



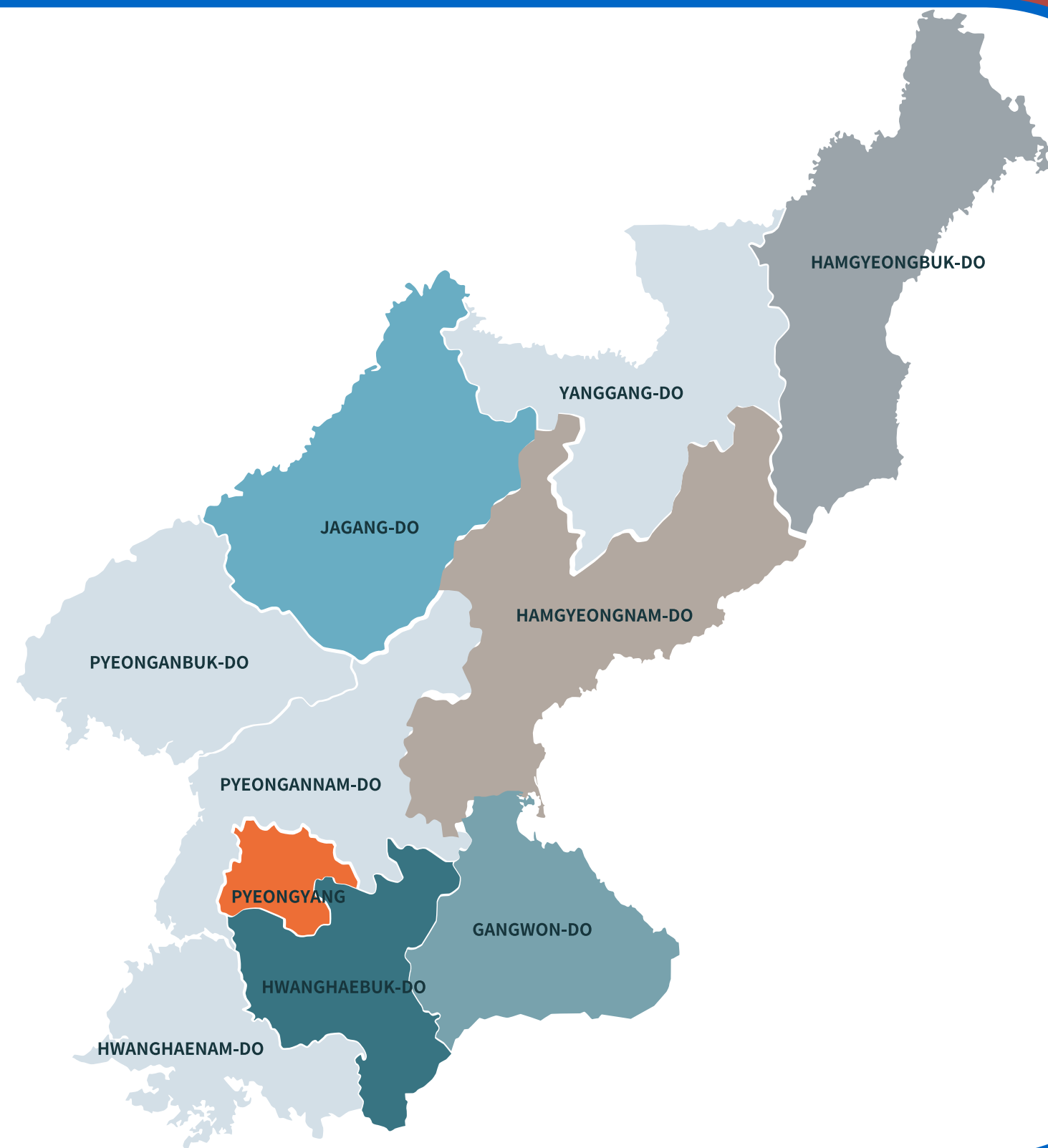
How does Korean entertainment could be most significant and powerful tools to deal with North Korean Regimes?

韓国のエンターテインメントがどのように北朝鮮の政治体制にとって脅威となりうるのか?

Analytical method

The research methods used a combination of case studies and comparative analysis based on multimedia and textual analysis.

Our research focused on the influence of Kpop in North Korea and how it is considered the most effective tool to deal with North Korean regimes based on case studies, macro and micro effects of Kpop in North Korea, and the history of Kpop in North Korea, and the reaction of North Korean regimes.



