

Title: The Most Popular Trend: k-pop culture

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Nowadays, K-pop culture has become a trend around the world and it is one of the most popular forms of entertainment. Many people love K-pop so much that they imitate its songs and dances to be a famous influencer on YouTube. But how has K-pop become so popular?

K-pop culture comes from South Korea and it began to gain popularity in the 1990s when the 21st century was approaching. In 2001, Nicholas Kim became the first Korean to hit the US Billboard Top 100 Singles chart with the song 'Hello Goodbye Hello'. And in 2005, Super Junior successfully entered the Chinese Market and was loved by many Chinese.

You may ask why K-pop culture can become so popular across the globe. I think the first reason is its diversity. There are different types of K-pop groups. Some of them look innocent and are good at singing while the other groups are cool and good at rap. They are all very talented and attract different audiences.

The second reason is that K-pop stars are always very good-looking. Humans are visual animals. They pursue good appearance and are more forgiving and friendly to beautiful things. K-pop stars are always very beautiful or handsome. In South Korea, many K-pop stars have been praised as having the beauty of angels, like Irene from Red Velvet, Cha Eunwoo from Astro, and Yoona from Girl's Generation. They are all very charming and attract many fans.

Moreover, K-pop stars are very talented. Korean entertainment companies will select only those who can sing and dance well as trainees. After becoming trainees, they need to practise for several years. Only a few people can make their debut after competition and selection. So, those trainees who can become idols are very talented. Some of them can even write songs and become very successful, like Zico and Soyeon from G(i)dle. Also, their success depends on careful division of labor and cooperation within their team. In a K-pop group, members have their own respective role, like vocal, main dancer, lead dancer, rapper, etc. So they can develop their strengths and make their performances more exciting and attractive.

Finally, marketing techniques are crucial to success. K-pop stars maintain interactions with fans through various means. They will interact with fans in live streaming on the web or fan meetings. They keep getting close to their fans. Also, they value their fans and often express their love to them. Some K-pop stars will give some presents to their fans. Moonbyul from Mamamoo often gives out many electronic products as gifts. This attracts attention of fans and increases their popularity of K-pop stars..

K-pop culture has a lot of influences and is leading the showbiz trend. Their

costumes of K-pop stars are very pretty and fashionable, so many fans try to wear like them. Some stars are even called the King of Cargo. This can bring great impact to pop culture across the globe. For example, Saudi Arabia is a very conservative country, but BTS has been invited to stage a performance in the country by the prince. This is a sign that the country is opening up and such an example reflects the enormous influence of K-pop culture.

Now K-pop culture is spreading all over the world with growing impact and Korean singers can even compete with local celebrities. I believe it will be accepted and loved by more people.