

Explained: Korean Pop (Netflix Series)



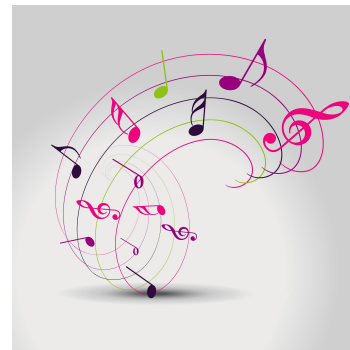
1. What do you think? Read statistics and choose your answers: a, b or c.

I. How much is the Korean K-pop industry worth?

- a) 50 million b) 500 million c) 5 billion

II. What year was the first Korean pop song established?

- a) 1982 b) 1992 c) 2002

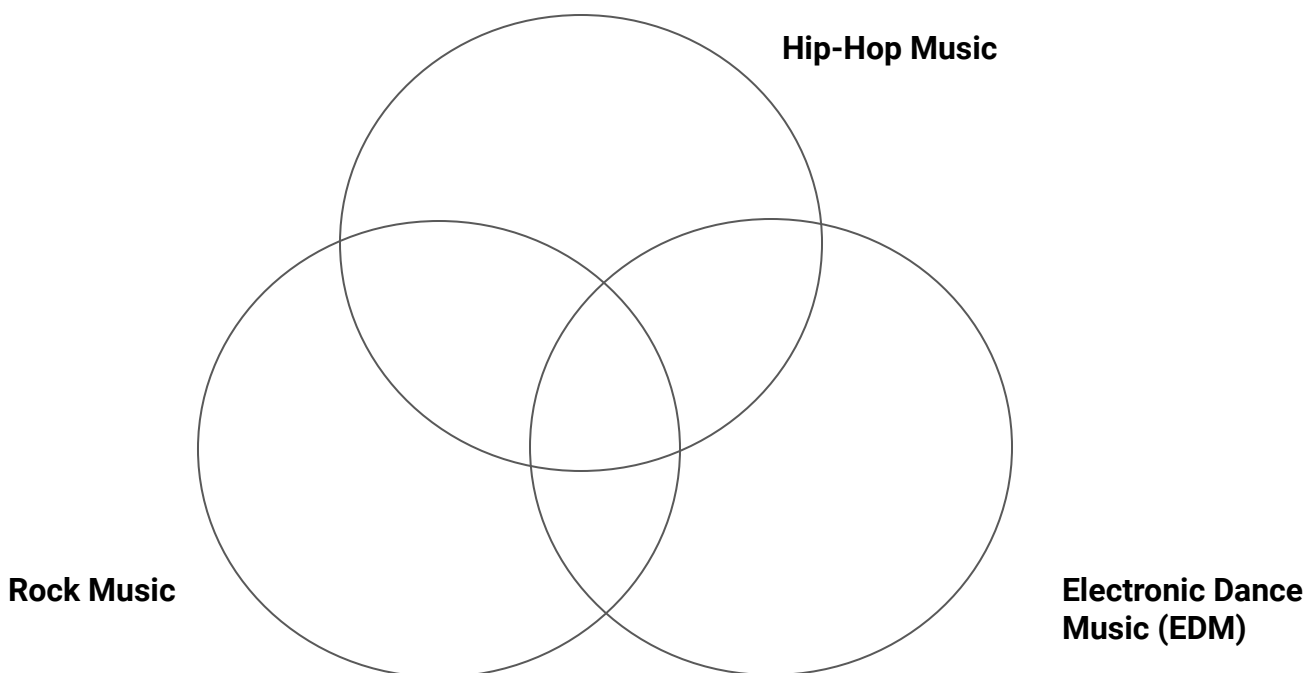


2. Fill in the gaps with the words from the box.

Imposed Cynical Catastrophic Iconic Broadcast Interspersed

- Seo Taiji & Boys' dance on TV was an moment because they introduced American hip-hop culture to South Korea.
- Powerful dictators in Korea strict controls on pop culture through tight regulations.
- As radio stations started to a broader range of music, the audience started to enjoy new genres.
- In 1997, a financial crisis hit Asia and the stock markets tumbled.
- In contrary to the tone found in American music, early Korean pop music expressed optimism.
- Korean pop music utilizes elements from many genres, while colorful visuals are with beautiful dance moves.

