

Question:

What effected popular youth culture in South-Korea from 1970 onward?

South-Korean youth culture is mentioned as one of the quickest changing youth cultures in the world. These changes have come in when western pop culture was introduced in South-Korea by U.S. Armed Forces, a powerful symbol of postwar American hegemony. Here was the start of "Rok" the Korean appropriation of Rock music. But this was later banned by the militaristic regime of Park Chung Hee. In this text I am focussing on what else influenced these changes in popular youth culture and how did it develop itself in to the stage where it's seen today. I will draw in examples about the influence of the Japanese empire and the western world and how this merges itself into the youth culture and thereby has influences on a new national identity. But also look at the Korean Wave, a new term describing the increasing popularity of South Korean culture since the late 1990s.

Resources:

Pil Ho Kim and Hyunjoon Shin - *The Birth of "Rok": Cultural Imperialism, Nationalism, and the Glocalization of Rock Music in South Korea, 1964-1975*

Cho Hae-Joang - *Reading the "Korean Wave" as a Sign of Global Shift*