

## Relationship between the song Gangnam Style and Gangnam

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### 1. Introduction

Thanks to Psy's song, "Gangnam Style," which was hugely popular all over the world, the Gangnam district of Seoul has become a sightseeing attraction. In the song, the district is a symbolic place where the hottest things are drawn into—a center that people flock to for money, honor, education, medicine, fashion, entertainment, and so on. One of the reasons the song became so popular is because it displays the psychology of these people comically.

On the strength of the effect of "Gangnam Style," as of 2013, the number of foreign tourists who visited Gangnam is five million, which was a six-fold increase in just two years compared to 2011, which saw 880,000 visitors [1]. Gangnam-gu Office is creating a street named Korean Wave Star Street to connect the cultural phenomenon to making profits. Through this project, the office plans to attract eight million foreign tourists in 2014. Many foreign tourists who come to Korea want to tour Gangnam because of the song "Gangnam Style," but once they go there, they only see entertainment agencies and luxury shops in the streets, which have no traces of Psy. In such a state, foreign tourists cannot feel any charm from Gangnam. Thus, this paper aims to set up detailed strategies through which people can see and feel the song "Gangnam style" in Gangnam.

### 2. Relationship between the song Gangnam Style and Gangnam

Why are people around the world crazy about Psy's "Gangnam Style"? It must be because the song is funny, witty, and comical. Then, what kind of place is Gangnam? Since the late 1990s, the new wealthy class has flocked to the place, spreading vertical individualism, forming a closed, unique lifestyle. They like luxury goods and possess individual and young sensibilities [2]. This is the Gangnam that Psy describes in his song.

In October 2012, Gangnam-gu Office set up a plan titled "A Direction to Elevate the Development of Gangnam Based on the Effect of Psy." The office strengthened the PR connected with Psy's song, made Gangnam tour packages, and expanded a sightseeing infrastructure. But they failed to create contents to give foreign tourists the impression that Gangnam is the exciting, comic, and delightful place that they felt in the song "Gangnam Style." Thus, this paper tries to make strategies to create exciting, comic, and delightful contents.

#### 1) Develop exciting contents

At the entrance to the church of Santa Maria in Cosmedin in Rome, Italy, there is a sculpture called the Mouth of Truth that judges truth and falsehood. Starting from the Middle Ages, it was believed that if one told a lie with one's hand in the mouth of the sculpture, their hand would be bitten off. It became more famous because of the old film "Roman Holiday" featuring Audrey Hepburn and Gregory Peck. Many tourists still go to the tourist attractions in the ancient city. As Rome has the film "Roman Holiday," Gangnam has the song "Gangnam Style."

Now, you cannot find anything in Gangnam that reminds people of Psy and his song. It would be a good idea to make a statue named Gangnam Style Boy, like the statue of the Peeing Boy in Belgium; the statue of the Angry Boy in Vigeland Park, Norway; and the statue of the Mermaid Princess in Copenhagen, Denmark. And if Gangnam-gu Office builds an arch bridge named Gangnam Style and then promotes tourists to walk on it doing the horse dance, the tourists could have fun, feeling the mood of the song. The office also can use the image of Gangnam that holds a symbol of success. If the office adopts some type of storytelling, like if a tourist sees the Gangnam Style Boy (Psy) and passes the Gangnam Style Bridge doing the horse dance, they would possess wealth and honor. After experiencing these things, they would leave Gangnam with delightful memories.

In addition, a game for children using "Gangnam Style" might be good entertainment. For example, in 2013 some elementary school students in Cologne, Germany, scribbled "Stop and Sing Gangnam Style!" on the street. People actually passed the street, singing the song and doing the horse dance. Like this, it would be a good idea to provide children a space for Gangnam Style games.

#### 2) Develop experience contents

Foreigners prefer experiencing to simply watching. It can be a chance to let foreigners know that our country too has myriad gorgeous ceramics created in ancient dynasties like Koryo Dynasty and Joseon Dynasty—many splendid Chinese ceramics are displayed in the Versailles Palace and Schonbrunn Palace in Europe. Like the best scene of the

film “Ghost” where Patrick Swayze and Demi Moore make a piece of pottery, turning a spinning wheel together, if foreigners can experience making their own sculpture, turning a spinning wheel, as an event of Gangnam Style, they could have a joyful memory about Gangnam.

### **3) Share a witty culture**

As Japan has haiku, Korea has sijo (a Korean poetic form). Mark A. Peterson, a professor at Brigham Young University, and Mecken , a professor at Harvard University, have been spreading Korean culture through sijo. Poets can express wit, humor, satire, or experience through the genre of sijo. Mark A. Peterson teaches how to write a sijo in class, where people come to understand Korean culture by writing a sijo in English. Like this, if a sijo lecturer teaches foreigners who visit Gangnam how to write a sijo, it would also be an effective way to make visitors have impressive experiences in Gangnam. Rather than watching a dance performance, writing a sijo would contribute more to imprinting Korea’s images to their hearts.

### **4) Develop a Gangnam Style Show**

Cambodia has a famous show called Smile of Angkor, a history play about the history and culture of the country. This show is made up with music, dance, and narration. Korea too can make such a show with various sources about its history and culture: the Miracle on the Han River made over sixty years; TV dramas; K-pop; and films. If we create a historic drama that is funny, dynamic, and witty, it will be a useful work to attract tourists. And like our traditional plays, it is essential to put dance and songs in the final scene to lead the audience to enjoy the show together with the actors and actresses.

When a culture sprouts, it is necessary to maximize its effect. We have the song “Gangnam Style,” which is famous globally, and consequentially, Gangnam too became famous. Thus, it is important to publicize Gangnam more effectively and improve Korea’s image by using the song in the form of storytelling. At the same time, if there is any distorted bias about Korea, we can use this project to sweep it off. .

### **3. Conclusion**

Gangnam-gu Office is trying to create a Korean Wave Street on the strength of the song “Gangnam Style.” However, you cannot find any things that bring to mind the images of Psy and his song. The office should make more contents for “Gangnam Style” and maximize Korea’s image by adding storytelling related with the song.

### **4. Reference**

- [1] Gangnam statistical yearbook in 2013, Gangnam-gu Office
- [2] Business Insight 4, BBC, Reader’s Book, 2007, p 297