

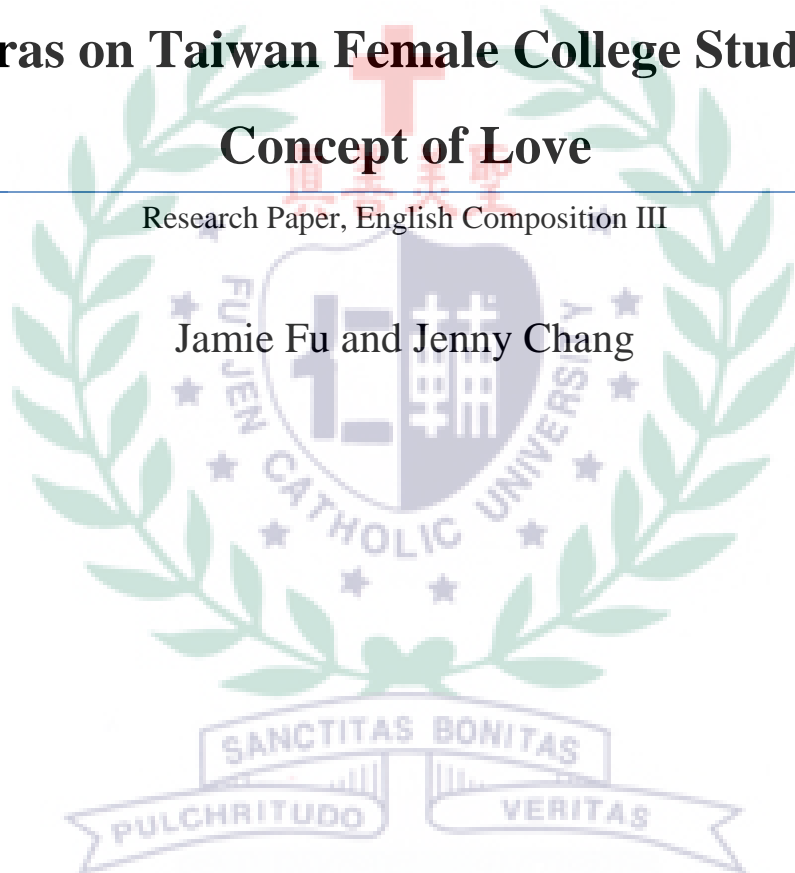
ENGLISH DEPARTMENT, FU JEN CATHOLIC UNIVERSITY

GRADUATION PROJECT 2016

**A Study on the Influence of Korean Soap
Operas on Taiwan Female College Students’
Concept of Love**

Research Paper, English Composition III

Jamie Fu and Jenny Chang



Jaimie Fu/Jenny Chang
 Professor Kate Liu
 Junior CC (C) – RP Draft 5
 24 June 2015

A Study on the Influence of Korean Soap Operas on Taiwan Female College Students’
 Concept of Love

<ul style="list-style-type: none"> • Has to be virtually free from grammatical errors and spelling errors (<2%) 	★ 7 – a lot improved
<ul style="list-style-type: none"> • Includes a minimum of <u>six sources</u> with at least TWO non-Internet medium 	OK
<ul style="list-style-type: none"> • Has a clear thesis statement /aim and/or research questions 	OK
<ul style="list-style-type: none"> • Has 9 pages of content excluding the outline, works cited page, and appendices 	OK
<ul style="list-style-type: none"> • Includes first-hand data analysis (analyzing literary works, documents, survey results, interviews, observations, etc.) 	OK
<ul style="list-style-type: none"> • Mostly follow MLA or APA format 	OK
After meeting the benchmarks, those with attaining the following features will be accepted as Graduation Project.	
<ul style="list-style-type: none"> ● With clear organization ● RE: I focused on helping you smooth the transitions. Please take a look. 	OK
<ul style="list-style-type: none"> ● With 100% proper documentation following the MLA or APA format 	No; see blue highlight
<ul style="list-style-type: none"> ● Sufficient analysis to support the main argument ● Re: You’ve done your best. I really appreciate your efforts and persistence in analyzing the survey and interview results. I hope that the whole research process 	80%

has been a good learning experience for both of you.	
--	--

Outline

I. Introduction

- A. The evidences of Korean wave in Taiwan
- B. Korea Television Dramas are one of strong evidences when speaking of Korean Wave in Taiwan
- C. Thesis statement: this paper argues that Korean dramas will not change college female viewers' love concepts drastically; however, their expectations of love are still influenced to some degree.

II. Literature Review

- A. The rise of Korean Wave in Taiwan
- B. The reasons why Korean dramas are popular in Taiwan
- C. Analysis of romantic literature
- D. Analysis of romantic Korean dramas

III. Questionnaire Analysis:

- A. Most female college students have the habits of watching Korean dramas, but they watch to kill time, not for the romantic plots.
- B. Although most female college viewers have the habits of watching Korean dramas, they do not think their concepts of love will be affected.
- C. The realistic touch best attracts female college viewers because they can relate themselves to love themes in the dramas.
- D. There are no direct connections between viewers' relationship status and expectations of love with their habits of watching Korean dramas.

IV. Interview Analysis:

- A. Interviewees' ideal types are already formed before getting in touch with

Korean dramas, so their standards of choosing the other half will not be easily altered after watching Romantic Korean dramas.

B. Interviewees' main purpose to watch Korean dramas is to kill time; still, there are other reasons.

C. Interviewees' belief in one-and-only love and meeting by chance may be a subtle influence of Korean dramas.

D. Korean dramas give interviewees further understanding of intimate relationship between men and women

V. Conclusion:

A. Viewers are rational and have their own judgment; however, their expectation toward their future boyfriends may be raised after watching Korean dramas, and their belief in one-and-only love also imply possible influences of Korean dramas.

B. They can adjust their expectations in a relationship, and see watching Korean dramas as an entertainment and an alternative to reality.

C. Korean dramas are not the only source that audiences receive the ideas of love concepts. Thus, future researchers can also study on the broad topic of love concepts in other genres of work.

It is no exaggeration to say that the influences Korean pop culture has brought can now be seen everywhere in Taiwan. On the streets in Taiwan's major cities, people can easily feel the "heat" of Korean wave. More and more Korean cosmetic shops,

such as Etude House, Innisfree, TonyMoly, Skin Food...and so on have opened their branches in Taiwan, and restaurants that sell Korean food have also sprung up like mushrooms. People can see Korean food products, including instant noodles, potato chips and renowned desserts being placed on the shelves of local supermarkets, and hear Korean pop songs being played in the clothes stores and while shopping in the night markets. Even when turning on the television, Taiwanese audiences can find Korean dramas played on different channels very frequently. In 2014, a famous Korean drama named *My Love from the Star* won over Taiwanese' hearts and even those who do not watch Korean dramas can get the information from some Taiwanese news channels televising about the particular drama. Among those commonly spotted changes, some young girls who have passions for Korean culture, idols and dramas can be seen as a specific group who are under the influence "Hallyu" (韓流) most profoundly. They not only like to talk about Korean travel information and follow the dressing styles of Korean celebrities but also enjoy discussing famous scenes in Korean dramas with their friends in daily lives. Therefore, it is fair to say that many Taiwanese, especially young people, have been deeply affected by Korean culture in recent years.

