



AN ANALYSIS OF KOREAN CULTURE IN MANIPUR: AN OVERVIEW OF ITS INFLUENCE

1Ipshita Shakya, 2Dr. Shyamali Banerjee

1student, 2Professor

1Center of Management Studies Jain (deemed -to-be) University,

2Center of Management Studies Jain (deemed -to-be) University

Abstract

Korean media usage among youths in Manipur has become a popular impulse to accept Korean culture, a blend of Western and Korean culture, in the recent past. The gathering of Korean culture is comprehensively transcendent free of a family's money related establishment, guidance level, religion, occupation and identity. These people have been convinced by the Korean media, especially movies and k-dramas. People of Manipur are accessible to new or introduce day social gathering, but they have moreover held their inherent culture of these social components. People of Manipur are accessible to new or introduce day social gathering, but they have moreover held their inherent culture.

keywords : South korea, Manipur, culture, k-pop, India.

1. INTRODUCTION

The paper revolves around the course of ingestion as people interface with another surprising society that appears to have more clear interest than the close by culture. The spots of information and correspondence progress like the media, CD/DVDs, web, limited and various turns of events, for instance clearing trades receptiveness, during the time burned through maintenance into Korean social characteristics among the youths of Manipur are contemplated. These people are unendingly enduring South Korean culture, Korean culture starting now and for a huge period of time, a blend of exceptional Korean and present day social orders. This ingestion is the subject of the review. It is the "qualities which result when get-togethers of people having diverse social orders come into unsurprising direct contact, with following changes in the remarkable social cases of one or the other or the two parties" (Redfield, Linton, and Herskovits, 1935; 1936).Berry (2006:27)

depicted it as a "joint effort of social and mental change that outcomes from the method contact between individuals of various social foundations". The qualities of assimilation could be one dimensional, expecting that individuals lose their intriguing society as they obtain another culture. It could comparatively be bi-dimensional, expecting that individuals gain another culture without losing their remarkable culture (Berry, 1980 as referred to in Sam, 2006). Lakey(2003) saw that different techniques for correspondence, for example, wide trades use, correspondence and bit by bit phone discussions, potential for social interests, social gatherings, union enrollment, ethnic creation close by and need to talk a language better are secured with the course of assimilation. Far reaching correspondences expect a huge part in the cooperation of retention. Graves (1967) affirms that responsiveness to mass correspondence media fill in as the principle channel for assimilation. Masgoret and Ward (2006) set up that different kinds of mass correspondence including TV, radio, papers and magazines and web can help in the association of learning different social orders and their social attributes and standards. Family, peer social events, schools, work affiliations, abiding climate and besides the media are the chief spots and specialists of maintenance.

The paper starts by distinguishing the issue and is trailed by the systemic structure of the review. It is trailed by introducing the discoveries of the field concentrate on that approves the commonness of assimilation into Korean culture, because of media openness and utilization, among the youngsters in Manipur. At last there is a short closing comment.

2. Statement of the problem

Human beings of Manipur got into touch with the newly accepted South Korean traditional culture via media and soon the youth started to comply with the customs, values, and so forth. The lifestyle of Manipur can be wondered, reassessed and replaced with a one of a kind viewpoint or manner of doing matters. As the people end up having familiar traditions with that of the Korean, they started to adopt and might, develop new lifestyles and social protocols. The younger population are adopting the overseas culture greater conveniently as a result of the modern media thru social network; but elderly population are finding lots harder to change their language or their values. The recent study tries to recognize the process of acculturation toward Korean lifestyle. Irrespective of the big geographical distance between south korea and manipur, the younger ones of Manipur have observed a trend of Koreans imitating their behaviour in consumption, hairstyle etc. The Korean culture and Manipur culture are now quite exclusive. The young people considered or perceived it as Korean subculture forgetting their traditional One'.

4. RESEARCH QUESTIONS AND OBJECTIVES

To examine the influence of Korean socio- cultural practices as reflected through social media on the people especially the youth of Manipur.

To review the nature and extent of Korean media consumption, social media messages, by the youth of Manipur who are more inclined to align themselves with the Korean culture. To understand how far social media catalyzes and strengthens the influence to work on the mindset of the younger generations of Manipur who are more comfortable emulating Korean culture in their day to day lifestyle.

1. Cross – examine the existence of Korean culture influences in the north east region of India : Manipur
2. To identify the factors behind Korean influence on Indian youth : Manipur.
3. To examine how the north eastern state mainly Manipur has welcomed the culture of South Korea.

6. REVIEW OF LITERATURE

Reimeingam, M (2019)

Despite of vast differences in culture between Manipur and Korea there is a high inclination of spreading Korean culture through media in Manipur because of outstanding level of Korean media intake in it. This paper examines the popularity of Korean culture which is often known as the Korean wave across the world. The success in encouraging the Korean culture has led to thrive business by increasing the export of products such as film industry, TV programmes, music etc. that lift the Korean economy, besides upgrading foreign connection.

