

Thesis for the Master Degree

A Study on Korean Drama Preference in Chinese University Students

-Focus on Shanghai Area-



by

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- Focus on Shanghai Area -

중국대학생의 한국드라마 선호도 연구

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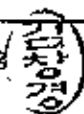
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Study on Korean Drama Preference in Chinese Students

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Abstract

The Korean Wave has started in south-east-Asia area at the ending of 21th century. It has been defined as a culture phenomenon from Korea including Korean music, Korean drama, Korean fashion, Korean books, Korean games, Korean hair styles, which have an influence on people in China, Japan, Vietnam and other area countries in East Asia imitation of Korean culture style. Television is a main mean to introduce Korean drama to foreign countries. Facing the overheated phenomenon of Korean drama, a few experts call on thinking back to it, moreover, more and more attention should be paid on students.

Therefore, in this paper, Korean drama preference in Chinese university students has been studied. The aim of this paper is to study the reasons why Chinese students prefer Korean drama and how will Korean drama develop in Chinese media market in future.

The research method in this paper is literature survey and questionnaire survey. The questionnaire survey was distributed to 155 students in the area of Shanghai in February to March 2008. The data is processed and analyzed by using SPSS statistics program, in which statistical methods such as frequency, percentile, and analysis of variances are used.

The result of this survey doesn't support the initial views of this paper. It shows that though many students they all have watched or preferred Korean drama, the passion of them on Korean drama seems to be declining. The main reasons of it are that Korean drama has no creative idea, the story and situation in Korean drama is far from people's real lives and unpractical even though it seems to be so romantic

and beautiful. But, most students agree that the using of background like scene, music, color are better than Chinese drama. Besides, there exists political factors that Chinese students become against Korean products because of the relationship between the two countries.

For the outlook of Korean drama in Chinese media market, most students continue to have a neutral attitude on it. It not only depends the development of Korean drama itself, but also depends on the market demands in China.

<Key words: Korean drama, Korean Wave, Chinese student, younger people, Korean culture, Chinese media market, Confucianism>



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I . INTRODUCTION

1.1 Research Background and Aim

The Korean Wave has started in south-east-Asia area at the ending of 21th century, and until now it is still a hot topic. Korean Wave has been defined as a culture phenomenon from Korea including Korean music, Korean drama, Korean fashion, Korean books, Korean games, Korean hair styles, which have an influence on people in China, Japan, Vietnam and other area countries in South-East-Asia imitation of Korean culture style (서용건·희수, 2002:4). Television is a mean to introduce Korean drama to foreign countries. Through Korean television drama foreign people can understand Korean cultural trends. Therefore, the success of Korean drama plays an important role in Korean Wave.

In previous research, Jae-Eun Kim (2002), reviewed Korean Wave phenomenon in China and analyzed its effect in younger generation in China. This research adopts two kinds of methods for analyzing Korean Wave phenomenon a qualitative research method and a quantitative one. Dong Yong Cha (2004) reviewed the effects of Korean Wave on tourism industry; it examines the 'Korean Trend' in historical, cultural and economic terms and

from a balanced viewpoint, and thereby, discusses the roles of government and businesses to help sustain the boom (Zhang Dong-dong, 2006:8).

In Korean Wave, Korean drama is a culture attraction for China, due to the same culture origins of Confucius (孔子) and his Confucianism (儒家思想), people in China and Korea are all effected deeply by them in daily life, Korean Wave is a certain choose for Chinese people to receive foreign culture easily(Beak Wan Dam, 2005:123).

Current research of Korean drama suggests that Chinese young audiences prefer Korean drama to Chinese ones (채가흔, 2006:34). They like "elements of TV drama", "consolation", the ways of discussing Korean society and their social interaction which Korean drama provides. These are the attractive points for people to know Korea and their lifes, which leads to the success of Korean drama in south-east Asia.

The wonderful success of Korean drama also depends on the support from Korean government. To improve the quality, Korean government has established two culture program, "Original Culture Numeral Organization" and "Story Bank"¹⁾ (Shi Wei-Lin, 2007:41).

As a definition which is used Korean drama, there are Korean teleplay program and Korean film, it is the program which can be played on TV or cinema (채가흔, 2006:2). Afterwards, many Cinese TV stations open special

1) Original Culture Numeral Organization, established in 1992 in Korea, it is used to collect the information of Korean custom, clothes, food, music, weapons in every stages of Korean history. Story Bank, established in 1992 in Korea by Korean government, it is used to collect every stories about Korean history or modern life. Program producer can find any information in this two organization.

period for Korea teleplays, and media such as newspapers and magazines introduce Korean pop stars. There comes forth in the market, and DVDs and videos of Korean teleplays are salable in audio-video rental shop.

This thesis explains Korean drama, in particular, Korean teleplays. Because Korean drama is popular in China for about 10 years, especially is well accepted in younger generations. Therefore, the research question of this paper is why Korean dramas so popular in China. And it will be analysed the concrete reason why Chinese students prefer it, and as time goes by since the first Korean drama introduced into Chinese television, what is the points of view in Chinese university students' mind now. I shall also examine the influence of Korean drama on students' attitude and way of thinking. And the purpose of this study is to research the attitude on Korean drama by university students. Finally I will look forward to the future directions of Korean drama.

1.2 Research Method

There are two methods applied in this study, the first is literature survey, and the other is questionnaire survey. By the literature survey, we could get information which comes out by other researchers. However, the information we select may be limited, unilateral or unsuitable for all of situations. Therefore, combination of previous research and questionnaire survey could make our work more objective and exact.

Materials from book, papers and internet search are used to summarize the research result from other researchers to explain the situation of Korean drama in the past years.

The questionnaire survey consists essentially of four steps: 1) target population selection; 2) investigation method; 3) design questionnaire survey paper; 4) do questionnaire survey paper and collecting data; 5) analyze the data

The first step, the selection of investigation object has been decided in Shanghai university students. Relatively speaking, Shanghai is a much advanced city in China. Students in Shanghai could touch comprehensive information and have more selection in such a opening city, as well as the students in Shanghai university comes from each city, they have quite different level no matter on standard of living, growing environment which can lead to the different thoughts. That could make the survey result more objective.

The second step, the investigation method used in this paper is sampling survey. There exists some limits in this survey paper, because the number of objects and area has been limited the result of this survey data does not represent all the Chinese students.

The third step, the questionnaire survey paper composes of two parts, knowledge of Korean drama and Korean drama preference in Chinese university students.

The fourth step, survey paper has been done from February 26th to

Match 30th in 2008, the area is mainly in the University of Shanghai for Science Technology, Shanghai fisheries University, Tongji University, Shanghai Jiaotong University, their majors ranged at engineering, arts, medicine, finance, architecture from undergraduate students, graduate students to doctors.

The last step, the investigation result has been accounted by software SPSS13.0 by frequencies methods and crosstabs analysis method. The probable situation could be seen clearly in such methods by percent.

1.3 Structure

This research paper was composed of five chapters. Chapter One is the introduction of this paper and the study purpose and methods of this research. Chapter Two explains the background of this research. It introduces the previous research. Referred to these works, I shall make literature of Korean Wave provides us with information. Then I analysis the characteristic of Korean Drama has been introduced. Chapters Three and Four discuss the questionnaire survey. Chapter Three introduces the knowledge of Korea wave and Korean Drama in Chinese University Students in Shanghai. How do the students know Korean Wave and Korean drama in a certain extent shall be discussed. Chapter Four introduces the preference of Korean drama in Chinese university students, the reasons why the like Korean drama are indicated in this part. Moreover, the preference area and Korean drama's influences on students has been analysed. Chapter Five concluded the main

points of this paper.



II. PREVIOUS RESEARCH OF KOREAN WAVE

2.1 Research Background of Korean Wave

2.1.1 Definition of Korean Wave

Korean Wave is a culture phenomenon of Korea in south-east Asia area since 21 century. It is mainly about the enjoyment culture, including Korean music, drama, fashion, game and hair style for the youngers to accept and imitate the stars, Korean Wave has had a large amount of influence on the younger in China, Japan, Vietnam areas (진미경, 2007:1).

Actually in China, it was newspaper that first used the word—Korean Wave (韩流 in Chinese). That was People's Daily²⁾ which discusses that "Korean Wave" is the Korea popular cultural influence on South-east Asia, and its core is Korean "youth culture", including special music, popular song, football, teleplay, movie, makeup, costumes and manner of young generation.³⁾ However, people in south-east Asian area do not understand Korea cultural on the full scale, so people regard all imported Korea culture as "Korean Wave". Thus, the scope of "Korean Wave" has expanded wider to

2) 「“韩流”在中国」, People's Daily, 2000.12.30

3) 조혜영, 「중국 청소년들의 한류 인식과 한중 청소년 교류 전망에 관한 연구」, 청소년학연구회, 2003

include movie, foods, literature, national music and traditional art.

In this paper, Korean Wave is defined as the culture products like Korean music, Korean dramas Korean books, Korean wearing styles, Korean hair styles, and smallware in Chinese media and economic market.

In this case, Korean wave is a kind of intricate concept, but its connotation still comes from Korean youth culture to south-east Korea. It has been influenced deeply by localized culture around, such as Chinese culture and Japan culture.

2.1.2 Development of Korean Wave in China

Since the Korean Wave has been aware of by more and more people in China, concrete Korean Wave phenomenon has been defined officially. The development of Korean Wave in China researched by Jeon Geun hong (2003) and Hyi Selk gi (2003) has been concluded as follows.

The beginning period is from 1998 to 1999, in this period the Chinese government started to be interested in developing new TV program and for the drama, Chinese government began introducing Korean drama from Korea. With the drama and music rising in China, Korean fashion, food, hair style and something about Korean started to develop in Chinese market.

The second period is developing period from 1999 to February 2002, the Korean popular music was in the upsurge time. Since February 2002 the successful concert of H.O.T in Beijing, Korean music became the most fashionable thing in Chinese young students. After that, more and more

Korean culture product like Korean drama, Korean computer games had formed warmly in Chinese students.⁴⁾

Next is developed period from 2002 to now. Though the Korean Wave phenomenon is still in upsurge stage in China, it is not only the Korean drama and music fashion wave, but also the popular culture products, for example the Korean make-up brand, Korean smallware which are accepted by most Chinese people and the Korean style product becomes commercialism and should be thought deeply by more Chinese people. ⁵⁾

2.1.3 Korean Wave Influence

Korean Wave is a Korean culture spread way that has made influences on south-east Asia, especially in China and Japan. The reason why Korean Wave is worthy of researching in this paper is that it raises Korean country image in people's mind on sides of culture, society, economic and foreign affairs. These influences are included in three aspects as follows.

First, Korean Wave brought the increasing of culture export products. Due to the phenomenon of Korean Wave, the products of Korean drama and music, books have been introduced more by south-east Area countries and it brought the economic efforts on Korea. For example, in 2002, because of the introduction of drama <Winter Sonata> by Japan, 23 million dollars income had been increased. And in 2005, because of <Dae Jang Geum>, Taiwan has

4) 전근홍(2003), “중국시장의 한류를 통한 스타마케팅에 관한 연구”, 중앙대학교, 석사논문

5) 이석기(2003), “한류를 이용한 중국 시장 접근 전략”, KIEP산업경제, 54, p46-61.

selt something about <Dae Jang Geum> 70,000 novels, 20,000 cookbooks, DVD+VCD 20,000 sets which brought a large amount of economic profits in Taiwan (진미경, 2007:3).

Secondly, Korean wave brings more and more people are interested in tour to Korean. In 2004, it was conducted that in this year the foreign travellers mainly from China and Japan increased 372,5653 people, increasing 28.1% than in normal times⁶⁾, which brought a tour upsurge of Korean in these years.

Thirdly, with the Korean Wave spread, Korea has raised its culture image in south-east countries. Korean drama is as a main spread channel for Korean wave, through which it performs a deep culture image on audiences, also more and more people become to be concerned about Korea.

Therefore, with the development of Korean Wave, the influences of it brings such sides of effects about culture, tour, economic, society on south-east areas, as well as in China. Especially, Korean Wave is popular in Chinese young students, meanwhile, as the first drama MBC drama <What is Love> introduced by Chinese CCTV, it set off a rush for Chinese people to watch Korean drama. What effects does Korean drama have on China is worthy thinking and how Korean television culture spread in China in the past 10 years will be discussed in the next part.

2.2 The Spread of Korean Television Culture in China

6) 이영숙, 한국 관광 문화, 한국관광공사, 2004

2.2.1 Korean Television Culture

The Korean television culture has spread in China since introduction teleplay "Jealousness" in 1993. Then in 1992, "What is Love", mainly about marriage story between conservative and families was played on CCTV, obtaining great echo, which was the first shot for Korean teleplays driving to China's market. H.O.T's special, in May 1998, raised upsurge of Korean popular culture. The successful performance of "CLON" group in November 1999 brought forward the word of "Korean Wave". The next February, with the success of H.O.T, "Korean Wave" was used widely (Shi-wei Lin,2007:10). After that, the audience rating of Korean drama was striking. "First Love" in 1997, "What is Love" in 1992 "Sandglass" in 1995, "XuJun"(《许浚》)in 2000, "Cave-man Times" in 2002 were played in China and got well-received by audience of different social levels. "Look Again and Again", a long Korean teleplay, played in CCTV became people's discussing topic streets and lanes during its play time.⁷⁾

In recent years, many Korean dramas have reached China, such as "Become", "Bridge Storm", "Goodbye My Love", "The Man Behind". Behind Korean idol teleplays occupy more and more time in TV, with that coming the Korean actors, such as 김희선 (Jin Xishan), 송혜교 (Song Huiqiao), 전지현 (Quan Zhixian), 원빈(Yuan Bin) , 배용준 (Pei Yongjun), who have a

7)无话语凄凉,中国对韩国电视剧和电影之接受,2005,<http://www.xici.net/b382703/d33075410.htm>

number of loyal fans in China. In 2002, 67 Korean teleplays had been played in China's mainland, and CCTV introduced three teleplays in 2004. According to Korean newspaper report⁸⁾, TV stations in China's mainland have played 359 movies and teleplays in total from 2003 to 2004.

