙담할 때 그것이 일반적입니다.

In the long term, these behaviors may lead to bad consumption habits."

장기적으로, 이러한 행동들은 나쁜 소비 습관으로 이어질 수 있습니다."

K-everything: the rise and rise of Korean culture

From music to movies, technology to food, the world has fallen in love with everything South Korean.

"About 10 years ago, we noticed the big shift," she said.

"Before that, most of the coverage of Korea in the foreign press was about national defence.

And now it is all about culture – K-pop, K-classical, K-movies. There has, in this time, also been a threefold increase in the number of articles."

(A)

I could have been a K-pop idol - but I'm glad I quit The dark side of the K-pop Industry

I knew I had the attributes to be a successful idol.

The instructors constantly praised me for being petite.

Weight was the constant obsession of everyone there.

Everyone was required to be no heavier than 47kg regardless of their age or height.

At weekly weigh-ins, your body would be analysed by the trainer, and then they announced your weight to everyone in the room.

If you were over the designated weight, then they would ration your food.

Sometimes they would even take away entire meals and those "overweight" trainees would just be given water.

Starving yourself was really normalised.

It was common to pass out from exhaustion.

Often we had to help carry unconscious trainees back to the dorms.

I didn't really have good friends there.

everyone was more like a colleague.

The environment was way too tense and competitive to forge real friendships.

The stressful atmosphere was heightened by the monthly showcase events.

Each trainee would perform in front of everyone and be evaluated by the instructors.

If a trainee didn't get a good grade, then they would be kicked out immediately.

They would be replaced by a constant stream of new arrivals.

These feelings of anxiety are carried throughout idols' careers.

The perfect image companies have tried so hard to shape their trainees into, they create a standard for every single idol in the industry.

If someone isn't perfect, they're deemed to be "unworthy" of being an idol.

This strict mindset of companies influences netizens, molding their mentality to expect perfect idols and to tear down anyone who is any less than that.

Simply put, the conditions that young kids and teens are put through during training programs are inhumane and wrong.

(B)

Hot-selling K-pop CDs create mountains of plastic waste

Although K-pop CDs are still selling in large quantities in Korea, they are also turning into a massive amount of plastic waste.

Buyers apparently discard them because it is not the disks themselves that they want.

Indeed, what they want are the various bonus materials enclosed within the albums.

A local environmental group on Wednesday released a statement addressing the issue and demanding K-pop agencies cease these marketing techniques, which only add pressure to the country's waste management problem.

Referring to the Korea Consumer Agency, over 77 million K-pop CDs were sold in 2022, exceeding the previous year's figures.

However, only 5.7 percent of K-pop fans said they bought the CDs to listen to the songs, implying that most of them are not interested in listening to the music via CD.

Despite this fact, companies are releasing different versions of the same song on separate albums and including random goods in each album.

They do not even disclose the specifications of these goods in the product details, aiming to encourage the buyers to buy more albums out of curiosity.

The companies even donate hundreds of CDs to social welfare service centers in the country, causing some of the centers to complain about the CDs ending up as waste and asking the companies to stop donating them.

"Albums in downloadable formats that could be an alternative.

But to solve the problem fundamentally, the companies should stop random card marketing strategies," the Korea Consumer agency said.

(C)

Teens feel peer pressure to buy luxury goods endorsed by K-pop stars

A woman in her 40s recently bought her daughter a *Vivienne Westwood* cross bag for 580,000 won.

"My 16-year-old daughter actually asked for a *Prada* or *Saint Laurent* handbag, which is at least five times more expensive.

But I told her no because it's too pricey for a high school student.

Now I'm worried that she might want a more expensive item next," she said.

The thousands of luxury haul videos by precocious teenagers flaunting their shopping sprees indicate that luxury shoppers are getting younger.

The appeal of luxury brands to teenage consumers is in the bandwagon effect of social media.

Luxury brands are also well aware of the enormous influence that K-pop artists have on attracting young shoppers and creating social media hype.

Sales are almost guaranteed to increase significantly if brands find the right face to represent their product.

Two days after appointing Jimin as its global ambassador, *Dior's* market price soared to an all-time high of \$857.

Meanwhile, professor Lim warned teenage consumers to refrain from overspending on luxury goods.

"Kids liken the hierarchy of K-pop idols to the hierarchy of luxury brands by comparing who is the ambassador of what brand.

In many cases, teenage consumers feel like celebrities are an extension of themselves," he said.

"They largely depend on their parents' money and end up spending above their budget.

Usually, people have a stronger desire to splurge when they have less control over their lives — for students it's common when they feel discouraged about studying.

In the long term, these behaviors may lead to bad consumption habits."