

Taiwanese acceptance of Korean culture: the turning point of Taiwan-South Korea relations and Taiwanese dislike Korea

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Abstract

This paper studies the influence of Korean pop culture on Taiwan and Taiwanese perception of relations between Taiwan and South Korea. After its influence in Asia, K-pop culture has gradually affected European and American countries. Many Taiwanese impression of South Korea is nothing more than Plastic surgery and makeup. To understand the relationship between Taiwan and South Korea and the thought of young people in Taiwan about South Korea, the research object of this paper is mainly young people in Taiwan. The research methodology is literature analysis and questionnaire survey, and the statistical analysis tool are regression analysis and independent sample T-test. In the literature review, it can be found that the communication between South Korea and Taiwan has become more frequently in recent years. Also, more and more Korean tourists and Korean students come to Taiwan. The study found that the attention of K-pop culture fans has a significant effect on the acceptance of Korean clothing. The public welfare behavior of Korean entertainers will change the impression of South Korea. However, the Taiwanese believe that Korean entertainers have no public welfare action in Taiwan. Young people in Taiwan have a better impression of Korea than the elderly, but there is no significant impact. Taiwanese who pay attention to K-pop culture, still think most of Korean do make-up and have plastic surgery experience. As I mentioned, the Taiwanese have changed their impression of South Korea and communicate with each other more frequently in recent year. Although the contradictory relationship between South Korea and Taiwan still exists, it has gradually moved towards a good development.

Keyword: Taiwan-South Korea relations, Korean pop culture, Korean aesthetic culture

摘要

本論文研究韓國流行文化對台灣的影響、台灣人對於台灣跟韓國之間的認知。韓國流行文化在亞洲大流行之後，漸漸地也影響到歐美國家，許多台灣人對於韓國的印象不外乎就是整形以及化妝，用這個研究藉此想要了解台灣跟韓國的關係以及台灣年輕人對韓國的看法。在文獻探討中，可以發現近幾年韓國跟台灣的交流越來越頻繁，包括觀光客以及留學生變多等等。本論文的研究對象是以台灣的年輕人為主，研究方法係文獻分析以及問卷調查，統計分析工具係使用迴歸分析以及獨立樣本 T 檢定。研究發現韓國流行文化的粉絲與否對於韓國穿搭接受度部分，有顯著效果；韓國藝人的公益行為會讓台灣人對韓國印象改觀，然而台灣人認為韓國藝人對台灣的公益行為是沒有必要的，台灣年輕人比年長者們對於韓國印象好一些，但此結果沒有顯著性。即使是有在關注韓國流行文化的台灣人，對於韓國人就是會化妝以及整形的刻板印象還是存在的。總結來說，雖然有些台灣人喜歡韓國文化，但不太喜歡韓國本身的矛盾情緒還是存在，但近幾年台灣人對於韓國印象有逐漸改觀，且交流越來越頻繁，已經漸漸地走向好的發展。

關鍵詞：台韓關係、韓國流行文化、韓國審美文化

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INTRODUCTION

Background

At the beginning of the 21st century, Korean Pop Music (Korean Pop Music referred to as K-pop, Korean drama) set off waves in Asia. The Korean began to export pop culture to the Asian region from 1997 to 2000. In addition to K-pop, Korean dramas are also the main reason why many people gradually want to learn about Korean culture. Gradually, Korean aesthetics influenced Taiwan. However, before the Korean Wave gradually became popular in Taiwan, there were many anti-Korean incidents. The incident that caused lots of noise at that time was the Yang Shujun incident(楊淑君事件) in 2010. She was eliminated because the World Taekwondo Federation pointed out that using electronic socks and sensors was suspected of violating regulations.¹

The referee who eliminated Yang Shujun at the time, Hong Xingtian, a Korean Filipino was the main reason for Yang Shujun's disqualification, so the Taiwanese crowd became indignant and burned the Korean flag. Slogans such as banning the

¹ Glocal, T. (2013). "【日韓專欄】台灣「反韓」的前因後果."

purchase of Korean products. There were even restaurants banning admission of Koreans.² However, I think this case is not the only cause of dislike Korea(嫌韓). Previous Taiwan and Korea was like a brother, but why it turned into bad relations? Taiwan was a supporter of Korean independence. In 1949, the Republic of China recognized the Great South Korean government. In August, Chiang Kai-shek was invited by South Korea to visit South Korea. This kind of brotherhood continued until the official severance of diplomatic relations in August 1992. Not only that, but then South Korean President Roh Tae-woo also demanded 24 hours for Taiwanese personnel stationed leave from South Korea. After Taiwanese personnel stationed left South Korea and transferred all assets to the People's Republic of China, which officially broke Taiwan-South Korea relations.³ However, a Korean drama about Autumn in My Heart(藍色生死戀가을동화) was released in Taiwan, causing a sensation in 2012.⁴ It was also the Korean drama with the highest ratings at that time on GTV. K-pop music often is heard on the street, and shops sell a lot of Korea in Taiwan. For instance, Korean clothes, Korean food, and various Korean products. Therefore, this has also made many people begun to care about the history of Taiwan

² 维基百科编者 2010 年亞洲運動會跆拳道爭議事件. [维基百科，自由的百科全書](#).

