

A Study on Culture and Fashion of "Ha-Han-Zu"

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ABSTRACT

Once people thought the phenomenon of "Ha-Han" was only a vogue of young people pursuing oddity. However, when Korean TV series, Korean food, Korean movies and their music penetrated into our life and appeared on TV screens and fashionable magazines, all aspects influence of Korean wave finally arouse people's attention. "Ha-Han-Zu" is a group of young people who pursue Korean popular culture even imitating their dressing, thoughts and behaviors. This article takes China the original place of Korean wave's popularity as focus, observes the reflection of Chinese to Korean popular culture and discusses the culture exchange phases of Korean wave as the center of popular culture. It can be more detailed that it bases on HOT wave from 1998 to 2004 and analyzes of popular TV series, observes reflects of "Ha-Han-Zu" to Korean culture, discusses the acceptance to Korean popular culture and what kind of active reflection consumption giving to culture exchange.

Key Words : *Ha-Han-Zu, Korean Wave, Korean TV series, Korean fashion.*

I. Introduction

Prevailing of Korean TV series from Asia to districts with Chinese inhabitants living pushes Korean culture and fashion to the world stage and form a strong Korean storm. Korean TV series is a main way to know Korean culture and fashion.

Korean's prevailing in China was begun with a TV series called «What is love» in 1997. After that, a sets of different sorts of TV series became more popular of Chinese audiences, such as «Winter Sonata». Strong Korean wave spread in Chinese youth culture. It is called "Korean wind" and "Korean rain" with the phenomenon Korean TV

and films, music and food coming to China like a severe tempest. "Korean Wave" is no longer an exceptional phenomenon. Since later period of 90s, Chinese media used this word at first time. Now this word has already become an ordinary menu to us. At present this wave is still in the ascendant and stirring its elegant demeanor.

"Ha-Han-Zu" means a group of people who pursue Korean popular entertainment culture and imitate their dressing, even thoughts. In Chinese pronunciation "Ha-Han-Zu" is pronounced like "Ha-Han-Zu", while "ha" is rooted from Taiwan popular word which means eager to something and crazy for something. Korean fashion wave is owed to Korean TV series prevailing in Asia. Many people are crazy for Korea not only on its TV, films,

music but also its costume culture and something beyond this level.

This article analyzes the comprehension of Korean wave—a culture transmission appearing in China and its effect on Chinese vogue, especially on the influence which Chinese young generation suffers from Korean wave. At meanwhile aims at profound research on effects which Korean wave affects Chinese teenagers' dressing fashion by analyzing detailed instances of Chinese Korean fans and Korean wave's prevailing background.

In order to investigate the character of “Ha-Han-Zu”, this article explains the background of Korean wave according to materials, pictures news from the internet or magazines and classifies this wave into three phases: music, TV Series and culture. And with the detailed contrast of street-boy pictures and Korean wave pictures, this article also analyzes the influence to Chinese young people given by Korean wave.

II. Background of Korean Wave

To Chinese people, during 80s in 20th century, there was nearly no fashion or vogue. The same color soldier uniforms or Sun yat sen's uniforms are full of the roads and streets and looked ashy and dusty. But now personality and taste is in leading position. Chinese vogue is as modern as the world. There are only twenty years of this change. From 80s in 20th century Taiwan and HK tide spread China mainland. In 90s Western country and Japanese fashion came to China. But now Korean tide is in the fashion.

Once people thought “craziness for Korea” was only a phenomenon which was followed by young guys who did things unconventional or unorthodox, so the definition of this word was “cool and fash-

ionable”. It was considered as a low-level culture consumption coming and fading away quickly by artery idea and would be forgotten by people in short time. But when Korean TV, food and music gradually has filtered people's life and appeared on TV screen and fashionable magazines Korean effects finally rouse people's attention.

