

# Study on the influence of Korean Wave Culture on Chinese College Students and countermeasures

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## [요약]

In recent years, “Korean Wave” has entered the life of college students with the carrier of popular culture such as popular music, TV plays and novels, which is unique to South Korea, and has been widely pursued by college students. The Korean wave culture inevitably exerts an important influence on their values. Based on this, on the basis of questionnaire survey, this paper takes Chinese college students as the research object. After understanding the attitude and contact status of contemporary college students towards Korean Wave culture, this paper explores the reasons for the prevalence of Korean Wave culture in China, and then specifically analyzes the influence of Korean Wave culture on Chinese college students from both positive and negative aspects. It also puts forward countermeasures and suggestions to correctly guide college students to face the Korean Wave culture from the four aspects of society, colleges, families and individuals. I hope to guide college students to rationally cope with the Korean wave culture, establish a correct outlook on life, and better integrate into the trend of The Times.

**주제어:** Korean Wave culture, College students, Influence, countermeasures

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## I . Introduction

### 1. Research background

At present, the world has entered an era of diversity and integration. All countries are involved in the tide of globalization. While countries are more closely connected economically, their cultures are increasingly penetrating into each other. South Korea has many cultural similarities with China, which makes it easy for Chinese people to accept Korean culture, especially college students. They are in an important period of the formation of world outlook, outlook on life and values, value judgment and value choice are in a vague state, both physically and psychologically immature, advocating the fashion-forward “Korean wave” and self-personality publicity. “Korean Wave” brings gorgeous styling, fashion makeup and unique and advanced lifestyle, which makes college students seem to find the ideal personal image in their mind. Many college students rush to buy products related to South Korean entertainment stars, and even spend a lot of money to chase stars in South Korea. Korean-style clothing, dress up, diet and language are also pursued by college students. It can be said that the Korean wave culture has exerted a profound influence on the behavior, morality and consumption of contemporary Chinese college students in an imperceptible way. Therefore, to analyze and study the influence of Korean Wave culture on Chinese college students, and to correctly guide college students to treat Korean Wave culture scientifically, is a topic worthy of attention and thinking.

Blindly resisting the Korean wave will backfire. The rational approach is not only to make full use of the positive parts of the Korean Wave culture on college students, but also to deeply understand the negative influence of the Korean Wave culture on college students, guide college students to rationally distinguish the Korean Wave culture, recognize its essence, which can not only help college students to establish the correct values, but also open up a new perspective of ideological and political education in Chinese universities..

## 2. Research significance

Exploring the influence of Korean Wave culture on college students is not only a very important theoretical subject in today's society, but also a practical subject to be solved. First, it is beneficial to expand the theoretical vision of ideological and political education of college students and open up a new perspective for the value education of college students. Through the study of the influence of Korean Wave culture on college students, it can not only provide theoretical reference for the development of ideological and political education ideas, methods and approaches for college students, but also further expand the intrinsic requirements of college students' values. Second, it is helpful for college students to have a comprehensive and profound understanding of Korean wave culture and guide them to establish a correct outlook on life. In today's society, the popular culture represented by the Korean Wave has gradually stepped on the stage of world culture, so grasp the essence and connotation of the Korean wave culture, and actively cope with the impact of the Korean Wave culture, for college students to develop good moral quality, the formation of positive campus culture and social atmosphere has a positive practical significance.

## 3. Research status

At present, there are two main aspects to the research of Korean Wave culture in our country. First of all, at the national level, scholars mainly analyze cultural phenomena and characteristics, evolution process, reasons for success and strategies, so as to shed light on the development of Chinese native culture and provide suggestions for international communication. Chen Jie (2020) believes that the South Korean government has determined the status of cultural industry as a pillar industry of the country through the formulation of relevant policies, laying the foundation for the establishment of a strong cultural country. Yoon Kyung-ja and Yang Liuqing (2016) analyzed the ways to promote South Korea's cultural diplomacy, including international cultural exchange and cooperation, cultural industry development, and folk cultural exchange activities. Secondly, from a personal level, scholars mainly study the influence of Korean Pop culture on Chinese masses. Wang Ruiwu (2007) analyzed the

influence of Korean film and television culture on junior high school students' values such as morality, aesthetics, life concept and career choice. Zheng Jia (2010) believes that many plots and lines in Korean dramas show traditional Korean culture, thus stimulating young people's interest in excellent traditional Chinese culture. As for the negative impact of Korean Wave culture, Zheng Xiaohong (2015) pointed out that hedonism and money worship in Korean Wave culture would have a negative impact on teenagers' values. To sum up, there are few quantitative studies in the existing researches. Therefore, this paper firstly researches the subject quantitatively, focusing on analyzing the cognition, attitude and behavior of Chinese college students towards Korean Wave culture.

