Faculty of Cognitive Sciences and Human Development

THE INFLUENCE OF KOREAN WAVE ON KOREAN LANGUAGE ACQUISITION AMONG UNIMAS UNDERGRADUATES

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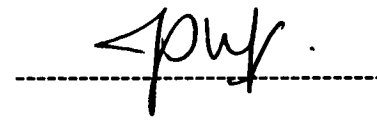

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ABSTRACT

This study aims to investigate the influence of Korean Wave on Korean Language acquisition among UNIMAS undergraduates. This study is a quantitative study using survey questionnaire and open-ended question to identify how Corpus Planning applies to the learning of Korean language and to investigate the extent of Korean Wave influence on daily speech and conversations among Korean fans of UNIMAS undergraduates. This study uses descriptive statistics to analyze the data. The result shows that there is an effect on Corpus planning among UNIMAS undergraduates. Not only does it effect on their language acquisition, but it also influences their behavior and perspective. Therefore, the phenomenon did occur among UNIMAS undergraduates and it has left a big impact on the fans of Korean Wave.

Keywords: the Korean Wave (Hallyu), International fans, Korean Wave language, conversation analysis, corpus planning, Fandom language, linguistic influence, behavior influence.

ABSTRAK

Projek ini mengkaji tentang pengaruh gelombang Korea terhadap pemerolehan Bahasa Korea dalam kalangan mahasiswa sarjana muda. Kajian ini merupakan kajian quantitative mengguanakan soal selidik survey dan soalan terbuka untuk mengenal pasti bagaimana perancangan Korpus diaplikasikan dalam pembelajaran Bahasa Korea dan untuk mengkaji sejauh mana pengaruh gelombang Korea dalam ucapan dan perbualan seharian dalam kalangan peminat Korea di UNIMAS. Kajian ini menggunakan statistic deskriptif untuk menganalisasi data. he result shows that there is an effect on Corpus planning among UNIMAS undergraduates. Hasil daripada kajian menunjukkan bahawa ada kesan terhadap perancangan Korpus mahasiswa UNIMAS. Bukan sahaja ia mempunyai kesan pada pemerolehan Bahasa, ia juga mempunyai kesan di tingkah laku dan perspektif mereka. Akhir kata, phenomena ini berlaku di kalangan mahsiswa UNIMAS dan mempunyai kesan yang mendalam kepada peminat Korea.

Kata kunci: Gelombang Korea, peminat antarabangsa, Bahasa Korea, analisis perbualan, perancangan Korpus, Bahasa fandom, pengaruh linguistic, pengaruh tingkah laku

CHAPTER ONE

INTRODUCTION

1.1 Introduction

The aim of this study is to investigate the influence of Korean Wave on Korean Language acquisition among UNIMAS undergraduates. "Hallyu" or known as "Korean Wave", used to describe the recent phenomenon of Korean Pop culture. Started in the 1990s in East Asia and continuing to spread worldwide. Includes, the United States, Europe, Latin America, and also the Middle East. Korean Wave has been introduced through television with Korean entertainment such as dramas, movies, Korean pop music, fashion, foods, sightseeing, cosmetics, and Korean language. It has captured the heart of fans, especially in Asia when the request for Korean cultural products has increases that it can match with Western and Japanese culture.

Korean dramas are the leader in the phenomenon. Korean dramas are the biggest contribution to the export of the broadcasting systems in South Korea. The romantic drama and historical drama are the most popular types of drama in Korea that appeal to international audiences. Not only that, with the success of Psy with his hit song 'Gangnam style', according to korea.net (2012), Gangnam Style music video broke the Guinness World Record for most-liked video and it has been viewed more than 275 million times on Youtube. South Korea's Ministry of Culture, Sports and Tourism (MCST) created Korea.net as the official website of South Korea. One of the news posted by korea.net is "Psy's popularity gives a boost to the Korean language". During the broadcast of the Today Show in America, Psy himself spoke in Korean. The MCST itself sees the relationship between Korean pop and

the rise of the Korean language in the world. Psy was even invited to give lectures in front of 300 students from Oxford as reported by korea.net.

Korean dramas and Korean pop inspired people to learn the Korean language either formal learning or informal learning. According to the Modern Language Association, enrollment in Korean language courses increased by 44.7 percent from 2009 to 2013 and continue to increase by 13.7 percent from 2013 to 2016. That makes a total of 13,936 students out of 1,417,921 that enrolled in a Korean language course in United States Institutions of Higher Education. Not only that, based on a case study that has been done in Malaysian Universities about the Role and importance of Korean Cultural Education in Korean Language Education by Rou and Kim (2008), "it seems that the students' desire to learn the Korean culture has been growing in line with the increase in Korean language course enrolment in both universities". The Universities that they mention are University Kebangsaan Malaysia (UKM) and Universiti Malaya (UM). This proves that due to the Korean Wave, the Korean language continues to gain popularity worldwide.