According to statistics from Sina network in December 2005, 83.12% people in research like "Korean teleplay" and 54.55% people chose "Korean teleplay" when asked their favorite one. In September 2005, there were 3,050,000 articles about Korean teleplay when searched in famous Chinese net Baidu(百度). and that reached to 1540000 articles when one searched Korean teleplay in google⁹⁾ search, from which we can see how much Chinese people take preference to Korean teleplays.

In recent years, Korean dramas have got a driving development. It wins identity and favor of Chinese audience with pressing vigor (teenagers in particular). The first "Korean Movie Week" in 2000 held by Beijing Movie Institute, obtained great success; Chinese Movie Information Museum and other organizations hold "Korean Movie Retrospect Exhibit" in Beijing, Chengdu and Shanghai in Oct. 2001 which expanded Korean movie's effect on China's audience; in 2004, "Korean Movie Week"¹⁰⁾ 8 held by New

8) <http://chn.chosun.com/entertainment/>

9) www.google.com

10) 2004 Korea Movie Week was hold in Beijing joyfully. The current hot stars like Cui Minzhi, Zhang Dongjian, Han Shigui, Che Taixian, An zaixu, Shen Yinhe, Jin Xishan, Cui Zhenshi, Cui Zhiyou, Li Bingxian etc as well as golden director Park Chanwook ("Old Boy") Kim Ki-Duk ("empty"), drama-kui ("Taegukgi"), the forest right Zemin ("drunken painting cents") Kuo Yung ("My Sassy Girl"), Li Ting Hong, associate Kumgang, such Zhangshanyu gathered in Beijing.

Century Theatre, even attracted more fans.

2.2.2 Audience Rating of Korean Drama in Recent Years

Since Korean drama played in Chinese TV in 1992, it got high audience rating among every age. Compared with the other countries' programs, Korean programs are always well ahead of others as follow table 2-1.

<TABLE 2-1>. The preference of Korean Drama in China

Among the overseas TV programs, Which is the most welcome TV program in Chinese audiences?			
1	Korean TV program	82.95%	59,012
2	Japan TV program	7.56%	5,375
3	American TV program	4.56%	3,245
4	Italian TV program	1.68%	1,195
5	Others	1.50%	1,064
6	European TV program	1.09%	777
7	England TV program	0.67%	496
Total vote cast: 71,144			

Yu Min 2005, Re-quote¹¹⁾

Table 2-1 was the research result done on CCTV homepage in 2005, which researched the preference of <Overseas TV Program> has been started

11) 張慧玲, “在韓流中尋根令人感慨”, 「中央國際」 2005

since May,1999 on CCTV8 space.¹²⁾ There are many overseas TV dramas played on this channel. Chinese audiences can know every countries' culture well through it.) played on CCTV8 in China. We can see that Korean TV program is the most popular than the others, it won the high ratio among all overseas TV programs at 82.95%, much more over than the second Japan TV program by 75.39%.

The reasons that Korean dramas has won the high audience rating have been researched by XinJin Newspaper·Xinlang Net through questionnaire survey in 2006.



12) <Overseas TV Program> is played at CCTV-8 channel. It was established in May 1995. Since that time, there were a large amount of overseas TV programs played on it. Through this program, Chinese people can know more about the other countries' cultures , customs under different culture background. Since the first Korean drama was introduced and played in CCTV8, more and more korean dramas and movies were played and popular in the Chinese audiences.

<FIG. 2-1> The Preference Reasons on Korean Drama

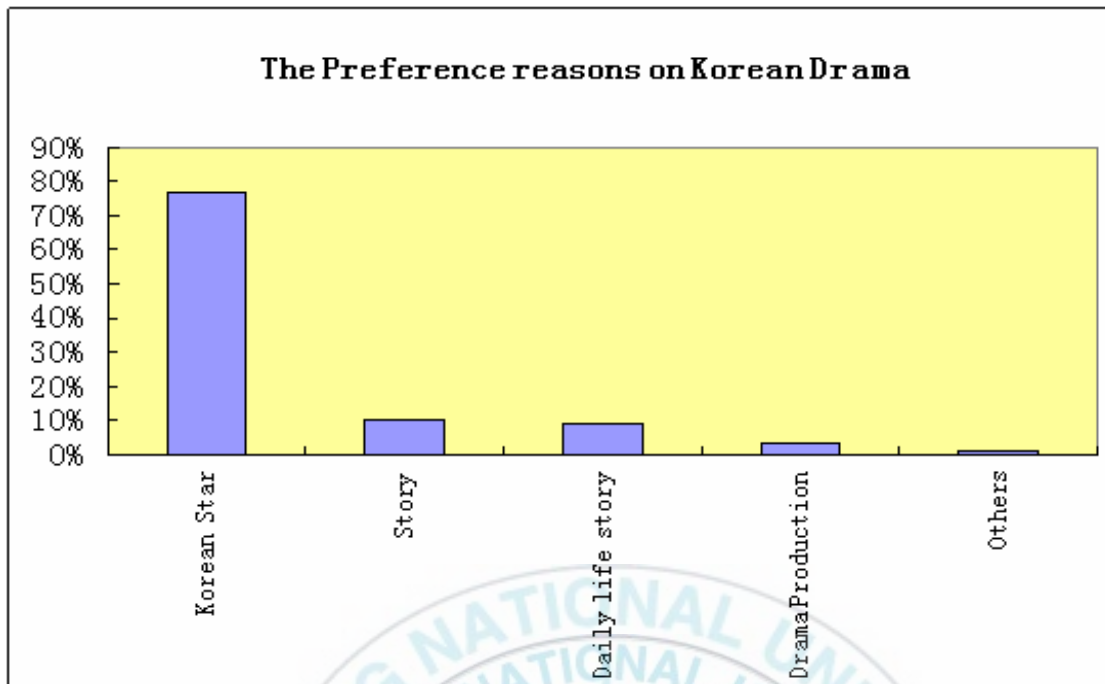


Fig. 2-1 is the diagram about the preference reasons on Korean drama in China, through CCTV homepage site in 2006. It showed that most of audiences paid attention on Korean dramas due to the certain stars they liked by 77% among all. Then the story plot occupied 10% and daily life story occupied 9%. It could be known clearly that Korean star has the most influence on Chinese audiences.

Since Korean wave started in China, it has been a hot welcome foreign culture wind, not only in China, but also in the whole Asia even the world. Though these years Chinese passion seems to be slowly reduced, it also occupies the main media market in China with its rapid development in

every area.

In 2007, according to the audience rating counted by CCTV homepage, Korean dramas were also welcomed by many audiences. During 20 series of Korean TV dramas which were the first 20 audience rating dramas, the most welcome drama was <Lover> won the first by 45.08% , the next was <Li Suan> by 38.68%, researched on Sohu in 2007. The Table 2-2 shows the information about most welcome drama in China in 2007.

<TABLE 2-2> Research the of most welcome Korean dramas in Chinese audiences

The most welcome Korean dramas in Chinese audiences			
No.	Name	N%	Ballot
1	<Lover>	45.08%	6183
2	<Zhu Suan>	38.68%	5306
3	<Coffe Prince 1 st Shop>	6.46%	886
4	<The war of Money>	1.86%	255
5	<New Heart>	1.57%	216
6	<Why There is nothing I like>	1.14%	156
7	<19 year' Pure>	1.06%	145
8	<Period of Daughter-in-law>	0.98%	135
9	<Golden Bride>	0.78%	107
10	<Surgeon Feng Daxi>	0.59%	81
Total vote cast: 7995			

From www.sohu.com Hot survey ¹³⁾

13) http://survey.sohu.com/poll/view.php?poll_id=985&style=2

The survey in Table 2-2 has been done in 2007 on sohu nets. According the result, we can see that Korean drama still has high audience rating in Chinese people. Among all the dramas, the first 10 dramas are concerned on love story. It can be seen that love story is always a hot topic in people, most of the survey objects may be younger students and love story can attract their eyes more than others.

Only a beautiful story is not enough in a drama, it must carry other characteristic such as a suitable background, music or well matching color of the scene. How many factors that composes a successful Korean drama should be discussed next. In this paper, why the Chinese students prefer Korean drama and how do they think of it will be studied mainly at the characteristic of Korean drama.

2.3 Characteristic of Korean Drama in China

2.3.1 Story

Among Korean Wave, the main reason for Korean teleplays to obtain achievements in China's market is the television contents; they are things related to civilians' daily life with novel content which reflects common people's daily life with living aspect, popularity, civilian, humanity, modernism and times.

The success of Korean Drama is due to its story content. The most

attractive point is that Korean drama's plots perform emotionally and come from the real city life, and family, love, friendship and faith are the main content of it, which can touch audiences' heart deeply. From the form, the delicate details, beautiful picture and melodious music has been performed as while as the story is on, which brings the most audiovisual enjoyment to audiences.¹⁴⁾

The most attractive point of Korean drama is the delicate details of stories, which not only performs characters' emotion well but also shows original customs and humanity thoroughly. In drama "Autumn in the Heart", many affecting pictures were draw audiences' tears.¹⁵⁾ For example, when EnXi(恩曦) left home, she said goodbye to four glasses which had four head image on it with tears. In drama "Young Lady Of The Mermaid," in wedding ceremony of Ya Liying and Zhuwang, the red classical wedding dress Ya Liying wore had Korean characteristic custom.¹⁶⁾ It's the delicate details that attract Chinese audiences, especially in the young students' favor in China.

Korean teleplays are mainly about common people's trifle living details,

14) 齐珂, 韩剧的诱惑-试析韩剧热播现象, 理论探讨, 2004

15) "Autumn in the Heart" is the one of the most popular drama which has won the younger's passion in China. It describes an affecting love story, pure and beautiful. Enxi(恩曦) was acted by Song Huiqiao(宋慧乔), Junxi was acted by Song Chenxian(宋承宪). The ending is tragedy, just because the moving and melancholy love which has moved a large amount of audiences, especially university students.

16) In traditional wedding, Korean people always wear red classical wedding dress. The color of it shows the celebration of the day. The distinguishing feature of Korean dress shows distinctive national and folk features of Korea.

watery life, dine and wine, work, and love, favor, quarrel, departure and recovery without any magnificent scene or narration. Lover's flowers, moved or surprised expressions can be feature lens to let audience watch clearly and feel through zoom in. Song Huiqiao (송혜교) and Rain (비) seem to do nothing in "Full House" but sweep floor, do cleaning and cook in their "Full House". Added humorous details make teleplay more attractive. "My name is Jin Sanshun" is kind of comedy with many laughable plots. The "fatty" appearance of Jin Sanshun (김삼순) herself is a comedy, one of her biggest dreams is to change her ugly name, but she failed after experiencing various "difficulties".

As for the style of Korean teleplay content, they are historical, family and idol teleplays all together. Whatever the style is, they all take human affection as main line to show affection, friendship, love in deep penetration of honesty, courtesy, justice, cleanness and shamefulness. There are no direct dialogues of QiongYao (琼瑶) teleplay or blindness by gain and life-and death of Hong Kong teleplays or monarch, big corruption of national teleplays or hot scenes of USA movies.¹⁷⁾ There are sentimental and trifle details. But the construction of love, "Eutopia" (乌托邦)¹⁸⁾ of life in Korean teleplay manages to meet audience's affection demands who lack affection in actual material world.

17) Qiongyao(琼瑶) is a famous writer in Taiwan. She always writes some desolate but beautiful love stories. Most of stories have been acted in dramas and are mostly welcomed by audiences. It forms its own drama series style called "Qiong Yao teleplay" in China.

18) "Eutopia" (乌托邦) is the most beautiful society in people's mind. It comes from the famous work of Tomas Mole.

2.3.2 Scene and Background

Besides, the plot twists and pretty actors as in common dramas, there are beautiful beach, path covered with yellow shatters, peaceful lake and white snowy world, all of these poetry menu, deeply moved music specially designed for plots, changing hair style and costumes that are neglected in long teleplays are shown perfectly. For example, "Winter Sonata" pursues not only pure, story-oriented teleplay but also a beautiful scene and pure world. Scene includes garden town, antique campus, snowfield, dense fog, snowy lake and mountain, shadow path in cold wind, waving snow in ski field with the help of winter rich images, lingering and sorrowful story is added a dense color which makes works more perfect as well as makes audience run into a beautiful, lonely artistic scene.¹⁹⁾

In addition, the translation of Korean languages on TV in Korean teleplay cannot be ignored. Lots of cool actors and pretty actresses with flashing point in each play: star lineup of Song Huiqiao, Rain , Yuan Bin is a good luck for audience. Even the ugly "Jin San Shun" has pretty face, though she is "overweight" with ugly behavior, needed by character shape. The actresses in both teleplays have similar character with few difference, and it's the few differences that makes special, typical and near to natural fine menu with a warm scene of poem in picture and affection in poem. ²⁰⁾

19) 이은숙, 중국에서의 '한류' 열풍 고찰, , 2002:37

20) 中国对韩国电视剧和电影之接受, <http://www.xici.net/b382703/d33075410.htm>, 无语语凄凉,

Popular Korean dramas are always accompanied by nice music. There is a theme music running through each play, such as theme music "Miss You" in "Bridge in Heaven" and "Green Rose" in "Winter Sonata". Yin Haohu, the director of "Endless Love" said that music was the real important soul of this play. The charming maple forest, yellow shatters of phoenix tree and blue sea arrange in great pairs with background music "Love Is Blue". With deep emotional music matching pure and beautiful menu, the perfect artistic conception of Korean teleplay is promoted to high degree of professional proficiency. The outstanding music in "Jang-geum" is one of the flashing points, increasing color to this play.

2.3.3 Culture Attraction

With both Chinese and Korean culture based on Confucianism and similar moral identity, communication exists in cultural root, price value and behavior manner, and that is "echo same sound, need same air." "Korean teleplays" just dig out this cultural homology and make ethic culture, moral aesthetic feeling as soul in televisions.

