



The Background: *K-Pop Confidential*

Global Issues Through Literature Workshop

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Main Figures and Keypoints from *K-pop Confidential*

1 *Candace Park*- Audition in NJ

2 *CEO Sang*- Entertainment Company and Contract

3 *Manager Kong* - Trainee Life (emotional, physical, cultural)

4 *Teacher Lee and Madame Kang* - Korean vs. Korean-American (Korean pop vs. K-pop)

5 *Assessment/Showcase* - Teamwork and Competitions

6 *Mr. Choi & Mr. Oh* - Concept and Stylistic Management

7 *OneJ* - Dating and Fandom

8 *K-pop Warrior* - Standing Up for Autonomy

K-pop Ecosystem

- K-pop Industry- Entertainment Companies
- Idols
- Fans and Fandom
- S. Korean Government and Institutions

(Global Market, Social Media etc)

Brief Historical/Socio Political Context of K-pop

- 1910-1945 : Japanese Occupation
- 1950-53: Korean War
- The US Military Presence; The 8th US Army Show & Itaewon Nightclub (American Pop and Black American Pop Culture)
- 1960s, 70s and 80s: Economic Development & Dictatorship
- 1990s: End of Dictatorship, Youth Culture, Economic Crisis (IMF)
- 2000s: New Directions- Soft Power

Beginning of K-pop in 90s

- Appearance of the New Musical Style (dance music & hip-hop)
 - Seo Taeji & Boys, Park Jinyoung etc
- Fandom Culture
- 2000s: K-wave: Asian/Global Markets



HYBE



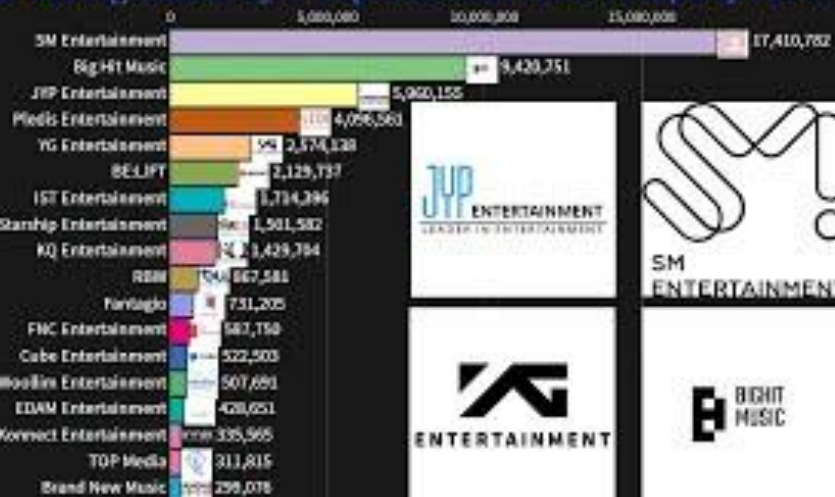
JYP



Entertainment Companies I

- Establishment of Entertainment Companies and Idol trainee system by Lee Soo-Man
- Major Agencies: SM, JYP, YG, HYPE (Big Hit), Cube, etc.

Most Selling Album By K-Pop Entertainment Company in 2021



1st Gen of K-pop Idols



Hyung Jinyoung

Sechs Kies

H.O.T



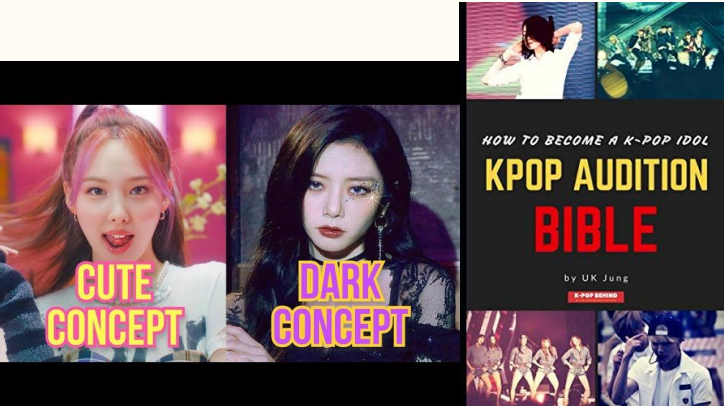
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Entertainment Companies II



Overall Management

- Recruitment and training idols (Trainee system)- "Branding"
- Production (Creating "concept/image", Song Selection, Musical arrangement, Music Videos, Visual Representation)
- Marketing
- Performance Tours/Schedules

Trainees



Competition I - Audition or Scouted (Domestically and Globally)

- Contract (1-2 years)

Physical Labor:

- Vocal training
- Dance training

Immaterial Labor:

- Language (cultural) training
- Personality (manners, politeness) development

Emotional Labor:

- Controlled personal life (no dating, diet, restrictions on social media usage, "no unauthorized changes to appearance"...)

