School exam in KOR1506: South Korea's Popular Culture Spring 2026

4 hours

This exam consists of three parts.

You should respond to all three parts and write 700-1000 words in each part.

The examination questions are given in English. You may submit your response in Norwegian, Swedish, Danish or English.

What you write will be stored automatically every 15 seconds. You may, at any time, switch back and forth between exam modules in order to check what you have done in each; however, the modules are numbered and you must do each module as a separate unit.

After starting the exam, you will see your remaining time in the upper left corner.

Examination support material: No examination support materials are permitted. Dictionaries are only allowed if permission has been given by the department before the exam.

Break a leg!

Question 1

How would you periodize the history of *Hallyu* (the Korean Wave) from the 1990s to the present? Compare the main characteristics of the different periods in *Hallyu*'s history. What shifts occurred in the core export products of *Hallyu*, and how did its geographic reach expand? How do these shifts reflect broader transformations in South Korea's political economy, cultural policy, and position in global cultural flows?

Question 2

Describe how *Hallyu* (the Korean Wave) K-dramas have been transformed in the digital platform era, drawing on concrete examples. Discuss the diversification and hybridization of their genres and the changes in their representations of masculinity and femininity. Also analyze the role of global OTT (over-the-top) platforms (especially Netflix) in reshaping production, distribution, and content.

Question 3

What are webtoons? Describe how South Korean webtoons have emerged as a key driver of *Hallyu* (the Korean Wave) in the global digital content economy. Discuss the role of transmedia

storytelling in expanding webtoons into other formats and examine the balance between “culturally deodorizing” webtoons for foreign markets and emphasizing Korean specificity as a source of global appeal.