Korean dramas, another reason for Chinese loving Korean teleplay is that audiences find out our traditional Confucianism inherited in peripheral countries and plaint the fragmentation and lack of our own traditional culture. From above points, the reason for "Korean drama" popular in China is Chinese traditional culture focused on Confucianism. Therefore, we need not

surprised at billowy "Korean wave" or indignant for "Korean wave" rapping audience because it stands for the return of right Chinese traditional culture. From historical "Chinese wave" effect on "Korean wave" to today's return of "Korean wave" from "Chinese wave", we can see the common cultural inherit of these two countries as well as mutual interaction and communication. (Shi-wei Lin, 2007:39)

Korean drama has combined every kinds of emotion together, especially pays attention on the blood relationship of east culture tradition, like the proper formalities between young and old, and filial piety. Frankly speaking, traditional Confucianism factors do exist in Korean culture, but such traditional factors have mingled with modern Korean life as well as the absorbed western modern thoughts. So these traditional factors are not only activated but also endowed with new life.

Take "Jang-geum" for an example, though it's a palace play, its viewpoint focuses on a maid of honor and lady medical, which is totally different with Chinese palace play with full of palace secret, senior fights and political gain and loss, and shows the treasured civilian thoughts and modern concept of paying attention to common people; "Fighting, Jinshun!" also takes the common suffering to common members in common family as object, which narrates today's affection, friendship and love commendably. The spiritual basic of Korean drama plot is Confucianism²¹⁾, which seems to be

21) Confucianism has been established by Kung Tze (孔子, BC551-479, China). It emphasizes on etiquette between the elderly and young people, family relationships. The youngers should respect elders in any ways, also the hierarchy, respect for professor, teacher, and other honoured people. As well it advocates respecting loving young children. The Korean people are also influenced by

closely to the Chinese audiences. Therefore, it could enter the Chinese media market successfully. 22)



Confucianism like Chinese people. They have developed this etiquette matched with their custom.

22) 곽수경, 중국의 한국드라마와 한류스타 현상 ,2005

III. KNOWLEDGE OF KOREAN DRAMA

3.1 Structure of Questionnaire Survey Paper

3.1.1 Structure of Questionnaire Survey Paper

Questionnaire survey paper has been divided into two part, the knowledge of Korean drama and Korean drama preference in Chinese university students. And the knowledge of Korean drama has been divided into knowledge of Korean Wave and Korean drama. Because Korean drama is included in Korean Wave, it's a culture branch of it. From the knowledge of Korean Wave, the acception degree of Korean Wave by Chinese university students and which is the most interesting thing for them. Meanwhile, based on their preference of Korean Wave, how the Korean drama has influenced them and degree of Korean drama preference can be seen clearly.

As we all know, Korean drama has swept through East-Asia, it sets off a rush to audience rating, and culture attack. Focus on Korean drama, the reason why Chinese students prefer Korean drama so much will be researched in this paper from the point of view on story, scenery, techniques and culture attraction. These pieces of factors may be the important reason for students' preference in China. The structure of questionnaire survey paper can be seen as follow Table 3-1-1.

<TABLE 3-1-1> Structure of Questionnaire Survey Paper

Component	Main Structure		Term
Knowledge of Korean Drama	Knowledge of Korean Wave		5
	Knowledge of Korean Drama		6
Korean Drama Preference	Korean Drama Preference	Story	3
		Scenery	5
		Techniques	2
		Culture Attraction	5
	Influence of Korean Drama on Students		8
	Passive Opinions on Korean Drama		6

This questionnaire survey paper has conducted at the end of February to the end of March in 2008. It was focused on the university students in Shanghai area, the University of Shanghai for Science Technology, Shanghai fisheries University, Tongji University, Shanghai Jiaotong University and so on, their majors ranged at engineering, arts, medicine and so on.

This study paper used the software SPSS13.0 to account the questionnaire survey paper of 155 by sampling methods among Shanghai university students. Every item in the survey paper has been analysed by percent.

3.1.2 Characteristic of objects in this survey paper

The characteristic of informants in this survey paper has been divided into 4 parts as follows.

<TABLE 3-1-2> Background of the informants

	Terms	N(%)
Age	20~28	155 (100.0)
Gender	Male	86 (55.5)
	Female	69 (44.5)
Major	Science engineering	113 (73.1)
	Art	42 (26.9)
Grade	Undergraduate students	53 (34.2)
	Graduate students	98 (63.2)
	Doctor course students	4 (2.6)

(1). Age

Among the informants in this paper, all of them are university students in Shanghai area universities, ranges from 20~28. (<Table 3-1-2>)

(2). Gender

In this questionnaire survey paper, there are 92 males and 68 females. 92 males have been accounted for 57.5% of all the informants, and 68 females have been accounted for 42.5%. (<Table 3-1-2>)

(3). Major

From the major, it has been divided into two parts, science engineering

73.1% and art 26.9%. The science engineering included majors of power engineering, computer, architectural design, city planning, refrigeration, geography and so on. And the art included majors of English translation, Japanese, art and so on. (<Table 3-1-2>)

(4) Grade

The grade of this survey paper ranged from undergraduate students to doctor course students. From Table 3-1-2, it shows that undergraduate students occupies 33.1%, graduate students occupies 63.8% and doctor course students only occupied 3.1%. The graduate students has the most percentage in this paper.

3.2 Knowledge of Korea Wave

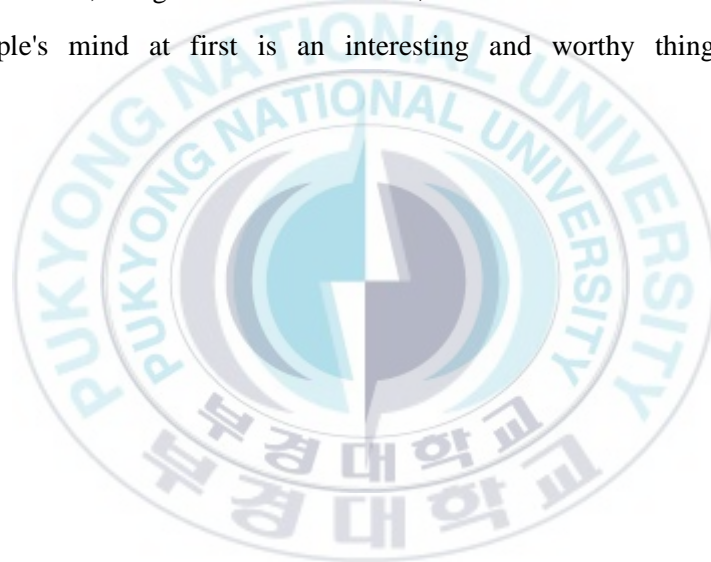
Korean wave has started in China for about more than 10 years. Korean drama, Korean music, Korean game and any fashionable things from Korea are defined as Korean wave. In this questionnaire survey paper, the situation of Korea wave in Chinese university in Shanghai has been taken. and the result has been accounted as follows.

<TABLE 3-2-1>

N (%)	Do you know "Korea Wave"?	
	Yes, I know	No, I don't
155 (100)	138 (89.0)	17 (11.0)

Most of Chinese students in Shanghai know Korean Wave. Among all the students, 89% of students knew it and 11% of them did not know. Although Korean wave has started for a long time, Korean drama, films, games and so on, there is still 11% university students who didn't know it. That shows the concept of Korean wave was not very clearly in China, even if they know something from Korea.

As we all know, Korea developed fast recently, especially in the past 10 years. With the rapid increase of economic, more and more Korean products entered Chinese market, Korean food, Korean culture and so on. The way of it is through its television, songs and media. For it, when referred to Korean, what will hit people's mind at first is an interesting and worthy thing to study.



<TABLE 3-2-2>

When referred to Korea, what will hit you at first? (N%)						
Item		Food	Culture	Drama	Pop songs	Total
Gender	Male	19 (12.3)	7 (4.5)	50 (32.3)	10 (6.5)	86 (55.5)
	Female	10 (6.5)	3 (1.9)	50 (32.3)	6 (3.9)	69 (44.5)
Education	Undergraduate	11 (7.1)	2 (1.3)	31 (20.0)	10 (6.5)	53 (34.2)
	Graduate	18 (11.6)	8 (5.2)	66 (42.6)	5 (3.2)	98 (63.2)
	Doctor	-	-	3 (1.9)	1 (0.6)	4 (2.6)
Total		29 (18.1)	10 (7.1)	100 (65.2)	16 (9.7)	155 (100.0)

According to Table 3-2-2, as the country Korean is referred, four choice has been made in this question, Korean food, culture, drama and pop songs. And most of informants thought that Korean drama would hit their mind at first by 65.2%, then the Korean food 18.1%, pop songs 9.7% and Korean culture 7.1%. It can be seen in Table 3-2-2 that whatever the informants' gender and education were, Korean drama always occupied the most part of the whole, which showed that Korean drama had a deep influence in Chinese university students in Shanghai.

<TABLE 3-2-3>

Which is the most thing of Korea that you are interested in?						
N(%)						
Item		Politics	Korean life style	Popular enjoyments	Economic trade	Total
Gender	Male	8 (5.2)	20 (12.9)	50 (32.3)	8 (5.2)	86 (55.5)
	Female	4 (2.5)	14 (9.0)	49 (31.6)	2 (1.3)	69 (44.5)
Education	Undergraduate	3 (1.9)	11 (7.1)	37 (23.9)	2 (1.3)	53 (34.2)
	Graduate	9 (5.8)	22 (14.2)	59 (38.1)	8 (5.2)	98 (63.2)
	Doctor	-	1 (0.6)	3 (1.9)	-	4 (2.6)
Total		12 (7.7)	34 (21.9)	99 (63.9)	10 (6.5)	155 (100.0)

As Korean culture has been accepted by most Chinese people and is very popular nowadays, a question about 'Which is the most thing of Korea that you are interested in' was referred in this questionnaire survey paper. From the result, it can be seen that most of informants were interested in Korean popular culture, and Korean culture included drama, music, game, food and so on. According to Table 3-2-3, it occupied 63.9% of all. The next is Korean people's life style by 21.9%, then politics by 7.7%, economic trade by 6.5%. In gender, we can see 32.3% of male informants were

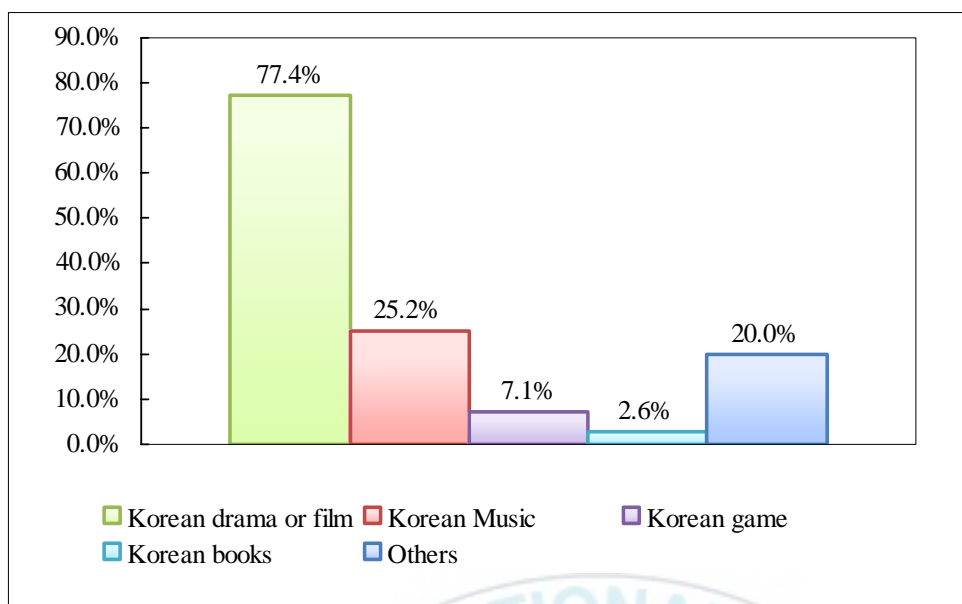
interested in Korean culture most, and the female informants occupied 31.6%. In education case, Korean culture occupied the most parts as well. According to the result, it is clear that Korean culture has the most influence on Chinese students.

Emphasis on Korea wave, Korea wave includes a large range of enjoyment activities, drama, film, music, game, even the books and so on. We can accept everything of Korean culture through it. As Korea wave was spread in China, it influenced young people so much so that it has changed the views on Korea at first. And which is the most thing of Korea wave that university students are interested in now is a research question that should be studied in this paper. The result has been counted as follows in Table 3-1-4 and showed in Fig 3-2-1.

<TABLE 3-2-4>

Which is the most thing of Korea Wave that you are interested in?				
N(%)				
Drama, film	Korean Music	Korean game	Korean books	Others
120 (77.4)	39 (25.2)	11 (7.1)	4 (2.6)	31 (20.0)

<Fig. 3-2-1>

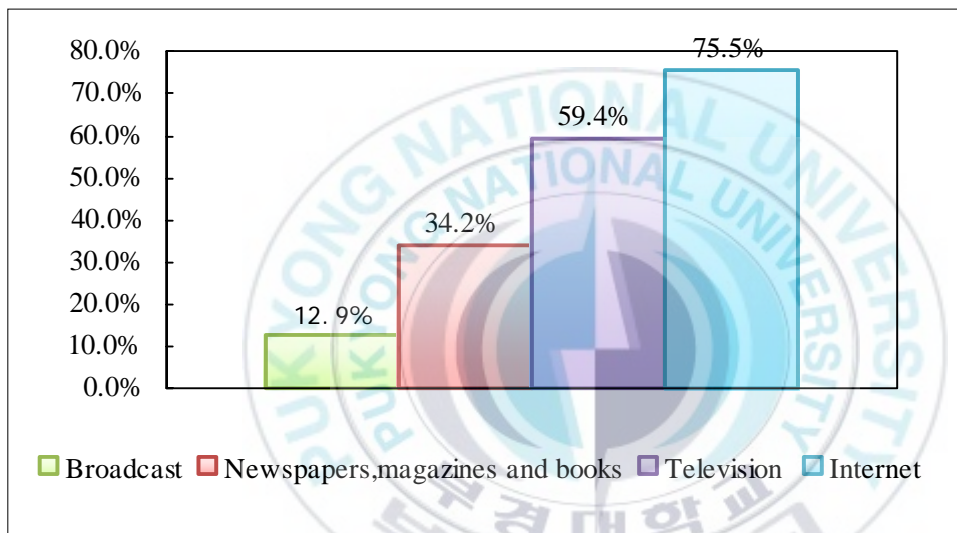


From Table 3-2-4 and Fig. 3-2-1, it is clearly that among all the informants in this survey the most attractive thing of Korea wave to Shanghai university students is Korean drama and film, it reached at 77.4%, then is Korean music, reached at 25.2%, Korean game, reached at 7.1%. Thus, 20.0% of them chose others. It shows that Korean drama and film has the most influence on university students.