#### 4. Research method

##### 1) Questionnaire survey and individual interview

To further understand the current situation of Korean Wave culture in Chinese college students, this study first adopted the method of questionnaire survey, selected some college students in Anhui Province as the survey objects, designed the Influence of Korean Wave culture on Chinese college students Questionnaire. At the same time, several students were selected to conduct face-to-face interviews, in order to fully grasp the current situation of this question and make up for the shortcomings of questionnaire survey.

##### 2) Literature research method

By referring to the relevant papers and works on Korean wave culture in China, and combining with the interview content of some students, this paper makes an in-depth analysis of the influence of Korean Wave culture on Chinese college students and suggestions on how to correctly guide college students to face Korean Wave culture.

## II. The status quo of Korean Wave culture in Chinese college students

A total of 290 questionnaires were sent out, and 273 were effectively recovered, with a recovery rate of 94%. Among them, 145 were female students and 128 were male students, indicating a more balanced ratio of male to female students. The grade span of the respondents was small, with freshmen, sophomores, juniors, seniors, graduate students and above accounting for 14.8%, 28.1%, 36.0%, 13.5% and 7.6%, respectively. According to the results of the questionnaire survey, the author focuses on exploring the cognition, attitude and behavior of Chinese college students towards Korean Wave culture.

### 1. Cognitive level

#### 1) Conceptual understanding of Korean Wave culture

According to the questionnaire, nearly 69 percent of college students have a clear concept of Korean wave culture. The time when college students are exposed to the Korean Wave is in direct proportion to their acceptance of the Korean wave. The earlier they are exposed to the Korean wave, the higher their acceptance of the Korean wave, and vice versa.

#### 2) Age and channel of first exposure to Korean Wave culture

The age span of college students' first exposure to Korean wave culture is large, among which junior high school is the mainstream, accounting for nearly half, followed by primary school, high school and university. On the whole, the main ways to contact Korean wave culture for the first time are the Internet, television, friends introduction, magazines and newspapers, field travel, 1/3 of the people get Korean wave information through the Internet, followed by TV and friends introduction, accounting for 1/4, magazines and newspapers and field travel are the least. In primary school, television is the most important medium of contact, since then the Internet has become more

and more the main channel, contact content is more extensive, including Korean culture, singing and dancing, variety and so on.

## **2. Attitude level**

### **1) Differences in contact between male and female students**

More than half of the students are currently actively exposed to the Korean wave culture, only one third of them take a passive attitude to the Korean wave culture, and the rest of the students have no contact with the Korean wave culture at present. The gender difference shows the difference of contact enthusiasm. Among the male students, nearly 60% are passive, only less than 30% will actively pay attention to the relevant information of the Korean wave, and the rest of the male students do not contact the Korean wave at all. Female students showed a different situation, with more of them actively paying attention to the Korean Wave than passively. The former accounted for 54.5 percent, while the latter accounted for 38.7 percent. The proportion of female students who had no contact with the Korean Wave was also less than that of male students, only 6.8 percent.

### **2) Differences in content between male and female students**

Male and female students are not exactly the same in what they pay attention to. In descending order of popularity, the top eight items that boys pay attention to are: stars, variety shows, movies and TV dramas, clothing, games, food, cosmetics and skin care, and technology. The first three are particularly prominent, while the rest account for a larger proportion. The first eight items that girls pay attention to are: movies and TV dramas, stars, variety shows, music and dance, clothing wear, beauty and skin care, food, literature and language, the first six items are high heat, percentage distribution is balanced.

