

The influence of Korean Variety Shows on Korean learners

-- A Case Study of Korean learners in colleges and universities in Hunan Province, China

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Abstract: This survey mainly examines the influence of Korean variety shows on Korean learners. After the analysis and summary, it is found that the influence of Korean variety shows in listening, speaking, vocabulary, cultural accumulation and other aspects is greater, but in grammar, writing and other complex teaching aspects is less. In this regard, we put forward three suggestions and strategies: first, choose different variety films according to different course types; Second, variety show teaching should fully consider students' Korean level, not easy to use for beginners; Thirdly, cultural confidence should be integrated into Korean teaching. As a good teaching material, Korean variety shows will make the course more interesting and creative if used correctly.

Keywords: Korean Variety Show, Korean learning, Korean teaching; culture.

1. Introduction

Language learning covers listening, speaking, reading, writing and so on. When learning a foreign language, in addition to attending classes, watching movies and television works will also influence viewers' sensitivity to language and acceptance of national culture. Therefore, we take Korean learners in colleges and universities in Hunan Province of China as the research object, conducted a questionnaire survey, analyzed and summarized the specific influence of Korean variety shows on Korean learners, so as to provide a program for Korean teaching and think about how to make Korean learners learn Korean language and culture more efficiently by using Korean variety shows.

2. The Communication Status of Korean Variety Show in China

In recent years, with the large advance of Korean movies and TV programs, a new wave of "Korean wave" is once again set off in China. Although the Korean variety show is a late comer of Korean film and television, it is unstoppable. The influence of Korean variety shows on the world, especially on Asian countries can be seen.

2.1. The number of imported variety shows has decreased slightly, but they are still popular among the media and the public

In China, 2013 is also known as the year of "copyright introduction" in the industry, among which the Korean model is the most popular. However, influenced by policies and other factors in recent years, the copyright introduction market has cooled down, but the popularity of Korean variety shows is still unabated. As of May 2018, the number of Korean variety shows introduced overseas accounted for 145, more than three times the number of the second American variety shows. In addition, among the top five imported variety shows, "running man", "Newlywed Diary" and "We

Are Married" three Korean variety shows occupied three places. Among them, the South Korean variety show "running man", which occupied one place, had the highest number of devices of 9.77 million units in 2017. Surpassing the second American variety show "Victoria's Secret Fashion Show 2017" with 3.93 million. [1] These statistics all show that although the introduction of South Korean variety shows is decreasing year by year, its popularity cannot be underestimated. South Korean variety shows still have a significant role in the Chinese media industry and Chinese audiences, and have a profound influence on the Chinese TV industry and people's lives.

2.2. The original variety shows are mainly broadcast on the Internet, while reality competition shows are more popular

Affected by the policy, South Korea's original variety shows are mainly broadcast on the Internet, among which the Korean Comprehensive View on bilibili video platform is the most popular. By 2022.2.25, the growing popularity of south Korean television station broadcast tvN production variety show "the great escape (대탈출)" on the platform of the maximum data of 13.641 million the number of broadcast and the barrage of 721000. South Korean television SBS production of a variety of "running man" supreme playback volume reached 17.534 million, barrage of 434000. In addition, among the 30 popular Korean variety shows with high viewing volume on the platform, competitive variety shows accounted for 33%, accounting for the first place in the total category. Among these 30 South Korean variety shows, all are reality variety shows, that is, the variety shows in which real people appear and cooperate with the show, which shows that Chinese audiences prefer reality competition shows.

2.3. The main audience of Korean variety shows is college students, which has a great influence on Korean learners

Among the people watching Korean variety shows, over 70% are young people aged 20-29 years old, and the proportion of undergraduates among the level of education is 69.33% [2] indicating that most of the people watching Korean variety shows are college students. College students generally like innovative variety shows that combine youth life with reality, which may also be the reason for the high popularity of competitive variety shows. For Korean learners in colleges and universities, 88.89% of them think watching Korean comprehensive can improve their Korean language learning ability in the survey question "Do you think watching Korean comprehensive can improve their Korean language learning ability?" This reflects that Korean variety shows are widely spread and have a great influence among Korean learners. It also provides feasibility for Korean language teaching through Korean variety shows in domestic colleges and

universities.

3. The Influence of Korean Variety Shows on Korean Language Learners

In order to explore the influence of Korean comprehensive on Korean learners, the author conducted a questionnaire survey on Korean majors in universities and colleges in Hunan Province. A total of 206 questionnaires were collected, 189 of which were valid. We quantified the specific influence of Korean variety shows on Korean learners in language learning, which was divided into listening, speaking, reading, writing Korean culture and history, etc. The quantitative scale was strongly disagree, disagree, general, agree, strongly agree, and the equidistant scale was 1-5 points respectively. The attitude was measured by the scores. Specifically, the following analysis is made:

3.1. Listening

problem	Recognition
Watching Korean variety shows,I have improved my pronunciation	3.43
By watching Korean variety shows, I have improved my sensitivity to Korean and can respond more quickly	3.79
By watching Korean variety shows, I began to understand some Korean dialects	3.25
Some Korean variety shows accent and incorrect pronunciation have affected my listening or speaking	3.36

The influence of listening comprehension has been highly recognized, which obviously indicates that it is feasible to cultivate students' language sensitivity and responsiveness. But at the same time, we cannot ignore the influence of wrong usage in Korean variety shows on Korean learners.