“Korean Wave” is a new word prevailing from the end of 90s with the popularity of Korean TV series, music, fashion and food in China even around the whole Asia. It is reported in <Asia Weekly>¹⁾ that people especially young guys from China Taiwan, Hong Kong and some other big-scaled cities are extremely intoxicated by Korean movies, TV series, music, particularly Korean fashion, hair & cosmetics and Korean pop stars. This tide like the prevailing of Hollywood films and McDonald's hamburger now is spreading in China rapidly. <People's Daily>²⁾ said the more and more severe popularity of Korean culture in China rouse a wave about Korean culture. It can be said like this the phenomenon of Korean culture means Korea transfers from getting benefit from culture to a culture carrier. Since Korea established diplomatic relations with China in 1992, on the situation of increasing commerce, investment and traveling such kind of direct communication, Korean popular culture especially Korean TV series, movies, music have been introduced to Chinese audiences from the second half of 1992. Through the means of media, Korean popular culture came to China and its pop stars played a role of culture carrier. The Chinese young people suffered the biggest influence by popular media and stars. Pop stars transmit a visible and fine culture including TV series, music and dancing etc. to Chinese and form its own phenomenon “Korean wave” under the help of media.

Korean wave is a new social phenomenon ap-

pearing in China. At first Korean dancing brought people's attention and then blossomed in China ground. From 2001 to 2003, Korean TV Series prevailed China and even the whole Asia. Almost everyone got a high audience rating. In 2004 <Dae Jang Gum>aroused the hot wave of Korean culture. Not only the TV Series, Korean diet, costumes and views all

First phase: Prevailing of Korean Dancing and Music-- From1998 to 2001 with popularity of HOT.

In May 1998, first HOT's albums were introduced to China. They captured a lot of teenagers by brisk American-styled dancing and active songs. From music, dancing to hair and dressing, HOT gave Chinese a fresh new expression and make us feel strongly Korean music's existing. And compared with Chinese lingering love songs, their songs were more suitable for junior and senior middle school students. Some magazines especially introducing Korean music appeared, such as <light music: Japanese and Korean version>, <Korean wave pioneer>³⁾ and so on, which still remain strong power among Korean fans.

Second phase: Prevailing of Korean TV series--From2001 to 2003 with popularity of <My sassy girl> and<Winter Sonata>.

<Winter Sonata>pushed Korean TV series to a top and rouse up a storm around the Asia. Its beautiful scene, wonderful music, pure sentimental love developed Korean to every corner of Asia and fostered large amount of Korean fans. After that many TV stations set up a period especially for broadcasting Korean TV series, many magazines or newspaper introduced Korean super stars, many publications appeared for Korean TV. Its

videos became popular in renting shops.

<My sassy girl>was namable on the Chinese internet. Its unique funny style was favored by Chinese audiences. Suddenly Jeon,Jee-Hyun became the dreaming lover of many Chinese boys over one night, while "Savagery" became a popular topic among people.

Third phase: Prevailing of Korean Culture-- After 2004 with popularity of <Dae Jang Gum>, < Sorry, I love you >, <Full House>.

In 2005, <<Dae Jang Gum>>swept a new Korean tide, which is not only a wave on skin-deep level, but a confirmation to Korean popular culture covering from teenagers to different ages. Korean restaurants introduced "Jang Gum" dish in a big way, costume stores sold clothes and dolls like actors in the TV. Its subject song was even popular and its Chinese version <Hope> was famous by children.

Dressing fashion in Korean TV series brought vogue tide step by step. For example, after broadcasting of <Full House>hot coat and frock cutting under the breast were favored by young girls. Before that, in <Winter Sonata>and <Sorry, I love you> such kind of TV series, round toe cap with back fur, woolled towel and tarten overcoat all aroused people's purchasing desire. "Fans crazy for Korea" were especially stuck on long pants with loose tubes and sharp-toe-cap shoes. Korean TV series exerts a subtle influence on fashion. Thinking back to the earlier time, girls' hair decoration made of ox horn were from Korea. The deepest change always can not be conscious by people.

According to poll from Sina⁴⁾, there are 83.12% preferring Korean TV series of investigated net citizens. When being asked whose TV and films you like best, about 54.55% prefer to Korean ones.

Among these people, 67.81% are young people. Obviously, young people play a rather important role in this Korean-fans group.