This research studies the impact of Korea Television Dramas on female college students' views of love. As one dominant example of Hallyu, Korean drama's major theme is romance, which includes the following components: depiction of innocent love, current trends, pursuit of dreams, and good-looking actors and actress (Wei 15). Love is one of the most dominant themes in Korean dramas. In the early stage, take *Winter Sonata* [punctuation](title inconsistency) (2002) as an example, tragic love was the major theme of Korean dramas. The plot is usually predictable: the leading actor/actress gets incurable disease that causes sudden death, but the other half will keep the promise and love him or her forever even after s/he dies. The idea of the

one-and-only eternal love could be a projection for modern female audience who are looking for this kind of love. As time goes by, Korean drama has evolved and the plots become more realistic and closer to real life, so that female audiences can relate more to the dramas. Furthermore, readers or viewers can know what love is like through reading literature works because they can project themselves in the works and gain further insights into an intimate relationship (Tsung-Hui, Huang).

From *Winter Love Song* (2002) to *My Love from the Star* (2014), Korean dramas surely take an important place in Taiwanese viewers' hearts. Whether the theme is about tragic love, old school romance of a rich guy falling for an ordinary girl, or Korean history, Taiwanese audience seem to enjoy them all. Among these various genres, romantic drama can be said as the most popular one in Taiwan, which inevitably influences some of the audiences when constantly being exposed to idealized versions of romantic relationship between men and women. [TRANSITION]

While female audience's responses to romance have been variously interpreted as escapism or dream-building, seeking entertainment or a way to know reality (more than one?) ethnographer Janice Radway suggested that reading romance can have positive influences on female readers (Radway, 1984). For example, Radway points out that reading romance help women escape from traditionally structured heterosexual relationship and find comfort in their daily lives. Nowadays, however, women are being exposed to more romances and types of love from the TV and film media. Among them, Korean dramas are one of the main sources from which young female audiences seem to receive their concepts of love.

[Topic Sentence] According to Uonline News' online poll, Korean dramas does have great influences on Taiwanese college students. 74% of the female respondents stated that they hope their other half's personality can be like those leading actors in Korean dramas, and 62% of them also hope that their lovers can be as handsome as

Pagination?
This is APA
style

leading actors. However, do female college students really **lack** ★(lack [verb], or be lacking [adj] in) judgment, taking romanticized drama plots as reality? In this paper; ★therefore, the researchers aim to find out whether Korean dramas, as a form of romantic literature, do influence Taiwanese female college viewers' love concepts. **Do Korean dramas have influences on them?** If so, what kind of influences do they receive? Are their concepts of love being influenced? Will their standards of ideal lovers be raised? Moreover, will they be influenced to such a degree that they are unable to distinguish reality from fantasy? Based on the questionnaire and interview results done by the researchers, this paper argues that Korean dramas will not change college female viewers' love concepts drastically; however, their expectations of love are still influenced to some degree. [Thesis Statement]

To study the influences of Korean dramas, the researchers must first introduce the rise of Korean wave in Taiwan and its impacts. In the late 1990s, Korean popular cultural products, including television dramas, movies, pop songs and their associated celebrities have received humongous popularity in Taiwan, China, Hong Kong and other East and Southeast Asian countries. In fact, the phenomenon has been recognized by Chinese press as the “Korean wave” (hallyu or hanryu韓流 in Korean), referring to the popularity of Korean popular culture outside of South Korea (Kuwahara, 1). However, a few years ago, Korean popular culture did not gain so much support in Asia because pop culture has long been dominated by Japan and Hollywood (Visser, 2002). There are different factors contributing to Korea's sudden popularity internationally, and yet most scholars have come to a conclusion that the main reason behind Korean Wave is the help from Korean Government. According to Kuwahara, editor of *The Korean Wave: Korean Popular Culture in Global Context*, the thriving of Korean Wave was credited to Korean government, which sets as official policy to promote Korean popular culture in order to revive the country's

economy. That is to say, under the support of the government, Korean popular culture products are able to appeal to the widest possible audience beyond the national and regional boundaries. In addition to the cultural policy, Kuwahara also points out that the rise of the digital age, where the information can be shared fast and instantly through the Internet and social media, contributes largely to the success of Korean pop culture.

In fact, Taiwan was the largest importer of Korean dramas until 2003 (Rawnsley, 3). Taiwan was one of the first regions in Asia that responded to and helped to spread hallyu in the late 1990s (Rawnsley, 2). For instance, *Fireworks* (2000), introduced to Taiwanese audiences by Gala Television (GTV), was so popular that it decided to import more Korean dramas (Tsai, 2). There are, according to Rawnsley, two major reasons why Korean Drama is especially appealing to Taiwanese audiences. First, technical factors, including stylized camera shots, sophisticated settings and costumes, are mainly why Korean TV dramas catch the eyes of Chinese audiences. Moreover, from the content point of view, Asian culture and Korean culture overlap in many ways so Taiwanese audiences can easily identify with the characters and their behaviors (Rawnsley, 13). ★

Since love concept is a broad topic and different people might have different interpretations of their own love concepts, the researchers will first define it in the following three aspects while bringing up our hypotheses. First, in terms of appearance, female viewers may expect to meet someone as good-looking, tall and stylish (as tall, stylish, not to mention as handsome) as those leading actors in Korean dramas. ~~Not to mention the dressing style of actors is so stylish that could cause influences on viewers as well.~~ ★ They might hope to find someone who can dress as handsome as those actors.—

Secondly, viewers' expectations toward the way their boyfriends or future

[avoid wordiness]
+ Hypothesis

partners treat them might be raised. In Korean dramas, the way leading actors treat their girlfriend or wife is usually considerate and romantic. For example, male protagonist will pull out chairs for his mate to sit when dining in restaurants, watch out for her safety while walking on the streets, and help carry her things. What is more, special events will be arranged by the leading actor on special days, such as birthday or anniversary. Through watching those dramas, female viewers may hope that their other parts can treat them the way the actors do.

Lastly, viewers' expectations toward what love should be like may be affected as well. The love affairs depicted in Korean dramas are mostly one-and-only love. In other words, the leading actor will see the leading actress as his only love of life and promises to love her forever. When female audiences continually receive the same message in the dramas, it is likely that they will be influenced and hope to find their one-and-only love in life.