<TABLE 3-2-5>

Generally, which channel do you use to get the media information ?			
N(%)			
Broadcast	Newspapers, magazines and books	Television	Internet
20 (12.9)	53 (34.2)	92 (59.4)	117 (75.5)

<Fig. 3-2-2>



According to Table 3-2-5 and Fig. 3-2-2, we can see most students gained media information through internet, it reached at 75.5%, which means that internet is an effective way for people to get any information. Then 59.4% of informants got the information by TV, and 34.2% by newspapers, magazines and books, 12.9% of them gained information from broadcast.

3.3 Knowledge of Korean Drama

As we all know, Korean drama has been introduced since 1992, whether it is accepted by all the people is unknown. Nowadays university students, especially undergraduate students are the first young students who had chances to watch Korean dramas since the first time Korean drama was played on TV. The situation of it was researched as follows in this paper.

<TABLE 3-3-1>

Have you ever watched Korean drama? N(%)				
Item		Yes	No	Total
Gender	Male	84 (54.2)	2 (1.3)	86 (55.5)
	Female	69 (44.5)	-	69 (44.5)
Education	Undergraduate	53 (34.2)	-	53 (34.2)
	Graduate	96 (61.9)	2 (1.3)	98 (63.2)
	Doctor	4 (2.6)	-	4 (2.6)
Total		153 (98.7)	2 (1.3)	155 (100)

From the result in Table 3-3-1, it shows that 98.7% of informants has watched Korean drama before, only 1.3 of them never watched. That means the coverage rate of Korean drama is very high among university students,

even they preferred it or not, they ever watched it at least. Perhaps this is the successful point that Korean teleplay is. Whether male or female of the students almost all of them have watched it.

Though more and more people become know Korean dramas, how did they know it at first is also a question in this questionnaire survey paper. There were a few ways of media propaganda, by TV, magazine, newspaper, internet and so on.

<TABLE 3-3-2>

How did you know Korean drama at first? N(%)						
Item		By TV, newspaper or internet	By friends and people around	By accident on TV	Always interested in it and concern about it	Total
Gender	Male	23 (14.8)	31 (20.0)	31 (20.0)	1 (0.6)	86 (55.5)
	Female	29 (18.7)	21(13.5)	17 (11.0)	2 (1.3)	69 (44.5)
Education	Undergraduate	16 (10.3)	17 (11.0)	17 (11.0)	3 (1.9)	53 (34.2)
	Graduate	36 (23.2)	32 (20.6)	30 (19.4)	-	98 (63.2)
	Doctor	-	3 (1.9)	1 (0.6)	-	4 (2.6)
Total		52 (33.5)	52 (33.5)	48 (31.0)	3 (1.9)	155 (100.0)

With the development of media propaganda, the first time people knew Korean drama has through different ways, by TV, newspaper, friends around and so on. In this questionnaire survey paper result, it has shown that the way by TV, newspaper or internet and by friends and people around occupied the same percent of all the informants at 52%. From Table 3-3-2, 48% of informants saw Korean drama at first by accident on TV, and 3% of them were always interested and concerned about Korean culture by themselves.

<TABLE 3-3-3>

The frequency of watching Korean drama N(%)						
Item		Never watch it	Rarely watch it	Watch it when new dramas produce	Watch it continuously	Total
Gender	Male	33 (21.3)	44 (28.4)	7 (4.5)	2 (1.3)	86 (55.5)
	Female	10 (6.4)	35 (22.6)	11 (7.1)	13 (8.4)	69 (44.5)
Education	Undergraduate	12 (7.7)	30 (19.4)	3 (1.9)	8 (5.2)	53 (34.2)
	Graduate	30 (19.4)	47 (30.3)	14 (9.1)	7 (4.5)	98 (63.2)
	Doctor	1 (0.6)	2 (1.3)	1 (0.6)	-	4 (2.6)
Total		33 (27.7)	79 (51.0)	18 (11.6)	15 (9.7)	155 (100.0)

Since Korean drama was introduced in Chinese media market, it has gained a great success in Chinese audiences. The audience rating always continues a high ratio until now. In this informants, we can see from Table 3-2-3, until now 27.7% of informants never watched Korean drama, and 51% rarely watched it, 11.6% watched it when new dramas produced, but 9.7% of them watch it continuously. Moreover, from the gender, there was only 1.3% of male watch Korean drama continuously, but female occupied 8.4%, much more than male. That means that Korean drama wins more popular in female university students than male university students.

<TABLE 3-3-4>

How many dramas do you watch every year? N(%)						
Item		0~3	4~8	9~12	Over 12	Total
Gender	Male	63 (40.7)	1 4(9.0)	8 (5.2)	1 (0.6)	86 (55.5)
	Female	32 (20.6)	26 (16.8)	4 (2.6)	7 (4.6)	69 (44.5)
Education	Undergraduate	26 (16.8)	19 (12.3)	7 (4.5)	1 (0.6)	53 (34.2)
	Graduate	65 (41.9)	21 (13.5)	5 (3.2)	7 (4.6)	98 (63.2)
	Doctor	4 (2.6)	-	-	-	4 (2.6)
Total		95 (61.3)	40 (25.8)	12 (7.7)	8 (5.2)	155 (100.0)

According to Table 3-3-4, from the dramas informants watch every year

on average, the preference of students on Korean drama could be shown at one aspect. There are a great many Korean dramas played through any channels, from Table 3-3-4, 61.3% of informants watched 0~3 dramas on average every year, 25.8% watched 4~8 dramas, 7.7% watched 9~12 dramas and 5.2% of them watched over 12 dramas. From gender, it is shown clearly that female students watched Korean dramas more than male students every year on average, which means female students paid more attention on Korean drama than male students. From the education, it is equal to each other.

<TABLE 3-3-5>

Did you have the experience to watch Korean drama overnight? N(%)				
Item		Yes	No	Total
Gender	Male	13 (8.4)	73 (47.1)	86 (55.5)
	Female	33 (21.3)	36 (23.2)	69 (44.5)
Education	Undergraduate	18 (11.6)	35 (22.6)	53 (34.2)
	Graduate	28 (18.1)	70 (45.2)	98 (63.2)
	Doctor	- (2.6)	4 (2.6)	4 (2.6)
Total		46 (29.7)	10 9(70.3)	155 (100.0)

Table 3-3-5 shows the experience of informants to watch Korean drama overnight, it can reflect the attraction of Korean drama to the students and their crazy passion on it. From gender, most of male students did not have

this experience but almost half of female students have had the overnight experience to watch Korean drama. As a whole, 70.3% of them have not had this experience and 29.7% have had it. Since the upsurge of Korean drama rised, it seemed to be dropping down until now.

In this questionnaire survey paper part, Chinese students' knowledge of Korean drama has been studied and a probable situation has been concluded out. Almost all the informants knew Korea Wave and has ever watched Korean drama through any channels. As the rapid development of media spread ways, information of Korean culture can be received easily now, wherever you are. Korean drama is a successful channel for people in the world to accept anything from Korean by every varied ways.

Since the first Korean drama was introduced into Chineses market, it continually keeps a high audience rating in TV, besides that, more and more people especially young students can gain these information not only on internet but also by pirate CD. Thus, these years, the passion of Korean drama among young students seems to fall down. From this questionnaire survey part, we can see that the graduate students are the first students who touched anything about Korean at the first time, maybe from the first drama, they experienced all the part of Korean drama's development. Until now they still kept a high passion on it according to this part survey questions. Moreover, it is clearly that the undergraduate student paid more attention on Korea Wave and drama than graduate students and doctors, the female students were more interested in Korean Wave and drama than male students as well.

From the frequency of watching Korean drama and watching Korean

drama's experience we can see the situation and preference of current university students in Shanghai area. Through passion on Korean drama is dropping slowly recently, it still keeps a high attention among young people. The reason why Korean drama can always be attracted by Chinese students will be discussed in next chapter.



IV. KOREAN DRAMA PREFERENCE

4.1 Difference between Chinese drama and Korean drama

The popularity of Korean dramas on Chinese TV is due to its humanization and closing to daily life. Korean drama is good at opening up a real daily life using exquisite skill, which seems to be trivial but makes people feel so kind. In addition, every play centers on respecting for the old and loving for the young, the proper formalities between young and old, friendly affection between sisters and brothers, ect, which is just the missing but desired point for the students who are in the stage of growing up to adults.

Compared with Korean drama, there exists a few thoughtful points of view in Chinese drama. The most thoughtful thing of Chinese drama is that the story contents are always far from the psychological feeling and culture experience to audience. But the Korean drama is good at grabbing audience's psychological feeling and life details, which make cordial feeling to audience. Even more, scene of Chinese drama is much more crude than Korean drama. These is the main lacking point that why so many young people like to watch Korean drama.

Besides, with the improvement of Chinese drama, it becomes better and better even has competitive strength with Korean drama. It absorbs merit of Korean drama and take advantage of culture market to develop its own distinguishing feature.

As time goes on, the reaction of Korean drama is changing. Although it

is still very popular in Chinese students now, they hold the rational and objective view on this foreign culture industry. It doesn't mean Korean drama has no competitive power in Chinese market, from the preference of Chinese students in Shanghai area, we can see the current reaction of Korean drama in students' mind.

4.2 Korean Drama Preference

There are various types of plays in Korean drama, every detail composes the whole drama such as a beautiful scene, a pretty and affecting love story, family plays, its techniques of making and so on. Korean drama has its unique methods to attract audience attention. In the Chinese audiences, especially in Chinese students audiences, what is the most preferred point of Korean drama that attract their eyes is worth studying question. The survey question result data was as follows.

<FIG. 4-2-1>

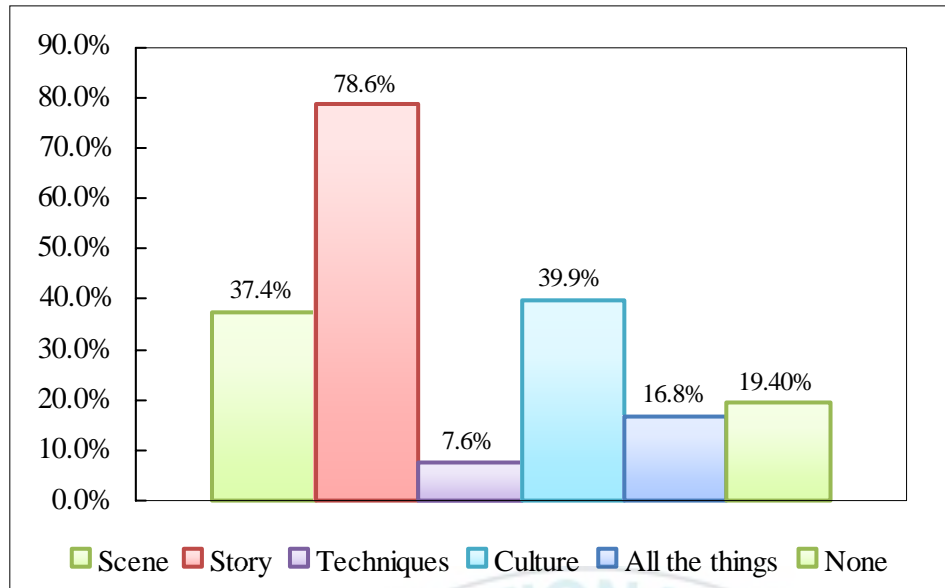


Fig 4-2-1 was counted from the data of question 'Which is the most attractive point of Korean drama for you'. The result shows that story area occupies the most percentage of all, it reached at 78.6%. The next is Korean culture by 39.9%, which is close to half of story. Then is scene of drama like background, surroundings and others, by 37.4%. It means that currently in the informants eyes, Korean drama's story type plays a most important role in the all subjects. According to the data, 16.8% of informants preferred all the things of Korean drama, and 19.4% of them preferred nothing, just watching it for fun. Otherwise, techniques of making only occupies 7.6%.

<TABLE 4-2-1>

You prefer the Korean drama to Chinese drama. N(%)				
Item		Yes	No	Total
Gender	Male	21 (13.6)	65 (41.9)	86 (55.5)
	Female	25 (16.1)	44 (28.4)	69 (44.5)
Education	Undergraduate	19 (12.3)	34 (21.9)	53 (34.2)
	Graduate	27 (17.4)	71 (45.8)	98 (63.2)
	Doctor	-	4 (2.6)	4 (2.6)
Total		46 (29.7)	109 (70.3)	155 (100.0)

Compared to Chinese drama, whether Korean drama plays a more important role in Chinese students is an essential thing which can reflect the Korean drama preference among them. From this questionnaire survey result, it shows that 70.3% of informants still preferred Chinese drama to Korean drama, and 29.7% of them preferred Korean drama according to Table 4-2-1.

The result should be considered that though Korean drama is so popular in Chinese media market, most of people still prefer Chinese drama, the reason of which is a main research problem in this paper. It has been set out from the reason why Korean drama has been popular in Chinese student and the influence it has done, moreover the active or passive opinion as follows.

