

# INTO THE HEART OF SEOUL

South Korea: Global Media & Cross-Cultural Psychology

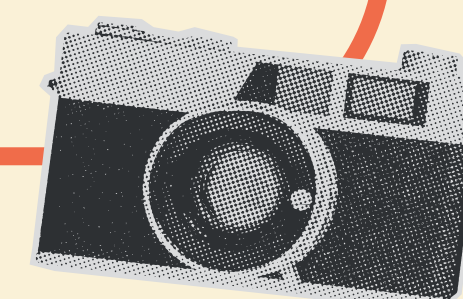
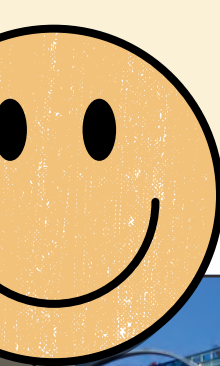
Elaiza Ginez Major: Psychology



## Purpose +++++

## +++++ Discoveries

- ✦ Gain insight into how contemporary Korean media and popular culture have become globalized
- ✦ Establish a comparative viewpoint between Western and Eastern attitudes toward mental health and lifestyle



The Gangnam Statue



Reunification Statue @ 3rd Tunnel



Cafe celebrating an Idol called Woozi's birthday



UWT & PNU Students!



The first League of Legends 2023 World Championships

Mental Health

### PNU vs UWT College Students:

- Negative Stigmatization of actively seeking Mental Health services on Campus
- Lack of prioritization towards coping strategies for their well-being and conversations with intimate relations about their struggles

### National Mental Health Center (South Korea).

- Increase of respondents using Mental Health services & the assessability for various of holistic treatment plans.

Media & Idols

### Idol Culture

- Influence of Idols spreads awareness of mental health to their fans (e.g., BTS).
- Capitalistic nature for fans to buy coffee shops or signs within subway stations to promote and celebrate their idol's birthday.

### Media Globalization (South Korea).

- Due to the digital connectivity, Korean media has become accessible creating a linguistic and cultural exchange. As tourism, fashion, and beauty products promoted the economic growth

History

### Relationship between North & South Korea

- Division of Korea: After Japan's surrender in 1945, Korea was divided along the 38th parallel into two separate zones of occupation. Soviet Union administering the North & United States administering the South.
- Impact: Due to the division many families were separated and some younger generations carry the family (grandparents generation) trauma from the war. As the DMZ has become a location for remembrance for Korean citizens.

