

L'actu du jour

What is K-pop ?

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(© Jacques Azam)

The K in K-pop stands for "*Korean*". K-pop, is what we call pop music produced in Korea.

More precisely, in South Korea, where this sort of music appeared in the early 1990s.

K-pop is a mix of several different styles: pop, electronic, R&B, hip-hop, dance and rock.

Mostly, the groups are boy bands or girl bands; mixed groups are rare.

Each group has 2 singers, 2 rappers, 2 dancers, a star – the best looking boy or girl –, a *maknae* – the youngest –, and finally, a leader.

Each group has its own community of fans: the "*fandom*", which may have millions of members!

One of the most famous bands, BTS, were declared the most popular act in the world in 2019.

Among other achievements, BTS broke the record for the most viewed video on YouTube in 24 hours.

The K-pop industry is also criticized, because its artists are put under a lot of pressure.

To be at the top, they follow a strict training program, from a very early age.

Some fans are on the lookout for their slightest mistake, and call them out on social media.

In spite of that, K-pop has become a global cultural phenomenon, with fans all over the world, not just in Korea.

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