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Paul's Summary (transcribed)

I want to say, I think the most of the world knows Korea by its exports, technological exports like Samsung, LG, Kia and Daewoo, but I also think the Korean culture and pop culture has had great influence on the world. If you think about it, in late 1990s, there was a **Korean wave** that **washed over many Asian countries** with its dramas, movies and music. Everybody got a taste of Korean culture and want more and more. I was really excited, I think anybody in Southeast Asia can tell you their favorite Korean drama. But then, I guess in the mid 2000, this Korean wave started to **lose its momentum**. But luckily, nowadays it's regaining popularity and it's being called the second Korean wave. Depending on who you talk to, this second wave is being led by idols, which are, I would say, even though people in America say American Idols, in Korea, **boybands** and **girlbands** are called idols. Most of the boybands and girlbands are based around pop music. You would see all these young boys and young girls dancing and singing and having this huge craze of young people in Korea. And even though it's **dominating music charts**, and spearheading, I guess, Korea's face to the world, some people say that this is an **extreme form of commercialization** and **not a desirable trend**.

Key Words

1. 한류 Korean Wave
2. 한류가 아시아를 휩쓸고 있다, 영향력이 확대되다 The Korean Wave is washing over Asia
3. 아이돌그룹 idol(영미권에서는 사용하지 않는 표현. American Idol 프로그램 출연자 개개인을 지칭할 때 활용 가능), boyband, girlband
4. 차트를 점령 dominate the (music) charts
5. 주춤하다, 정체되다, 둔화되다 lose momentum, level off
6. 인기를 (다시) 얻다 (re)gain popularity
7. 댄스음악에 편중되어 있다 too focused on dance music
8. 새로운 콘텐츠를 개발하다 develop (diversify) cultural products (media) (contents는 책의 목차, 상자 등의 내용물 등으로 주로 활용)
9. 다양한 음악장르 various musical genres
10. 한국경제에 기여하다 contribute to Korean economy
11. 한국문화(이미지)를 알리다 be an ambassador to the Korean culture
12. 다양성이 필요하다 need diversity
13. 다양화 diversify
14. ~에 안주하다, 머무르다 settle for ~

More Key Words

1. 네티즌 netizen (영미권에서는 잘 알려지지 않은 표현, 권력집단으로서의 뉘앙스), internet user
2. 대응관계에 있는 것 counterpart
3. 신나다, 요란하다, 과도하다 over-the-top
4. 상업화의 극단적인 형태이다 extreme form of commercialization
5. 바람직한 현상이 아니다 not a desirable trend