### **3) Differences in attitudes of male and female students towards Korean wave culture**

Although about one third of the students were neutral, the proportion of girls who had a favorable tendency toward Korean wave culture was larger and the degree of their liking was deeper. Among students who dislike the Korean wave, male students are more likely to dislike it, citing reasons such as “femininity” and “bad behavior of fans”. In terms of female students who have a high degree of liking for the Korean Wave, “star chasing” and “beauty makeup” are the most important factors, followed by “variety show”, indicating that female students pay more attention to the development of the Korean entertainment industry.

### **4) Differences between male and female students in their impressions of South Korea**

The Hallyu culture has been more successful in shaping the national image of South Korea for girls. Under the influence of Hallyu culture, nearly half of both boys and girls have changed their impression of South Korea, but the effect is different. Among boys, the ratio of their impression of South Korea to that of South Korea to that of South Korea to that of South Korea is nearly 2:3; For girls, the ratio was more than seven to three.

## **3. Behavioral level**

### **1) Evaluation of Chinese college students' influence on Korean Wave culture.**

On the whole, 38.3% of the students think that the Korean Wave culture has no influence on them, 43.7% of the students think that the positive influence is more than the negative influence, 7.1% of the students think that the Korean wave culture has only brought benefits to them, such as increasing knowledge and updating ideas; To deepen the sense of identity with Chinese culture; Increase the enjoyment of life; And better aesthetic concepts. The remaining 6.3% of the students thought that the negative influence was more than the positive influence, and only 4.6% of the students said that they were only affected by the negative influence, such as losing the desire

for self-improvement and greedy for pleasure; Worshiping foreign things; Blindly follow stars.

## **2) The influence of Korean Wave culture on college students' behavior tendency.**

Imitation of dress and makeup, traveling to Korea, and learning Korean are the three most obvious behavioral tendencies of students exposed to the Korean wave. Among female students, imitating Korean dress and makeup is the most important change, among which the fans usually imitate the dressing and behavior of their idols. In addition, Korean food and lifestyle, influenced by movies and TV dramas, are also highly sought after by some female students. Among male students, traveling to South Korea is the most important behavior tendency. Some of them also choose to study in South Korea because of the mimicry environment created by the media.

### **III. The reasons for the popularity of Korean Wave culture in China**

It can be seen from the questionnaire that the attraction of Korean idols is the biggest reason for college students to pay attention to Korean Wave culture, accounting for 63.18%. The following reasons are blindly following the trend (49.61%), the high quality and innovation of Korean wave cultural products (37.6%), the promotion in place (35.27%), the trend of globalization (26.36%), the Korean government's policy support for "building a nation through culture" (23.64%), the homology of Chinese and Korean culture (20.16%), and others (5.43%). The following four aspects are mainly analyzed.

#### **1. The same homologous East Asian culture**

The historical exchanges between China and the ROK go back to ancient times and the two countries share similar cultural backgrounds. History, South Korea and Japan, the same is under the influence of Chinese culture especially the Tang dynasty period,



in 1446 before King Sejong invention after training people. South Korea has also been used as a writing Chinese characters, and South Korea will apply for the Dragon Boat Festival became the national cultural heritage, and so on, these behaviors were also showed in the two countries according to the similarity of folk custom, etiquette, life etc. Because the two countries belong to the East Asian Confucian culture circle, the people of the two countries are very similar in ideology, values and other aspects, which makes the Chinese people easier to accept the Korean wave culture than the European and American culture, which has laid a mass foundation for the Korean wave culture to prevail in China (Pei Jingcheng, 2017).

## **2. The South Korean government provides institutional guarantee for “cultural establishment”**

In 1993, the Korean government formulated the strategy of “cultural good” and put forward the concept of “cultural industry” for the first time. In 1998, in the context of the Asian financial crisis, when the manufacturing industry was hit, the Korean government formally put forward the idea of “building a nation through culture” and took the cultural industry as the pillar industry of its national economic development. Laws and regulations, such as the Basic Law for the Revitalization of Cultural Industry and the Five-Year Plan for Cultural Development, were issued and improved successively. In addition to institutional policies, it has given great support to the cultural industry in various aspects such as organization, funds and materials, and personnel training. Thanks to the all-round support and guarantee from the government, the healthy competition among major TV stations and cultural enterprises in South Korea has brought forth numerous talents. Strong support has brought about rich returns. At present, the cultural industry has become the second largest export earning industry in South Korea, and South Korea has become the world’s fifth largest cultural industry power (Chen Jie, 2020).

