

“What is an authentic national culture when some alien cultural practices are so quickly assimilated that after a short while they are no longer remembered as alien”

- John Tomlinson

South-Korea was once one of the poorest and least fashionable countries in the world. But over the last couple of decades it changed itself into a High-tech nation and cultural superpower. Undergoing colonial domination, war, rapid economic growth and a financial crisis all within the same century. Popular Korean youth culture is mentioned as one of the quickest flourishing youth cultures in the world. This all started when Hallyu also called the Korean Wave was born and was first mentioned by media in 2001.

The first notions of a youth culture came 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 was later banned by the militaristic regime of Park Chung Hee.

In my thesis I will answer my question *“What effected popular youth culture in South-Korea from the 1960’s onward?”* I am going to look into the history of South-Korea and how it became this High-Tech nation and cultural superpower. I will write about the first attempts of creating a youth culture and later draw in examples about cultural imperialism and Confucianism. Also I will interview Koreans who have been part of this change and interview Koreans who moved abroad and came back to a country which evolved into an alienated country to them. Finally I will write about the Hallyu that eventually became the “Korean Dream”.

ABSTRACT

What effected popular youth culture in South-Korea from the 1960’s onward?

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ARTICLES

The Birth of “Rok”: Cultural imperialism, Nationalism, and the Glocalization of Rock Music in South Korea, 1964-1975

By Pil Ho Kim and Hyunjoon Shin

(Published by Duke University Press 2009)

Reading the “Korean Wave” as a Sign of Global Shift By Cho Hae-Joang

(Partly printed in “Modernity, Populair Culture and East-West Identity Formation: A Discourse Analysis of the Korean Wave, 2002)

Detraditionalization of society and the rise of cultural studies in South Korea

By Keehyeung Lee

(Published online 10 Dec 2010)

Have you ever seen the Rain? And who’ll stop the Rain?: the globalizing project of Korean pop (K-pop)

By Keehyung Lee

(Published online 16 november 2009)

BOOK

The Korean Popular Culture Reader

By Kim, Kyung Hyun; Choe, Youngmin

(Published 21 Jan, 2014 by Duke University Press)

The Birth of Korean Cool

By Euny Hong

(Published by Simon & Schuster)

Video

South Korea Documentary

<https://www.youtube.com/watch?v=z8g-w5qNr6PU>

& <https://www.youtube.com/watch?v=pUP-MuDbxBd0>

BLOG

<http://www.eatyourkimchi.com>

TRAVEL

My trip to Seoul from 27th of Oktober until the 4th of November 2014