

## MESSAGE



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Good morning, and welcome to the Ateneo de Manila University.

I'd like to thank the Ateneo Initiative for Korean Studies, the Department of Communication, the Department of Modern Languages, and the World Association for Hallyu Studies, for organizing this conference and bringing the discussion on *Hallyu* to the Ateneo.

Like most of you I've observed the different trends in foreign telenovelas, beginning with the Mexican show *Marimar* in the mid-90s, to the Taiwanese series *Meteor Garden* in the early 2000s, and on to the long-lasting Korean wave which began in the early to mid-2000s as well. I'm not sure which were the first Korean dramas to be shown but I do remember "Jewel in the Palace" for all the endless cooking scenes and interesting Korean dishes featured there.

To this day the Koreanovelas rule the airwaves, which shows their lasting popularity with Filipinos. I've also observed the Korean influence not only in TV shows but in music, fashion, personal grooming, and food as well.

I do agree that the phenomenon of *Hallyu* in the Philippines is a subject that must be studied in a scholarly way, just as popular culture in any country is always a subject of academic discourse. If the numbers of people watching Koreanovelas, viewing K-Pop videos and concerts, eating at Korean restaurants and buying Korean skincare and cosmetics can be used as a factor in deciding which topics should be written about, then there would no question at all!

Here at the Ateneo we've been building up to this, and we now have the AIKS, or the Ateneo Initiative for Korean Studies. We hope that interest in Korean Studies grows, not only here in our university, but within the larger academic community as well.

I hope that you will find today's discussions interesting and enlightening, and that they will inspire you to continue studying this very dynamic, and very colorful area.

Have a good day, everyone.