³ 维基百科编者 中華民國與大韓民國關係. [维基百科，自由的百科全書](#).

⁴ ETtoday 星光雲 (2018). "台灣首部爆紅韓劇《火花》！「最美小三」李英愛在台粉面前補妝".

and South Korea. Hallyu and anti-Korean phenomena are also contradictory in Taiwan.

Motivation

Taiwan and South Korea have many similarities in history, industry, economy, and political system; in terms of political stance in Asia. Only Taiwan, and South Korea are called "The Republic of China" and "Republic of Korea". The disputed countries we face are the People's Republic of China (China) and the People's Republic of Korea (North Korea). On many international stages, Taiwan and South Korea are often competitors, such as the semiconductor industry between Samsung and TSMC. In recent years, as K-pop and Korean dramas have become popular in Taiwan, especially young groups are unable to resist the power of Hallyu: the main motivation for the study is that while the Korean Wave entered Taiwan, the aesthetic culture of South Korea also influenced Taiwan. It is interesting to explore how young people and elders have different ideas about male makeup, and whether Taiwanese have a good impression of South Korea. The main reason is that Taiwan's famous traditional cakes, brown sugar bubble tea (gong cha 貢茶, tiger hall 老虎堂, Zhenzhudan 珍煮丹... etc.), and Hong Ruizhen sandwiches 洪瑞珍三明治 are stationed in Korea⁵, and other factors (The Japan-South Korea trade war, variety

⁵ 中央社 (2019). "韓國 2019 最受歡迎美食 台灣黑糖珍奶正夯."

shows) have caused a lot of Korean tourists to travel to Taiwan⁶. Finally, it is not enough to understand the real development of the relationship between Taiwan and South Korea. It is not enough to use Korean variety shows, idols, and Korean dramas to understand. It is interesting that we could discuss whether Taiwanese like Korea certainly.

Research Purpose

In 2010 Shujun incident(楊淑君事件), we can see that Taiwan's anti-Korean sentiment was huge. After Hallyu invaded Taiwan, I would like to study only Taiwan's young people have changed the image of South Korea. Whether the K-pop helps to establish relations between Taiwan and Korea. Moreover, was there any misunderstanding? What are the reasons for Taiwan and South Korea's historical hatred, and whether the incidents were misunderstood? Young people who like to watch Korean dramas, listen to Korean music, or pursue Korean idols are also affected by Korean culture and terms in their lives. For example, Korean terms commonly used by young people in Taiwan; 歐爸 오빠, 大發 대박, 應援 응원, 哦莫 어머⁷, or many costumes follow the Korean version. Moreover, it is the makeup culture, which is common in girls. But Taiwanese boys have begun to wear

⁶ 今周刊, 劉. (2019). "韓國客來台暴增逾 3 成！為何高麗妹子變成主力？原因這五個."

⁷ Instagram: @creatrip.tw

makeup like Korean boys. Whether such aesthetics will have any impact is worth discussing.

Research Question

1. Do Korean aesthetic culture affect Taiwan?
2. Will the impact of Korean entertainers' charitable actions on Taiwanese fans make the Taiwanese changing their perception of Korea?
3. Do the teenagers change their thought about South Korea?

Contribution

In recent years, the relationship between South Korea and Taiwan has become closer and closer. This study can provide some reference for those who want to study the relationship between Taiwan and South Korea in depth. It can give some directions and suggestions to people who want to understand the charm of Korean culture and why many young people like K-POP or K-Drama. Also, to bring a little bit of good progress to Taiwan-South Korea relations, and to solve some misunderstandings of Taiwanese about South Korea.