4.2.1 Story Content

<TABLE 4-2-2>

The story of Korean drama is more vivid than Chinese drama. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	18 (11.6)	11 (7.1)	32 (20.6)	19 (12.3)	6 (3.9)	86 (55.5)
	Female	9 (5.8)	8 (5.2)	28 (18.1)	17 (11.0)	7 (4.5)	69 (44.5)
Education	Undergraduate	4 (2.6)	8 (5.2)	23 (14.8)	12 (7.7)	5 (3.2)	53 (34.2)
	Graduate	22 (14.2)	11 (7.1)	35 (22.6)	23 (14.8)	8 (5.2)	98 (63.2)
	Doctor	1 (0.6)	-	2 (1.3)	1 (0.6)	-	4 (2.6)
Total		27 (17.4)	19 (13.3)	60 (38.7)	36 (23.3)	13 (8.4)	155 (100.0)

According to the table above, it shows that most informants chose the middle, which means that they remain neutral in this question. But if comparing the 'agree' with 'disagree', we can see that percentage of informants who agree the story of Korean drama is more vivid than Chinese drama occupies more than the others relatively. The order of response data is 'Entirely disagree' (17.4%), 'Disagree' (13.3%), 'Middle' (38.7%), 'agree' (23.3%), 'Entirely agree' (8.4%).

<TABLE 4-2-3>

Korean drama has more various subject matters, plenty imagination. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	12 (7.7)	14 (9.0)	26 (16.8)	25 (16.1)	9 (5.8)	86 (55.5)
	Female	6 (3.9)	17 (11.0)	21 (13.5)	19 (12.3)	6 (3.9)	69 (44.5)
Education	Undergraduate	4 (2.6)	15 (9.7)	13 (8.4)	17 (11.0)	5 (3.2)	53 (34.2)
	Graduate	14 (9.0)	15 (9.7)	32 (20.6)	26 (16.8)	10 (6.5)	98 (63.2)
	Doctor	- (0.0)	1 (0.6)	2 (1.3)	1 (0.6)	- (0.0)	4 (2.6)
Total		18 (11.6)	31 (20.0)	47 (30.3)	44 (28.4)	15 (9.7)	155 (100.0)

Through the result of question ' Korean drama has various subject matters, plenty imagination' in this survey paper, the agreement of this question can be seen clearly in table 4-2-3. Total result order is 'Entirely disagree' (11.6%), 'disagree' (20.0%), 'Middle' (30.3%), 'Agree' (28.4%) and 'Entirely agree' (9.7%).

<Table 4-2-4>

The emotion of story in Korean drama is more sentimental and melting. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	7 (4.5)	13 (8.4)	19 (12.3)	30 (19.3)	17 (11.0)	86 (55.5)
	Female	5 (3.2)	4 (2.6)	16 (10.3)	32 (20.7)	12 (7.7)	69 (44.5)
Education	Undergraduate	2 (1.3)	8 (5.2)	14 (9.0)	18 (11.7)	11 (7.1)	53 (34.2)
	Graduate	10 (6.4)	8 (5.2)	19 (12.3)	43 (27.7)	18 (11.6)	98 (63.2)
	Doctor	-	1 (0.6)	2 (1.3)	1 (0.6)	-	4 (2.6)
Total		12 (7.7)	17 (11.0)	35 (22.6)	62 (40.0)	29 (18.7)	155 (100.0)

The question of 'The emotion of story in Korean drama is more sentimental and melting' has also been research in the informants. From the result 'Entirely disagree'(7.7%), 'Disagree'(11.0%), 'Middle'(22.6%), 'Agree'(40.0%) and 'Entirely agree'(18.7%) we can see most informants think the Korean drama's stories are more sentient and affected. This is the main point that Korean drama gains popular welcome in China, even in Asia.

<FIG. 4-2-2>

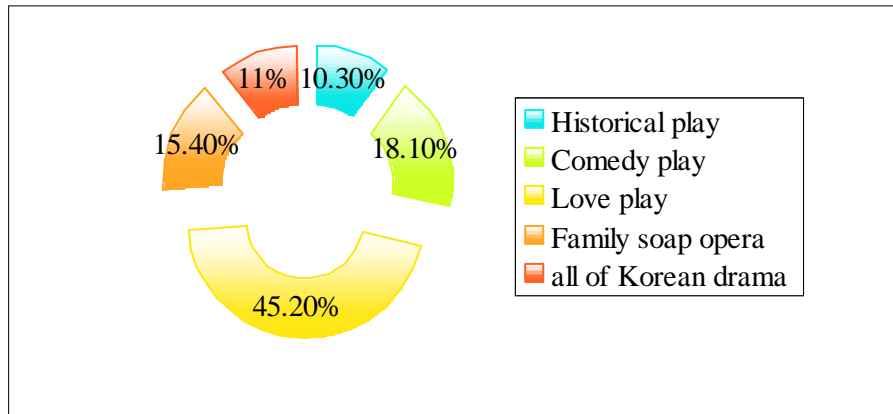


Figure 4-2-2 is the result of question 'Which is the most interesting drama play for you?'. Based on the data it is clearly that 'Love play' occupied more percentage than the others by 45.2%, the next is 'Family soap opera' by 15.4%, then 'Comedy play' by 18.1% and 'Historical play' by 10.3%. Moreover, among all the informants, 11.0% of them enjoy all the types of Korean drama, including love story, historical story or family, comedy story.

The story of Korean drama has important influence on Chinese audience. The enormous force of it includes every kinds of factors and plot content is a main factor.

At first, Korean drama's subject cater for Chinese students' favorite. The love, family love depicted in drama can arouse youngsters' resonance, the most important thing of it is that experience in Korean drama can be found easily in our daily life, audience can become involved in the story, then produce a strong common feeling.

Secondly, love story depicted in Korean drama satisfies university

students' romantic thoughts adequately, which makes them expect and look forward to love. Further more, love in Korean drama performs chasteness and clean, love is just love, whatever the position they are, wherever they work at, however the family background is, there is no impurity in dramatic personae's love. These true feelings of love is the most yearning emotion students expect for²³⁾.

Thirdly, Korean drama pays more attention on family love among father, mother, eldership, even brotherliness and sisterhood. Tradition of respect for the old, love for the young has been perform profoundly.

4.2.2 Scenery and Background



23) 林爱清, 「韩剧热播对青少年的影响分析」, 河北青年管理干部学院报, 2007

<TABLE 4-2-5>

The wearing and making up in Korean drama are closed to perfection. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	7 (4.5)	8 (5.2)	32 (20.6)	32 (20.6)	7 (4.5)	86 (55.5)
	Female	4 (2.6)	3 (1.9)	19 (12.3)	30 (19.4)	13 (8.4)	69 (44.5)
Education	Undergraduate	-	-	25 (16.2)	23 (14.8)	5 (3.2)	53 (34.2)
	Graduate	11 (7.1)	11 (7.1)	23 (14.8)	38 (24.5)	15 (9.7)	98 (63.2)
	Doctor	-	-	3 (1.9)	1 (0.6)	-	4 (2.6)
Total		11 (7.1)	11 (7.1)	51 (32.9)	62 (40.0)	20 (12.9)	155 (100.0)

As we all know, Korean fashion technology is up-to-date in Asia. The players inside Korean drama has just performed it in whole. Table 4-2-5 has surrounded the question 'The wearing and making up in Korean drama are closed to perfection.' to research the agreement of informants. According to it we can see that 'Entirely disagree' (7.1%), 'Disagree' (7.1%), 'Middle' (32.9%), 'Agree' (40.0%) and 'Entirely agree' (12.9%) at total. Most informant agree the view of this question.

Content plays a significant role in popularity of Koran dramas in China. Relevant, contemporary, very good looking actors wearing very fashionable clothes gives Chinese audience aesthetic feeling of vision. This view has been research in question survey paper whether it suits Chinese vision feeling and the result has been counted as Table 4-2-6. It indicates clearly that most

informants agree this point of view. The order of answer result was counted as 'Entirely disagree' (6.5%), 'Disagree' (7.1%), 'Middle' (32.2%), 'Agree' (34.9%) and 'Entirely agree' (19.3%). From distribution of data in Table 4-2-6, degree of satisfaction within gender and education can be seen as well.

<TABLE 4-2-6>

The scene in Korean drama can bring audience aesthetic feeling of vision. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	6 (3.9)	7 (4.5)	36 (23.2)	21 (13.5)	16 (10.3)	86 (55.5)
	Female	4 (2.6)	4 (2.6)	14 (9.0)	33 (21.3)	14 (9.0)	69 (44.5)
Education	Undergraduate	- (0.0)	2 (1.3)	18 (11.6)	19 (12.3)	14 (9.0)	53 (34.2)
	Graduate	10 (6.5)	9 (5.8)	31 (20.0)	33 (21.3)	15 (9.7)	98 (63.2)
	Doctor	- (0.0)	- (0.0)	1 (0.6)	2 (1.3)	1 (0.6)	4 (2.6)
Total		10 (6.5)	11 (7.1)	50 (32.2)	54 (34.9)	30 (19.3)	155 (100.0)

<TABLE 4-2-7>

The acting in Korean drama is more better and spontaneousness. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	16 (10.3)	16 (10.3)	36 (23.2)	12 (7.8)	6 (3.9)	86 (55.5)
	Female	11 (7.1)	6 (3.9)	29 (18.7)	16 (10.3)	7 (4.5)	69 (44.5)
Education	Undergraduate	5 (3.2)	9 (5.8)	23 (14.8)	9 (5.8)	7 (4.5)	53 (34.2)
	Graduate	21 (13.5)	12 (7.7)	40 (25.8)	19 (12.3)	6 (3.9)	98 (63.2)
	Doctor	1 (0.6)	1 (0.6)	2 (1.3)	-	-	4 (2.6)
Total		27 (17.4)	22 (14.2)	65 (41.9)	28 (18.1)	13 (8.4)	155 (100.0)

Table 4-2-7 is data of question 'The acting in Korean drama is more better and spontaneousness.' The result has ordered as 'Entirely disagree' (17.4%), 'Disagree' (14.2%), 'Middle' (41.9%), 'Agree' (18.1%) and 'Entirely agree' (8.4%). In this survey, 41.9% of informants held the 'Middle' point of view, which means the acting in Korean drama is much more unimportant of all factors. Through in most teleplays, acting is the most important factor, there is no far distance in acting between Chinese performers and Korean performers.

Technology of Korean beauty-salon is advanced and popular in the world. It has caused performers in Korean drama are approach to perfect whatever from which point of view.

<TABLE 4-2-8>

Performers in Korean drama is more handsome and beautiful. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	6 (3.9)	9 (5.8)	25 (16.1)	23 (14.8)	23 (14.8)	86 (55.5)
	Female	4 (2.6)	5 (3.2)	19 (12.3)	29 (18.7)	12 (7.7)	69 (44.5)
Education	Undergraduate	-	2 (1.3)	19 (12.3)	17 (11.0)	15 (9.7)	53 (34.2)
	Graduate	10 (6.5)	12 (7.7)	23 (14.8)	34 (21.9)	19 (12.3)	98 (63.2)
	Doctor	-	-	2 (1.3)	1 (0.6)	1 (0.6)	4 (2.6)
Total		10 (6.5)	14 (9.0)	44 (28.4)	52 (33.5)	35 (22.6)	155 (100.0)

It has indicated distinctly that most informants think the performers in Korean drama is more handsome and beautiful than other countries'. The degree of agreement is as follows: 'Entirely disagree' (6.5%), 'Disagree' (9.0%), 'Middle' (28.4%), 'Agree' (33.5%), 'Entirely agree' (22.6%).

Every factor involved above composes a perfect scene feeling on sight, which makes an appetite visual for audiences. For Chinese university students, they are just in a world of fantasy for future, the appetite feeling can make them enter into the story easily and accept it. In Table 4-2-9, it indicates that most informants agree the point of view 'Scene of Korean drama has more appetite'.

<TABLE 4-2-9>

Scene of Korean drama has more appetite. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	8 (5.2)	13 (8.4)	35 (22.6)	22 (14.2)	8 (5.2)	86 (55.5)
	Female	7 (4.5)	8 (5.2)	18 (11.6)	29 (18.7)	7 (4.5)	69 (44.5)
Education	Undergraduate	3 (1.9)	5 (3.2)	20 (12.9)	18 (11.6)	7 (4.5)	53 (34.2)
	Graduate	12 (7.7)	16 (10.3)	30 (19.4)	32 (20.6)	8 (5.2)	98 (63.2)
	Doctor	-	-	3 (2.0)	1 (0.6)	-	4 (2.6)
Total		15 (9.7)	21 (13.6)	53 (34.2)	51 (32.8)	15 (9.7)	155 (100.0)

The success of Korean dramas in China is a story of an overnight phenomenon years in making. It's the cresting of a wave that's been quietly building over a couple of years. High quality and unique content play a very important and critical role in Korean drama and brings up a perfect scene viewing.²⁴⁾ Besides the twist plots and pretty actors as in common teleplays, there are beautiful beach, path covered with yellow shatters, peaceful lake and white snowy world, all of these poetry menu, deeply moved music specially designed for plots, changing hair style and costumes that are neglected in long teleplays are shown perfectly.

24) A Hallyu Story behind the origins and success of the Korean Wave in China and the future of content in broadband world, Bharadwaj Ramesh, National Tactical Planning Director, 2006

4.2.3 Techniques

Popular Korean drama are always companied with nice theme music. There is a theme music running though each teleplay. Yin Haohu, the director of 'Endless Love' said that music was the real important soul of a play. (Shi-Wei Lin, 2007:35) With deep emotional music matching pure and beautiful menu, the perfect artistic conception of Korean drama is promoted to high degree of professional proficiency.

Table 4-2-10 shows the result of question on 'Music in Korean drama is more fair-sounding and make audience enter into story more easily.' From the result, it indicates 'Entirely disagree' (5.8%), 'Disagree' (7.1%), 'Middle' (29.0%), 'Agree' (38.1%) and 'Entirely agree' (20.0%) that more informants agree this point of view. And Table 4-2-11 is the result of 'Stage and background of Korean drama is more graceful, the music fits it perfectly', it indicates 'Entirely disagree' (4.5%), 'Disagree' (7.1%), 'Middle' (30.3%), 'Agree' (37.4%) and 'Entirely agree' (20.7%) that means most informants think the music matching drama scene and background much more perfectly and moving.

