

***Oppa prefers Gangnam Style!:* Linguistic borrowings in K-pop  
fansubs and their foreignizing” effect**

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*Hallyu* wave, which implies the increasing popularity of Korean cultural products at a global level, is a cultural phenomenon that derives maximum benefit of the fansubbing culture. Within the discourse of translation studies, the “foreignizing” tendency of fan-made subtitles is an area well researched into, proving it a fertile ground for academic investigation. While most of these studies are based on Japanese *anime* fansubs that pioneered the fansubbing movement in 1980s, a significant lack of survey into the *linguistic* features of fan-made subtitles is also felt, owing to the fact that these studies are situated within the discourse of translation rather than language or cultural studies. Positioned within this gap, the present study encompasses a linguistic analysis of several versions of fan-made subtitles for music videos of six selected K- pop (Korean pop) songs. The study shows that the linguistically marked singularities of Korean culture as well as syntactical peculiarities of Korean language compel the translators to borrow Korean linguistic features directly and indirectly into English, making the fansubs “foreignized.” Based on this observation, the paper argues that linguistic borrowings in fansubs signifies a refusal to translate culture specific terms and concepts on the part of the fansubber.

**Keywords:** Fansubbing, Foreignizing, K-pop, Hallyu Wave, Linguistic borrowings