Joe, T (2017)

The “Korean wave or hallyu” has been worn by the Korean government to enlarge its touristy strive. The conception of the Korean wave raised the cultural exportation of the label ‘Korea’ and enlarges the influx of visitors to Korea. There has been prime export of Korean popular culture all over Asia and in several part of the western world. This afresh awareness or endorsement has led to expand in exploration and the Korean government participation in “brand Korea”. The growth of “hallyu” has occurred at a very fast pace. Korean drama and music can be seen and heard globally.

Gil-sung Park (2012)

The widespread myth they had continuously help onto could no prolonged be validated. The second misconception about the hallyu boom is that the people of china and Japan love k-drama, k-pop music and Tv series because these countries share alike culture an have peak level of cultural closeness through Confucian value.

Rajiv, k (2018)

Significance of india in south korea's foreign policy has increased in recent years. The south Korean government adopted an action-oriented perspective to update its arrangement with india. They contemplate a better india a good landing place for their financing - related project.

7. RESEARCH METHODOLOGY

Research methodology is the specific procedure used to identify, select, process and analyse information about a topic. In research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The basic concept of Research Methodology is defined as highly intellectual human activity used in the investigation of social phenomena, nature and matter that deals specially with the manner in which data is collected and analyse for a scientific research project.

This topic was chosen in order to conduct the survey determining the Analysis of Korean Culture in Manipur. "Cross – examine the existence of Korean culture influences in the north east region of India : Manipur , To identify the factors behind Korean influence on Indian youth : Manipur, To examine how the north eastern state mainly Manipur has welcomed the culture of south korea." Therefore, as a purpose of the study, a survey questionnaire was distributed.

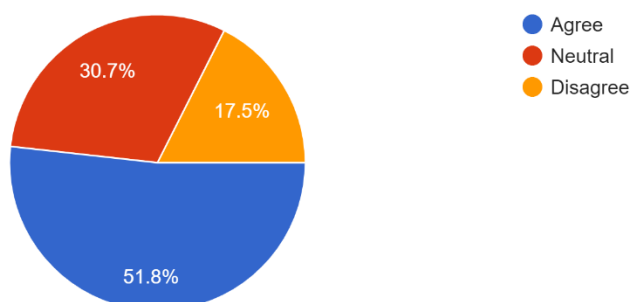
8. Data collection

A total of 114 respondents were asked to participate in the survey to verify the analysis of research topic. However, these respondents were randomly chosen from the population of Manipur since the focus of this study is form Manipur.

1. Do you think That Korean and Indian Industry needs to work together to produce tv dramas, movie or music?

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114 responses

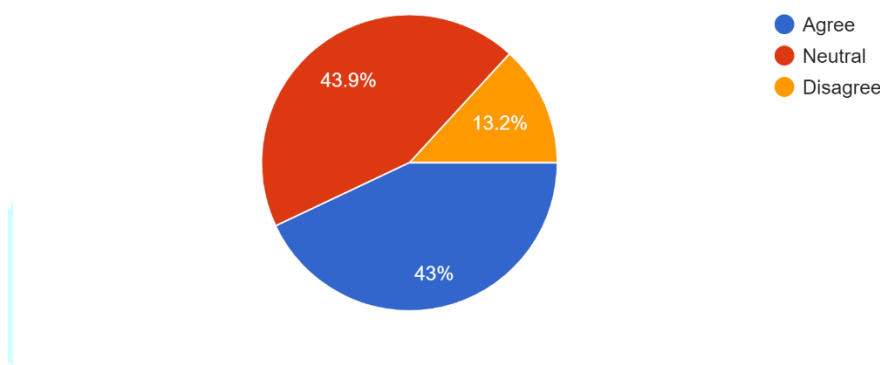


51.8% of the respondents are agreeing to the question because they think that the collaboration between Indian Industry and Korean Industry will might be a Big Hit. They can offen work together for better understanding between their cultures.

17.5% of the respondents are disagreeing with the question because they respect the originality of their respective cultures

2. Do you think you have a positive image of South Korea after you have experienced the K-pop culture?

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114 responses



43% of the respondents have agreed to the fact that they have a positive image of South Korea. An annual global survey in 2018 showed how 80% non Koreans have a positive attitude towards the Korean economy. Their cultural proximities have a great influence on the rest of the world with the reflection of their traditional cultures being followed almost everywhere mainly including their k-pop culture in a major part of North East regions of India and 13.2% of the respondents disagree with the question.