<TABLE 4-2-10>

Music in Korean drama is more fair-sounding and make audience enter into story more easily. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	6 (3.9)	7 (4.5)	27 (17.4)	37 (23.9)	9 (5.8)	86 (55.5)
	Female	3 (1.9)	4 (2.6)	18 (11.6)	22 (14.2)	22 (14.2)	69 (44.5)
Education	Undergraduate	1 (0.6)	5 (3.2)	15 (9.7)	19 (12.3)	13 (8.4)	53 (34.2)
	Graduate	8 (5.2)	6 (3.9)	29 (18.7)	38 (24.5)	17 (11.0)	98 (63.2)
	Doctor	-	-	1 (0.6)	2 (1.3)	1 (0.6)	4 (2.6)
Total		9 (5.8)	11 (7.1)	45 (29.0)	59 (38.1)	31 (20.0)	155 (100.0)



<TABLE 4-2-11>

Stage and background of Korean drama is more graceful, the music fits it perfectly.							
N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	4 (2.6)	9 (5.8)	29 (18.7)	29 (18.7)	15 (9.7)	86 (55.5)
	Female	3 (1.9)	2 (1.3)	18 (11.6)	29 (18.7)	17 (11.0)	69 (44.5)
Education	Undergraduate	1 (0.6)	5 (3.2)	15 (9.7)	15 (9.7)	17 (11.0)	53 (34.2)
	Graduate	6 (3.9)	6 (3.9)	30 (19.4)	42 (27.1)	14 (9.0)	98 (63.2)
	Doctor	- (0.0)	- (0.0)	2 (1.3)	1 (0.6)	1 (0.6)	4 (2.6)
Total		7 (4.5)	11 (7.1)	47 (30.3)	58 (37.4)	32 (20.7)	155 (100.0)

4.2.4 Culture Attraction

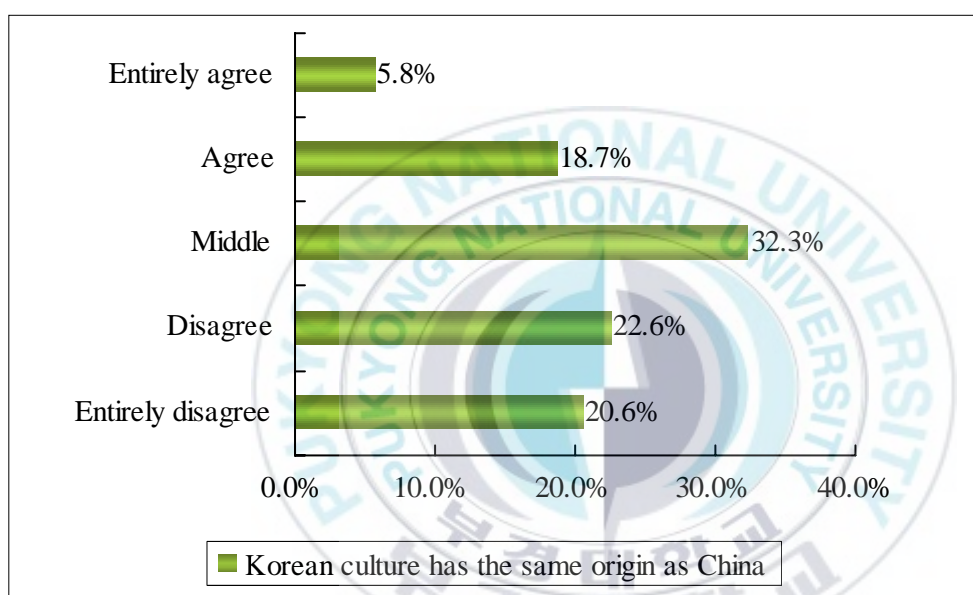
All the public production, wherever it comes, it must consist with each other. This internal consistency is not only a sharing of culture, but also agreement of difference. Korean drama as foreign public culture production, it successes in Chinese market just because the culture contained in drama fits Chinese traditional culture well.

China and Korean have the same deep origin of culture, history, geography, environment, nationality and so on from of old. Likewise there exists their unique characteristic. They belong to East-Asia culture area, have the similar life styles and customs. Therefore, through the thousands years of communication, the culture production between each other can be accepted

and identified with easily including dramas²⁵).

One of the reason why Chinese students prefer Korean drama has been researched in this section. Figure 4-2-3 is the result on degree of agreement of reason 'Korean culture has the same origin as China.' The order of data indicates like 'Entirely disagree' (20.6%), 'Disagree' (22.6%), 'Middle' (32.3%), 'Agree' (18.7%) and 'Entirely agree' (5.8%). It seems most informants know it not very clearly and hold the 'Middle' attitude.

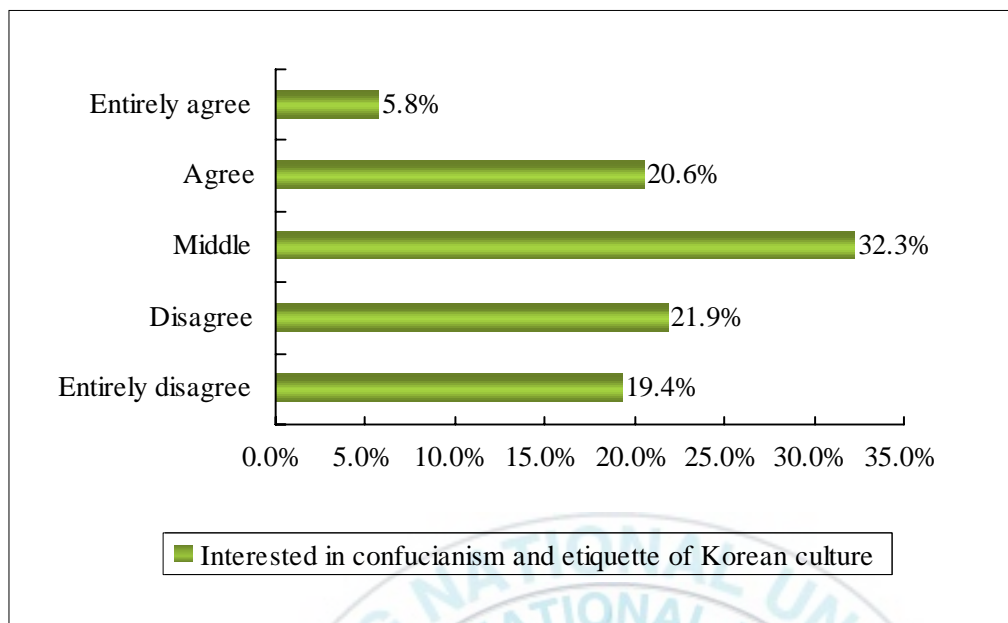
<FIG. 4-2-3>



The same culture origin can arouse Chinese people's sympathetic response, but the unique traditional custom of Korean can give rise to the interest. Figure 4-2-4, 4-2-5, 4-2-6, and 4-2-7 are the other main point of view about reasons Chinese students' preference on Korean drama as follows.

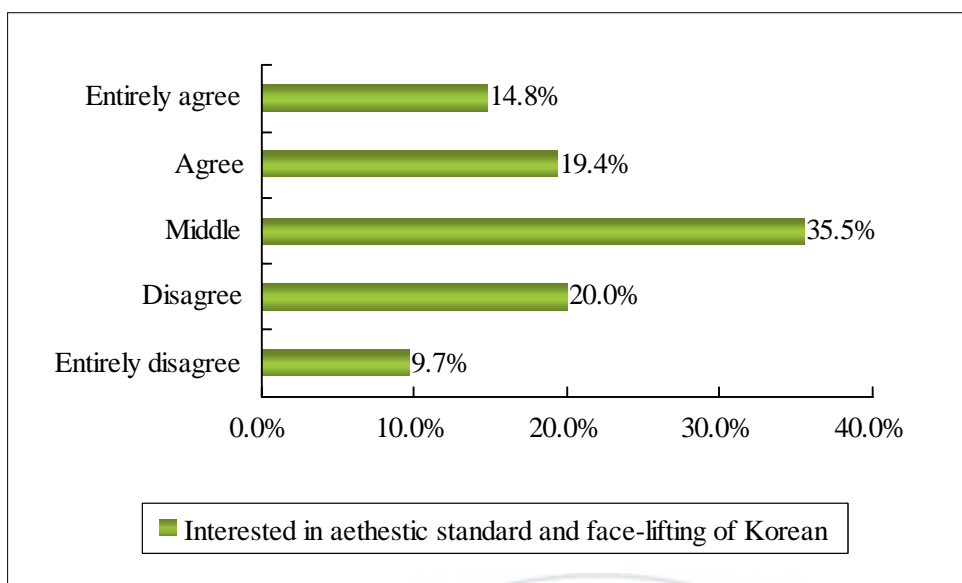
25) 蔡琪, 张萍 「解读韩剧对一种传播现象的文化分析」, 中华传媒网, 2006

<FIG. 4-2-4>



From Figure 4-2-4, the reason on confucianism and etiquette of Korean culture shone through Korean drama. 'Middle' section occupies the most percentage of all at 32.3%. The 'Entirely agree' and 'Agree' occupies 5.8% and 20.6% respectively, otherwise 'Entire disagree' and 'Disagree' occupies 19.4% and 21.9% respectively. This figure's data indicates that though China and Korea have the same origin on confucianism and etiquette, it seems to be not the main attractive view for informants.

<FIG. 4-2-5>



The question 'Interested in aesthetic standard and cosmetic surgery of Korean' has been researched and counted as Figure 4-2-5. As a whole, still 'Middle' occupies the most percentage at 35.5%, besides it, percentage of informants holding point of agreement is more than disagreement. It can be thought that Korean people's aesthetic and face-lifting is an interesting point in Korean drama for Chinese.

From the gender, according Table 4-2-12, it is clearly that aesthetic standard and face-lifting has more attraction in female students than male students. It can be understood easily that female students, especially university students, they pay more attention on wearing, dressing, making up on themselves, as soon as they find the perfect performers in drama, it must be a leading factor for them to prefer it.

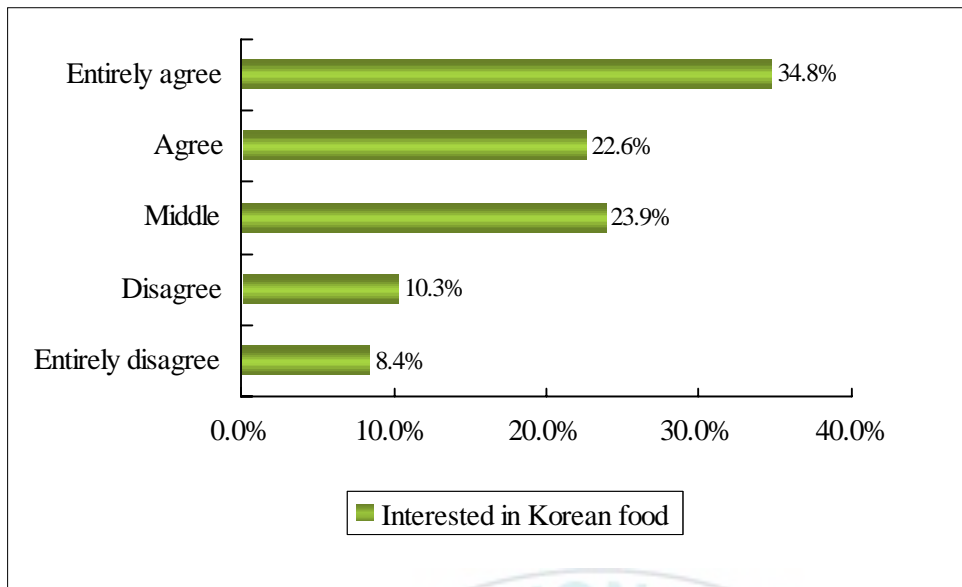
<TABLE 4-2-12>

Interested in aesthetic standard and face-lifting of Korean. N(%)					
Item	Entirely disagree	Disagree	Middle	Agree	Entirely agree
Male	17 (11.0)	18 (11.6)	31 (20.0)	11 (7.1)	9 (5.8)
Female	6 (3.9)	12 (7.7)	24 (15.5)	20 (12.9)	6 (3.9)
Total	23 (9.7)	30 (20.0)	55 (35.5)	31 (19.4)	15 (14.8)

Korean traditional food is a unique custom as well. More and more Korean restaurants are opened in China, it has entered Chinese food market successfully and becomes a fashion trend nowadays. <Dae Jang Geum> has been played since 2003, the audience rating remained at about 50.0%, it mainly described the Korean traditional food and caused a high upsurge among China..²⁶⁾ From figure 4-2-6, we can see the result that almost half over informants are interested in Korean food, the order about data is 'Entirely agree' (34.8%), 'Agree' (22.6%), 'Middle' (23.9%), 'Disagree' (10.3%) and 'Entirely disagree' (8.4%). It's clearly that Korean food's publicity is further more successful of all in Korean drama.

