

**Youth, Cross-Cultural Identification and Popular Culture: A Case Study of
Young Generation in Northern Taiwan under Korean Wave**

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ABSTRACT

My research focuses on Korean popular cultural products such as TV dramas, pop music and movies through which youth culture in Taiwan are shaped, such as joining the selection of new talents, going language school to learn Korean, talking about the latest Korean beauty products on the Internet. Because of highly study pressure, they are in puberty so they are more rebellious and eager to pursue popular culture and novelty. Therefore, this study aims to analyze the process of identification of Korean Wave among Northern Taiwanese young generation.

Key words: Korean Wave, Young Generation, Identification Theory, Idol Worship, Celebrity Worship