### 3. The high quality of Korean wave cultural products themselves

South Korean movies and TV series from the screenwriter, director to actors layer on layer check, actors are mainly handsome men and beautiful women, with beautiful pictures to attract the public's attention. Scriptwriters mostly take the current social hot spots as the plot, which achieves high ratings and promotes the progress of society at the same time. Taking "Misaeng" as an example, by describing the working life of ordinary white-collar employees at the bottom of the Korean society, it not only achieves record ratings, but also promotes the reflection of the Korean society on cold violence at work and promotes the rights protection actions of the bottom employees in South Korea. In addition, the scripts of South Korean dramas are developed as they are shot, and the scriptwriting can change the fates of the characters at any time based on social trends and public feedback. Such a production method makes ordinary people have a sense of substitution and become the protagonists of movies and TV series, and the public will naturally be more willing to accept such works.

### 4. The inevitable trend of globalization

In the context of globalization in politics, economy and culture, as neighbors separated by a strip of water, the cultures of China and South Korea are also influencing each other in the process of integrating into the global culture. In this process, the organization and operation of South Korea's cultural industry and its products have high advantages, so that the Korean wave culture can enter China according to the law of popular culture from high to low.

## IV. The influence of Korean Wave culture on Chinese college students

As a popular trend, Korean wave culture has become fashionable among college students. While meeting the cultural needs of college students, some of its negative

contents will also play a negative role in the formation and development of college students' values. Therefore, the influence of Korean Wave culture on college students is divided into two aspects, mainly including the following aspects.

## **1. The positive influence of Korean culture on Chinese college students**

### **1) Learn about Korean history and promote cultural exchanges**

Through the study and understanding of Korean dramas, Korean cuisine, Korean variety shows and other fields, college students can easily come into contact with foreign cultures from Korea, expand their international vision, and promote communication and exchange between different cultures to a certain extent. With the popularity of Korean historical dramas such as Dae Jang-geum and The Last Empress in China, each historical drama reproduces the long-forgotten history of the Korean court. From the ancient Korean culture to the embryonic period of Korean cultural history formed by Goguryeo, Baekje and Shilla culture, to the prosperous period of Goryeo culture and Lee Dynasty culture, college students can feel the historical and humanistic atmosphere of Korea. Similarly, Korean food is also popular among college students as an important symbol of the Korean wave. It has also become a new way of leisure for college students to spend money in Korean restaurants in their spare time. The attractive color of kimchi, crispy outside and tender inside fried chicken, sweet and spicy fried rice cake and delicious roast meat, let college students understand the food itself at the same time, but also through a variety of ways to explore the Korean food culture, learn the Korean traditional food etiquette. But with the influx of hallyu boom in China, it also led to a growing number of south Korean friends to come to China to learn Chinese, understand Chinese culture, it is not only to the friendly exchanges between the two countries China and brought new development opportunities and also for the contemporary college students provides a more diverse cultural environment, further enrich the students' mental state.

## **2) Enrich the entertainment life and relieve the real pressure**

In the current environment of internalization, more and more college students feel unprecedented mental pressure, study, employment, emotional confusion makes them more anxious, through appropriate entertainment to vent their emotions is an important means to relieve the heavy pressure of college students. The Korean Wave, as a very popular culture in college campuses, to a large extent meets the cultural needs of college students of different ages and genders, and provides them with more diversified entertainment life. From “Please Answer 1988” to “My Love from the Star”, the popularity of one Korean drama after another has effectively satisfied college students’ beautiful yearning for life and love, and let them see a beautiful fictional world different from the reality, which is undoubtedly a good medicine and comfort for the soul of those who have experienced too many setbacks and hardships in the reality. Similarly, South Korean novels are mostly based on the Internet, which are integrated with modernity in concept and content. Most of them are light and funny stories, and they are also keen to beautify the hero and heroine in the portrayal of characters, and finally come together under various pressures of modern society. College students get a lot of spiritual comfort and peace of mind through this kind of fictional novels. In addition, many college students began to learn skills such as singing and dancing under the influence of South Korean love beans, which cultivated diverse interests and hobbies and promoted their all-round development. These rich recreational activities add fun to their lives to varying degrees and help them relieve pressure from all aspects.

