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

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

Explain the role of various factors in the emergence of *Hallyu* (the Korean Wave) during the 1990s. What roles were played by government policies, legislation, and state agencies in fostering the growth of South Korea’s cultural industries? How did private capital and entertainment companies, particularly SM Entertainment, contribute to the development of *Hallyu*? Finally, to what extent was the emergence of *Hallyu* shaped by globalization and by developments in digital media both within South Korea and internationally?

Question 2

Analyze the factors that have contributed to the success of *Hallyu* (the Korean Wave) television dramas in both Asian and global markets. In your answer, discuss the competitive strengths that enabled Korean dramas to gain popularity in Asia, particularly in China and Japan, from the 1990s onward. Additionally, explain the factors behind their rapid global expansion since the 2010s and assess what makes these dramas appealing to diverse international audiences.

Question 3

Define transmedia storytelling and assess its significance in contemporary South Korean popular culture. How does the movement of stories, characters, and intellectual properties across different media platforms shape the production and consumption of cultural content? Drawing on examples of successful *Hallyu* television dramas adapted from webtoons, analyze how transmedia storytelling contributes to audience engagement and commercial success.