26) 环球网, <http://www.ccwb.net>, 2007

<Fig 4-2-6>



<FIG. 4-2-7>

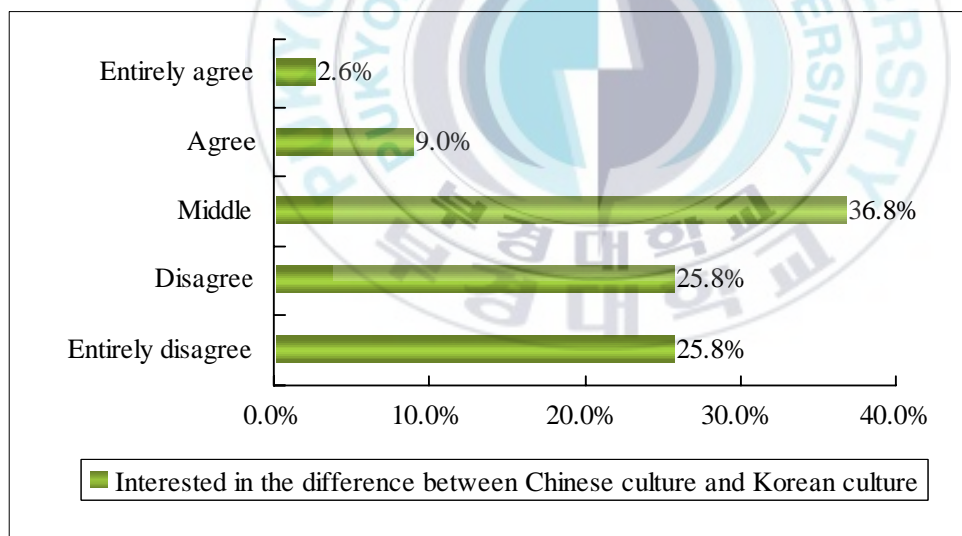


Figure 4-2-7 reflects interest in the difference between Chinese culture and Korean culture among informants. Korean drama pays emphasis on the performance of nationality, though Korean has the similar culture origin as China, Korean drama is good at interlacing every emotion together, such as the proper formalities between young and old, connubiality and so on. Whether it attracts the audiences' eyes among university students or not it has been shown in figure 4-2-7. It indicates as 'Entirely agree'(2.6%), 'Agree'(9.0%), 'Middle'(36.8%), 'Disagree'(25.8%) and 'Entirely disagree'(25.8%), which reflects that there is no much interest of culture difference in Korean drama.

4.3 Korean Drama Influence on Chinese University Students

For the past few years, the fashionable phenomenon of Korean drama and Korea wave have played a tremendous impact on Chinese students. It's true that many young students are crazy about it, even everything about Korean fashion things, including face-painting, music, clothes and imitating styles of Korean people. The crazy phenomenon is just the popular culture hotspot nowadays under the background of Chinese reform and opening-up. Otherwise, temptation of fashion carries the ability of short-time and nonrepeatability.²⁷⁾ Since Korean drama has been played popularly about 10 years in China, how it influences Chinese people is worth studying.

University students as a younger who is in the stage on growing up into adult's world, hold both thought of sensibility and right sense, even can look at things much more objectively than youngers. In this paper, the

27) 青子, 「“韩剧”为什么这样热」, 校园时尚追踪, 2007年第5期

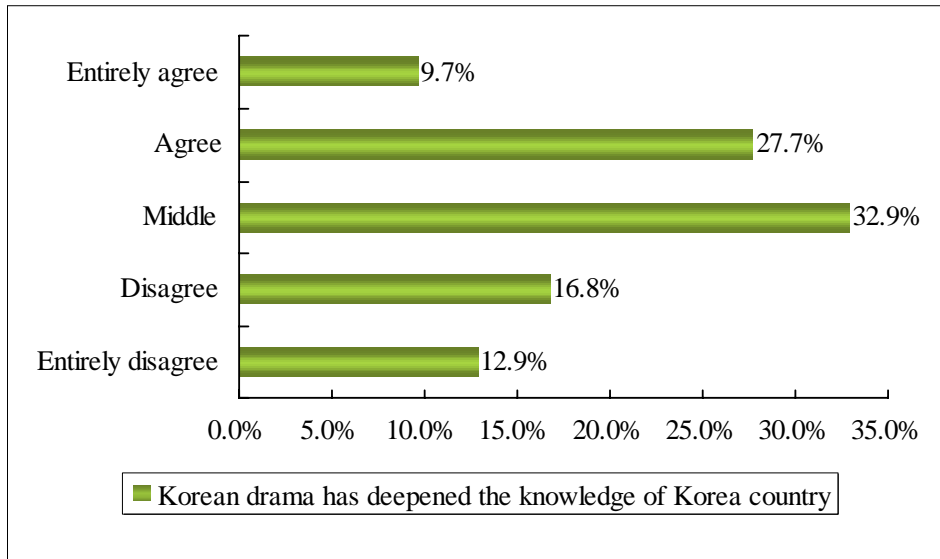
questionnaire survey has paid attention on Korean drama effect on university students in Shanghai area. The survey results tables and figures are as follows.

<TABLE 4-3-1>

Korean drama has influence on your wearing style. N(%)							
Item		Entirely disagree	Disagree	Middle	Agree	Entirely agree	Total
Gender	Male	30 (19.4)	25 (16.1)	21 (13.5)	7 (4.5)	3 (1.9)	86 (55.5)
	Female	15 (9.7)	6 (3.9)	25 (16.1)	19 (12.3)	4 (2.6)	69 (44.5)
Education	Undergraduate	16 (10.3)	11 (7.1)	12 (7.7)	19 (6.5)	4 (2.6)	53 (34.2)
	Graduate	28 (8.1)	17 (11.0)	34 (21.9)	16 (10.3)	3 (1.9)	98 (63.2)
	Doctor	1 (0.6)	3 (1.9)	-	-	-	4 (2.6)
Total		45 (29.0)	31 (20.0)	46 (29.7)	26 (16.8)	7 (4.5)	155 (100.0)

In Table 4-3-1, the result of survey question of 'Korean drama has influence on your wearing style.' indicates 'Entirely disagree' (29.0), 'Disagree' (20.0), 'Middle' (29.7), 'Agree' (16.8) and 'Entirely agree' (4.5) in total. From gender, it is shown clearly that the female students have got more influence on wearing style than male students. It can be understood easily that female students pay more attention on wearing and making up than males, the perfect wearing style can attract their eyes of course.

<FIG. 4-3-1>



As we all know, drama is a mass media which can spread the culture, custom and other related things. Generally, a country can take advantage of using mass media to spread their culture, economic, physics and so on. The survey question of 'Korean drama has deepened the knowledge of Korea country' has been studied in this survey paper. 32.9% of informants has chose 'Middle' which means it is equal to each other about knowing the country of Korea whether watching Korean drama or not. Then, 27.7% of them think it's true that the scene, story and any other things appeared in Korean drama has deepened their knowledge of Korea country, 9.7% of them entirely agreed it.

4.4 Passive Opinion on Korean drama

<TABLE 4-4-1>

The life situation in Korean drama is far different from real life in Korea.			
N(%)			
Yes, I agree it.	No, I don't agree it.	I don't know.	Total
94	22	39	155
(60.6)	(14.2)	(25.2)	(100)

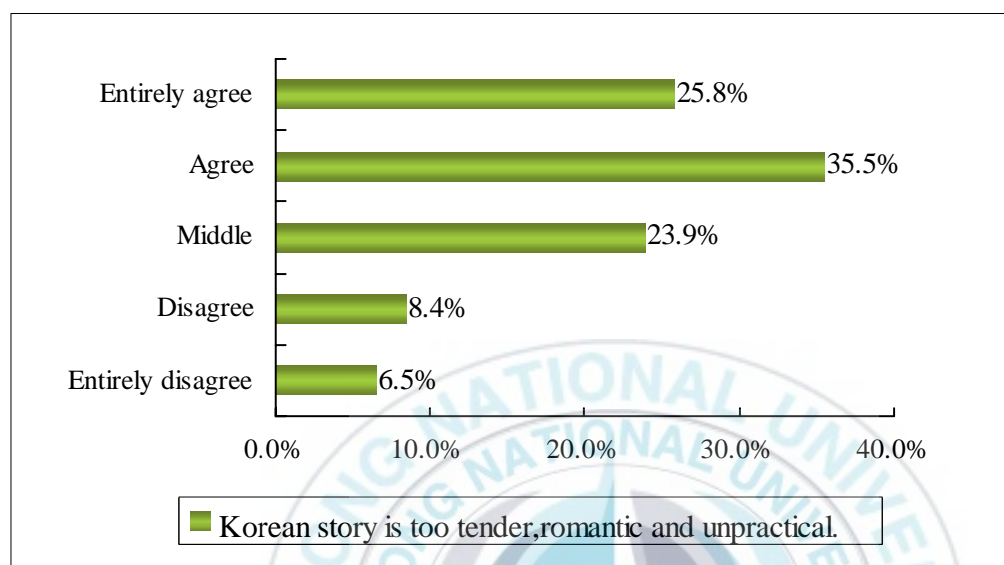
Table 4-4-1 indicates that 25.2% of informants do not know about the real situation of Korea very well. Among the rest of informants who know more or less, 60.6% of them agree that the life situation in Korean drama is far different from real life in Korea and 14.2% don't agree it. It can be seen clearly that Korean drama has a characteristic of being good at performing the perfect thing on the screen well, but not all the audiences think it is the real situation in Korean. Still there are many people though they have seen a lot of Korean dramas or films, they don't know the real situation well, only from the internet, newspaper or other channels.

Relatively speaking, though the story plot in Korean drama is much more attractive than others, everything has two coins, it has its own weak point as well. With the reducing upsurge in China, more and more audiences have comprehensive and objective point of view on evaluation of Korean drama. It not only has its excellent and successful side, also has its downside.

Figure 4-4-1 is the result counted from survey question of 'Korean Story is too tender, romantic and unpractical. According to it, degree of agreement order is like as 'Entirely agree'(25.8%), 'Agree'(35.5%), 'Middle'(23.9%), 'Disagree'(8.4%) and 'Entirely disagree'(6.5%). Most of informants agreed this

point of view, which means that although Korean drama is attractive and successful among university students, there exists the characteristic of unpractical point of view.

<FIG. 4-4-1>



With the reducing upsurge and opening information of Korean drama, now in China there are more and more resistance to Korean drama trends appearing. It is said that excessively wallowing in Korean drama is harmful to students' train of thought. For it, Guo Yuqin, the director of the Mental Health Center of Zhengzhou University said: 'The plot story of Korean drama depends on continuous emotion line, it is a good methods for those leisured people to pass the time. But if people pay too much time on wallowing it, or they are really tuned in to its gut on emotion, it will leave a deep impression in mind, which can be able to influence people's normal thinking

and confuse the reality and imaginary things, especially to the students whose righting thoughts have not formed totally. Therefore, watching Korean drama can make people 'stupid' is possible. 28)

<FIG. 4-4-2>

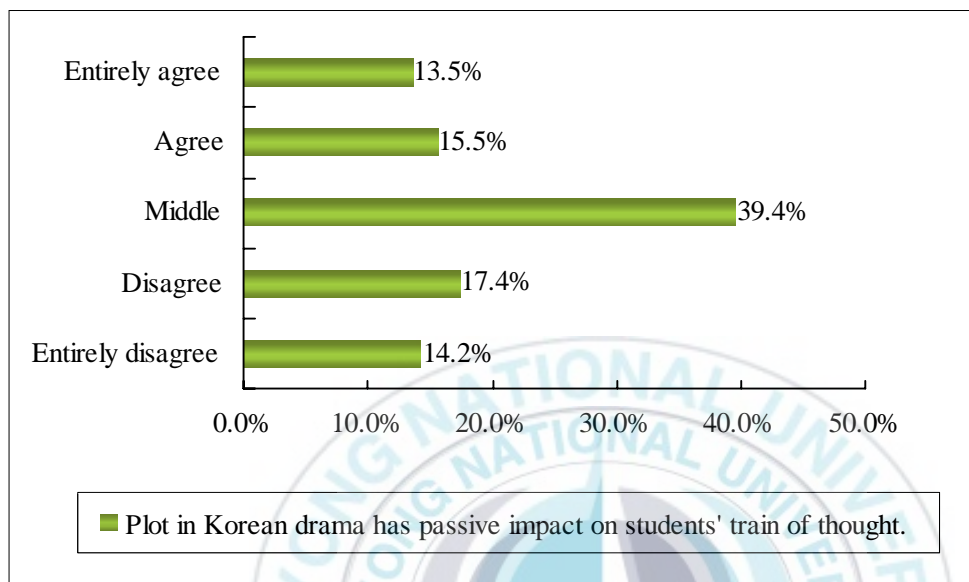
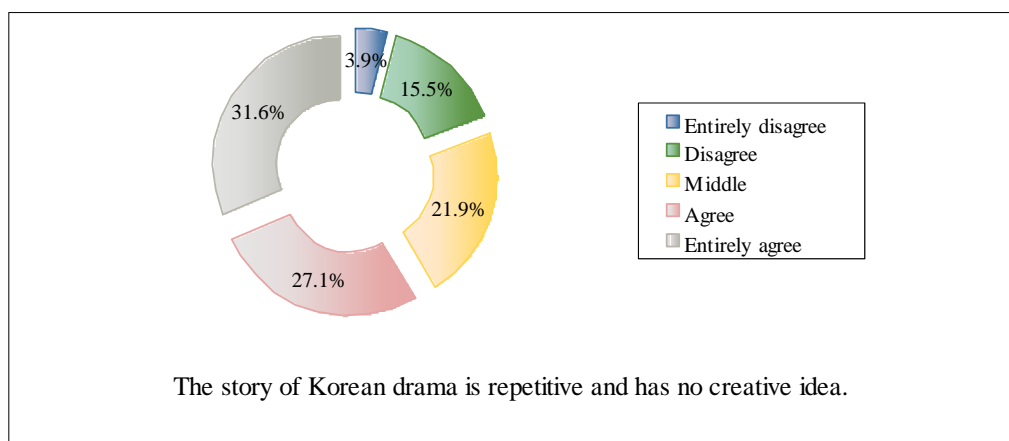


Figure 4-4-2 indicates the passive side about Korean on survey question 'Plot in Korean drama has passive impact on students' train of thought', in this point of view, 39.4% of informants have held the 'Middle' degree, however the 'Entirely agree' and 'Agree' occupies 13.5% and 15.5% respectively and 'Entirely disagree' and 'Disagree' occupies 14.2% and 17.4% respectively.