How, then, do Korean dramas influence Taiwanese female audience? In romance studies, Janice Radway provides a rather positive analysis of the influences of romantic literature over female readers. She thinks that romance can be a guide book for romance (Radway, 213). On one hand, readers can see heroines in these stories as references because they have the ability to influence hero's values or beliefs. On the other hand, they can compare themselves to the abused female characters and vow not to be suppressed in real life any more (Radway, 218). ★

Additionally, in "Interpersonal interaction on television: Family conflict and jealousy on prime time," the authors point out that dramas could have more impacts on audiences if the content of the dramas or lines in them could be more related to real-life experiences. In other words, one of the key factors that can draw viewers' attention is to create contents that are closely related to their life so that they can identify themselves in those plots, elaborated by Wei, the author of "From Viewing to

Acting: The Interpretation of Intimate Relationship Experience by Female Fans Viewing Idol Dramas.” She also points out that if viewers find it hard to believe the content of dramas, they may deny or disagree with some scenes and reconstruct their own perception of romance on the basis of their past love experiences. In this case, dramas can serve as a mirror for the viewers to reflect their own ideas of love. They can also be helpful for audiences to maintain a relationship if viewers are watching them with their lovers (Wei, 67). Upon viewing the romantic scene, they can easily relate to it, thus create a topic for couples to talk about. Furthermore, viewers can stand at the third-person perspective to view their own relationships in a clear and rational way. So dramas can actually ease the viewers’ emotions, calm them down, and help them to gain more confidence in a relationship. Therefore, it is fair to say that dramas have positive influences on female viewers though they have been under critic (Wei, 74). It particularly stresses that viewers can be a group of people who have the ability to interpret the dramas on their own and be critical about the plots as well as their own love experiences.

Based on previous studies, readers/viewers of romantic literature are rational and able to distinguish reality from fantasy. Nevertheless, Korean dramas, the focus of this research, are often seen by the public as illusive and formulaic, given the fact that they have a certain formula to attract female audiences. The first element is eye candy. Most of the times, leading actors of Korean dramas are good-looking and attractive. What is more, there are lots of broody shower scenes showcasing the masculine figure of the male actors in Korean dramas. With the eye candies, it is likely that female audiences will feel the men around them are simply normal-looking compared to the tall and handsome actors in Korean soap opera. The second is the romantic plots. “You are the one and only in my life” is the theme Korean dramas depicts the most. The image of the leading actor’s willingness to do everything for the leading actress

can be deeply carved into the female audiences' heart, and thus create an illusion for female that they can meet someone who is going to do the same things for them—or follow the same formula. Unique kiss scenes, for instance, is one selling point of Korean dramas. For instance, tiptoe kiss in *Queen In-Hyun's Man* (2012) and toast kiss in *Pinocchio* (2015) were nominated as best kiss scenes according to an online poll in 2015 (niusnews). From these two elements, general public may assume female audiences are possibly to build unrealistic fantasies on love, and thus get a negative impression of Korean dramas.

In order to find out whether general public really have a negative impression on Korean dramas, the researchers interviewed three male students from English department in FJU. The result shows that two out of three are aware of the influence of Korean dramas. One interviewee even states that he does not like his girlfriend watching Korean dramas and will never watch them with her. The other interviewee who is single says that he will raise his vigilance toward male actors in Korean dramas (“提高警覺心”). He thinks that the actors in dramas are depicted too perfectly and thus, female college viewers' standards of choosing the other half will be raised. The third interviewee says that although he has no particular feeling about the act of watching Korean drama, he still thinks that the depiction of love in Korean dramas is unrealistic.

Apart from public's opinion, the researchers aim to find out that if female college students are conscious of the influences of Korean dramas on them. Most importantly, what kinds of influences will Korean dramas have on their concepts of love? Will their standards of ideal lovers be raised? Therefore, in this paper, the researchers use questionnaire and interview to collect data to find out the influences of Korean drama on female college students' love concepts. The researchers have gathered 73 questionnaire responses from Taiwanese female college students (See appendix [A])

for their college distribution) and 6 interviewees' responses. All of them are from English Department of Fu Jen University.

To find out college female students' habit and motivation of watching Korean dramas, the survey designs 18 questions. Regarding frequency of watching Korean dramas, the result shows that most female college students have formed the habits. 68.5% of the respondents (50 people) watch Korean drama in their daily lives while 31.5% of the respondents (23 people) do not have the habit. In fact, over half of the respondents watch Korean dramas weekly or even daily. Only four respond that they seldom watch Korean dramas ("seldom," "occasionally," seldom, only watch those recommended," and "(the frequency is) not high." As for the reasons female audiences watch K-dramas, 45.1% (23 people) respond that they watch drama to kill time, and 29.4% (15 people) say that they want to see their favorite idols or actors/actresses in the dramas. The third reason is to have a common topic with peers or be influenced by the peers/friends (13.7%, 7 people). Surprisingly, unlike what the researchers assumed or what the general public believe, only 8.7% out of the respondents, 4 people, chose the reason that "(viewers) desire to see the romantic plots in Korean dramas." From this question, it is clear (or it seems) that Taiwanese female college students do not go for the romantic plots in Korean dramas, and they may be watching these dramas to pass time, for their own interest in Korean pop culture ("to see favoring idols in dramas"), and peers' influence instead of purely chasing after romantic plots.

Although most female college viewers have the habits of watching Korean dramas, they do not think their concepts of love will be affected. To the question "what is the most attractive element of Korean dramas to you?" The results are shown in the order from the most popular to the least. "(To see) good-looking actors/actress" ranks the first with 32.7%, "(for) romantic plots" the second with 24.5%. The rest

“(for) filming techniques,”“(being appealed by) Korean culture,” and “(for) other reasons” are respectively 18.4%, 18.4%, and 6.1%. The results indicate that the primary reason for audiences to watch Korean dramas is for the eye candy, while “romantic plots” is ranked the second, showing that it does attract female college students. However, to the question “after watching several Korean dramas, do you think that you are deeply affected?” 71.2% say that their love concepts will not be influenced by the experience of watching Korean drama while 28.8% state that they would. What is more, 64.3% claim that they would be slightly affected, 32.1% say that they “have the expectation that the lover can solve problems just as couples in Korean dramas do”. Only one person says that she will not date anyone unless she meets someone as perfect as the leading actors in Korean dramas.