## **3) Use the power of role models to get moral support**

South Korea has dozens of large and small entertainment companies, with a set of mature trainee system, so that the production of stars realize the assembly line, so as to create a large number of popular idol artists, in China to gain a large number of fans. Studies show that college students tend to follow stars from the level of appearance, to talent, and ultimately to loyalty to character (Li Ruirui, 2021). It can be seen that the appearance level is the first impression of the fans to have a good

impression on the idol, and the reason for the further pursuit is that the fans can see the efforts and sweat behind the beautiful appearance of the idol. We can't ignore the power of idols. Many college students take their idols as role models and turn them into the motivation to pursue their dreams, thus obtaining inner spiritual support and stimulating their potential. South Korea's many idols from trainee, has experienced many years of high intensity training and examination, countless intolerable bitterness is ordinary people, and in the process will be faced with a lot of competitors, the lack of any at any time are likely to be eliminated, so in order to achieve their dreams. They are very hard When they successfully debut standing on the stage, the whole person also appears to shine. In the course of their debut, the perseverance and efforts shown by their idols set a good example for college students. They regard their idols as a reference for their life goals, constantly improve their own shortcomings on the road of star-chasing, strive to get closer to their dreams, and become better themselves.

#### **4) Promote the perfection of personality and promote the development of personality**

University period is the important stage of life is to learn, not only is the key period people self-consciousness awakening and the main period of independent consciousness enhancement, many college students began to look gradually to pay attention to their own development, at the same time, the emergence of the Korean wave is also very good to promote the university students' perfect personality, and to promote the development of the personality of self. A prominent feature of Korean wave culture represented by South Korean dramas and K-pop music is that whether the protagonists or singers in the dramas, they not only pay attention to the shaping of their external image, but also pay attention to the cultivation of internal excellent character. They are often strong, kind and other qualities, and they will maintain a positive attitude towards life when they encounter difficulties. For example, the heroine in the popular TV series Descendants of the Sun has shown brave and decisive character with the professional image of a doctor. These wonderful qualities also play a subtle role in promoting the personality improvement of college students, cultivating their optimistic attitude in difficulties, and guiding them to pursue the values of truth,

kindness and beauty. In addition, these Korean dramas are also very good at shaping a character's image through clothing. Therefore, when watching Korean dramas, college students will pay attention to the clothes of the protagonists and consciously imitate them. In this process, their aesthetic taste has been improved, and they will start to pay attention to personal image management and create their own style characteristics, which undoubtedly promotes the personality shaping of college students (Jian Hui, 2021).

## **2. The negative influence of Korean culture on Chinese college students**

### **1) Resulting in the blind consumption behavior**

Came to China with the Korean culture since 1990s wind and heat, many college students rushed to buy the Korean entertainment star related products, and even local make track for a star, not hesitate heavy gold to South Korea South Korea style clothing, dress, diet, language and so on are also popular by young people, to say the Korean wave in culture exerts a great impact on college students' consumption behavior. The commercial nature of the Korean Wave determines the profit characteristics of the Korean wave, resulting in the consumption of many college students to the high-level promotion (Liu Jingjing, 2014). According to the survey, many college students' pursuit of fashion and brand has become their mainstream concept in consumption. We from a variety of media platforms, more and more Korean products constantly full screen advertisement, they take advantage of the present college students' favorite stars and web celebrity endorsements, although this kind of product is far more than the spending power of college students themselves, but the psychological characteristics of college students tend to cause their blind consumption. Take cosmetics in South Korea for example, according to the 2021 Taobao cosmetics brand hot list released by Taobao, Korean brands occupied three seats including the top, and the price of cosmetics of these brands is often more than one thousand yuan, which is indeed a large amount of spending for a college student. This kind of consumption will make college students have the psychology of keeping up with the Joneses and showing off their wealth. In order to

meet their psychological needs, many college students continue to overspend, which has caused a huge impact on the traditional concept of consumption.

