Impact Of Globalization On The K-POP Industry

K-POP refers to the Korean popular music, including dance music, modern R&B, pop electronic music, hip-hop music. Korean pop music emerged in the 1990s and became popular with the Korean wave in Asia and the world from the beginning of the 2000s. It was also listed as a kind of pop music with a leading role in Asia along with Japanese pop music and Chinese pop music. The three major production companies of K-POP music are SM entertainment, YG entertainment and JYP entertainment. Many Korean singers also write songs in other languages and make their debut in that country.

The K-POP industry highlights South Korea's attempt to push Korean values and power onto the international stage through a team of idols who are trained and look good. The K-POP industry leads the attention of the public till now compared with the music industry in Europe and America because the personnel trained by them are very excellent. In the selection of personnel appearance level, the production of songs and so on have a different color.

Companies like them to start out as groups. Because they think everyone has their own characteristics. This can make more different kinds of people like a group. And will bring greater benefits to the group and the company.

K-pop has a variety of, and they choose the right melody for each group. Let them sing their own style. It also makes more people sound great. Sometimes they will come out from a group and sing the songs of the book group. For example: girls' generation team: TTS. Then the company will start targeting individuals. This approach allows people to see the benefits of the group, and then the company analyzes the market effects to create a profile of each person. This can attract people to pay more attention to these people.

South Korea has abundant human resources to revive its economy, which was hit hard by the Asian financial crisis, and to recognize the importance of knowledge-based industries to the country's future competitiveness.

Western popular music market began to rise since 1960, Korean K-POP industry focuses on visual expression, and now is increasingly important to the audience. So in the development of popular music. The density of 'dance' is also getting higher and higher, and the 'dance' combining dance with music is becoming more and more popular with audiences. Compared with western markets such as Europe and North America, it has the element of 'dance', which can transcend the barriers and limitations of language. Meanwhile, dance is an important part of Korean music. South Korea has a comparative advantage. Then according to the western taste, designed to meet the needs of the western audience music type of goods.

Korean K-POP company, through YouTube, a global media platform, successfully spreads globally with very low transaction costs by taking advantage of the cultural consumption patterns of young people in the west. This is why K-POP has become a transnational pop culture trend. With the development of science and technology, people are more and more interested in he shenmi's technology products. Love watching social media. The K-POP industry has caught on. Take advantage of the emerging technology pipeline of social media and video platforms to

promote and disseminate. K-pop stars also use social media to communicate directly with their fans around the world, allowing them to keep up with their latest activities. Super Junior has 8.06 million followers on Facebook and girls' generation has 7.44 million followers worldwide. Entertainment companies employ professionals to keep track of information and feedback about artists in the community. In 2015, major entertainment companies cooperated with Naver, a mobile Internet service company, to launch V app, in which famous artists take turns to participate in the live broadcast, and support Chinese and English versions, so that global fans can get close to the private lives of stars.

To create star entertainers, Korean entertainment companies play a pivotal role in the selection, training and debut of trainees, and every link is organized and planned. Start from the beginning of the layout of overseas market: trainee selection. Korean artists have to undergo years of training before they can make their debut. Every year, the trainee selection held by the entertainment company attracts a large number of teenagers to sign up and participate in it. Only after multiple screening, such as audition or recommendation, can they become trainees. Entertainment companies will also hold overseas selection to make the group of future artists and stars more international. For example, SM entertainment has held annual auditions in the United States, Canada, Thailand and other overseas regions since 2006, attracting more than 30,000 young people with star dreams to participate in each year, but only 100 trainees in the end.

Not only music, dance, K-POP star to wear the dress may cause teenagers imitate effect, along with the K-POP, global marketing, exports South Korea beauty makeup, boutique brands are growing year by year, especially Japan, China, the neighborhood have been influenced by the 'Korean wave' culture, 2015 south Korean beauty makeup export growth of 250% in the Chinese market, China imported beauty makeup almost a quarter. Louis Vuitton and Chanel have sponsored or collaborated with K-POP stars to market to young, wealthy Chinese consumers. For example, famous K-POP artist g-dragon wore Chanel dress from head to toe in the 2013 'One of a Kind MV', and Chinese fashion designer wang dalen invited g-dragon and CL to attend the fashion week. Western fashion brands thus won the attention of Oriental consumers.

In 2012, Psy's 'gangnam Style ' became popular all over the world and set the video and audio record of the first YouTube to reach 1 billion views. In addition, Super Junior, girls' generation and other Korean idol groups also set off a wave of Korean wave around the world. Since the 1990s, South Korea has developed its entertainment industry with the strong support of the government. Music, drama and variety shows have also become important export items of South Korea.

K-POP will invest in stars for a long time. The average training time of trainees is five years. The entertainment company shall bear the living expenses and costs of trainees, and make long-term investment and cultivate first-class entertainers. The trainee must stand out after a rigorous selection and open selection system. The company chooses not only singing and dancing skills, but also foreign language ability and personal characteristics. When the entertainment company decides to form a new group, the first element is not to decide the members, but to establish the image of the group first, and then test the combination of different members to decide the final candidate, and according to the advantages of the members, shape their personal image of dancing, performance and so on.