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Modern Youth of South Korea: Between Traditions and Technologies

Salikbaeva Guldjon Onalovna

Uzbek State University of World Languages, Oriental Philology, Faculty of Korean Language, Uzbekistan

Abstract: South Korea, one of the most technologically advanced countries in the world, at the same time deeply honors its traditions. This is especially noticeable in the example of modern youth, who find themselves at the junction of two worlds.

Keywords: k-culture as a phenomenon, social networks and online life, striving for perfection, competitive environment, value of education, unconventional careers, family values.

Introduction: Digital addiction and social networks

* **K-culture as a phenomenon:** K-pop, dramas, Korean cosmetics - these phenomena have won the hearts of millions around the world. The youth of South Korea are not just consumers of this culture, they are its creators and active participants.

* **Social networks and online life:** KakaoTalk, Instagram, TikTok - these platforms are an integral part of the daily life of South Korean teenagers and young people. They use them for communication, self-expression and following trends.

* **Striving for Perfection:** In pursuit of likes and followers, young Koreans often feel pressure to live up to the ideal images created on social media.

Education and Career

* **Competitive Environment:** The South Korean education system is known for its high competition. Young people are prepared from childhood to enter prestigious universities, which puts a lot of pressure on their psyche.

* **Value of Education:** Obtaining a higher education is considered a must for a successful career. Many young Koreans strive to obtain a master's degree or a PhD.

* **Unconventional Careers:** Despite traditional attitudes

towards education, more and more young people are choosing unconventional careers, such as bloggers, streamers, and influencers.

Traditions and Values

* **Confucianism:** Despite Western influence, Confucian values such as respect for elders, collectivism, and hard work continue to play an important role in the lives of South Korean youth.

* **Family Values:** The family remains one of the most important institutions in South Korean society. Young people often live with their parents even after graduating from university.

* **Shamanism and Buddhism:** Traditional beliefs continue to influence the lives of many Koreans, especially in rural areas.

Challenges and Issues

* **Stress and Anxiety:** High social expectations, competition, and peer pressure lead to increased levels of stress and anxiety among young people.

* **Unemployment Issue:** Despite economic growth, unemployment among young people remains a pressing issue.

* **Social Inequality:** The gap between rich and poor continues to grow, creating social tensions.

Today's youth in South Korea is a generation that balances traditional values and modern trends. They face unique challenges, but at the same time, they are full of energy and strive for self-realization.

K-pop as a Cultural Phenomenon and Its Impact on Young People

K-pop, or Korean pop music, has become a global cultural phenomenon in recent decades, capturing the hearts of millions of people around the world. This genre of music does more than just entertain, it sets trends, unites people, and has a significant impact on young people. Let's figure out why K-pop has become so popular and what implications it has for the younger generation.

Why is K-pop so popular?

* **Visual aesthetics:** K-pop music videos feature vibrant colors, complex dance routines, and stylish looks. This visual splendor is eye-catching and memorable.

* **Musical diversity:** K-pop covers a wide range of musical genres, from pop and R&B to hip-hop and electronic music. There is something for every listener.

* **Idealized image:** K-pop idols (artists) are often positioned as ideals of beauty, talent, and hard work. Young people are inspired by their success stories and strive to emulate them.

* **Social media:** K-pop groups' active presence on social

media allows fans to feel a closer connection with their idols and communicate with each other.

* **Globalization:** K-pop has become a symbol of modern Korean culture and contributes to its spread throughout the world.

The influence of K-pop on youth

* **Identity formation:** K-pop helps young people find their identity and belonging to a certain group. K-pop group fandoms create strong communities where people support each other and share common interests.

* **Learning the language and culture:** K-pop often stimulates interest in learning the Korean language and culture. Many fans start watching Korean dramas, reading manhwa, and traveling to South Korea.

* **Fashion and style:** K-pop idols set trends in fashion and style. Young people copy their looks, experiment with different styles, and create their own unique image.

* **Positive thinking:** Many K-pop songs carry a positive charge and inspire people to achieve goals. They help young people overcome difficulties and believe in themselves.

* **Criticism and stereotypes:** Despite all the positive aspects, K-pop is also criticized. Some critics point to excessive commercialization, standardization of images, and pressure on artists.

CONCLUSIONS

K-pop is not just a music genre, it is a cultural phenomenon that has a significant impact on young people around the world. It unites people, inspires, and expands horizons. However, like any phenomenon, K-pop has its positive and negative sides. It is important to approach this phenomenon critically and realize that the ideals presented in K-pop may not always be realistic.

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