

# THE OTHER SIDE OF THE K-POP PHENOMENON

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KISMIF CONFERENCE

# Contextualization: woman in Korea

Romanticized violence in K-dramas:

<https://www.youtube.com/watch?v=ibyYsXSYcTE>

# K-POP

Music produced in South Korea.

This musical style emerged in the early 1990s.

Distinctive elements: (1) large number of singers on stage, (2) their choreography, (3) image of their artists, (4) vocal harmony and (5) fixed roles of their members (Sinsomboonthonh, 2020).

# K-POP

## Expansion:

- 1 The global rise of the K-pop fan club community (called “fandom”).
- 2 The prominent role of YouTube video sharing platform among K-pop fans.
- 3 The growing success of Korean-language songs on international musica charts.
- 4 Collaborations between Korean and Western artists.
- 5 K-pop plagiarism cases.

# K-POP and SEXISM

	Women	Men
Role	Cute, hip hop and sexy	Variey: boyfriend, action star, gangster, super hero, etc.
Topics songs	Breaking off, falling in love, love relationship.	Social: mental health, criticism of the educational system, harassment in social networkds, etc.
Clothing	Provocative wardrobe	Transmits control
Choreography	Swing arms, sexy dances, etc.	Freedom expressions: acrobatics, somersault, etc.

# ANALYSIS

Qualitative  
Method



Songs of  
K-pop



Speech  
analysis



# ANALYSIS - RESULT

## ROLE OF WOMEN:

### - **Passive:**

Any woman goes on a diet at least once (Hyomin, 2014).

When you are a woman, of course you want to receive love (Hyomin, 2014).

What's your waist size? 24 inches (J. Y. Park, 2020).

I like you too, I'm just worried I'll get hurt. I hope you understand cuz I'm a girl (Twice, 2016).

A girl can't give her heart too easily (Twice, 2016).

### - **Active:**

It's way too low-cut, what's up with showing all that skin? (Infinite, 2013).

Your skin exposure is deeper than our relationship so guys keep hitting on you (Infinite, 2013).

You're like a poison to the good boys (Got the Beat, 2022).

### - **Commodification of women:**

All these women come to tell me a dozen (WayV, 2020).

Your front side is the best, your back side is the best too (BTS, 2014).

Please wear it more often, high heel (BTS, 2014).

I was born with a sexiness, boys don't stop hitting on me (J. Y. Park, 2020).

# ANALYSIS - RESULT

## **MAN ROLE:**

Men love pretty women (Hyomin, 2014).

Every man thinks about sex at least once (Hyomin, 2014).

This pretty noona is mine (Teen Top, 2011).

She know I'm a real good lover (WayV, 2020)

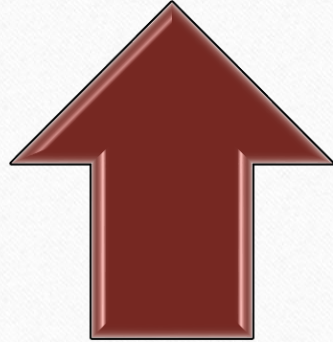
## **INFIDELITY:**

Tonight, I will deceive you just for only one day, today (B1A4, 2012).

No more perfume on you, if you do so my girlfriend will find out (Teen Top, 2011).

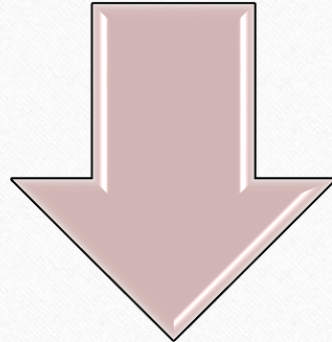


# CONCLUSIONS



## **Men:**

- Powerful.
- Dominant.
- Aggressive.
- Violent.



## **Women:**

- Weak.
- Dependents.
- Submissive.
- Affectionate.

# BUT...

**Song:** Woman

**Artist:** BoA

**Expressions:**

- I'm beautiful enough.
- Rising confidence.
- Freedom is mine.
- You're getting deceived, you're being slanderous.

**Song:** Dalla Dalla

**Artist:** Itzy

**Expressions:**

- Don't need Prince Charming.
- I love myself.
- Drown out the haters, they'll never dictate my life.
- I'm not time for love.