Limit and Delimit

In my research, the main research direction is Taiwan-South Korea relations and Taiwan's acceptance of Korean culture. In the part of Taiwan-South

Korea relations, based on the inability to access the situation of the personnel stationed in South Korea before the severance of diplomatic ties between Taiwan and South Korea, it is mainly based on documents Information and news to interpret the relationship between Taiwan and South Korea before the severance of diplomatic relations between Taiwan and South Korea, after the Yang Shujun incident and various disputes between Taiwan and South Korea, the progress of Taiwan-South Korea relations so far. From before and after the controversy and after the Korean Wave became popular in Taiwan, have Taiwanese people's perceptions of Koreans become better or worse? Regarding Taiwan's acceptance of Korean culture, it is mainly in Tainan and Kaohsiung. The reason why questionnaires are unavailable in the middle and northern part is that the cost is too high. Therefore, I will use online questionnaires to extract data from the Middle and Northern parts as much as possible.

LITERATURE REVIEW

In this chapter, the literature discussion is divided into four sections. The first section discusses the definition and differences between Korean makeup culture and aesthetic culture. The second section talks about any advertisements related to the public welfare behaviors of Korean artists. The third section relates to K- Finally, the relationship between Taiwan and South Korea from the establishment of diplomatic relations to the severance of diplomatic relations and the relationship between Taiwan and South Korea until now will be mentioned, and the change in preference of Taiwan for South Korea.

Korea Make-up Culture and Atheistic Culture

What is Korean aesthetic culture? Most readers who see this dress should think that this style is very Korean. Korean aesthetics are almost the same, and there are few unique looks, especially in Korea. In the entertainment industry, even the body must be slim, and South Korea is stricter with female idols. As long as they become fat, they will be criticized. One person who went to Korea as a trainee said that as long as the weight exceeds the standard only if you lose your weight back to the standard, you will not be able to leave the practice room. Some people even take laxatives to achieve weight (泰惟, 2020). Taiwan singer Chen Fangyu(陳芳語), who

is famous for the song Love You, also worked as a trainee at the Korean entertainment JYP. She has also been given weight-loss pills, requiring her to lose weight to 38 kilograms. South Korea's aesthetic standards can be said to have reached a state of insanity. How much South Koreans pay attention to appearance? The following data shows:

Table 1: The importance of appearance

Unit (year-old)	Unit (person)	1. Not important	2. Little important	3. A little important	4. Very important	5=3+4 Portion of importance
	1500	1%	10%	69.6%	19.8%	89%
19-29	257	1%	6%	65%	28%	93%
30-39	244	1%	8%	67%	24%	92%
40-49	290	1%	8%	69%	22%	91%
50-60	300	2%	10%	74%	14%	88%
60 up	410	1%	14%	71%	14%	85%

Source from 갤럽리포트 Gallup(외모와 성형수술에 대한 인식 - 1994/2004/2015/2020 년 비교) translator: author

According to the following data, from a few decades ago or from the perspective of multiple age groups, appearance in the hearts of Koreans is already one of the keys to determining whether life will be successful. And this idea is the appearance of supremacy is derived. Many Koreans feel very stressed, especially girls. The proportion of Korean college students with makeup is 95%. Girls almost do not go out without makeup. Koreans also think that it is polite to go out with makeup. Because of appearances, Korea's unique makeup culture and plastic surgery became

popular.⁸The history of cosmetic surgery in South Korea originated from the end of the Korean War in 1950. American doctors performed plastic surgery to help many people injured by the war in South Korea. At the same time, they also introduced Western surgical techniques; until the 1970s to the 1980s. Technology has matured, and the plastic surgery of the South Korean industry has begun to flourish. When many Taiwanese talks about South Korea, they think that South Korea's plastic surgery technology is very advanced in this country. Indeed, plastic surgery in the South Korean industry is among the best in the world. There are even many Taiwanese who think that every Korean has plastic surgery, but it's not. Although plastic surgery is prevalent in Korea, it's just a bit higher. In terms of gender, 18% of Korean girls have plastic surgery and 2% of boys. This data shows Plastic surgery experience of Korean:

Table 2: Korean plastic surgery experience survey

	Unit (person)	Plastic surgery experience	
	1500	No	Yes
female	743	82%	18%
male	757	98%	2%

Source from 갤럽리포트 Gallup(외모와 성형수술에 대한 인식 - 1994/2004/2015/2020 년 비교) translator: author

⁸ (2017). "韓國的「看臉」時代：沒化妝不敢出門，追求一致性的裝容與服飾."

