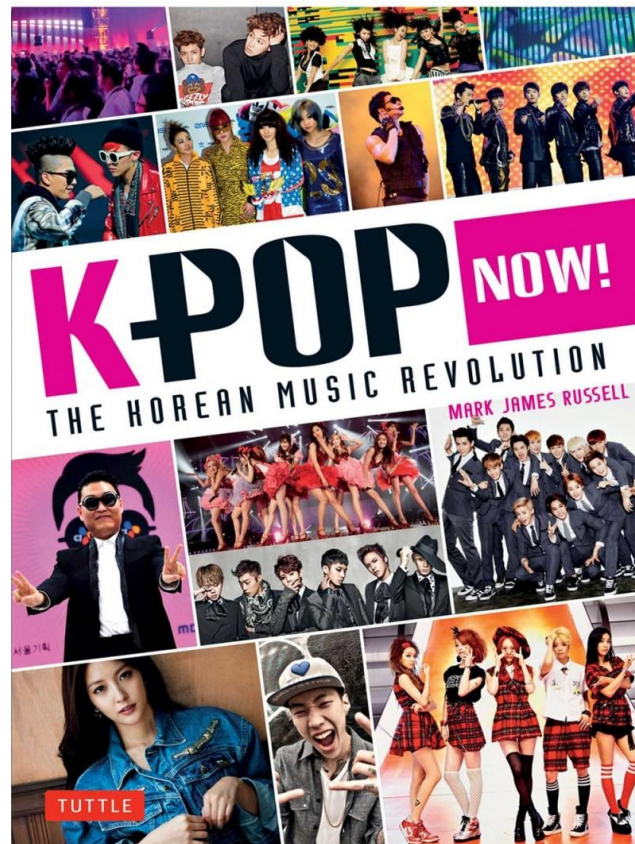


Korean Pop Culture in Hong Kong

Have you noticed that Korean brand stores are everywhere in Hong Kong now? Besides, have you found that a lot of Korean products are on shelves in many local stores? In recent years, Korean pop culture, which also known as Korean Wave, becomes a progressively globalized phenomenon. The commonly acceptance and growing popularity of Korean pop culture in Hong Kong is not surprising. Many teenagers particularly go wild for Korean drama, pop music, fashion and food. Yet, how does Korean pop culture become so popular in Hong Kong?

About 10 years before, Korean Wave referred to Korean pop culture in terms of Korean dramas. At that time, DaeJangGeum was the most famous K-drama in Hong Kong. Its last episode was broadcasted on May 2005 and had a 47% audience viewing rate. I was fascinated by that drama also though I was only 9 years old. Watching such a drama series was a trend and a part of daily life. Some people would love to visit Korea and try Korean food such as ginseng after watching the drama. Hong Kong people have become more familiar with Korean pop culture since then.

Korean drama successfully caught Hong Kong people's attention and rapidly gained popularity. Following the interest in Korean drama, people then explored other parts of Korean pop culture such as K-pop music and fashion. Many Hong Kong students love K-pop music and idols. On demand from Hong Kong people, some entertainment companies came here and hosted K-pop concerts. Tickets sold out in just a couple of minutes. Some teenagers would go to Korea to visit their idols' workplace and waited very patiently. They would like to meet their idols and send them gifts. Moreover, the Korean language is now studied by many secondary and university students. Some of them would love to get along well with Koreans. Nowadays, Hong Kong people are really in love with Korean pop culture, even much more than the Koreans do.

Last but not least, Korean pop culture has entered Hong Kong people's everyday life. We can easily come into contact with many Korean stuffs in our daily life such as food and cosmetic products at the market. Besides, Korean fashion styles are now the most popular and common in Hong Kong. Hence, many shops imported clothes from Korea. People could simply "live as Koreans" in Hong Kong. Undoubtedly, Korean pop culture is now the main stream of pop culture. Would the Korean Wave keep sweeping Hong Kong with its charm in the future?