Ⅲ. "Ha-Han-Zu" and Culture & Fashion

The pronunciation "Ha" in Chinese word "Ha-Han-Zu" was rooted from Taiwan popular word among the young people. It means crazy and eager for something. In 2000 H.O.T. opened Chinese concert that made people felt Korean music strongly. Since then, there appeared new word "Ha-Han-Zu" and "Korean fans" etc. "Ha-Han-Zu" is a new word describing the group who pursue Korean food, TV series, artists, commodities and culture. Every young person has their own individuality to define their fashion and decoration and free matches give us too many to see. These unique costumes show their attitude that is rejecting treating life coldly and enjoying stimulus and happiness. Western Tower district of Shenyang is a very famous area for Korean inhabitants. There are many Chinese young people coming around. They come here for Korean delicious food, Korean costumes and order some Korean songs when coming to KTV.

After watching <Winter Sonata> this TV series, Korean fans loved double-lines coat of actress and long towels of the actor. In <Sorry, I love you>, the colorful sweaters, lovely skirts and brushy boots made you want to be a cute woman. It proves that Korean tide gives a big influence on Chinese teenagers' vogue, so this article adjusts the "Korean tide" background of "Ha-Han-Zu".

First, by direct or indirect touch of Korean wave, Korean artists became imitation object. The most popular hair fashion is from Korean band es-

pecially H.O.T.'s yellow hair. On costume, Hot also acted as a fashion pioneer for their HIP-HOP dressing among Chinese young people. Besides these, girls' boots, loose jeans and big-number shoes all showed the influence of Korean wave.

Second with the increasing favorable impression to Korean decoration goods, there are more and more shops appear specially selling Korean stuff.

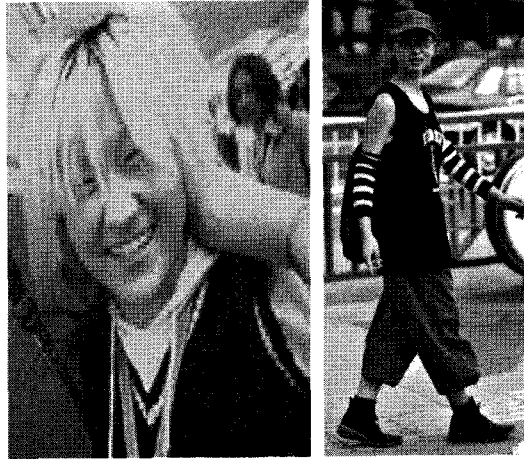
Third, the high popularity of Korean costume leads to many counterfeits of Korean products in China and Korean styled costumes are chased by Chinese teenagers. In China a Korean fashion style is prevailing, thus Korean artists begin to realize how big the influence they have. In following words, there are detailed analyses about the influence which is given by Korean wave to "Ha-Han-Zu":

3-1. Because of H.O.T.'s hot power, strong Korean wave spread among the youth quickly. In 1998, it was appearing boys and girls wearing big-sized costumes imitating Korean stars at first time. Their hair and costumes had no difference with Korean stars.

The most obvious feature of Chinese young people is dying hair. There are many colors for choosing, but most popular one is yellow which is favored by Korean. Decorating with a hat is a universal way to match kinds of costume, whatever it is fishing hat, basketball hat, jeans hat or any other kinds. Checked shirts, over-sized T-shirt, light-colored short pants, long to the ground trousers, causal match and exaggerated decoration, all of these are signal of Korean fans.



