



**"KOREAN WAVE" ON THE SAFETY OF CHINA'S CULTURAL INDUSTRY AND
DESIRABLE STRATEGIC MEASURES (1992-2016)**

**Undergraduate thesis submitted as one of the requirements to
obtain Bachelor of Social Science (Sarjana Sosial)**

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ABSTRACT

Lyu Binaya, 016201700214. *"Korean Wave" on the safety of China's cultural industry and desirable strategic measures (1992-2016)*

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Since entering the era of globalization, cultural soft power has become an important means to improve a country's international status and expand its influence. The development of cultural soft power and hard power complement each other. While enhancing economic and military hard power, cultural soft power is another successful strategy to realize national policies. From 1998 to 2019, the "Korean wave" represented by film and television dramas and pop music has risen rapidly in East Asia, which has greatly impacted the development of CCI. However, since 1980, China has long pursued the basic national policy centered on economic construction and the traditional security concept centered on military security and political security, so that the cultural industry security issue of foreign cultural shocks has not received enough attention, leading to China's cultural sovereignty and interests have been severely violated to a large extent, and the development of CCI is gradually stepping into a difficult security dilemma. Therefore, this article attempts to study the phenomenon of "Korean wave" in the Chinese mainland from the perspective of cultural industry security, and to determine the status of Chinese cultural industry security.

The first part of this article introduces the three stages of the development background of "Korean Wave" in mainland China since the establishment of diplomatic relations between China and South Korea. The hidden dangers of the cultural industry safety and establish the main research issues of this paper. First of all, it establishes the meaning of culture and analyzes the origin of cultural industry safety issues. It is clearly pointed out that with the deepening of economic globalization, cultural security and cultural industry security issues are increasingly valued by all countries. The third part analyzes the concept and characteristics of "Korean Wave"

according to the cultural phenomenon of "Korean Wave", and focuses on the reasons why "Korean Wave" has spread rapidly in China. The fourth part is the elaboration of the impact of "Korean Wave" on the safety of Chinese cultural industry. The author mainly analyzes the influence and impact of "Korean Wave" mainly from the perspective of theory and demonstration, from the economic level and ideological level, and expounds its actual impact and potential threat to China's cultural security, and puts forward the impact on China's cultural security. Suggestions on countermeasures on cultural industry safety issues.

Keywords: Korean Wave, Soft Power, Cultural Industry Security, Globalization

TABLE OF CONTENTS

DECLARATION OF ORIGINALITY	1
ABSTRACT	2
TABLE OF CONTENTS	6
LIST OF FIGURES	9
CHAPTER I INTRODUCTION	2
1.1 Research Background	2
1.2. Identification of the problem	7
1.3. Statement of the problems	11
1.4. Research objectives	11
1.5. Significance of the study	11
1.6. Theoretical framework	12
1.6.1 Soft Power	12
1.6.2. Cultural soft power	14
1.6.3. The difference between Soft Power and Cultural Soft Power	16
1.7. Scope and limitation of study	17
1.8. Research methodology	18
1.9. Structure of Thesis	19
Chapter II The Origin and Important Position of Cultural Industry Security ...	21
2.1 The meaning and characteristics of culture	21
2.1.1. The meaning of culture	22
2.1.2 Characteristics of culture	24

2.1.3 The place of culture	26
2.2 Economic globalization, cultural hegemony and new security officers promote cultural industry security concerns	27
2.2.1 Economic globalization has given birth to cultural industry safety issues	27
2.2.2 Cultural hegemony exacerbates cultural industry security issues	29
2.2.3 The new security concept improves the safety of the cultural industry	30
2.3 The important position of cultural industry security	32
2.3.1 Cultural industry and cultural security	32
2.3.2 The importance of cultural industry to economic construction	35
2.3.3 The importance of cultural industry security to social and political stability	36
Chapter III. The Influence of Korean Wave on China's Cultural Industry	37
3.1 Connotation of Korean Wave	37
3.1.1 The concept of Korean Wave	37
3.1.2 Nature of Korean Wave	38
3.2 Reasons for the Widespread Spread of "Korean Wave" in Mainland China	40
3.2.1 External Reasons	40
3.2.2 Internal Reasons	44
Chapter IV. Countermeasures of China's cultural industry	45
4.1 Economic level	46
4.1.1 South Korea's strong cultural industry	46

4.1.2 South Korea's strong cultural industry	47
4.1.3 Grabbing cultural production resources	49
4.1.4 Changing the way of mass consumption	50
4.2 Ideological level	53
4.3 Countermeasures against the impact of "Korean Wave" on the safety of China's cultural industry	54
CHAPTER V CONCLUSION	56
References	60

LIST OF FIGURES

Figure 1.1 China Central Television introduced the first Korean drama "What is Love" to China

Figure 1.2 South Korean boy group H.O.T

Figure 1.3 2004 Chinese hot Korean drama "Dae Jang Geum"

Figure 1.4 Questionnaire on the influence of "Korean Wave"- How do you usually experience the Korean Wave culture?

Figure 1.5 Questionnaire on the influence of "Korean Wave"- How old are you?

Figure 1.6 Questionnaire on the influence of "Korean Wave"- When did you start paying attention to "Korean wave"?

Figure 1.7 Three Essences of Soft Power

Figure 1.8 Three Essences of Soft Power Resources

Figure 3.1 Questionnaire Star, Research on the Impact of "Korean Wave" on the Ideology and Culture of Chinese College Students-Reasons why you choose to watch Korean dramas?

Figure 4.1 Questionnaire star, "Korean wave" on Chinese college students A Study on Ideological Culture Shock- The specific impact of Korean dramas on the life consumption of college students

LIST OF ABBREVIATION

CI	CULTURAL INDUTRY
CCI	CHINA’S CULTURAL INDUTRY

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