Constructing a New Image
Korean Popular Culture in Taiwan

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What is Hanliu?

- Korean Wave
- 韓流 (Hanliu)
- 한류 (Hallyu or Hanryu)
- 1997 China Central Television Station (CCTV): ‘What is Love All About?‘
- ‘Star is in My Heart‘
Clon

(Gu Jun-Hyup & Kang Won-Lae),
“Nanxing 101” (南港 101)
in Taipei, Taiwan 1998
Why Korea?

- Confidence (自信感 / 자신감)
- Nationalism
Multiple Ethnicities in Taiwan

Taiwanese

本省人 Local Province People
Fujian

原住民 Aboriginal Taiwanese
Hakkas

Chinese

外省人 Outside Province People = Mainlanders
Why Korea?

- Confidence (自信感 / 自신감)
- Nationalism
- East Asian sentiment
  (Family values, respecting elders, …)
Image Transformation

• Image of South Korea before *Hanliu*:
  Filled with roughness
  Violent tendencies
  Lack of material and cultural refinement
  A country ruled by political unrest and male-centrism
  Impoverished country
  Untrustworthy

• Image of South Korea after *Hanliu*:
  National confidence
  Strong unified nationalism
  Successful cultural development –
  Skillfully blended Western and Asian values to create its own
Conclusion

- *Hanliu* has provided an opportunity for Taiwan to build a positive image of South Korea.

- Korea became a nation of which Taiwanese wanted to build an awareness.