

Tübingen Korean Studies Lecture Series

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Investigating the Representation of *hallyu* in South Korean Newspapers: A Corpus-Assisted Discourse Study

Simon Barnes-Sadler

University of Oxford

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Biography: Simon Barnes-Sadler is a post-doctoral researcher in Korean Studies at the University of Oxford. Alongside his work on the Korean Wave, frequently informed by Digital Humanities, his other main research interest is variation in the Korean language. He teaches across the Korean Studies curriculum, and is an associate editor of the journal *Hallyu: The Korean Wave*.

Abstract: Engagement with South Korean popular culture has increased over the late twentieth and early twenty first centuries throughout the world. Specific pop cultural products, such as K-Pop songs and artists, and the general phenomenon, i.e., some local understanding of the Korean Wave, are much discussed in national presses. The Korean Wave, or *hallyu*, has not escaped the notice of journalists in South Korea either. This paper investigates reporting on the Korean Wave in four South Korean newspapers of record to gain insights into its representation and conception in South Korea.

Drawing upon the maxim that “you shall know a word by the company it keeps”, we chart the changing characterisation of the term *hallyu* through its frequency, its most common collocates, and the words that most frequently appear in similar contexts as attested in the *Trends 21 Corpus* of early-twenty first century Korean newspaper texts. From a qualitative, discursive analysis of these wordlists accompanied by snippets of text, we draw inferences about the understanding of the Korean Wave in South Korea, how it has developed over time, and how it both aligns with and differs from alternative, nationally specific conceptions.