

# First female president for "Global Happiness"

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On the election results, foreign media reported that the fact that Korea had elected a female president was a sign of change and a new beginning for a country long known for its strong patriarchal Confucian traditions. Many of the rejoicing Koreans welcomed her victory as a great opportunity for the country to make another leap forward.

Inaugurated on February 25, 2013, the administrative vision of President Park Geun-hye is "A new era of hope". The Korean Government confirmed a total of 140 administrative tasks categorized into 14 categories under



the four administrative priorities at a cabinet meeting led by President Park Geun-hye on May 28, 2013.

The four confirmed administrative priorities are achieving "economic revival", "happiness for the people", "cultural renaissance" and laying the "foundation for peaceful unification".

## Economic Revival

The administration will achieve an economic revival by pursuing a creative economy and economic democratization. A creative economy, designated as the country's new growth strategy, consists of creating new markets

and decent jobs through the convergence of science and technology with information and communication technology (ICT) based on imaginativeness, creativity, and a mix of business and culture. Economic democratization is an essential element needed to make the creative economy flourish; it is essential for the establishment of a fair and transparent market order where everyone can expect to reap the results of his or her own hard work.

## Happiness for the People

The administration will usher in a new era of happiness for the people by promoting customized welfare, creativity-oriented education and a safe society. It will establish a society in which there is a virtuous cycle of welfare, employment and growth through a customized welfare system. It will help all people achieve their dreams by establishing a society that stresses merit and nurtures dreams and talents through creativity-oriented education. It will build a safer society where everyone can live without anxiety and all people are united as one through communication and reconciliation.

## Cultural Renaissance

The 21st century is an era in which culture signifies national strength. The administration will promote cultural welfare with a view to ensuring that everybody can enjoy the benefits of culture in their daily lives. The administration will provide support for diverse creative activities and develop a content industry where culture is integrated with high technologies. It will strive to develop Korea's own culture so that *hallyu*, the Korean Wave, and the country's splendid traditional culture dating back over thousands of years can be enjoyed and loved by many people all over the world.

## Foundation for Peaceful Unification

The administration will maintain watertight defense readiness to respond to North Korea's threats and provocations. It will also strengthen our defense capabilities for the future by implementing much-needed defense reforms. It will push forward with a trust-building process on the Korean Peninsula with the ultimate aim of unification, steadily taking steps towards fostering mutual trust and cooperation with the North based on robust security measures. The administration will formulate a new framework for peaceful cooperation with neighboring countries based on enhanced trust and set a strong example for other countries to follow.

# Hallyu - Korean Wave

Hallyu is a Korean word that represents the idea of Korean culture spreading around the world. It is a combination of two words, 'han' the quality of being Korean, and 'ryu' which means "to flow". Put them together and you have what is more commonly known as the "Korean Wave".

There are several elements involved in the Korean Wave including music (K-Pop), fashion, movies, animation, television (K-drama and variety shows), as well as language and food.

Author and scholar Mark Ravina described 'hallyu' as "a surge in the international visibility of Korean culture" in his *Introduction: Conceptualizing the Korean Wave*.

When the Korean wave really started to kick off in the late 1990's, Korean entertainment and culture primarily spread to other parts of Asia. However, in the last five years or so, it has seen a greater presence in other parts of the world as well.

After the 1997 Asian financial crisis, the economy of South Korea began to move away from manufacturing

In 2011, the European market began to take notice of the Korean Wave. SM Entertainment, one of the biggest record labels in South Korea, held the first large-scale K-Pop concert in France and the event was attended by fans from all across Europe. Later that year the group Big Bang won an MTV Europe Music Award, the first major European music award given to an artist from South Korea.



And just this year, dance-pop group Super Junior became the first to hold a concert tour across South America for sold out shows in Brazil, Argentina, Peru and Chile.

As more and more Korean artists focus their promotional activities overseas, recognition in world markets increases. The South Korean government recognizes the power of the Korean Wave in spreading other exports from the country as well.

Earlier this year, the Export-Import Bank of Korea made an astonishing decision to increase loans

and credit guarantees worth over US\$ 900 million in the next few years to further spread the Korean Wave internationally. A spokesperson for the bank said that K-Pop, K-dramas, and Korean cuisine have huge growth potential worldwide and more investment and financial support was needed.

Hallyu has also contributed to the increase in tourism to South Korea. While it seems that the Korean Wave is spreading like wild fire for the time being, some scholars have noted that it may be a short-lived fad. According to an international survey that asked people across Asia, Europe and the Americas about the future Korean culture's popularity in the world, over 66% of respondents believe that the Korean Wave will "subside in the next four years".

and placed a lot more emphasis on the entertainment industries. A year later, the restriction on cultural imports from Japan was lifted, and worried about Japanese media flooding South Korea, the Ministry of Culture increased the budget for cultural industry departments in universities throughout the nation.

This elaborate system directly led to the thriving cultural technology industry of South Korea which today exports media and entertainment globally at an alarming rate.

During the 2000s, Korean television series began to fill the Asian markets and by the end of the decade K-Pop had pretty much dominated the Asian music scene. The Korean Wave began to spread outside of Asia in 2009, thanks in large part to YouTube. Korean artists



being, remains confined to large cities with thriving immigrant populations such as New York City and Los Angeles.



One American music executive suggested K-Pop will never truly succeed in the United States because music fans "would just be too critical about the lyrics and the acts' accents when singing in English".

Whatever the future of the Korean Wave may be, it is for certain that at the moment hallyu stars are rising to fame and recognition all around the world.

The pictures here would look familiar to you, they are the faces of K-pop. Girls' Generation, 2ne1, super junior, tvxq, 2pm, PSY and bigbang - all of them gain tremendous popularity overseas, from Korea to Europe, US, and Saudi Arabia. Kpop is known globally. K-pop fans, although they cannot

saw a huge rise in their international popularity through the release of their music videos on the popular website.

By the end of 2011, K-Pop videos on YouTube had amassed more than two billion views, and a year later the world was introduced to perhaps the most recognizable example of the hallyu wave, Psy's "Gangnam Style". Not only was it the first video to receive more than a billion online views, but "Gangnam Style" thrust the Korean Wave into the previously impenetrable American market.

In February 2000, Korean boy band H.O.T became the first modern K-Pop artist to perform overseas and held a sold-out concert in Beijing. Since then, there has been a steady increase in international concerts by Korean singers, and in the past two years there have been some major milestones in this aspect.



understand what they're listening to, are addicted to their idols. People who are having fan wars, giving unique name to their fandoms, supporting their idols 24/7, and doing EVERYTHING just to make their idols happy - this is all because of K-pop.

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## Celebrating National Foundation Day of The Republic of Korea

This day (3<sup>rd</sup> October) commemorates the founding of the Korean nation in 2333 B.C. by the legendary god-king Dangun (the mythical "first Korean"). A simple ceremony is held at an altar on top of Mt. Manisan in Ganghwado Province. The altar is said to have been erected by Dangun to offer thanks to his father and grandfather in heaven.

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