

## **Wake Up To Find Our Culture Back!**

By QIU Yanfei

It is only during the past few years that man has become generally aware that the Korean pop culture has powerfully influenced the Chinese society. Did you find that we are losing our culture by means of insanely loving other's culture and gradually forgetting our own? Especially did we even realize that some of the Korean culture actually originated from China? The moment I found myself catch up with the Korean pop fashion like my friends without thinking about the economic effects, the culture influence on the young and its sharp comparison with our own culture, I have never ever feel any ashamed and panic or something like that. But after I came to Korea as an exchange student, after I experienced the real Korean culture in my own and after I aware the sense of frustration of our own culture in my deep heart, I realized that I was wrong and more importantly not only I but a large number of the Chinese young people.

The first and strongest intruder wearing a cloak called Korean dramas came to China triumphantly. It was reported that in the past two years, dozens of television stations of China have broadcast a total of 439 Korean films and television dramas, and last year the Korean radio and television programs export sales reached 42.13 million US dollars (From <Global Screen> Mar.2007) The time you feel surprised at the statistics, you may also realized that when watching TV, you always unconsciously change the channel into the Korean dramas. However, what can not be overlooked are

not the direct profits of the Korean dramas but the indirect effects of the exports, and some of these indirect benefits can be quantified, but the more is impossible to be estimated by calculation. We should understand that people are attracted by the well-plotted stories, beautiful scenes of the dramas, even well-packed stars, but we can't understand and actually we are amazed at what happened after watching dramas.

According to an investigation held by Korea National Tourism Organization, in 2006, 27.1% of the Asia tourists (about 710 thousand of people) came to Korea was under the influence of the Korea dramas.

These tourists brought the foreign exchange income of 7.1 billion US dollars to Korea. Let's make a comparison of the land area of China and Korea. If China could develop the tourism industry as well as Korea, how much is the income? Take the Royal Palace of Korea as an example.

Almost every Chinese people who have been to the Royal Palace of Korea (Gyeongbokgung) would think of Beijing Palace Museum (The Forbidden City). The history of the Forbidden City in Beijing is really longer than Gyeongbokgung, let alone the scale of it. But we have to admit that Koreans convinced people of the magnificence of Gyeongbokgung, though it's a little small in the eye of Chinese. Did any Chinese people ever think over that how can Korean people successfully make their ancient culture attract so many tourists? Maybe Chinese people have never ever thought about that we can develop our tourism industry and make our ancient culture known by means of TV dramas like what Korean people did.

That a private island where the drama <Winter Sonata> was shot has

become a famous sight is another example. The famous actor Bae Yong-jun of the drama was called “the man who Earned 2.3 billion US dollars”, one billion of which contributed to the Korea tourism industry (By <New York Times>). Thousands of tourists come to this ordinary island everyday, which made a large deal of money than we can estimate. And the Daejangkum theme park which was built after the drama <Daejangkum> broadcast has also become the famous sight where almost all the tourists will go to.

We can see what the Korean people had done to develop their tourism industry. What about China? We have a large number of history relics and natural sceneries. We don't need to create new sights like Koreans, but did we take good advantage of our resources? When you go to Korea to see the real place which was shot in the drama, are you disappointed to find out that it actually is not as beautiful as your hometown, but who cares your home town? Even you yourself don't. The answer seems to be a little sad, actually, the fact is more disappointing.

What disappoints me is not only something to do with the tourism but the Chinese food culture which I am proud of. But the fact turned out to be more frustrated. When I found that the moment most Koreans think of Chinese food, it turns out to be noodles with blackish bean sauce, I realized that it is high time Chinese people really should do something for us ourselves. Your beautiful hometown can be unknown to others, but if others consider the culture of your country wrongly, will you still ignore it? Almost no one in China will eat noodles with blackish bean sauce. To tell

the truth in Korea it is the first time that I ate this so-called Chinese food, because I have never seen such kind of Chinese food in China. It sounds like a funny joke which actually a sad joke for Chinese.

The drama <Daejangkum> which mentioned before is successfully introduced the food culture of Korea to the world. Believe it or not, after the drama <Daejangkum> broadcast in China, a large number of Korean restaurants appeared in one night which attracts Chinese people from all walks of life. Many people said that they want to eat Korean food immediately after they watched the drama, so the Korean restaurant in China has been always full of people from that time. I have to admit that the Korean food is delicious so that it is not strange for its attraction to so many people. What really counts is that after the first battle of tourism culture intrusion, Koreans won the second battle of food culture intrusion. Dating back to ancient China, the food culture developed from long ago. Why not let others know thousands of the traditional Chinese food made in the ancient royal palace every day? How many foreigners know that Chinese food varies from place to place so that Chinese food can be divided into almost score food-making system and there is hundreds of different food in every system? Why we can't find real Chinese food in the Chinese restaurant abroad? Koreans shot a drama made the whole world know their traditional food, so why not China? When we taste Korean food or different food in the world, thinking about the noodles with blackish bean sauce in Korea, are you sure you really don't care?

After watching Korean dramas, we see that more and more Chinese

people want to travel to Korea and eat Korean food. What's more in China? A same cosmetic surgery in a Korean hospital is 3 times more expensive than in a Chinese hospital. Ridiculously, more people holding the photos of Korean stars prefer to pay more in order to be as beautiful as the Korean stars in the drama. The ticket of a Korean star's concert is much more expensive than a Chinese star and the young go to the concert to listen to the Korean songs, though they even don't know a word of Korean. Young people in increasing numbers like to wear in Korean style. More girls like the cosmetics of Korean brand. Everyone can feel the influence of both the Korean pop culture and the traditional culture made by those successful TV dramas. Don't you think Chinese young people are mad or something likes that? I wonder when people can wake up from this magical dream. On the contrary, as Chinese love Korean culture insanely after watching the dramas, what confused me is that no one realized that Chinese should learn the people's good manner from the dramas. In the Korean dramas, we may find Korean people consider the courtesy more important than Chinese do. People attribute it to the Confucianism culture of Korean society. Every Chinese knows that Confucianism originated from China, but now in china, what we behave is really not so good as Koreans. They keep the good tradition of Confucianism, but we almost completely ignore it in our daily life. Strangely, after we watched the Korean dramas, no one felt ashamed of it. Only to find that something fashionable was more important in our eyes and something good was lost without being noticed by anybody.

Wake up to find our own culture back! What the Koreans had done to keep their own tradition culture and to let their culture known to the world and to lead a powerful pop culture in China actually set a very good example to us.

From what has been discussed above, we may safely draw the conclusion that before we want to let our culture known to others, what we Chinese should do is to learn, to understand, to like and to pay attention to our own culture. It is high time that we placed great emphasis on our history relics, food culture, literature culture and Confucianism culture and so forth rather than blindly catching up with the Korean fashion. To love our own culture is not a difficult job. It's up to you to decide what to choose and what to do. By the sharp contrast with Korea, if you are still dreaming on your bed, don't you think it's time to wake up?

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