To investigate female college viewers’ preference of love themes and romantic scenes in Korean dramas, the researchers choose four recent representative dramas which depict the theme of love in different ways: *Secret Garden* (2010), *Queen In-Hyun’s man* (2012), *My Love from the Star* (2014), *It’s Okay, It’s Love* (2014). The result of viewing rates is shown in sequence: 26%; 20%; 36% and 29%. Furthermore, 50% say that they like *It’s Okay, It’s Love* (2014) the best, and its theme of “modern romance” best caught viewers’ eyes (56.7% say they like the theme best). Especially, the leading actress is more independent and authoritative than the traditional depiction of female characters in former Korean dramas. By contrast, *My Love from the Star* (2014) ,which was most popular and watched the most recently, gained only 22.5% for its theme of “superpower”. It suggests that though the theme of creativity and innovation in *My Love from the Star* (2014) may catch public’s attention fast and gain popularity in a short time, but the key to decide whether viewers can relate themselves to love themes in the dramas depends on how close to life the dramas are to the viewers.

(new ¶) Additionally, the respondents' choices of favorite scene also imply that the realistic touch of Korean dramas best attracts them. [subject-verb agreement]★

The researchers pick four representative romantic scenes for the respondents to rank their favorite one, and the result are shown as following: tie kiss in *Queen In-Hyun's Man* (2012) ranks the first with 32.9% of popularity, cappuccino kiss in *Secret Garden* (2010) the second with 26% while the scene when the leading actor Professor Du stop the car of the leading actress with his hand to prevent it from falling off the cliff in *My Love from the Star* (2014) and the waterfall kiss scene in *It's Okay, It's Love* (2014) both rank the third with 20.5% of popularity each. The number one scene happens when the leading actress is trying to teach what tie is used for to the confused leading actor who traveled through time to the 21st century from ancient Korea inside their house, and the second place scene takes place inside a coffee shop when the leading actor uses a kiss to “wipe off” the coffee puff on the leading actress's lip. Frankly speaking, the two scenes are common for couples, and the dramas just add some romantic elements into the everyday behavior of using tie and drinking coffee; however, the other two themes that ranked the third place are not that realistic since ordinary people do not have superpower or swim and kiss under a waterfall that often. Thus, the researchers refer that viewers' preferences depends on whether or not they can identify themselves in the romantic scenes as well; at the same time, the realistic degree of Korean dramas is the decisive factor on how much viewers can relate their own lives with the fictional plots.

Next, regarding to viewers' relationship status and their habits of watching Korean dramas, the researchers find no connections that directly prove that their concepts or expectations of love come from watching experiences of Korean dramas. 78.1% of the questionnaire respondents are not in a romantic relationship, which indicate that most viewers are single and could be potentially influenced by the

romanticized plots. Additionally, to the question “do you think romantic plots in Korean dramas are likely to happen in real life?” 72.6% of the respondents give positive answers, and to the question “If you have a boyfriend, would you want him to be as romantic as the actors in Korean dramas,” half of the respondents say yes. However, to those who do not have a boyfriend currently, the researchers ask if it is because that “watching Korean dramas has made their standards of choosing boyfriends become higher,” and 10 out of 21 respondents give a negative answer, saying that watching Korean dramas has no relation to why they are single. More than half of the respondents provide personal reasons why they do not have a boyfriend (“have not met the right person,” “just not that interested in having a relationship now,” “want to focus on studies”...etc). Among those reasons, some state that they will form higher standards due to peer influences or past love experiences. One respondent even points out that “I just watch Korean dramas to kill time. It’s not influential at all.” From this part of the questionnaire that tries to relate viewers’ relationship status to their behavior of watching Korean dramas, it is fair to infer that although a large quantity of the respondents says that they believe that romantic plots can happen in real life, the result cannot determine whether or not the watching experiences of Korean dramas is the most decisive factor that contribute to female college students’ expectations for romantic plots in real lives.

Moreover, respondents’ attitudes toward their ideal relationships remain realistic. When being asked the question: “What is the most important element of your ideal relationship?” 83.6% of respondents choose **the willingness to sacrifice for the other half** as the most important element out of the four choices in the questionnaire. The choice of **“one-and-only love”** ranks the second with 45.2%, and “appearances are more important than matching characteristics,” “the other half is more active and powerful in a relationship” gain 2.7% and 19.2% respectively. Viewers’ **top** choice of

Why are these 2 elements realistic?

ideal elements in a relationship implies that they value the more realistic aspects in their relationship. In contrast to Korean dramas' focus on appearances and qualifications of the other half, respondents put emphasis on the determination to compensate and sacrifice for each other, **which is truly necessary for maintaining a relationship.** (But it all depends; selfless sacrifice is not “realistic.”)

[Transition] (new ¶) (Although a majority of respondents claimed that they were not influenced by Korean dramas in their views of love, which seem to be realistic, two elements in the survey needs **further** analysis. First of all, 17 out of 74 respondents think that their concepts of ideal elements in a relationship are influenced by Korean dramas. Some state that their ideal elements in a relationship come directly from Korean dramas, and some reassure their love concepts through watching Korean dramas. (same ¶) Secondly, from the results of the questionnaires, the researchers find a **contradiction.** Though 71.2% say that they are not affected by the dramas after watching them, the fact that 72.6% believe in the possibilities of romantic plots can happen in real life is a sign of influences Korean dramas have brought to them. Moreover, **two other data** suggest that romantic plots still have certain influences on our female college respondents: first, that “romantic scenes” rank the second place out of five reasons for female college students to watch Korean dramas, and that the hope of “one-and-only love” takes the second place in viewers' ideal relationship. . Do Korean dramas really bring no impacts on female college students' love concepts, or they are simply unaware of the influences? It is possible that viewers are influenced by the romantic plots but they are unaware of it, given the fact that 45.1% of the respondents watch dramas to relieve ennui. What is more, 80% of the respondents are single, it comes natural for them to have projections, and thus having more chances to be influenced by the dramas.

Data first: move contradiction forward.

Followed by analysis

To **gain further understanding of whether Korean dramas do influence female**

college viewers' love concepts, the researchers further conduct interviews with three female college students from English Department in Fu Jen University who have the habit of watching Korean dramas. The interviewees will be mentioned by given code names in this paper. The first one who has a boyfriend is Ms. A, the second and the third who do not have boyfriends are, respectively, Ms. B and Ms. C.

Through the interview, the researchers first find out that interviewees' ideal types are already formed before being exposed to Korean dramas, which means that their standards of choosing the other half will not be easily altered even watching romantic Korean dramas. To question one, "what are the important traits of your ideal boyfriend?" Ms. A answers that her ideal type is "someone who is considerate, mature, and modest, shares similar characteristics as mine and understands me." She also hopes that her ideal boyfriend can be taller and stronger than her. Furthermore, she states that the above qualities of her ideal type were formed before she had the habit of watching Korean dramas. Next, Ms. B ideal type is someone who is "good-looking, gentle, considerate, kind, and has a good taste in fashion." Ms. B further explains that she believes she has the above qualities herself, so she is looking for someone who is similar to her. Lastly, Ms. C's ideal type is someone who is not violent and does not smoke and drink alcohol. Also, she hopes him "to treat his own family well" and "be sensible to her feelings". The results show that all three respondents' standards of ideal lovers have existed before forming the habit of watching Korean dramas. In fact, their standard of the ideal lover are out of personal reasons, including peer influences and former love experiences. For example, in Ms. A's case, she used to be teased by her peers that she looks chubby, so she hopes that her boyfriend must be someone who looks stronger than her. Additionally, in Ms. B and Ms. C's cases, they both hope to meet someone who has similar personalities as them.

