

Abstract

In a recent trend, South Korean soap operas have become extremely popular in many countries in the world. Hallyu ("Korean Boom"), is a term which now used to refer to the success of South Korean entertainment around the world especially across Asia. This research poster analyzed the "Korean Boom" and its influence on female teenagers' identity in the Kyrgyz Republic.

Worldview

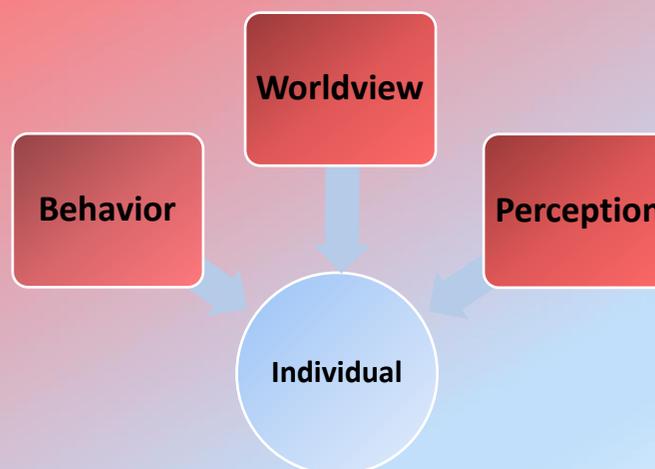
As many viewers of Korean soap opera relevant to the heavy viewers, it can **affect the world view** of teenagers. After spreading "Korean wave" in the Kyrgyz Republic, especially in Bishkek it raises the amount of Korean Language Schools and appears new Korean canteens as "Ramen". According to my research, 3 girls from out of 4 said that they learn the Korean language.

Introduction

From year to year, it raises the number of viewers of the South Korean soap operas in our country. Kyrgyz schoolgirls spend a lot of their time watching the soap operas. If the viewers of Korean soap operas relevant to the heavy viewers does it influence the identity of viewers? If it influences the identity of people why and how does it work? According to my research, I can say that the South Korean soap operas have a significant impact on the identity of teenage girls; it can influence their **behavior, worldview, and perception.**

Behavior

Soap operas have a big impact on society because people who watch it for a long time start to **copy the behaviors** of the movie characters. 3 representatives from 4 said that they use Korean cosmetics. 4 of them shared that after having seen soap operas they start to buy dresses in Korean style.



Perception

Viewing the South Korean soap operas **changes the perception** of the country as a whole. After watching the soap opera viewers might think that Korea is really powerful as in dramas. That all people in Korean are polite as in movies or all people are pretty and smart as in soap operas. Of course, after such a beautiful image of Korea viewers start to like and respect this country.

Methods

To examine the impact of South Korean soap opera on the female teenagers' identity I wanted to use a qualitative method. For it, I took in-depth interviews from heavy viewers. It was nonprobability sampling because I selected schoolgirls from 14-16 years old, who relate to the heavy viewers and watch Korean soap operas for 3-4 hours per day. I took an interview from four schoolgirls who study in a Russian school, in Kyrgyz, gymnasium, and ordinary high school.



Conclusion

As you see the soap operas change the attitude of viewers toward the South Korea country. From the one side, it has advantages, we can say that trough the soap opera citizens of Kyrgyzstan become closer to the Korean nation. We learn their language, tradition, and culture. However, from another side, we lose our own identity. We learn the Korean language, also we speak in Russian but we forgot that our language is Kyrgyz.