1.2 Background study

When talking about language planning and policies, there are various definitions that can be seen from different angles. The first angle is language planning is looking as a whole and other aspects that fall under it. Kamwangamalu (2004) defines "language planning as a body of ideas, laws, and regulations (language policy), change, rules, beliefs, and practices intended to achieve a planned change (or to stop change from happening) in the language used in one or more communities" (p. 243).

The other angle looked at is which parties are responsible for the language change. Trudell and Piper (2014) describe a language policy "as the set of principles formulated and

legally established by the state, intended to guide language use particularly in public domains" (p. 5). This definition indicates that usually, governments are responsible for the implementation of new language policy. However, "language planning can also be found in a family domain which is the lower levels and often acts as a starting point for LPLP activities" (Cooper,1989). This happens especially in the bilingual family. In the context of this study, the fans themselves wanted to implement new language so that they are able to understand what their idols are talking about and they form their own group to communicate the same language which is the Korean language.

"There are two types of language planning which are corpus planning and status planning. Corpus planning is concerned with the internal structure of the language. Status planning is the efforts undertaken to change the use and function of a language within a given society" (Mesthrie et al., 2009). In addition to this, Cooper (1990) distinguishes the third type of planning called "acquisition planning", which refers to organized efforts to promote the learning of a language" (p. 157) that focus on how language is distributed through education.

1.3 Core Phenomenon

Korean wave was the first to introduce the concept of 'hybrid culture' (Shim, 2006). Korean popular culture is mixed between West and East cultures. Korean dramas and movies storylines are influenced by Hollywood plots but what makes people like Korean dramas is because of the lack of explicit sex in those dramas that agreeable to most Asians. Instead, Korean dramas tended to focus on intense love. According to Jenkins (2004), a professor of Literature at the Massachusetts Institute of Technology, "Asian popular culture is a mix of the exotic and the familiar. Korean music industry adapts and changes their records to make it more suitable for Japanese and Southeast Asian markets". BoA, Girls Generation, 2NE1,

and Kara made songs in Japanese. Wonder Girls and JYJ made English records. The move by these popular Korean bands and singers shows that Korean Wave is able to compete with American and Japanese popular culture in Asia due to it is a 'hybrid culture'.

According to the Korean Culture and Information Service,

> *"It is the novelty. British music gets old fast because of the similarity and J-Pop has been losing its scarcity value because it is so easily accessed. But K-Pop is currently something of a mystery. People see the dynamic music and the unfamiliar language of Korean as something fresh. And while there are a lot of bands in the UK, it is hard to find idol groups with strong music, performances, looks, and fashion."* (2011)

For the audiences in Europe, the Korean music industry records are different from the ones in Asia. They are into pop music but the Western pop groups sound too similar to them. They have been waiting for something new. First, they found it in Japanese pop but instantly it becomes too familiar to them. They want new concepts and found that in K-pop. The internet plays are a very important role. It makes it easier to find new groups to like and also find people with similar interests through the internet.

With the increase of popularity of Korean dramas aired by Malaysian television networks such as TV2, TV3, NTV7, Channel 8, and Astro (KBS, One HD, tvN, Oh!K and tvN Movies) proves the emergence of a new phenomenon that once was dominated by the western media. Not only that, but they will also go to Korean websites that are dedicated to Korean drama and K-pop to stay up to date. Those websites also show other aspects of Korean culture like manners, food, and acceptance of the second generation in South Korea. In a recent study of the Korean Wave, Dator and Seo wrote that "Asia is awash in a wave of popular culture products gushing out of South Korea. Youth in China, Hong Kong, Taiwan,

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Singapore, and Japan, as well as Cambodia, Vietnam, the Philippines, Indonesia, and Malaysia are agog at the sights and sounds of H.O.T., S.E.S., Shinhwa, god, and J.T.L" (2004). With this Korean Wave phenomenon, the younger generation tends to practice the culture that is presented to them through media. For example, it is notably common that fans would consume the same food that their idols would eat. It is also common that fans will imitate a catchphrase and line in a Korean drama or even memorize lyrics from a Korean song that they like.