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"DO NOT TELL ANYONE S.A.Y COMPANY SECRETS, NOT EVEN TO YOUR CLOSEST FAMILY. NO DETAILS AROUND TRAINING. NO SINGING OR HUMMING ORIGINAL S.A.Y SONGS THAT ARE BEING DEVELOPED FOR FUTURE DEBUTS OR COMEBACKS. TRAINEE WHO BREAK THESE OR ANY OF THESE RULES ARE IN BREACH OF CONFIDENTIALITY AGREEMENTS AND WILL BE PROSECUTED TO THE FULL EXTENT OF THE LAW."

Idols



- Contract (7 years)
- Competition II - assessment, showcase for debut etc
- Becoming Idol -
 - Fan service
 - "Debt" to the company after debuting
- Continuation of Emotional/Affective Labor: No individual autonomy

Fan and Fandom



- 1990s-2010: Fan Club (Club executives)
- After 2010: Entertainment companies run in-house fan club management division.
- Translation of the lyrics or subtitles for international fans.
- Beneficial to the companies:
 - Social media engagement (data collection)
 - Organized and promotional power
- Challenging power to the companies to promote their idols' benefit.

S. Korean Government



- Government officials in the Ministry of Culture, Sports and Tourism engage in systematic industry planning
 - Brand Korea Management (i.e. tourism)
 - Financial Support (creating infrastructure, tax incentive etc)
- Labor/Entertainer Protection Regulation (i.e. Fair Trade Commission)
- Copyright Protection/Media regulation

Emotional Involvement in the Labor

Entertainment Companies

- Exploitation of emotional capital



Idols

- Artistic Passion
- Emotional laborers: high pressure and surveillance



Fandom

- Mobilization of the emotional power
- Unpaid labor (promotion, data, organizing events)



However....

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Standing up for her autonomy, raising her voice against the hegemonic power in the industry

"As an idol trainee, I'm tired of being treated this way. Why is it that the generation before us gets to decide what we're worth? Aren't we already enough?"

- Candace Park

Korean Folk Songs Origins in Labor work (Nodongga; laboar songs)



Korean Folk Songs Origins in Labor work (*Nodongga*; laboar songs)

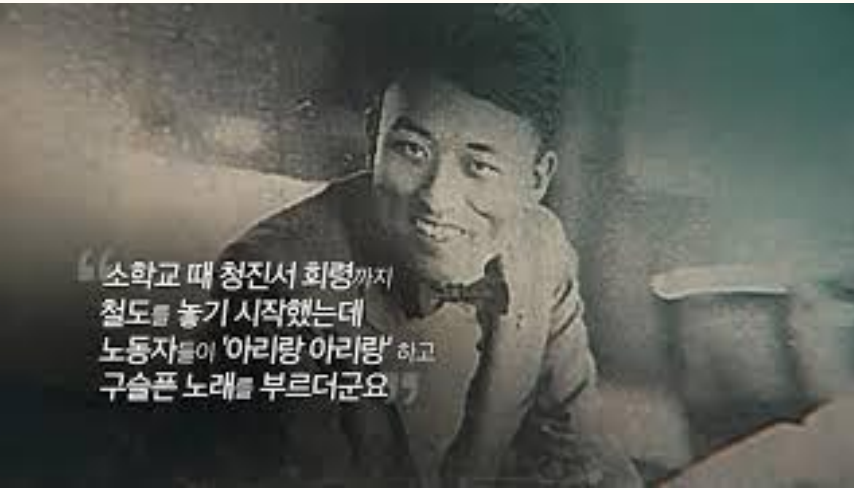
Arirang


- Jeongson arirang: Late 19th century timber transportation workers
- Gangwon arirang: Agricultural workers in the mountain area
- Milyang arirang
- Jindo arirang
- Haeju arirang



Arirang as National Pride

- Na Un-gyu's film *Arirang*
- Liberation Activists (March 1st, Independence Movement)
- Korean-Soviet Immigrants (Koryeoin)
 - Yanbian, Uzbek (Chir-cciq [Chirccik] arirang), Kazakhstan, etc
- Diverse Variations in Global Stages





Thank you - Questions?