9.CONCLUSION

After having a detailed study on “**An Analysis of Korean culture in Manipur**” accepting the Korean culture we can say that Manipur is aggressively going with acceptance of the Korean culture in all grounds has spreaded aggressively in the North East India and people of Manipur have accepted it a lot, Korean culture entered into Manipur through the media with its improvement, progression and globalization. Youngsters of Manipur are entranced by the famous Korean stars in the wake of noticing them in films and dramatizations. Media can and do impact social orders, societies and personalities. It can be stated that the older generation of Manipur are having trouble in adapting the Korean culture where as the younger generation are readily accepting and adapting to the Korean culture. The Korean culture in Manipur have waved storm pretty much simultaneously it began spreading to other Asian social orders. It was exclusively on 23 July, 2006 that the very first Korean show was broadcasted on India's public TV station, DDTV. The Manipuri experience of the Korean mainstream society was not under the immediate drive of the public authority. The spread of the culture has been done by help of media channels mainly through satellite broadcasting company (Arirang) and pilfered music and film

CDs that Korean social wave settles in the core of Manipuri society. Factors that work with the attack of Korean wave in Manipur are presentation of digital TV, restriction on Hindi satellite stations and Hindi movies and opening up of worldwide line exchange among India and South East Asian nations through Manipur. Korean media utilization among youngsters in Manipur went about as an impetus to embrace Korean culture, a mix of Western and Korean culture, in the new ten years. The rise of Korean media is an end product of the forbidding of satellite Hindi TV stations, with the exception of Doordarshan, and screening of Hindi motion pictures in theaters and at home in the state by radicals in the valley. The reception of Korean culture is generally pervasive independent of a family's financial foundation, schooling level, religion, occupation and nationality. These individuals have been spurred by the Korean media, particularly motion pictures and dramatizations. They took on certain parts of Korean culture, for example, food, haircut, make-up, films, attire and language that fit and entranced them however a considerable lot of them don't have the foggiest idea about the nation of beginning, for example South Korea, of these social highlights. Individuals of Manipur are available to new or current social reception, however they have likewise held their inborn culture. The key component that abets the ubiquity of Korean wave is the social nearness of Korean and Manipuri social orders regarding both being of Mongoloid stock; the two social orders being founded on group networks; having comparable customary strict designs in Sanamahism and Shamanism; comparative floods of reasoning in conventional music and dance; and comparable types of society games. It is the sort of subject and character that the Korean films and show portray which contacts and melts the core of the watchers. The more youthful as well as the more established ages of Manipur share similar feelings while watching hallyu dramatizations and movies; and furthermore relate to its dance and music. The more youthful age specifically looks to get Korean media utilization among youngsters in Manipur went about as an impetus to embrace Korean culture, a mix of Western and Korean culture, in the new ten years. The rise of Korean media is an end product of the forbidding of satellite Hindi TV stations, with the exception of Doordarshan, and screening of Hindi motion pictures in theaters and at home in the state by radicals in the valley. The reception of Korean culture is generally pervasive independent of a family's financial foundation, schooling level, religion, occupation and nationality. These individuals have been spurred by the Korean media, particularly motion pictures and dramatizations. They took on certain parts of Korean culture, for example, food, haircut, make-up, films, attire and language that fit and entranced them however a considerable lot of them don't have the foggiest idea about the nation of beginning, for example South Korea, of these social highlights. Individuals of Manipur are available to new or current social reception, however they have likewise held their inborn culture. The key component that abets the ubiquity of Korean wave is the social nearness of Korean and Manipuri social orders regarding both being of Mongoloid stock; the two social orders being founded on group networks; having comparable customary strict designs in Sanamahism and Shamanism; comparative floods of reasoning in conventional music and dance; and comparable types of society games. It is the sort of subject and character that the Korean films and show portray which contacts and melts the core of the watchers. The more youthful as well as the more established ages of Manipur share similar feelings while watching hallyu dramatizations and movies; and furthermore relate to its dance and music. The more youthful age specifically looks to get familiar with the Korean culture, customs, language and design. Hallyu can assist with creating more extensive social trade and collaboration among Korea and North East India. It tends to be

presumed that Indians are additionally getting mindful of Korean culture at an exceptionally sluggish speed however through the reaction it very well may be seen through a little designated gathering around they are getting to be familiar with Korea and Korean Culture and K-Pop film series or tunes through different media stages like Netflix, Amazon Prime, Youtube and different media stages. Individuals have kept their viewpoint on a blended assessment as in few have gone low not many have cheerfully answered the poll which expresses that individuals have become mindful of the Korean culture to some degree however there has been mindfulness in and around India not just North East India. Manipur which is arranged in the North Eastern piece of India has pre overwhelmingly acknowledged and rehearses the Korean culture from more established individuals to more youthful individuals and follows the Korean culture. From the study it can be stated that for the future scope of research the topic would be: Manipur being an Indian state they are inheriting Korean culture and not accepting the Indian culture whole heartedly why is it that way?

10. Annexure

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