3. Research a few styles of music that are used in Korean pop music. Compare and contrast these genres.



4. Find out more about these topics from the video:

A. Why was Seo Taiji & Boys' television debut in spring 1992 a defining moment in KPop music?

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B. How many members are there in a K-Pop group? What types of "roles" and "positions" are present in each group and why do they exist?

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C. What are the requirements to become a K-Pop idol and what lifestyle restrictions do they have?

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D. What foreign influences shape K-Pop music? In other words, why do you think English words exist in K-Pop songs?

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5. The creation of new Korean idol groups follows a general process. Please explain the people involved, any criteria used to make decisions, and what challenges exist in each stage.

Stages of Creating a New KPop Group	
1. Scouting for talent	
2. Audition	
3. Training	
4. Assembling Groups	

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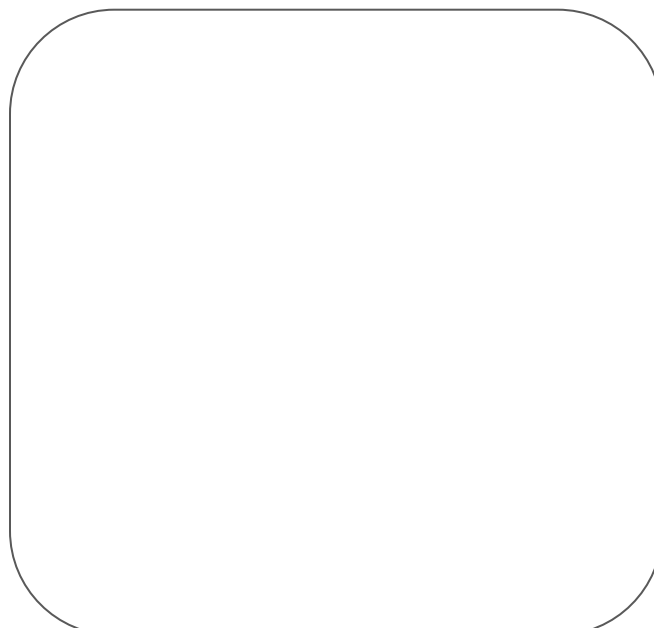


6. Create a brand new Korean Pop group. The video discusses a lot of strategies on naming, deciding on the number of members, using visuals to create an appeal to an audience. There is no right or wrong answer. We want to see your creativity and how you would justify your decisions.

	<u>Your New K Pop group</u>	<u>Justifications</u>
Name of Your Group		
Number of Idols		
Sub-groups		
Debut Song Name and describe what it is about		
Debut song will be released in which country		
Would you use multiple music videos of the same song?		
Visual Art		

Now that you have decided on the characteristics of your Korean pop group, draw your very first album cover for this group.

You may use images, shapes, colors and anything you can think of. Remember to put the Name of the Group on the cover.





7. Provide reasons for or against the following statements. Please explain in 3 - 4 sentences.

1. "Culture could be the country's next big export industry"

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2. What was the effect of the song release "Gangnam Style" in 2012?

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3. List some criticism of the K-Pop music industry in Korea.

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4. Why is it difficult to penetrate the US market and how has the K-Pop group BTS circumvent the issue?

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8. Essay Discussion Questions

1. Recently, there has been a lot of news about poor mental health and wellbeing among Korean idols. Discuss the challenges and problems associated with the K-Pop industry.
2. How does social media affect how music artists and celebrities shape their image or connect with their community of fans?
3. Discuss the identity of Canadian music and what opportunities and challenges are present today. How do K-pop groups affect the identity of teenagers and kids today?
4. "To be patient, endure, and finally achieve what you want" is greatly valued in Korea. Discuss the importance of cultural values in the K-Pop music industry.