

THE MAKING OF A PRINCE CHARMING: PERSPECTIVES ON THE VIGOR AND RIGORS OF BECOMING A “PRINCE CHARMING” IN KOREAN DRAMAS

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ABSTRACT

With the phenomenal success of Korean dramas, it is interesting and important to investigate how they have influenced the global market and identify the possible reasons why they have reached such a level of popularity. Hence, this paper aims to present a review of the relevant literature in relation to what makes the leading man in Korean dramas “Prince Charming” that most viewers swoon over them. It seeks to discuss the vigor and rigors of what makes a leading man an “ideal man” based on the existing literature and insights gained based on the authors’ observations as viewers of Korean dramas. Along with the previous findings that have been surveyed in this paper, *Physical Changes or transformation* can be added as a factor in creating a “Prince Charming”, at least in the Korean drama context. This is observed when the Prince Charming adapts his status to that of the leading woman, creating the “attainability” image as reflected in more casual wardrobes and informal (i.e. gel-free) hairstyles sported by the leading men. In such cases, the Prince Charming becomes more attainable and more human, rather than an unattainable, ideal being. Another aspect to consider is that the female lead is not generally presented as a damsel in distress anymore that is in need of being rescued in the traditional fairy tales, but that the leading women have their own careers, have strong personalities and have their own convictions, despite having a (still) unequal status with that of the leading men.

Keywords: Prince Charming, Korean Dramas, Global Market

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