UNIMAS students who are fans of Korean Wave would converse in the Korean language with people that have the same interests. They evolve to share common communicative language characteristics through conversations. Fans would adopt a vocabulary that related to the Korean Wave to express the belonging as a part of a group. According to Edwards (2004), Speaking a specific language means being apart of a particular speech community. Consequently, those who are not fans of Korean Wave would not be able to understand or appreciate the speech and conversations. Kresnicka reported that when oneself define themselves as a fan, either from iconic comic heroic space adventures to game shows, immersive dramas, and animation, to professional sports and slot machines or even video games, they will watch more, buy more, participate more and even shifted their language.

The influence of Korean Wave affects the fans' cognitive processes, in that they develop thoughts and expressive lexis with which they would start thinking by adopting Korean language nuances. The Korean language semantic categories influence their cognitive categories and they started "thinking" in Korean. Fans would adopt a vocabulary that related to the Korean Wave to express the belonging as a part of a group. According to Edwards (2004), "Speaking a particular language means belonging to a particular speech community".

Consequently, according to Batoul Touhami & Fawwaz Al-Abed Al Haq (2017), " they would start adding Korean words in their daily conversation and use English terms with an adapted Korean Wave meaning and gradually adopting a different pronunciation of some English sounds. Fans will add *"eu"* at the end of English words that lack an ending vowel (e.g., hand) or end with the vowel *e* (e.g., life)".

Not only that, the language that fans use stands as a sample of Corpus Planning. There are two types which are Modernization and Graphitization. Some words are modernized in order to meet their needs for accurate communication with their Korean Wave pals' using suitable words, while other words are graphitized to develop new meanings from its original meaning that only the fans understand or to coined two words to make new meaning.

1.4 Research Objective

- To identify how Corpus Planning applies to the learning of Korean language among Korean fans of UNIMAS undergraduates
- To investigate the extent of Korean Wave influence on daily speech and conversations among Korean fans of UNIMAS undergraduates

1.5 Research Question

- How does Corpus Planning apply to Korean fans who are learning the Korean language in UNIMAS
- To what extent does Korean Wave influence the speech and conversations of Korean fans in UNIMAS

CHAPTER TWO

LITERATURE REVIEW

2.1 Korean Wave

The term Korean Wave or Korean wave is an expression refers to Korea climbing up to become the most important cultural force in Asia and beyond. Korean dramas and movies, television shows and Korean pop are enjoyed everywhere in the world. It also includes fashion, foods, sightseeing, cosmetics and Korean language. Started with the export of dramas to China and since then Korea started to export its cultural products in Asia. More recently the Korean wave started to expand into the Middle East, South America, Europe, Africa, and North America. Korean Wave helps to increase the number of tourists that came to Korea.

According to Joo, "Korea has transformed itself in a few years from a nation with no cultural significance to a new centre of cultural production in Asia" (2011). Nowadays we can see that the Korean wave starts to become a global phenomenon. The Korea Foundation reported that there were 89.19 million fans of Korean Wave globally as of December 2018, as reported by Korea Bizwire. The number is a 22 percent increase from 73.12 million people in 2017. By continent, Asia and Oceania had 70.59 million members at 457 fan clubs, followed by North and South America (11.8 million members at 712 clubs), Europe (6.57 million members at 534 clubs), and Africa and the Middle East (230,000 members at 140 clubs).

Kim reported that with the rise of satellite broadcast in the year 1990, video-sharing website and social networking services such as Twitter, Facebook, and Youtube are now the

main role why Korean Wave are widely spread around the world (2013). She also said that Korean dramas were uploaded to the internet with various subtitles including English, Japanese, Chinese, and Spanish. Fans also do real-time translation of their idols' performance on social media to "help" their idols trend worldwide.

Many online news websites that provide complete coverage of the Korean pop culture in the English language grew due to the Korean Wave phenomenon such as Soompi.com, Allkpop.com, and Koreaboo.com. The website provides the latest news about Korean celebrities, movies, songs, fashion and exclusive contents from the Korean entertainment agencies.

2.2 International Fans

International fans are non-Korean fans whose their first language is not Korean but due to their interest in Korean Wave, they surpass the language barrier by learning Korean language either formally or informally. International fans tend to make their own circle with the people that have the same interest in them.

2.3 Corpus Planning

Corpus planning focuses on the form and structure of a language. It is one of the aspects of Language Planning at the community level that notably takes place on Korean Wave International fans' language. It has taken effect with the surge of fans who learn the Korean language worldwide. According to Kloss (1969) "Corpus planning refers to modifications in vocabulary, grammar, or writing, and it contrasts with status planning." According to Millar, "The corpus of a language can be defined as its lexis, structure and partly its phonology" (2005). Corpus planning activities consist of creating and standardizing a written form of a spoken language. According to Baldauf (1989), Corpus planning are : "(1) orthographic

innovation, including design, harmonization, change of script, and spelling reform; (2) pronunciation; (3) changes in language structure; (4) vocabulary expansion; (5) simplification of registers; (6) style; and (7) the preparation of language material" (p. 11)

Language Planning refers to the policies that are set for a language change or to gain official status as Status Planning. They need to go through Modernization, Graphitization, or Standardization to gain the language. Modernization is the words added to fans' glossary in order to meet their needs for accurate communication to meet the requirements of the Korean Wave. Graphitization is the adaptation, elaboration, and selection of spelling forms and making newly coined words for a language while standardization is the process by which one variety of a language takes precedence over other social and regional dialects of a language.