## **2) Resulting in the hedonic concept of life**

The arrival of the Korean Wave era has also produced some negative effects on college students' life values, the most obvious is that there is a gradual trend towards hedonism. In the last century, college students attach great importance to the interests of the state, regard the dedication of youth to serve the motherland as the highest ideal, and pay special attention to the realization of individual social values. And many college students nowadays often think that the meaning of life is the pursuit of personal enjoyment and satisfaction, so they are very important to the realization of self-value. For example, the inheritors in the Korean idol drama "The Inheritors" can be defined as the second generation of rich people in China. The luxurious villas, ornate costumes and gorgeous jewelry in the drama attract every audience, which stimulates the young people's vision for a happy life to some extent. The popular South Korean song "Gangnam style" in the past few years expresses a luxurious lifestyle in the Gangnam district of Seoul, South Korea. Many college students are full of envy for this luxurious and luxurious life state, and take this as their pursuit to hope that they can live this kind of enjoyable life for a lifetime. Under the influence of Korean wave culture, hedonistic life values are gradually spreading among college students. They like to pursue material enjoyment and spiritual happiness, and it is easy to sink themselves into a state of depression and lack of enterprising spirit.

## **3) Resulting in the secularization of aesthetic taste**

When Korean culture becomes a trend, when the trend is appreciated and sought after by the vast majority of people, the image represented by the trend will become the standard of beauty in everyone's mind, from wearing to hair, from behavior to speech, this cultural style has a profound influence on the aesthetic perception of college students in a subtle way. Many people sigh that today is an

era of entertainment first, we must clearly realize that entertainment first itself is a serious problem, not to mention that it seems that entertainment with cultural style is often filled with some vulgar content. In recent years, the aesthetic appreciation of many college students has begun to show the trend of going with the flow. They do not have a correct cognition of themselves. They buy what is popular and wear what is popular. In order to be a qualified “Han nationality”, they buy a large number of Korean clothes, closely follow the Korean trend, blindly imitate the language dialogue and behavior in South Korean idol drama, which undoubtedly lost their own personality and self. In addition, it is easy for college students from Korean Wave culture to understand that South Korea is a major country of plastic surgery, and there are quite a number of “artificial” stars popular around the world, which makes many young male and female college students suffer from “appearance anxiety”. In order to pursue the external beautiful image, they do not hesitate to transform their appearance, but ignore the improvement of internal cultivation, which is not conducive to the formation and development of college students’ ideological and moral concepts, but also make college students’ aesthetic taste gradually become secular.

#### **4) Resulting in the extreme idolatry**

In fact, the process of college students’ idolatry is the process of placing their emotions on idols. In this process, it is especially important to grasp the emotional degree. Once unbalanced, it is easy to fall into the extreme idolatry (Ding Huiling, 2021). In recent years, South Korean idol groups have set off a craze for idolizing idols in China, and some college students have developed blind worship to idols. They idolize their idols, in their eyes, the idols must be right, the advantages of idols can cover up all the shortcomings, but in fact, this behavior is just their blind judgment and irrational choice under the halo of idols. Some college students out of the love of their idols, regardless of their families and their own economic burden, often buy thousands of concert tickets, some even follow the idol secretly photographed, explore the privacy of the idol, become “illegitimate rice”, these irrational behavior to the development of college students’ physical and mental health has brought



adverse effects. With the continuous development and maturity of the “fan economy“, many college students trapped in the “consumer cycle” unable to extricate themselves, gradually become an entertainment appendage. They brush the ticket list for the idol without bottom line, in order to send the idol “C debut” , and even canvass the vote through usurious ways, rush sales, save popularity, advertise with living expenses, and buy aid products, which causes a heavy burden on the life of college students and the economic situation of the family life of college students.

