

**Feedback by Expert:**  
**DR. JOEFFREY CALIMAG**

---

Congratulations to the two presenters who talked about Hallyu or Korean Wave. Just for your information, Hallyu was coined by a Beijing-based journalist. That started in 1990s, late 1990s, when he saw the outflow of Korean culture, the Korean culture part. And I would like to have the pattern of my discussion...Everytime I am asked to discuss a paper, I have four points to point out, I have four points to raise. And that is first, I want to look at the content, whether the research questions are clear and answered by the paper. Number two, I'd like to look at the methodology of the paper. Number three, whether it is relevant or significant. And number four, my other comments. I think that's how we discuss in like academic paper.

In every paper that we present and ask questions like, 'Does A affect B?' We always have to attempt to answer the opposite of that. We also must negate so that we have a clearer picture of our research paper. So, when you ask in your paper whether it is sustainable, you should have asked also whether it is not sustainable. What are the factors that make it not sustainable? And the terms of sustainability and we are enjoying it today, and the future. And there could be a time span for that. And when you say time span, it's a long, long term, sustainability that we are talking about. You're very successful in presenting your, there are two questions that you want to answer. Number one is Korean Wave's sustainability and number two is the feasibility as tool for soft power or some diplomacy. And you are successful in presenting the sustainability. But I wonder

how would this sustainability be threatened by other factors, especially now with the politics going on in Korea. And you mentioned that this Hallyu is a cultural industry. In any industry, there are successes and failures, you know that. And when we say industry, there are changes, always. There will be changes. When you say culture, it is also changing. And the only thing constant in the world is change, isn't it? So, our preferences could change too. Now with Hallyu that we have, we might be just liking the face of, 'Who are those handsome guys?' I'm not really familiar with the names of those handsome guys that you know, every time we talk of Hallyu, this lady here is looking at that guy. I'm not really sure if that is the main reason why we are looking at Hallyu like that, so we have to look at the concept of beauty. And Hallyu, the industry as I've said, could change and the sustainability could change or could go in the opposite direction because our preferences could change. So, I would like to see more of how does the government, what should the government do to make it more sustainable? I would always use the word innovate or probably... You know what we have now are the same pop music Psy style or the generational group of performers, and we also have the kind of dramas that have the same theme all the time. After how many years would that last? That is the question that I really want to ask. Would it last for the next ten years or 50 years? After 15 years, what would be the preferences of people, of you? Probably, your image of handsome would change. Probably because beauty is relative, maybe a handsome guy would be American, or maybe a black person after 10 years. So we have to look at the sustainability of that, we have to look at the sustainability of that aspect.

I don't have any questions on your methodology. I don't have any questions on the relevance and significance. I think it's very relevant.

The second paper, rather, we have, you want to answer four things, isn't it? The paper aims to examine portrayals of women in Hallyu. You are very successful in portraying, or showing the representations of women in Korea. Number two, these constructed female images in the society were examined and you used the cultivation theory. Cultivation theory stands for the exposure on watching TV, isn't it? How long do you spend time to watch TV? And it argues that the longer you watch TV, that influences you to think that what you see or what you watch in television is the reality. So, I would like to ask the author whether it has already influenced? Because if we use a theory, there should be some kind of evidence that it has actually made the thinking or it has actually influenced the viewers. And number two concern for using such theory is that you use 4,700 likes and 247 dislikes, isn't it? Who liked and who disliked this? Where are they from? And what geographical, where are they located? This is an assumption probably from the author. I assume that it was your assumption. It says here, "Hence, the male lead's creepiness and violence are disguised into being romantic and folly. It is worrisome, who is worried? Is it you, or the audience, or the church or any other stakeholders that could be related to this drama? So, who is worrisome of this drama? And you are always projecting to be, that drama, K-dramas are influencing violence and creepiness etc. So I think there's truth to that, probably from your background but I think you have to qualify that aspect. And whose perspective is this? When you say

worrisome desensitizing of this kind of rude behavior, who is rude in here? Because we have to look at the concept of cultural relativism, and also the ethical relativism. What cultural relativism means, when you are in Rome, try to act as Romans. Probably that is acceptable in that society but not in your society. There's a distinction between good and bad, right or wrong. So you have to really qualify that aspect because you are basing it from your opinion. But your opinion, I'm not seeing anything on your paper that is based on evidence. And every time we write a paper, there should be some kind of evidence that shows that okay, this behaviour is rude. And we have to say who is saying that. Okay? Anyhow, congratulations to the two of you. You have really good papers.