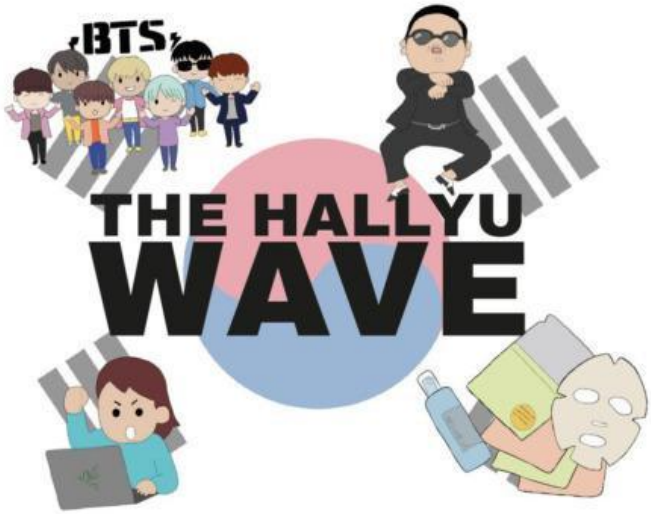
The Korean Wave and Why Korean Culture Is Taking Over The World

Even if the Beats of BTS don't make your heart skip a beat or you are not a fan of Squid Games or the kimchi doesn't seem impressive to you I bet someone from your family or friend is **head over heels** for everything that is Korean. Without a doubt, Korean culture is on a _____: from Squid Games being the most _____ show on Netflix, Parasite winning Palm D'or at the Cannes Film Festival, Korean cuisines **taking the Internet by storm** or BTS becoming the most popular _____ across the globe, but is this all a coincidence or is this all designed by the government to create soft power… and what is Hallyu? If you are looking for answers to all these questions, then make sure to watch this video till the end as I'm going to share how and why Korean culture is taking over the world, but before we get into it make sure to press the Subscribe button.

You may have come across the term Hallyu. If you are a K-pop fan or someone who was interested in South Korean culture, Hallyu is a _____ term meaning _____ referring to the popularity Korean culture has gained around the globe, especially in terms of K- dramas, K-movies, K-music or other Korean cultural entertainments. If you are thinking that Hallyu is an overnight thing, then you will be surprised to know that it was started back in _____. Yes, it was not just a coincidence but a planned and designed strategy not only to create a soft power of Korea around the world, but also to boost the economy of South Korea.

If we have a look at the past, it all started in _____ when the Asian financial crisis affected South Korea, **wrecking up** serious debt. Kim day young, who was the president at the time emphasized that "for the economic stability of Korea, we must put energy into _____ Korea". Since that day, the government Ministry of culture has focused on devoting a lot of resources to the pop culture and entertainment industry. As _____ marks the beginning of this wave, Chinese media first coined the term Hallyu. With the release of inspiring Korean shows like Sweary followed by Autumn in my heart in 2000, My sassy girl in _____ and Winter Sonata in _____, in no time these shows were ruling the _____ of people not only in Korea, but also in _____, China, _____, _____ and countries of East Asia and Southeast Asia and that's how many media Outlets labeled this buzz of entertainment as the birth of Hallyu.



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