

Fall 2024 Arts of Asia Lecture Series  
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**Korean Popular Culture**  
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*Hallyu Timeline*

**1. [1990–2009] *Early Ripples***

- The term *hallyu* 한류 韓流 is coined in Chinese media.
- Boy bands NRG, CLON, and H.O.T. become popular in Chinese-speaking countries.
- K-Dramas spread over Asia: *What is Love?* appears on Chinese CCTV, *Winter Sonata* plays on Japanese NHK, *Dae Jang Geum* [*Jewel in the Palace*] airs on Iran’s national broadcast.

**2. [2010–2019] *The Wave Swells in the Global Ocean***

- PSY’s “Gangnam Style” premieres (2012).
- K-pop idols tour the world and win major music awards.
- Korean media goes viral through streaming services and YouTube.

**3. [2020s] *Hallyu Creates its Own Current***

- Korean pop culture words are added to OED (Oxford English Dictionary): *hallyu*, *mukbang*, *daebak*, *kimbap*, *K-drama*, etc.
- K-pop idols partner with global brands and organizations.
- Korean films, such as *Parasite*, and actors win major film awards.