

K-pop - a global phenomenon

South Korea is one of the fastest growing music markets in the world. The reason for this is K-pop. The fact that K-pop has become so successful is thanks to social media. Creating social media accounts for K-pop stars, uploading music videos and promoting their songs online have enhanced their publicity. So what's the hype about?

If you watch the current music videos and the music videos from the 2000s, you will see a lot of changes – the quality of the music videos, music genres, dancing and styles. Because of these big changes, there have been a lot of trends, like public dance covers, fashion trends, beauty trends and many more. Since there are more fashion and beauty trends, fans or people who like to follow the trends would buy the products which are popular at the moment. Fans are also very likely to spend their money on their favourites, for example, light sticks, albums or concert tickets. On the bright side, it is not a must to buy those merchandise products but just to enjoy listening to their songs – it is just a choice. You can also dance to their dance challenges and post it on TikTok. Who knows, they might notice you!

K-pop has developed a lot. Will it still keep developing? The answer is yes. This year, many girl groups have debuted or made a comeback with amazing songs and refreshing concepts, for example, Attention and Hype Boy by Newjeans, Love Dive and After Like by Ive, Pop by Nayeon and many more. For boy groups, Guerrilla by Ateez, Maniac by Stray Kids, Hot by Seventeen and Never Goodbye by NCT DREAM are also trending.

K-pop has been popular for quite a while, Seo Taiji and Boys was the first K-pop group debuted in 1992 with the song *I Know*. After that, more groups started to debut. Now, there is already the fourth generation in K-pop, and there probably will be more groups debuting. That is why K-pop will be long lasting. In conclusion, K-pop has grown a lot and it will keep growing with more trends and songs.