The second finding of the interviews shows a correspondent result with the

questionnaire; that is, they hold multiple purposes for watching Korean dramas. When being asked the question “why do you form the habit of watching Korean dramas” and “how are your lives being affected after having the habits,” all three respondents answer that the reason they watch dramas is to kill time and catch up with the latest trend. In the questionnaire, 45.1% of female college students respond that the main reason for watching Korean dramas is to kill time, which is identical to the interviewees’ answers. Apart from killing time, there are other reasons for watching Korean dramas. For instance, Ms. A will watch specific Korean dramas if they are recommended by her friends while Ms. B watches Korean dramas mainly because her favorite actors or actresses play one of the roles in the dramas. Learning Korean is also why Ms. A and Ms. B watch Korean dramas. In fact, both of them agree that their Korean have improved after watching Korean dramas frequently.

[Transition]The interview results suggest that sometimes the influences of Korean dramas may be so subtle that the viewers are unaware of them. [SUGGESTED REVISION: As is the case with the survey results, nevertheless, the interviewees’ views of love show great similarities with those presented in Korean dramas, revealing either the latter’s influences or attractiveness.]First of all, all three interviewees reply that they believe in one-and-only love. That is, they hold a positive attitude that they will meet their Mr. Right(s) someday by chance (“緣分”). Ms. A still thinks that she is in a happy relationship because she has met the right person although her current boyfriend does not meet some of the qualifications that she had once expected. She further points out that after spending time with her boyfriend, she finds out more of his traits that she admire (“humorous, interesting, and considerate”) which is different from her original expectation of ideal boyfriend. Ms. B also states that she thinks “destiny”, or “Yuan” is more important than qualifications” (“緣分比條件重要”), and “(though actors in Korean drama may be) tall, handsome, and rich,

the three are not my necessary qualities of a boyfriend”. Instead, she firmly believes that there will be “someone out there waiting for me, and he will treat me like I am his one-and-only love of life” (會期望現實中有一個男生對待自己像是對待自己的女主角). Lastly, Ms. C mentions that she is not expecting a relationship currently, but she thinks that she will meet her Mr. Right at the right moment certainly.

Secondly, we find that the interviewees resonate with the Korean dramas’ focus on chance encounters. All the three interviewees tend to have romanticized views of love instead of a realistic one, possibly because they are not under any financial or age pressure to find a matching mate. Moreover, meeting by chance is a common depiction of intimate relationships in most Korean dramas. For example, in the four dramas that are mentioned in this paper, *Secret Garden* (2010), *Queen In-Hyun’s Man* (2012), *My Love from the Star* (2014), and *It’s Okay, It’s Love* (2014), the leading actors and actresses all meet each other by chance in a condition that both parties are not ready or are expecting to develop a romantic relationship. Therefore, researchers believe that expecting of one faithful relationship, the “one and only” love, is an influence of dramas on viewers that themselves are unaware of, with Ms. B and Ms. C both give implications that they expect to meet a true partner of their life time.

[Topic Sentence] Furthermore, though the three interviewees claim that they are able to distinguish reality from fantasy, they do take Korean dramas as references for their own behavior or for their expectation of an intimate relationship. With their focuses on romances, Korean dramas seem to serve as a guide book for them. Ms. A mentions that she has learned how couples should interact with each other through watching Korean dramas, and Ms. C confirms her ideal relationship through projecting herself on the leading actor in *My Love from the Star* (2014). Ms. A especially points out that she would notice which is or is not the ideal quality that a girlfriend should have. For example, she states that she would tell herself not to

Generalization
not necessary
here.

behave like some jealous supporting actresses in dramas, who either try to frame leading actress so as to win over the leading actor's heart, or would bully other girls (“會欺負女一”). [Sentence Construction] ★On the other hand, Ms. C thinks her own love concept is similar to Professor Du's [faulty comparison] in *My Love from the Star* (2014), and thus she finds it easy to relate to this particular Korean drama. Though interviewees' love concepts are formed before watching Korean dramas, their expectation of an ideal relationship and the fact that they learn from the dramas suggest that Korean dramas do pose influences on their love concepts.

[TRANSITION] & [Topic Sentence] Although both Ms. A and Ms. B claimed that they could separate fiction from reality—and Ms. B less certainly than Ms. A, they both expect their (present or future) boyfriend to be as considerate as the characters in Korean dramas. For example, Ms. A says that she would expect men to pull out chairs for her to sit, watch out for her safety while walking on the streets, and help carry her things (“拉椅子”, “[讓女生]走路走[不靠近車道的]裡面,”“幫忙拿東西”). Also, Ms. B hopes boys to carry heavy things for her as well, and consider it is a basic manner (“男生不是就應該幫女生拿東西嗎?”). However, these expectations may become a prejudice toward male in a long run if female college students all hope male in reality are all as considerate as leading actors in Korean dramas. (What happened to Ms. C?)

Lastly, the researchers find that most questionnaire respondents say their love concepts are not affected by Korean dramas, but all three interviewees give positive answers after discussion with the researchers. Originally, Ms. A and Ms. B firmly state that their love concepts are not affected, they changed their opinion halfway through the interviews. Just as what Ms. B says, it seems like an unconscious influence whether or not Korean dramas will change one's love concepts, so it is hard for people to give a precise answer (“愛情觀好像潛移默化的所以很難回答”).

[Tense]

Moreover, interestingly, Ms. A thinks that female audiences' love concepts will be affected, but when it comes to her own personal opinion, she says that there is little or even no influence. In conclusion, there are definitely some influences of Korean dramas on audiences, but they are often unaware of the fact. After interviewees reflect upon their own watching experiences, they start to realize Korean dramas do have influences on them but they are not worried about it.

The question about love concepts can be too general, but there are things that female college viewers do or expect that come from Korean dramas. First, since viewers take Korean dramas as references of their relationship, their expectations toward the way their boyfriends or future partners treat them might be raised. Second, viewers' hope for one-and-only love is a possible influence of Korean dramas for it is a love pattern that is shown in Korean dramas repetitively. However, from the questionnaire and interviews' results, the researchers find that female college viewers are rational with their own judgment. If their expectations of love are not met, they will adjust themselves. They will not follow the exact love patterns in Korean dramas blindly.