<Fig. 1> H.O.T in 1999

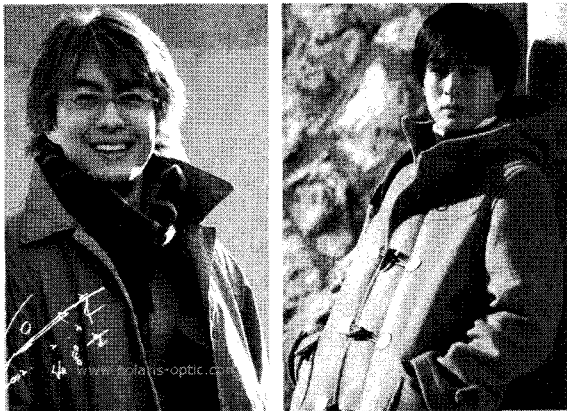


<Fig. 2> In 2000.5.14 Nanjing

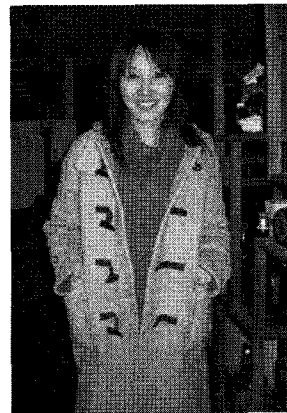
3-2. In 2001 《Winter Sonata》pushed Korean TV series to a new top. In the TV, Bae, Yong-Jun's glasses, blond hair, scarf and long coats and necklace he gave to the heroine became objective pursued by people.

Zu". Almost every senior in middle school student owned such a coat.

<My sassy girl> shocked the whole Asia and even Hollywood. Its big success means development peak of Korean wave.



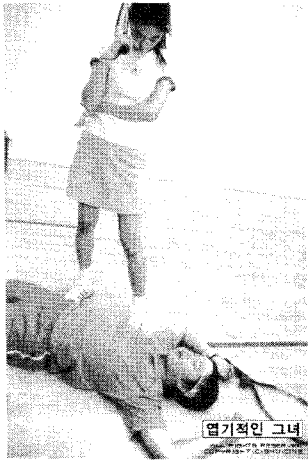
<Fig. 3> <Winter Sonata> Bae, Yong-Jun in 2002.01



<Fig. 4> In 2003 Beijing China

Long coats and scarf have become a classic in <Winter Sonata>. Even in the internet weaving methods of this kind of scarf appeared, and people began to imitate. In TV Bae, Yong-Jun's student-styled long coat was pursued by Chinese "Ha-Han-

Succinct structure gave people a simple, advantage, innervated feeling, so it was welcomed by teenagers. In Taiwan, many young people preferred this simple style and easy and classical match with white T-shirt and mini skirt won't be out of fash



<Fig. 5> 2002 Jeon,Jee-Hyun



<Fig .6> In 2005.09 Taiwan China

ion forever.

3-3. 《Dae Jang Gum》enhances the prevailing of Korean food and culture. Delicate and classical costume makes Chinese women infatuated with it. Korean traditional costume becomes a new wave pursued by Chinese youth.

Korean features. In china here is a wave of delicate Korean costumes and many stars take part in movements dressed like this.

In <Sorry, I love you>, actress’s colorful sweaters brought a new fashion. The weaving way of this kind of sweater appeared on the internet and suddenly became a popular topic among the youth.



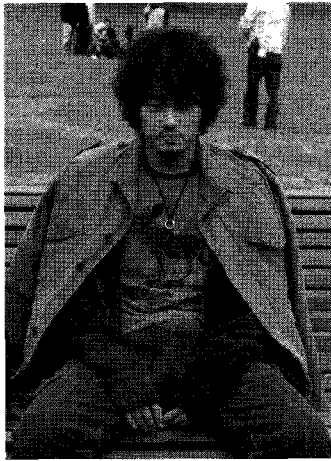
<Fig. 7> 2004 Jang Gum



<Fig. 8> In 2005 Hongkong China

In the TV series, Jang Gum’s sculpt is concision and classic. Her costumes obtain strong

“Big fleecy hair” is a very cool sculpt in Korean TV series. Match a T-shirt inside, shirt outside