The reasons for the influence of Korean variety shows on listening comprehension are mainly reflected in two aspects. First of all, in terms of content, dialogues in Korean variety shows are the living language, which can provide a more comprehensive and direct interpretation of the language characteristics and usage of Korean and effectively improve students' language understanding and listening ability [3]. The use of language in variety shows is scenario-based. In a certain language environment, students can more quickly accept the meaning of the language expression and deepen their understanding of the expression, so that they will be more sensitive to the synonym expression next time. Secondly, in terms of form, compared with recorded listening materials, dialogues in Korean variety shows are more in line with the daily language usage habits of Korean people, with faster speed and clearer rhythm, accompanied by many sound changes. By watching Korean variety shows, I can constantly listen to the linking habits of Korean people and improve the conversion efficiency of the words I hear and write, so as to improve my listening ability. For example, in the Korean daily express, "바다(sea)", "바보(fool)" the first note at the light of a morpheme words, often be sent into aspirates, such as:

바다 -> [파 다]

바보 -> [파 보]

So often leads to many beginners in listening to contend the

sound confusing syllable, cognitive errors. But if you often watch Korean variety shows, you will understand the pronunciation habits of Korean people, and then infer the words according to the context. In particular, Korean variety shows have a certain influence on Korean learners' understanding of dialects. What Korean learners learn in class is standard Korean, and they lack certain cognition of dialect. On the other hand, in Korean variety shows, there are many explanations and uses of dialects, which promotes learners' learning of dialects. When Korean learners have some understanding of Korean dialect, they can better carry out translation work.

3.2. Oral English

It can be seen from the data that Korean variety shows great influence on the fluency, rhythm, speaking style and vocabulary use of Korean learners, but little influence on the improvement of Korean organization, pronunciation, construction of complex sentences and other aspects.

The acquisition process of spoken Korean is also a cognitive process of language. From perception, memory, and application of Korean knowledge, it is the process of receiving the information of Korean knowledge, processing and transforming it into internal language knowledge, and then applying it to real life. [4]main reason for the influence of Korean variety shows on oral Korean learning lies in the fact that Korean variety shows create a certain language environment for Korean learners. [5] In this environment, learners can understand the scope and target of the expression, which is difficult to be directly conveyed through language in ordinary face-to-face teaching. In addition, the intonation, pauses and expressions of the hosts in Korean variety shows

are closer to the daily life in South Korea, and the variety effects will be more interesting, which will make it easier for

learners to learn and imitate in a relaxed state and form pronunciation habits.

Questions	Recognition
Some Korean variety shows accent and incorrect pronunciation affect my listening or speaking	3.36
By watching Korean variety shows, my pronunciation has become more standard	3.07
By watching Korean variety shows, I improve my language fluency and can speak and read articles with less lag	3.32
By watching Korean variety shows, I read articles with more rhythm and more pauses	3.39
By watching Korean variety shows, my intonation began to be closer to the way Koreans speak	3.61
I have improved my ability to organize Korean and answer questions faster by watching Korean comprehensive	3.54
By watching Korean variety shows, I was able to use more complex sentences to answer or ask questions	2.96

It is worth noting that the question "Through watching Korean variety shows, my intonation starts to be closer to the way Korean people speak" is the highest score in listening, which indicates that Korean variety shows has the most obvious influence on learners' intonation. Korean is a highly expressive language that skillfully integrates emotions, and intonation is also the difficulty and key point for students to learn Korean. In Korean variety shows, the scenes are varied

and the objects are diverse. Often the same sentence with different intonation will express different meanings. In the process of watching, learners can experience the intonation change in different situations personally and imitate while listening, so as to learn the Korean expression.

3.3. Cultural aspects

Question	Recognition level
By watching Korean variety shows, I gained some knowledge of geography in South Korea.	3.78
By watching Korean variety shows, I have learned about some relevant history in South Korea.	3.65
By watching Korean variety shows, I have gained knowledge about politics in South Korea.	3.33
By watching Korean variety shows, I have learned about the economic or social situation in South Korea.	3.49
By watching Korean variety shows, I have learned something about art and life related to South Korea, such as painting, dance, tradition, and clothing.	3.79
By watching Korean variety shows, I have become interested in Korean literature and will focus on studying it.	3.06

According to the above data, it is evident that Korean variety shows have the most significant cultural impact on Korean language learners. By watching Korean variety shows, students have got a better understanding of Korean geography, history, economic and social status, and artistic activities, while they have got less understanding of Korean politics, literature, and other aspects.