For example, a fan of Harry Potter definitely understands the meaning for muggle, a non-magical person and the game quidditch, which now has been made to real life based on the movie. Harry Potter's fans also go through Corpus Planning. For example the word squib, according to the Cambridge English Dictionary, the meaning of squib is a small firework but according to Harry Potter's fans, the meaning of squib is people who are born to wizard parents but they themselves do not have any magical abilities. In this example, they undergo both modernization and graphization. This is because, the word "squib" was added to their vocabulary to meet the need to be a Harry Potter's fan which is modernization and graphization happen because the meaning of the word changes based on the movie and if you are not a fans, you will only understand the word squib as a fireworks.

2.4 Korean Wave Language

Fans who are devoted to the Korean Wave have unique language use. Their language is a mix of mother tongue with English and Korean. They use English words that have a different meaning from the original meaning that only the fans know. They even use informal expressions that Korean usual use in their daily conversation like the word "aiish" to show they are annoyed or "assah" to express satisfaction.

Batoul Touhami & Fawwaz Al-Abed Al Haq (2017) said "fans use new lexis to some English words which is they add *"eu"* at the end of English words that lack an ending vowel (e.g., hand) or end with the vowel *e* (e.g., life) and change the sound /v/ to /b/, /f/ to /p/, /s/ to /ʃ/, /θ/ to /s/ and interchange between the sounds /l/ and /r/ like how the Koreans do according to their language phonological characteristics". This effects on the English pronunciation of International fans that usually occurs once they interact with their group member.

2.5 Fandom Language

Fandom is a combination of two words which is "fan" and "domain". According to Batoul Touhami & Fawwaz Al-Abed Al Haq (2017), "fandom language is a language that usually affects all the aspects of the domain or the entertainment the fandom is dedicated to. They demonstrate a unique language use that only they could explain their linguistic characteristics".

According to Fukunaga (2006), "people hugely interested in foreign popular cultures will probably develop a critical attitude, cultural knowledge, and foreign language skills. People

that have an identical tendency towards a kind of pleasure item have a characteristic language use".

According to Wright (2011) who is an editor for US Dictionaries at Oxford University Press, like other cultures, fandom has its own discourse— who participate in fandom would adopt a way of communicating. Language plays a large part, and the common features are vocabulary building and bending. For example, diehard fans of Twilight have become 'Twihards', people who enjoy the television series *Glee* are 'Gleeks', and those who follow the famous series novel by JK Rowling about the adventures of boy wizard Harry Potter are known as 'Potterheads'. They absolutely know every scene, character and famous saying about their favourites. Wright also reported that when they become a fan, they will want to share their thoughts with someone who can understand what they are talking about. This is one of the reasons why many online website communities grow where they can share their creativity such as discussing the plots, sharing fan arts, fan videos or even writing their own fan fiction about their favourite artists.

CHAPTER THREE

METHODOLOGY

3.1 Research Design

Data were collected using questionnaires that were given to the students of Universiti Malaysia Sarawak. The survey research method is selected because it has high representativeness and can document the phenomena that are spread worldwide and generalized it to the whole population. We can prove how the respondents can acquire the Korean language through the influence of Korean Wave. Visser, Krosnick & Lavrakas (2000) states that: "survey research is to accurately measure particular constructs within a sample of people who represent the population of interest". Similarly, Jones, Baxter & Khanduja (2011) said the survey has the advantage to include having a large population, hence greater the ability to gather huge amounts of data, statistical power, and having the availability of validated models.

A quantitative study was chosen because it can be used to generalize the whole population since it involves a large sample that was randomly selected (Carr,1994). According to Rasinger (2013), a quantitative research method attempts to investigate the answers to the questions starting with how many, how much, to what extent. It focuses more on measuring variable and provides sufficient opportunities to give out as many questions and clarifications needed to strengthen the reliability of the argument in the research. Payne and Payne (2004) stated that, "Quantitative methods (normally using deductive logic) seek regularities in human lives, by separating the social world into empirical components called variables which can be represented numerically as frequencies or rate, whose associations