As a result, this paper finds that female college audiences will not build illusions on Korean dramas; instead, they see the dramas as an amusing entertainment and an alternative to reality. Nevertheless, Korean dramas are not the only source that female college viewers receive the ideas of love concepts. People need to know that any type of romance can be misleading to its audiences whether now or in the future. However, whether the influences of romantic works are temporarily (adj) or they will restrict viewers' love concepts in the long run still needs to be examined by the audience themselves and/or discussed further with more case studies by future researchers.



Works Cited

- Chia-Ling, Tsai. "An Examination on the Relationship between the Popular Korean Dramas and Their Cultural Values: A Cultural Proximity Perspective." MA thesis. National Chiao Tung University, 2006. Web. 9 June 2015.
- Chia-Yu, Wei. "From Viewing to Acting: The Interpretation of Intimate Relationship Experience by Female Fans Viewing Idol Dramas." National Digital Library of Theses and Dissertations in Taiwan (2014): 1-116. Web. 31 March 2015.
- "Ching Ching Yi Wen Chiu Jang Ni Hsin Tiao Chia Su! Han Chu Ching Tien Wen Hsi Ta Chi Ho(輕輕一吻就讓你心跳加速!韓劇經典吻戲大集合)." *Niusnews (妞新聞)*. 8 November 2014. Web. 25 May 2015.
- Comstock, J. & Strzyzewski, K. "Interpersonal interaction on television: Family conflict and jealousy on prime time." *Journal of Broadcasting and Electronic Media* 34.3 (1990): 1-21. Web. 6 April 2015.
- Kuwahara, Yasue. Ed. *The Korean Wave: Korean Popular Culture in Global Context*. Palgrave Macmillan, 2014. Web. 29 March 2015.
- Radway, Janice A. *Reading the Romance: Women, Patriarchy, and Popular Literature*. North Carolina: The University of North Carolina Press, 1984. Print.
- Rawnsley, Ming-Yeh T. "Korean Wave' in Taiwan: Cultural Representation of Identities and Food in Korean TV Drama, Daejanggeum." *Reading Asian Television Drama: Crossing Borders and Breaking Boundaries* (2014): 1-13. Web. 25 May 2015.
- Shim, Doobo. "Hybridity and the rise of Korean popular culture in Asia." *Media, Culture & Society* 28.1 (2006): 25-44. Web. 29 March 2015.
- "Ta Hsueh Sheng Feng Han Chu, Ying Hsiang Wu So Pu Tsai (大學生瘋韓劇影響無所不在)." *Uonline NCCU* 27 Mar. 2014. Web. 29 May 2015.
- Tsung-Hui, Huang. "Wen Shih ChienChing Wei Ho Wu –Tan Ai Ching Shu Hsieh Te Chi Chung Yang Mao(問世間情為何物—談愛情書寫的幾種樣貌)." *Elite Monthly (誠品好讀月刊)*. Aug. 2002. Web. 10 May 2015.
- Tuk, William. "The Korean Wave: Who are behind the success of Korean popular culture?" MA thesis. Leiden University, 29 Nov. 2012. Web. 16 May 2015.

Appendix A: Questionnaires Distributed Online

Influence of Korean Soap Operas on Taiwan Female College Students' Concepts of Love Questionnaire

*This questionnaire will be distributed to only female college students in Taiwan

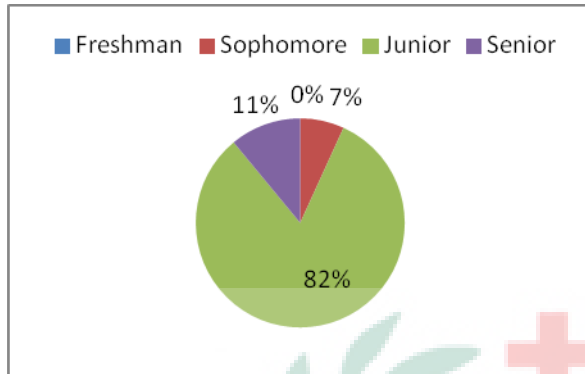
1. What college do you go to?
2. What year are you in? Freshman Sophomore Junior Senior
3. Do you have the habit of watching Korean soap operas? Yes No (to Q9)
4. If so, what is the frequency? (open question)
5. What is the main reason you watch Korean dramas? To kill time
 Peer Influences For romantic plots For favorite actors/actresses Others
6. Which element of Korean drama is the most attractive to you? Romantic plots Filming techniques Good-looking actors and actresses Korean culture (fashion, food, tourist attractions) Others
7. Which drama(s) have you watched? (multiple choices) Secret Garden
 Queen In-Hyun's Man My Love from the Star It's Ok It's Love None
8. If you have watched any of the four selected dramas, which one is your favorite? Secret Garden Queen In-Hyun's Man My Love from the Star
 It's Ok It's Love
9. What is your favorite theme out of the four selected dramas? Traditional romance Time travelling Super natural power Modern urban romance
10. What is your favorite scene in the four selected dramas? Cappuccino kiss scene Necktie kiss scene Sacrifice for the leading actress scene Kiss in the pond
11. Do you ever think the romantic themes in Korean dramas will happen in real

- life? ◉ 100% believe in it ◉ There is a possibility ◉ Do not believe in it
12. Are you in a relationship? ◉ Yes (to Q13) ◉ No (to Q14)
13. If you have a boyfriend, would you wish him to be as romantic as the actors in Korean dramas? (open question)
14. If you do not have a boyfriend, is it because your standard of choosing the other half is raised after watching Korean dramas? (open question)
15. Do you think you are affected in terms of love concepts after watching several Korean dramas? ◉ Yes (to Q16) ◉ No (to Q17)
16. If you are affected, what is the degree? ◉ Deeply affected ◉ Sometimes will be affected ◉ A little bit affected
17. What are the required components of your ideal love? ◉ One-and-only love
◉ Willing to compromise and sacrifice for the other half ◉ Stunning appearances, even more important than personalities ◉ The other half is more active in leading the relationship
18. Are the above components of your ideal love chosen because of the influences of Korean soap opera? (open question)