What is Soft Power?



“A country may obtain the outcomes it wants in world politics because other countries – admiring its values, emulating its example, aspiring to its level of prosperity and openness – want to follow it.

In this sense, it is also important to set the agenda and attract others in world politics, and not only to force them to change by threatening military force or economic sanctions. This soft power – getting others to want the outcomes that you want – co-opts people rather than coerces them.” (Nye, 2004).

Distribution of K-media



-The "K-pop craze" blowing in North Korea was carried out through unofficial channels during the inter-Korean regime confrontation, so it has a different character and meaning from the general Korean Wave in the cultural market.

-Interregional distribution: Areas close to the DMZ, such as Goseong in Gangwon Province in North Korea receive South Korean broadcasts directly.

Interpersonal distribution; when the videos are traded in the market, which is also considered a social network. Throughout interpersonal distribution, CDs, DVDs, and USBs containing South Korean videos are traded and distributed.

Micro impact: Reaction from North Korean Residents

North Korean defectors who watched 'Clash Landing on You' also praised it highly, saying, "The historical evidence was good," "It was exciting," and "The message that South Korea is freer than North Korea was delivered." This suggests that cultural content produced by South Korea as a democratic and capitalist country can be sufficiently attractive to North Koreans currently under oppression.



On the other hand, there is also criticize that North Korean government can use South Korean media such as 'Squid Game' for capitalism

On 2021 October, three teenage students were publicly executed in Hyesan City. The students executed were students who watched and distributed South Korean movies and drama recordings.

In North Korea, teenage students caught watching South Korean movies or dramas are punished by labor training camps. If caught again, not only will the student be punished for five years in a labor camp, but the student's parents will also be imprisoned in the labor camp, taking responsibility for their children's education.

This brings up the question, why North Korean regimes are placing those restriction to just watching movies? Why are they think this is poisoning the society that requires execution of teenagers and scares the residents?

Case study of execution teenager for watching K-drama

The history of K-media

- 1999: Peace Friendship Music Concert in Pyongyang
- 2002: Oh Unification Korea concert
- 2005: Cho Yong-Pil solo concert in Pyongyang
- 2018 April: Spring is Coming

Limitation of K-media

There are also two limitations of Korean media to create peaceful unification between the two Koreas. First, there is a limitation in that the impact of South Korean video only remains for jealousy and amusement among the residents, and cannot be converted into the 'deviant subculture' (a theory that believes that subgroups deprived of opportunities caused delinquency) that break down the walls of class in North Korea.

Second, even though the border area residents may try to escape North Korea under the influence of South Korean media, the residents in the inland area might struggle to escape since it is far from the border. Under Kim's regime, there are limits to openly expressing individual dissatisfaction with the system or taking collective action. This is because North Korean society is dominated by a reign of terror, in which individuals and families are purged or even executed by firing squad for a single mistake. This North Korea's social structure makes it difficult to form a civil society with the power to transform even though they face the 'reality' and 'truth' of the outside world.

Macro impact: Reaction from North Korean Regime

The North Korean authorities have strengthened the maintenance of the system by defining the offensive of the capitalist market economy as a liberalization wind or a yellow wind. In October 2020, North Korea enacted "The Reactionary Ideology and Culture Rejection Law" to strengthen control. If South Korean video is reproduced and distributed in large quantities, it is known that the death penalty is imposed depending on the situation. Enforcement is carried out through house searches or censorship of 'non-socialist Group' activities.

In particular, in the case of the North-China border area, accommodation is censored to crack down on people who gather to try to defect, and at this time, there are also crackdowns on the viewing and ownership of South Korean video media. It is also said that people around you will be searched by house arrest just by reporting it to someone else.

Conclusion

The inflow of external information through South Korean video media serves as a catalyst to change the consciousness of North Korean residents. Although it is unlikely to lead to regime reformations, the South Korean media is expected to contribute significantly to the liberalization of North Korean society in the long term, forming an irresistible cultural flow. Thus, K-media could be used to break down the North Korean people's belief in Kim's regime, which could be used in most effective tools to deal with North Korean regimes. Since the inflow is for commercial purposes rather than political motives, the North Korean authorities are continuing to crack down on it. North Koreans' acceptance of South Korean videos is not based on political motivation, so it is unlikely to lead to a regime crisis in the short term.

Still, it will form an irreversible cultural trend and contribute significantly to the liberalization of North Korean society. The inflow of external information through South Korean video media catalyzes change in the consciousness of North Koreans.

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