

Trends in the 21st Century Korean Dramas and the Aspects of Global Exchange

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1. Trends in the Korean Dramas in the 21st century

There are many changes in Korean dramas from the beginning of the 21st century. As the digital technology has been developed and the broadcasting platforms have been diverse, the ground wave broadcasting system changed into the Cable Channels and the so-called “Comprehensive Programming Channels”. While the viewer’s average rating of the drama going on the air in the ground wave broadcasting system, the viewer’s rating of the drama going on the air in the Cable Channels have evidentially increased. The dramas that were made based on the stories of “web-toons” that were written in the cyber-space have been increased and the web-dramas that were combined the characteristics of the Internet and television as the mass media were made.

As the world has entered the era of limitless competition under the Neoliberalism, in content, the drama reflecting the social problems had been drawn attention. Specifically, such drama dealt with the followings: revealing the damage caused by the physical and psychological violence, showing the multiple personality such as self-disunion, doppelganger, or twins, focusing on supernatural or unscientific fantasy, displaying the dramatic solution to the social problems that were not solved in the real life, and dealing with the women’s solidarity and their fellowship.

In addition, we can find the distinct change in the global exchange of the Korean drama. Even though the fever of the Korean drama such as Hallyu

(Korean Wave) was not the same as that in the previous years, the dramas belonging in the romance genre have been paid attention. In addition, the remake versions made in other countries, originally based on Korean dramas, often was big hits. Above all, the most dramatic change of Korean drama expanded the viewers from Japanese or Chinese previously to peoples in other countries such as the USA.

2. Diversity of the broadcasting platform and vitalization of the Internet

As the broadcasting platform becomes diverse, the atmosphere of the broadcasting system in the middle of the ground wave broadcasting system is changed fast. The Cable Channels run by the multiple content companies have drawn viewers' attention with the distinct content from the content in the ground wave broadcasting system. As a result, the viewer's average rating of the programs made by the ground wave broadcasting system continuously dropped, and the respect of the program or drama made by the ground wave broadcasting system fell into the shade, which was regarded as being better than the respect of them made by the Cable Channels or "Comprehensive Programming Channels".

As the distinction between the entertainment programs and dramas disappeared, the new style dramas which combined the advantages of them have been made. It is not certain whether or not the new style drama will succeed because of the limited cases, but it is enough to pay attention to it considering the dramatic change of the broadcasting system.

The number of the remake drama originally from web-toons has increased. As the remake drama, depending on the visual sense on TV, realized the

imagination in the cartoon and the literary sense, it added a new interest that was not difficult to find in the original cartoon version. The development of web-dramas that are releasing on the portal sites is very interesting point. The web-dramas replacing the existing one act drama become the new experiment and challenge.

For instance, the web-drama <Splashing Love> (2015)) made by MBC was a fantasy drama. The main story of this drama was that a high school student who forgave the math, came for time travel back to Chosun Dynasty and met King Sejong. Then she made a great relationship with him. Even though the story of this drama was not real, this drama had a good response.

3. Capturing the problems in real life under the Neoliberalism

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4. Exchange between Korean dramas and foreign dramas

It seems to be a good sign that the number of the remakes drama originally from foreign dramas increase in the atmosphere of Korean broad casting system because it is problematic that Hallyu dramas have been exported only from one-side. However, it is another issue that the original versions of

the remake dramas are mostly based on Japanese dramas.

From 2000 to 2015, 34 dramas have been remade, out of which the original version of 29 remake drama were based on Japanese dramas. The reason that many Japanese dramas have been remade is that the social atmosphere between Japan and Korea is not so different. The remake drama originally from Japanese drama gave a chance for Korean to rethink the social problems in Korea. However, it is clear that the remake dramas are often in the dilemma when they do not change the feelings in the original versions into the feelings of Korean.

In 2016, many American dramas were remade in Korea. The current trend means that the selling style of American drama is changed: previously, American dramas were directly imported and were on air. However, today the original versions of American dramas are imported and they are remade. <Good Wife> is a courtroom drama and originally on air at CBS in the USA and it is remade at tvN in 2016. <Entourage> is a sitcom and originally on air at HBO in the USA. It will be remade at tvN and is planned to be on air on November.

On the other hand, the remake dramas originally from Korean dramas at foreign countries are as follows. In Japan, <Hotelier (MBC, 2001)>, <The Devil (KBS2, 2007)>, <You are a Handsome man (SBS, 2009)>, <Money War (SBS, 2007)>, <Misang (tvN, 2014)> were remade. In China, <Wife's Temptation (SBS, 2009)>, <Autumn in My Heart (KBS2, 2000)>, <Shining Inheritance (SBS, 2009)>, <Queen Inhyeon's Man (tvN 2012) were remade and <The 1st Coffee Prince (MBC, 2007)>, <She Was Beautiful (MBC, 2015)>, <Descendants of the Sun (KBS2, 2016) will be remade.

In Thailand, <The 1st Coffee Prince (MBC, 2007)> and <Full House (KBS2, 2011)> were remade and in Turkey, <Autumn in My Heart (KBS2, 2000)> and <She Was Beautiful (MBC, 2015)> were remade. In the USA, <A Man from Another Star (SBS, 2014)>, <Good Doctor (KBS2, 2013)> and <Nine- nine times of time travel (tvN, 2013) were remade. In the UK, <Who Are You- School 2015 (KBS2, 2015)> will be remade. It will be the first time that Korean drama is remade in the UK.

KEYWORDS

Korean Drama, Global Exchange, Neoliberalism, web-drama, Hallyu (Korean Wave)

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