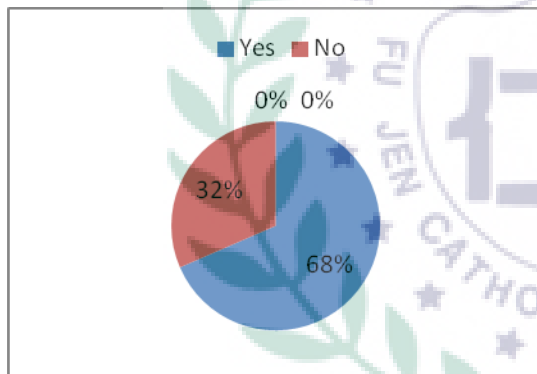
Appendix B: Diagrams

1. What year are you in?



Freshman	0	0%
Sophomore	5	6.8%
Junior	60	82.2%
Senior	8	11%

2. Do you have the habit of watching Korean soap operas?

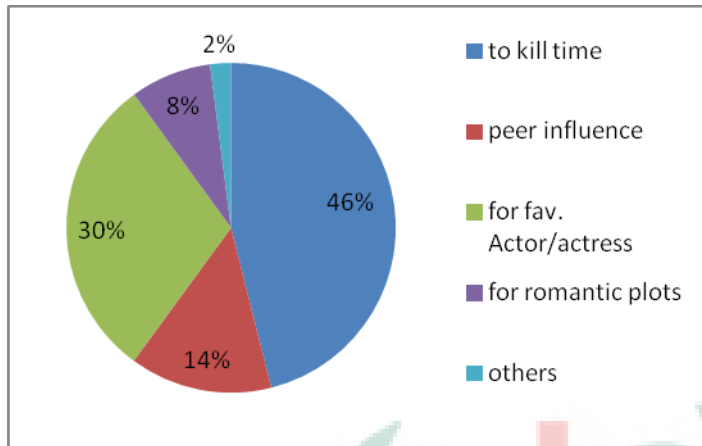


Yes	50	68.5%
No	23	31.5%

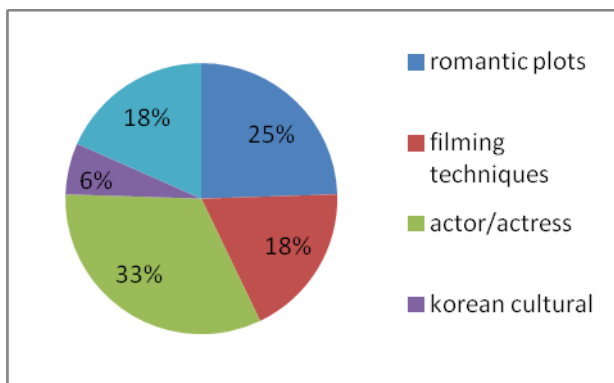
3. What is the main reason you watch Korean dramas?

To kill time	23	45.1%
Peer influence	7	13.7%
For favorite actors/actresses	15	29.4%
For romantic plots	4	7.8%

Others	2	3.9%
--------	---	------



4. Which element of Korean drama is the most attractive to you?



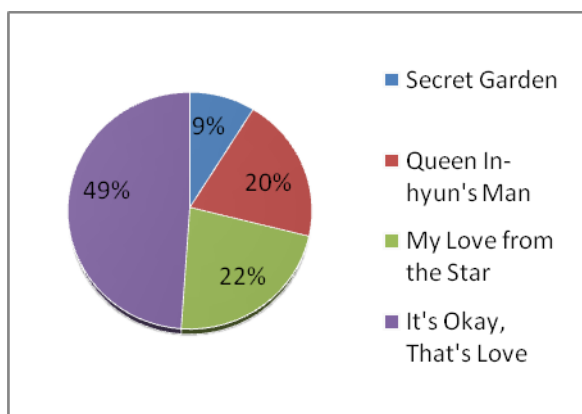
Romantic plots	12	24.5%
Filming techniques	9	18.4%
Good-looking actors/actresses	16	32.7%
Korean culture (fashion, food, tourist attractions)	3	6.1%
Others	9	18.4%

5. Which drama(s) have you watched? (multiple choices)

<i>Secret Garden</i>	30	60%
<i>Queen In-hyun's Man</i>	25	50%
<i>My Love from the Star</i>	41	82%
<i>It's Ok It's Love</i>	31	62%
<i>None</i>	4	8%

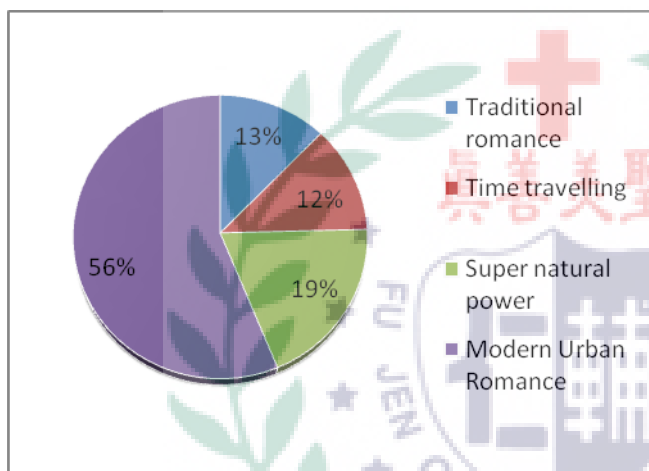
6. If you have watched any of the four selected dramas, which one is your favorite?

<i>Secret Garden</i>	4	8.9%
<i>Queen In-hyun's Man</i>	9	20%



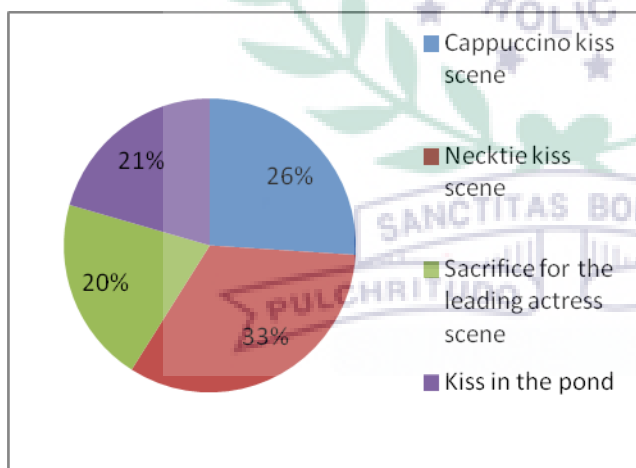
<i>My Love from the Star</i>	10	22.2%
<i>It's Okay It's Love</i>	22	48.9%

7. What is your favorite theme out of the four selected dramas?



Traditional romance	9	12.3%
Time travelling	9	12.3%
Super natural power	14	19.2%
Modern urban romance	41	56.2%

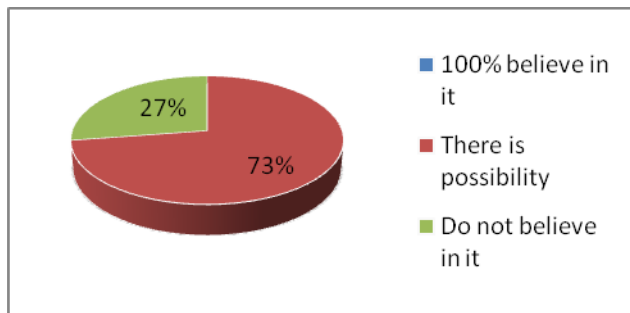
8. What is your favorite scene in the four selected dramas?



