

ABSTRACT

There are several research articles have been discussed about the “Korean wave” functioned in the Southeast Asia, especially in China and Taiwan. Taiwan is affected as one of the most acceptance of Korean cultural influence. Its’ historical trace may result in different cultural attack and colonies through Holland and Japan. Kuo, C.W. pointed the Korean wave has made a great mass fervor of Korean learning in Taiwan. Shu, Y.K. mentioned the Korean drama affected in Taiwan TV favorite programs. Shen, H.S. also discussed Korean drama world marketing techniques. Lin, M.D. presented “Explanation in cultural Korean wave phenomon between Taiwan and Korea.” Tung D. published “Korean wave – the expanding of literature territory.” Yu, C.H analyzed the Korean learning and education situation in central Taiwan. A trend of Korean cultural influence has made the social changes through Taiwanese teenagers and families after the Japanese-wave. Korean government participated to conduct its Global Korean policy through all kinds of media, conferences, work shops or merchandises. The famous international workshop of “The World Korean Study” has become one of its annual gathering of Korean studying scholars and learning students. The way of making ‘Global Korean’ is a long term conducting through education, media, merchandise, economy and culture.

The phenomena of Korean wave are discussed through the observation of the current Global Korean behavior. These are impacted and behind in its education, economics, and cultures as well. This research is a deep and full exploration of the previous studies and discussions in Korean-wave. It discussed several major elements of cultural factor through living custom, food cultural, import merchandise, TV/movies and Korean language popularity in Taiwan. Furthermore, the roots of making people interested in Korea and willing to study the Korean are analyzed

through student questionnaires in high schools, universities, and some popular local language educational institutes as well.

A number of 610 questionnaires were distributed through different educational institutes. And 605 completed effectiveness responses were returned and examined. Statistic software of PASW (SPSS)18.0 was used to analyze the collected data in order to find the different factor correlations through its complex cross comparison and multi-regression.

Over 90% of interviewers were female. The randomly selected educational institutes or language centers are female dominated as major Korean learners. The result fall into rank that the TV/ media, import merchandise and self entertaining are the factors of top three influences from Korean wave. Korean TV serials really showed the strongest influence to teenager's ideas of Korean characteristic. Also, over 70% interviewers are under 20. About 90% of this majority feel Korean men and female are violent but handsome and pretty. Furthermore, through the TV series shoot the scene of Korean domestic, it has become the most interesting scenic spot which people are likely going to visit. The influence of keeping people continuously watching Korean series is its family and love emotion oriented content.

Some other related discoveries are also pointed out in the conclusion as well. The result could provide the extension of TV drama script research. It also provides the useful information to the second foreign language teachers whom are devoted in teenager education in Taiwan.