

## UNDERSTANDING THE FILIPINOS' PREFERENCE FOR KOREAN DRAMA

*by:*

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From teenagers to grandparents, everyone is into Korean Drama K-drama. Although dramas are not new to Filipinos, there is this craze about Koreanovela. Some even refuse to sleep unless they are done with the full seasons of a television series. This article aims to enumerate the elements that make these series a perfect obsession especially during the pandemic.

### Good-looking Actors and Actresses

Without even mentioning the addiction for Korean Group Bands with their cute looks, voices, and grooves, Koreans are without doubt good looking and they don't even need make-up. Their fair skin and simple looks are pleasing to the eyes especially given a good angle in movies. They are masters of flirting with the camera. No wonder, women of all ages go gaga over them.

### Transformation

Just like in all stories, characters undergo changes that are always for the better. For the protagonists, it can be a shy girl or a boyish girl who will transform into a confident woman who appreciates her true beauty. These scenes are very memorable and exciting, especially how the characters evolved to become the best version of who they are. The antagonists also undergo some realizations, or sometimes they don't but there is always justice in the end.

### Relatable Stories

The stories they tell are those to which everyone can relate. From family values to relationship goals, these scenarios click because it happens to everyone. It can get frustrating sometimes (just like in real life) but not to the point that the audience loses interest.

Problems are solved and not prolonged desperately just to stay in the mainstream. Antagonists can be annoying, but they get what they deserve in the end and they do not win all the battles. Protagonists almost always get to beat them, and this is what makes everyone look forward to confrontations between the two.

Stories are simple too though it is complete with conflict, climax, and denouement. Mostly they don't give too many unnecessary surprises and conflicts which are desperate and confusing to the viewers.

## Kilig moments

K-dramas are bombarded with moments that appeal to the romantic side of the viewers. The scenes with lovers are always romantic but never sexual. The lights, the background, the music, and how it was delivered by the characters are always worth remembering. It gives inspiration to the viewers and makes them hope for better things in their relationships or at the least, makes them appreciate their partners.

## Memorable Lines

One of the reasons why viewers are hooked on television series is because of the memorable lines that the characters deliver. Some lines are soul-drenching that it doesn't leave the audience for days. Some lines are so powerful that the viewers feel extreme satisfaction for having the characters say it at the right moment and to the right person. The script may vary from silly to serious which leaves the audience with a roller coaster of emotions.

## Moral Lessons

In all endings, K-dramas always leave the audience with impressive lessons that they can learn from and use in their lives. It is the perfect way to conclude any story.

Although there are other elements not mentioned in the article that make K-dramas appealing to Filipinos, these articles do not conclude that all the mentioned elements are present in all television series. Each series will have its appeal.

Television series need not be complicated to appeal greatly to the viewers. It has to offer something that will inspire the audience and in the end make the viewers grow into better people too.

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