## **V. The correct guidance of college students in the face of Korean wave culture countermeasures and suggestions**

### **1. On the social level: strengthen the supervision of cultural market and create a good cultural atmosphere**

Up to now, the development of Korean Wave culture has been characterized by “commerciality” . Behind the neglect of quality and pursuit of quantity of some cultural products is the drive of economic interests (Zhang Qing, 2015). In this case, the government should strengthen the supervision of the cultural market, resolutely not to let all vulgar culture into the market, to ensure the healthy development of the physical and mental health of college students. First of all, the Korean wave as a special culture, its many products is spread by South Korea in China, so there is a limit on the law of the cross-regional, government departments should be according to the new trend in the development of Korean culture to perfect the relevant legal norms, in the form of law to the spread of the media content and development mode for further adjustment and regulation, in violation of the provisions of vulgar content determined are not allowed to broadcast. Second, at present a lot of cultural products in the spread of content will be healthy and unhealthy content mixed together, even hidden bias the content of the many on college students’ values, greatly increase the difficulty of regulation, it’s more demand government departments to improve the ability to review and perfect the control mechanism, prevent its negative effect on

college students' values. Finally, a lot of media in order to obtain more economic benefits, too much ratings, and ignore the content of the product quality, so the law enforcement departments to do law applied, barriers, media with violations must be punished, such as closed, media exposure, etc., to create a good cultural atmosphere in the market.

## **2. At the university level: strengthen the education of socialist core values and create a high-quality campus culture**

From the 18th National Congress to the 20th National Congress, the Party and the state have been emphasizing the importance of values education, which shows the importance of values to individual development. College students' values are in an important stage of formation and development, and universities play a key role in the cultivation of college students' values as an important base. When college students addicted to Korean culture cannot extricate oneself, even in other countries than their own country, must use the common ideal of socialism with Chinese characteristics to inspire them, and through the national spirit and time spirit education to increase their confidence, so as to maximize mobilize enthusiasm and creativity of college students to participate in socialist construction. In addition, colleges and universities should enrich extracurricular practical activities for college students to create a high-quality campus culture. For example, we can build excellent student associations, organize some dance teams, model teams, drama clubs, etc., so that college students are exposed to more elegant culture and art, which is not only conducive to their formation of a correct aesthetic view, but also add a bit of fun to the tense and boring study life of college students. It can also organize some activities with excellent culture as the theme, so that college students have a strong interest in traditional culture, so as to increase the identification of college students with traditional culture.

### **3. At the family level: pay attention to the emotional state of children and play the guiding role of the family**

At present, most Chinese families only pay attention to the basic and superficial needs of their children, and put a lot of attention on their study and life, as well as clothing, food, shelter and transportation, often ignoring the inner emotional and moral development of their children. However, as the foundation and starting point of all education, family education can be said to be the first school in the process of growing up. The influence of parents is crucial to the formation and shaping of college students' values. Therefore, parents should timely guide college students to the possible deviation of values in Korean wave culture. First of all, parents should pay attention to the daily exchange and communication with their children, understand and pay attention to their spiritual world, listen to their inner needs, and guide them to vent their inner feelings through appropriate ways. At the same time, parents should also try to understand and integrate into their favorite cultural fields. They can download Douyin, Weibo and other popular platforms to share the interesting news they have seen, convey the correct moral cognition and aesthetic concept to them, so that they can learn to look at pop culture from a dialectical perspective. Finally, parents should also pay attention to the construction of a good family trait, build a harmonious and healthy family atmosphere, parents should set an example to do demonstration education, give full play to the role of the family model, in the right idea, noble moral character, the practical action to guide children's misconduct, the effects of this on their children are often subtle.

### **4. On the individual level: cultivate the ability of rational appreciation and set up lofty life ideals**

The present college students' group is given priority to with after 00, had been living in the economic prosperity and social harmony and stability of generation after 00, they thought idea diversification, strong ability to accept new things, often in the fast pace of life become blundering, no firm ideal faith, when facing the Korean wave

temptation, they lose the ability to identify, Blindly follow the trend. So college students should pay attention to cultivate their rational appreciation ability, dialectically treat Korean culture, to identify the national excellent culture acceptance and respect foreign culture, on the basis of “take the essence discard the dregs” , at the same time also want to improve their aesthetic temperament and interest, absorbing excellent achievements of Korean culture, consciously resist the boring vulgar cultural products, And constantly enrich their own spiritual realm. On the other hand, ideals and beliefs, as a kind of spiritual motivation, can guide people to move forward in a good direction. In order to find the right direction in the comfortable life, do not lose themselves, let their study and life full of power, college students must set lofty ideals and lofty goals, firm their ideals and beliefs. Only in order to strive hard for the ideal, can become “a noble person, a pure person, a moral person, a person out of the low taste, a person beneficial to the people” .

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