<Fig. 9> 2004 So, Ji-Sup



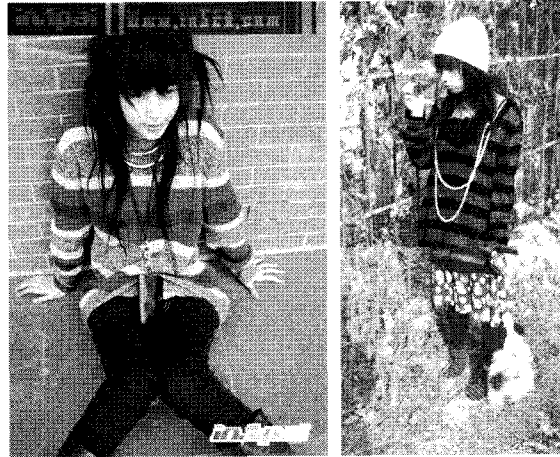
<Fig. 10> In 2005.09 Shanghai

with light color hair which shows special character. Among Chinese young people, this sculpt is very popular. Suddenly this mix and match style becomes an attractive scene in Chinese streets. This style attracts Chinese “Ha-Han-Zu”. They match costumes with color suitable for the styles and invent two different styles: elegance and street boys.

In recent years abundant colors are very popular and colorful costumes spread the world Fashion trend. Using colorful sweaters and light-color costumes arrests people’s attention. Because Korean costume is lovely and individual, it is preferred by Chinese young ladies. In china long and colorful sweater is a point of imitation, because it is lady-style, individual, egoism and cynicism.



<Fig. 11> Im, Su-Jeong in 2004



<Fig. 12> In 2006.1.3 Shanghai

In «Full House», the decorations of the actress is the biggest point. Match decoration leads a very important role. Her ear-rings and necklaces make the actress more excellent.



<Fig. 13> Song, Hye-Gyo in 2004

In the TV, the actress's various hair decorations make people feel summer flatus. Lovely and beautiful decorations add excellence to the actress. In Beijing Korean romantic style is very popular. A



<Fig. 14> In 2005.08 Chongqing

Her style is basically casual. Leisure and big-sized shirts, clothes without sleeves, Harnesses and mini-skirts show girls' lovely, unconstrained and free character. Chinese young people show their youth through free matches and decoration.

little hair decoration can make the whole dressing lovely.

IV. Conclusion

The success of Korean wave is owe to exact



<Fig. 15> Song,Hye-Gyo in 2004



<Fig. 16> In 2005.05 Beijing

cultural direction, which reflects distinguish national features and cultural inside information great degree. It is integrated result with western modern thoughts in confidence. More and more Chinese recognize Korean culture, acquiesce Korean TV, pop music, fashion and influence to the whole Asia and even the confirmation of closed concept of cultural wave. Chinese long-history culture won't reject outside culture. Judging from cultural tradition, it can not tell that our culture is already declining compared with current "crazy for Korea" phenomenon. But now Korea is on the top of the fashion, it's not only for its economy development but also including the factors that Korean culture connects with its national structure tightly. Korean wave is a mixed popular culture. Many Korean producers said "we have no style", but just this kind of fashion makes others mad on this. It means only way to grasp more is knowing more. "No style" is a kind of style in itself, which is the highest ambit of integration of cultures.

"Ha-Han- Zu" is efficient for city development and imitation. And their exaggerated outside makes them distinguish with other cool styles. They not only propaganda Confucian and traditional theories, but also encourage Korean cultural tide and music intrusion, which help young people find a common. Because our culture is in period of vacuum and virtuality, Korean culture is easier to penetrate into ours. Its process shows careness, humanism and power that is why they move young hearts. Mr. Yin Hong, the professor of transmission department of Qinghua University, thought there are the culture influence rest on two points; one is the base between two cultures exchange, the other is one impacts another must obtain some kind of advantage. Korea and China belong to the Asia and have the same cultural background, so there

must exist some sameness on living style and value concept, which is the fundament of transmission. However nowadays, Chinese popular culture lack of something but the Korean culture which adopts western culture took an advantage of weak point and forms its own style "Korean wave".

Furthermore, one common is that both China and Korea shares Confucian culture. This combined culture means Chinese culture's potential is powerful and communication of culture is bi-directional and won't lose self in this process. Otherwise, society vogue itself is a circle of wave. It was Taiwan and HK wave in 80s, Japanese and occident wave in 90s. Now it is time for Korean wave. Maybe Korean trend will be out of fashion one day, but it is sure that today's Korean wave definitely is not cold snap.

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