

Participatory Culture and Value Perception Amongst the Korean and Chinese Drama International Fandom

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Abstract : Almost everyone in Dramaland knows the names of big Korean stars that grace their computer screens on a roll through social media and video streaming platforms that enable awareness of Korean dramas and lifestyle at a click. A surface culture instilled with notions of belonging has redefined the meaning of friendship and challenged deep inner values. Not everyone, however, knows Chinese Dramas or their stars, which is a consequence of Dramaland's focus on Korean dramas and promoting the Korean experience. Despite a parity in terms of production quality, star power, scripts and compelling visual settings, Chinese Dramas have been playing catch up to their famous counterparts. While they might have a strong competitive soft power for international drama fans, the soft power of Korean dramas is imbued with substantial societal values that they want to share with others. Those values are portrayed in an artistic way that connects with audiences who experience loneliness in the non-virtual world contrary to the way Chinese Dramas are perceived.

Keywords : Chinese dramas, fandom, Korean dramas, participatory culture, value perception, soft power, surface culture

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