

ANALYZING K-POP (KOREAN) CULTURE AS A SOFT POWER

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ABSTRACT

This paper aims to explain that how k-pop became a global phenomenon and emerged as a soft power of South Korean nation by realizing and combating with the hurdles. And further it explains that how k-pop has helped in soaring South Korea's declining economy which was due to the past traumatic history caused due to political turmoil as well as slavery.

KEYWORDS: *Division of Korea, Korean War, Dictatorship, Censorship, Hallyu (Korean Wave)*

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