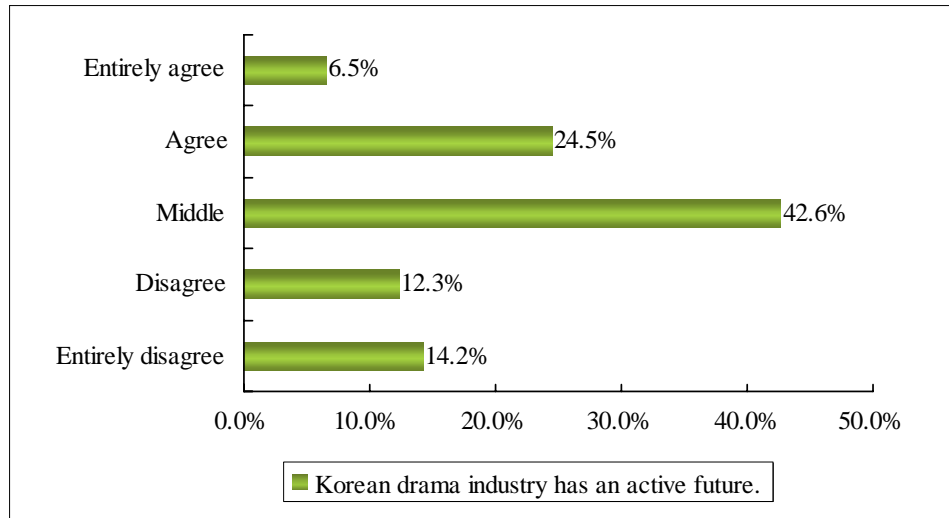
28) 张彦华, 「专家提示经常看韩剧会导致思维能力下降」, 大河健康报, 2008年1月

<FIG. 4-4-3>



Since the first drama entered into Chinese media market, a great deal of dramas have been introduced. Among all the dramas, the plot revolves around love story, family soap opera, comedy story and history. Whether the plot of Korean drama has attractive effect on Chinese audiences after so many years, it has been studied in this part mainly. Figure 4-4-3 is the data of survey question 'The story of Korean drama is repetitive and has no creative idea.', it indicates 'Entirely agree' (31.6%), 'Agree' (27.1%), 'Middle' (21.9%), 'Disagree' (15.5%) and 'Entirely disagree' (3.9%). There exists a phenomenon that though many students like watching Korean drama, thoughts in their mind tend to be changed more and more.

<FIG. 4-4-4>



Whether Korean drama has an active future is an speculative question for studying. In Figure 4-4-4, it can be seen that the result is 'Entirely agree'(6.5%), 'Agree'(24.5%), 'Middle'(42.6%), 'Disagree'(12.3%) and 'Entirely disagree'(14.2%). It can be seen that most of informants think Korean drama industry has an active future though there still exists shortcomings.

VI. CONCLUSION

The hot broadcast of Korean drama in China carries a series of problems which should be considered by Chinese students. In current society, television and internet become the main channel for people to gain information, learning knowledge, enjoyments and so on. Television and internet can impact people's interest, culture enjoying and spiritual life directly. Therefore, programs played on television can make people absorb every information easily. Especially for the foreign information, television is the main channel for domestic people to get know about foreign countries' culture, economic, politics and its custom.

Facing the overheated phenomenon of Korean drama, a few experts call on thinking back to it, moreover more and more attention should be paid on students. With the globalization of world, every nationality could not avoid being influenced by foreign culture, for that every one should hold rational and objective point of view to know and receive it. The Korean culture and values coming from Korean drama is attacking Chinese young people and students. However, now the university students, as the first young people who touched Korea wave from the word go until now, they have experienced every feeling from curious about Korean drama to being wild about it, and until now, they can view it by their rational mind and analyze both its merit and overcoming.

In this paper, the attitude on Korean drama in current university students' mind has been studied through questionnaire survey. The result has been concluded as follows.

First, since Korea wave entered into Chinese media market, many people know something about Korea wave more or less. Among the informants there are 89.0% of them who know Korea wave and only 11.0% who do not know it. Korea wave includes Korean food, culture, drama, pop songs mainly. When referred to Korea, most informants will thought of Korean drama, it occupies 65.2% and also 77.4% of informants are interested in it, which indicates that Korean drama has such a powerful influence on nowadays students. The channel for them to get these information is through internet (75.5%), television (59.4%), newspaper and magazines (34.2%), broadcast (12.9%).

About Korean drama, almost all the informants have ever watched it, it occupies 98.7%, and only 1.3% of them haven't watched it. The result has indicated the complete success of Korean drama in China.

Secondly, the preference of Korean drama in Chinese university students is the main part in this paper. The success of Korean drama in students must have its own attractive points, including scene, story, plot, techniques, culture. In this questionnaire survey, 78.6% of informants think the story plot in Korean drama is the most attractive point to them, next is Korean culture, reaching at percentage of 39.9%, the scene of drama like background, surroundings and others occupies 37.4%, and techniques of making occupies only 7.6%. That means the making of story plot plays an important role in the all drama. Quite the reverse, though most students watch Korean drama and like it, it doesn't mean they prefer Korean drama to Chinese drama. It can be seen clearly that 70.3% of informants still prefer Chinese drama to Korean drama, 29.7% of rest are opposite. It is a thoughtful phenomenon that

Korean drama is so popular in China but still many students prefer Chinese drama. Maybe it indicates that with more and more Korean drama enters into Chinese media market, more and more audiences become knowing it objectively and correctly, especially the university students who are in the stage on going to mellow on their attitude.

For the story type, 45.2% of informants prefer 'Love story', and the 'Family soap opera', 'Comedy play', 'Historical play' occupies 15.4%, 18.1% and 10.3% respectively. Then most students think that the scene of Korean drama can bring audience aesthetic feeling of vision and the wearing and making up of players are closed to perfection, which is just the students pursue in their age.

China and Korea has the same culture origin in the history, that's the confucianism of Confucius (孔子), but hundreds of years passed, the two countries have its own unique custom and nationality. The unique culture of Korean is just an important point that attract so many Chinese audiences, including Korean food, Korean face-lifting. Among the informants, most of them entirely agree that they are interested in Korean food, it contains Korean traditional custom in food.

Thirdly, the influence of Korean drama on Chinese students is the hot discussing problem for a few Chinese experts. Some of professor think that wallowing in Korean drama is harmful to students' thought and could impact their normal thinking. Therefore, in the paper what Korean drama has impact on students has been surveyed. From the result, it indicates that still most of informants do not agree Korean drama has influence on their wearing style and thought. But it is true that Korean drama has deepened the knowledge of

Korea country.

Finally is the passive opinion on Korean drama in Chinese university students. Even though Korean drama has much more attractive points for the students, everything has two sides, it also has its weak point. The most obvious result is that 60.6% of informant think the life situation in Korean drama is far different from real life in Korea, and 14.2% of them are opposite, 25.2% do not know Korean real life clearly. Besides, most informants agree that Korean story is too tender, romantic and unpractical, even they think that at first Korean drama is attractive, but after long time the story of Korean drama is repletive and has no creative idea for audience in a great measure. And most informants hold the 'Middle' attitude about wallowing in Korean drama can impact students normal thinking. For the future of Korean drama industry in Chinese market, also most of them hold the 'Middle' point of view, the rest more than half think it has an active future.

As stated above, the university students in Shanghai area has an objective point of view on Korean drama. Korean drama has its attractive points which make such many students wallowing in it and it play an important role in the growing of youngers. The fashionable things performed in Korean drama effect students points of view more of less directly. Korean drama is still very popular among students now, but since it started in China, the passion seems to be reducing by degrees. The future of this culture industry in China is still a question for meditation.

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www.cctv.com CCTV央視網

www.sohu.com 搜狐



APPENDIX

Questionnaire Survey Paper

关于中国大学生对韩剧的了解情况和喜好度调查问卷

您好：

感谢您在百忙之中抽出宝贵的时间参与此调查！

该问卷是为了研究“中国大学生对韩剧的了解情况和喜好度（硕士学位论文）”而进行的，为了了解现在中国大学生热衷于韩剧的因素以及韩剧对其的意识形态存在哪些影响为目的。本调查以匿名方式进行，保证您的隐私安全，这将成为本人学术研究的资料。此问卷不设固定答案，根据您的想法和意见回答每个选项即可。

希望您耐心如实地回答完所有问题，这将影响到本人的论文情况。

再次衷心感谢您的合作！谢谢！

韩国釜庆大学国际地域学部 高祎伽

E-mail: annie_018@126.com

2008年3月5日

请在相应的选项上打“√”，在“（ ）”内填写内容

【电子版本请在选项上涂上红色背景，如：A. …… B. …… C. …… D. ……】

一. 个人情况

1. 年龄：（ ）岁
2. 性别：① 男 ② 女
3. 您的学历：本科 _____ 年级
 研究生 _____ 年级

博士 _____ 年级

4. 您的专业: _____

二. 对韩剧的认识

I. 对韩流的了解信息

1. 您平时通过哪些方式来了解媒体信息? (多选)
 - A. 广播
 - B. 报纸、杂志、书等印刷出版物
 - C. 电视
 - D. 互联网
2. 您知道“韩流”吗?
 - A. 知道
 - B. 不知道
3. “韩流”您最感兴趣的是什么? (多选)
 - A. 电视剧或电影
 - B. 音乐
 - C. 游戏
 - D. 书籍
 - E. 其他
4. 说起韩国, 您最先想到的是什么?
 - A. 韩国饮食
 - B. 韩国文化
 - C. 韩国电视剧
 - D. 韩国歌曲
5. 您对韩国哪方面最感兴趣?
 - A. 政治
 - B. 韩国人生活方式
 - C. 大众文化(音乐, 电视剧, 游戏等)
 - D. 经济贸易

II. 对韩剧的了解情况

1. 您有接触韩剧吗? (没有接触过韩剧的以下就不用填了)
 - A. 有
 - B. 没有
2. 刚开始您是怎么知道韩剧的?
 - A. 通过电视或互联网媒体宣传介绍
 - B. 通过朋友或周围的人介绍
 - C. 在电视上偶然看到
 - D. 本身对韩国的好奇心或感兴趣
3. 您看韩剧的频率是?
 - A. 从来不看韩剧

- B. 一个月至少看一部
- C. 一有新片就去买碟看
- D. 连续不断地看
- 4. 您观看韩剧的渠道包括：（多选）
 - A. 电视 B. 网络 C. 光碟 D. 影院 E. 其他
- 5. 您一年看几部韩剧？
 - A. 0~3部 B. 4~8部 C. 9~12部 D. 12部以上
- 6. 您有通宵看韩剧的经历吗？
 - A. 有 B. 没有

三. 韩剧喜好度调查

- 1. 比起中国电视剧，您更喜欢看韩剧？
 - A. 是 B. 不是
- 2. 您对韩剧里哪些方面最感兴趣？
 - A. 画面 B. 故事情节
 - C. 制作技巧 D. 韩国文化
 - E. 都感兴趣 F. 都不感兴趣

I. 故事情节

- 1. 您对韩国电视剧的哪方面最感兴趣？
 - A. 历史剧 10.3% B. 幽默搞笑剧18.1%
 - C. 爱情偶像剧 45.2% D. 家庭肥皂剧15.4%
 - E. 只要是韩剧都喜欢11%

问题	完全不同意	一般	完全同意
1. 韩剧的故事情节比国内的生动	①.....②.....③.....④.....⑤		
2. 韩剧题材多样，敢于突破，想象力丰富	①.....②.....③.....④.....⑤		
3. 韩剧里的故事情节相对精致，感情细腻	①.....②.....③.....④.....⑤		

II. 画面唯美性

问题	完全不同意	一般	完全同意
1. 韩剧里人物的着装打扮接近完美	①.....②.....③.....④.....⑤		
2. 韩剧画面能给人带来强烈的视觉美感	①.....②.....③.....④.....⑤		
3. 韩剧里演员的演技比国内好，更自然	①.....②.....③.....④.....⑤		
4. 韩剧里的演员十分养眼，都是俊男靓女	①.....②.....③.....④.....⑤		
5. 韩剧画面更具有亲和力	①.....②.....③.....④.....⑤		

III. 制作技术

问题	完全不同意	一般	完全同意
1. 韩剧里的音乐悠扬动听，更容易感染观众	①.....②.....③.....④.....⑤		
2. 韩剧里情节场面背景优美，音乐配合恰当好处	①.....②.....③.....④.....⑤		

IV. 文化吸引

问题	完全不同意	一般	完全同意
1. 您喜欢韩剧是因为韩国文化和我们有着相同的根源	①.....②.....③.....④.....⑤		
2. 您对韩剧里的儒家思想、规规矩矩的礼仪感兴趣	①.....②.....③.....④.....⑤		
3. 您对韩国人的审美观, 整容技术感兴趣	①.....②.....③.....④.....⑤		

4. 您对韩国的食物感兴趣	①.....②.....③.....④.....⑤
5. 您对韩国文化的与众不同感兴趣	①.....②.....③.....④.....⑤

四. 韩剧对观众的影响意义以及展望

问题	完全不同意	一般	完全同意
1. 韩剧对您平时的着装打扮有相当程度的影响	①.....②.....③.....④.....⑤		
2. 您通过韩剧加深了对韩国这个国家的认识	①.....②.....③.....④.....⑤		
3. 您会刻意去模仿韩剧里男女主人公的风格或外表	①.....②.....③.....④.....⑤		
4. 看了韩剧以后让您对韩国的各种品牌有了更深的认识, 甚至喜欢去购买	①.....②.....③.....④.....⑤		
5. 您是在观看了韩剧后更注重化妆问题	①.....②.....③.....④.....⑤		
6. 您对韩剧在国内的发展持积极的态度	①.....②.....③.....④.....⑤		

五. 对韩剧的消极看法

问题	完全不同意	一般	完全同意
1. 您认为韩剧里表现的生活和韩国现实生活差距太大 (不了解韩国情况的话不选)	①.....②.....③.....④.....⑤		
2. 韩剧的剧情太温柔太浪漫, 很不符合现实	①.....②.....③.....④.....⑤		
3. 看过多的韩剧将影响个人考虑问题的正常思维	①.....②.....③.....④.....⑤		
4. 韩剧剧本经常把小事扩大化, 题材重复性强	①.....②.....③.....④.....⑤		
5. 韩剧动作片模仿美国大片, 不新颖, 毫无创意	①.....②.....③.....④.....⑤		
6. 您觉得韩国的历史剧毫无新鲜感, 远不及中国	①.....②.....③.....④.....⑤		

如您对韩剧方面有其他想法，请您一一列出 _____