"There are various kinds of Korean cultures in Korean variety shows. These cultures have imperceptibly penetrated into the hearts of Korean audiences, even foreign audiences, in a relaxed way." Not only Korean music culture, food culture, but also architectural culture, marriage culture, etiquette and social culture fill Korean variety shows[6]. It can be said that the cultural connotations in Korean variety are layered and all-encompassing. Taking the second season of South Korean variety show —— "Sixth Sense (식스센스)" as an example, out of a total of 14 episodes, 11 episodes

featured Korean cuisine, occupying a considerable proportion. Also, a programme named "happy together" is set against the backdrop of a Korean style sweat steaming room, where the program is performed while enjoying sweat steaming.[7] By engaging in entertaining variety games or cleverly integrating them into the background of program recording, these Korean cultural elements are easier to be recognized and accepted by the audience.

However, as a cultural product, Korean variety shows lead to cultural invasion of Chinese audiences while conducting cultural output. This cultural invasion has a greater impact on the Chinese college student community. College students are in a special period of cultivating their thinking concepts, forming their moral character, and correctly establishing their life and material concepts, so they are susceptible to cultural infiltration. In Hui Shuyue's Analysis of the Cultural Effect of the Communication of Korean variety show, he mentioned

the view that "the communication of Korean variety show in China has produced cultural hegemony"[8],which indicates that there are certain hidden dangers in Korean variety shows, and also sets a warning for teachers who teach Korean through Korean variety shows.

4. Suggestions on Strategies for Variety Assisted Korean Language Teaching

It is advisable for teachers to seek advantages and avoid disadvantages, and strive to maximize the effectiveness of Korean variety shows in the process of utilizing them, so that students are able to correct and authentic Korean language through the fun of variety shows. In order to achieve this goal, we propose the following strategies and methods on how to correctly use Korean variety shows for Korean language teaching.

4.1. Choose different variety shows based on different course types

The impact of Korean variety shows on Korean language teaching is not comprehensive, so it is especially important to choose the correct variety show content and apply it to the correct curriculum in the process of using Korean variety shows for teaching.

Compared to traditional listening and dialogue materials, Korean variety shows are more interesting, intuitive, and three-dimensional, making it easier to bring students into the classroom and truly experience the joy of learning Korean. Therefore, when selecting variety shows, try to adhere to four standards: First, select Korean variety shows from easy to difficult, and from simple to complex; second, make sure its pronunciation is pure and vocabulary is standardized; third, choose appropriate length and simple plot; fourth, select Korean variety shows which are full of strong interest and suitable for learning. The transition from easy to difficult mainly takes into account students' language proficiency. For beginners, it is difficult to listen to conversations that are fast and difficult to understand; while for students with higher Korean proficiency, they can be provided with content that is difficult to understand or requires thinking, with quick speaking speed and a longer length. Pure pronunciation is mainly due to the frequent occurrences of guests' non-standard pronunciation in variety shows, which is apt to affect beginners' Korean learning. Regarding length, the main consideration is the course time, and attention should be paid to the length of time. Strong interest, mainly aimed at stimulating students' interest in learning, arousing their sense of combining work and rest, which is more conducive to Korean language teaching.

4.2. Fully consider students' Korean proficiency and don't casually use Korean variety shows for beginners

For students who have just learned Korean or have lower proficiency in Korean, it is not recommended to frequently use Korean variety shows for teaching. Because beginners have a shallow understanding. At the same time, the dialogue in Korean is fast, unclear, and mixed with personal speaking habits. Moreover, it is also difficult for them to understand idioms and slang. These learning materials are often complex and unclear, which may cause loss of interest in Korean.

4.3. Integrate Cultural Confidence into Korean Language Teaching

When using Korean variety shows for cultural teaching, the method of cultural comparison can be used to compare and analyze similar cultures and arts between the country and South Korea, and finally summarize their respective characteristics. This not only deepens students' understanding of Korean cultural knowledge, but also unconsciously cultivates students' sense of identification and confidence in their own culture. Meanwhile, in the selection of variety shows, teachers should also achieve the "filter" function, selecting well-thought and positive variety show clips as teaching materials. During the process of watching variety shows, it is also necessary for teachers to provide correct guidance, supplement explanations, and avoid turning the course into a simple "variety appreciation class".

5. Conclusion

As a cultural product that entertains audiences, Korean variety shows are not only a large-scale carrier of Korean culture, but also a language collection filled with a large number of Korean languages, which will invisibly form a language environment, allowing viewers watching Korean variety shows to unconsciously accept the cultural elements that appear in Korean variety shows. What foreign students lack in the process of learning Korean is an authentic language environment, and Korean variety shows can make up for this teaching gap. Korean variety shows, as a great teaching material, can be used correctly to make the course more interesting and creative. It can not only enhance students' interest in learning, but also improve classroom efficiency.

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