Cappuccino kiss scene	19	26%
Necktie kiss scene	24	32.9%
Sacrifice for the leading actress scene	15	20.5%
Kiss in the pond	15	20.5%

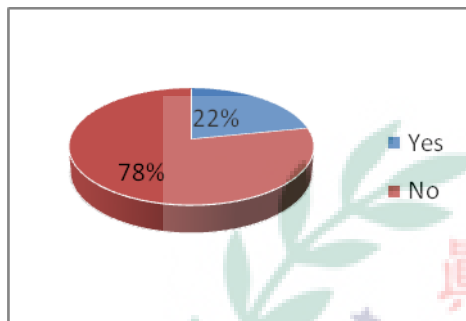
9. Do you ever think the romantic themes in Korean dramas will happen in real life?

100% believe in it	0	0%
There is possibility	53	72.6%



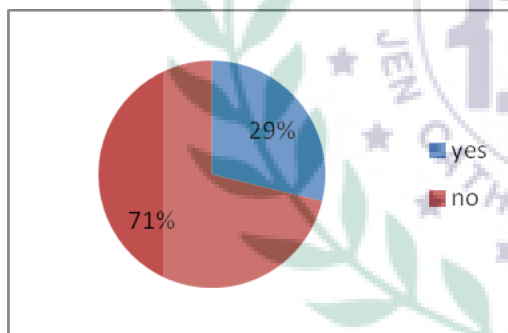
Do not believe in it	20	27.4%
----------------------	----	-------

10. Are you in a relationship?



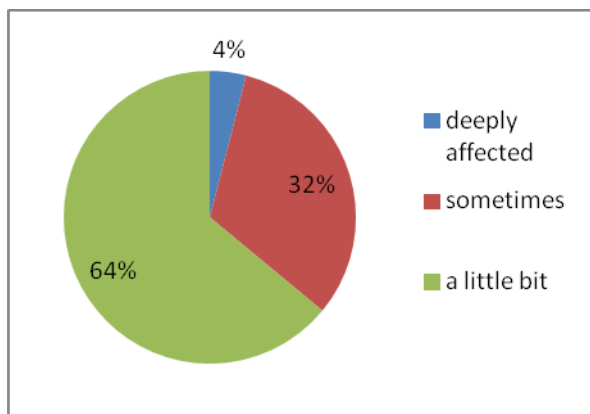
Yes	16	21.9%
No	57	78.1%

11. Do you think you are affected in terms of love concepts after watching several Korean dramas?



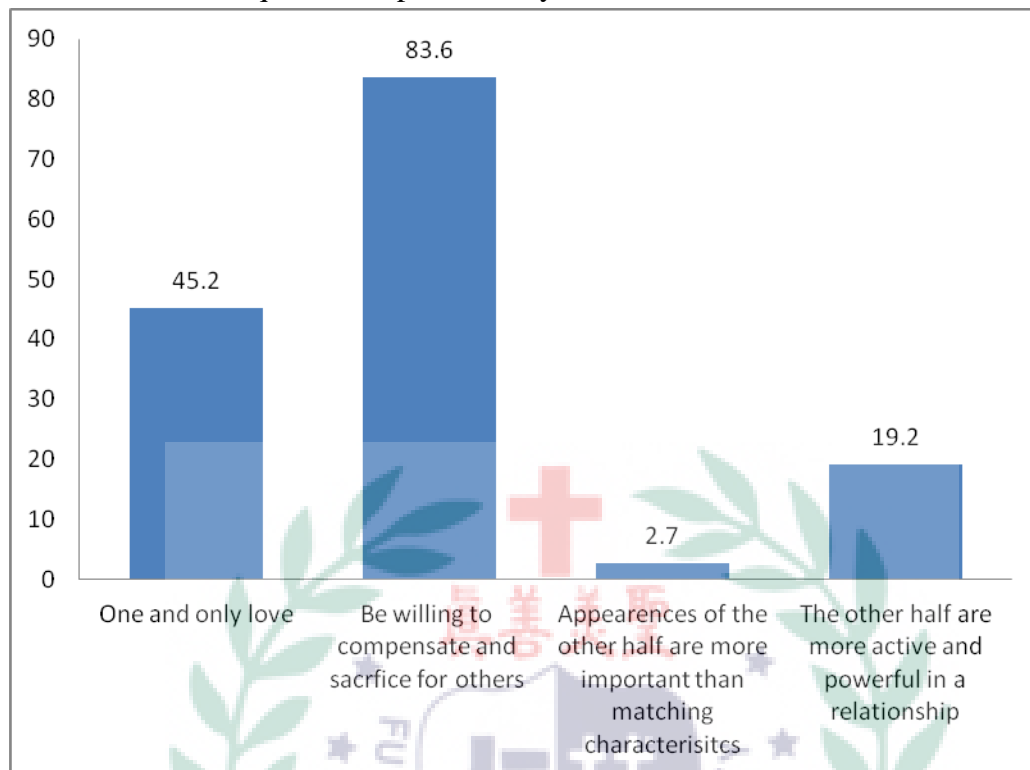
Yes	21	28.8%
No	52	71.2%

12. If you are affected, what is the degree?



Deeply affected	1	3.6%
Sometimes	9	32.1%
A little bit affected	18	64.3%

13. What are the required components of your ideal love?



One and only love	33	45.2%
Be willing to compromise and sacrifice for the other half	61	83.6%
Stunning appearances, even more important than personalities	2	2.7%
The other half is more active in leading the relationship	14	19.2%

Appendix C: Work Division

1. Introduction: Jaimie
 2. Thesis & Research Questions: Jaimie, Jenny
 3. Literature Review:
 - Introduction of Korean wave and relating analysis: Jaimie
 - Past studies on romantic literature: Jenny
 4. Introduction/Explanation of Korean dramas: Jaimie
 5. Questionnaire Results Analysis: Jenny (with discussion result of both Jaimie & Jenny)
 6. Interview Results Analysis: Jenny (with discussion result of both Jaimie & Jenny)
 7. Conclusion: Jaimie, Jenny
 8. Works cited: Jaimie, Jenny
 9. Appendix A, B: Jaimie
 10. Appendix C: Jenny
 11. Interviews: 4 people (Amy, Candice, Dominic, and Sam) by Jenny, 2 people (Zoe and Coco) by Jaimie
- The result of questionnaire and interviews are written done by Jenny, but the discussion and analysis are mostly from both Jaimie and Jenny's agreed opinion