However, there is also a strange phenomenon in South Korea. That is, fresh people in South Korea will go to plastic surgery in particular. It's called unique inaugural plastic surgery trend(就職整形潮).⁹

Charitable Action of Korean entertainers

Korean idols will compose events into songs to achieve the benefits of dissemination. Another way is to donate money. A song from BTS; Spring Day was created with the background of Sewol-ho sunken ferry. Sewol-ho Sunken ferry 세월호 침몰사고 took place in South Korea. On April 16, 2014, Sewol-ho suddenly lost control of the direct sailed from Incheon Port to Jeju Island., A sharp turn caused the Sewol-ho shipwreck accident, which was carrying 476 passengers. At that time, the captain ordered the crew to wait in place and the government did nothing. The South Korean Maritime Police Agency ordered the sea area around the accident to be sealed off and private rescue groups were not allowed to enter for assistance. The resulting tragedy is that (The Korea Herald, 코리아헤럴드) 250 people of 304 dead people were teachers and students of Danwon High School at that time. BTS released Spring Day on February 12, 2017. It did not indicate that the lyrics and music were written in the background of Sewol-ho. Many fans analyzed the meaning and lyrics of

⁹ 聖依／踏上韓國旅夢 (2020). "解析韓國整容文化：《整容液》如何引發「共鳴」？為什麼每個人整完都一樣？."

Spring Day. Before the release of the song, each member and the agency donated 10 million Han Won expressed their condolences to the families of the victims. In the Spring Day MV, there are many scenes of the sea, celebrating friends' birthdays, showing memories on the boat, looking at the washing machine from the outside (indicating being trapped inside and unable to get out) and shoes hanging, etc.¹⁰ The lyrics also reveal many condolences for the victims. Whether this song is a metaphor Sewol-ho is interpreted from the readers, BTS is open to the interpretation of fans. So far, the click-through rate of Spring Day has reached 413,904,971 views. Every year on April 16, many people will review this song. So, Korean will never forget this. Due to COVID-19, many Korean idols have also donated. The following are donations from Korean entertainers.

Table 3: Donations from Korean entertainers in coronavirus

Group/Idol	Amount	Group/Idol	Amount
BTS	100,000,000₩	Lay Zhang 장이 씽	20,000,000₩
Red velvet	230,000,000₩	Han Hyo Joo 한효주	100,000,000₩
Twice	100,000,000₩	Choi Seung	100,000,000₩
		Hyun 최승현	

¹⁰ 경아아빠 (2019). "'봄날' 가사 내용 해석 interpretation of song lyrics on 'Spring Day' - 세월호 추모하는 BTS."

Exo	50,000,000₩	Kim Soo Hyun 김수현	100,000,000₩
Kang	50,000,000₩	Hyun Bin 현빈	200,000,000₩
Daniel 강다니엘			
Son Na Eun 손나은	50,000,000₩	Lee Ji Eun 이지은	300,000,000₩
Woo Ji-ho 우지호	30,000,000₩		
은혁 EunHyuk	200,000,000₩		
Jun Ji-hyun 전지현	100,000,000₩		

Source: 韓國藝人捐款情況一覽：玄彬低調捐 2 億，IU 進行了 5 次捐助
[\(https://kknews.cc/entertainment/jaov9oe.html\)](https://kknews.cc/entertainment/jaov9oe.html)
 아이돌의 코로나 19 기부 릴레이 모음
[\(https://m.post.naver.com/viewer/postView.nhn?volumeNo=27641748&memberNo=23241592\)](https://m.post.naver.com/viewer/postView.nhn?volumeNo=27641748&memberNo=23241592)

The following are relatively little-known idols and groups I found. In addition to making donations with the group. Some artists also donate privately in their name. Korean artists' external charity behaviors are important to outsiders, especially for fans. Many fans will follow what the artist does, and such charity behaviors will enhance the good image of the artist and the company¹¹. To make everyone pay attention to the severity of the epidemic. The Korean performing arts have formed a kind of group consciousness. Group consciousness refers to the common beliefs, values, and norms of group members. It is the unity of common and

¹¹ 褚麗娟 and 許崑峰 (2020). "公益行為之探討-有線電視系統台業者的觀點."

special characteristics (Wright Millis). Some problems, such as Hyun Bin 현빈 want to donate to the medical staff in a low-key manner. However, Some Hater questioned his lack of responsibility to society after many artists donated. So, he had no choice but to show his love to Korea before revealing it. Regarding institutional donations. According to this, people think that as long as the idol does not donate which is wrong.

Psychological Factors of Adoring Korea entertainers

Idol is one of the types of Japanese entertainer, and the term is derived from the English "idol". In Japanese, the term originally refers to a person or thing that someone who is admired and has a fanatical suitor. In the Japanese entertainment industry, it mainly refers to sharing the growth process with fans, and existence itself is a kind of charm. Its characteristic is to build its image in an all-around way and launch activities in many fields such as singing, dancing, drama, and funny. Compared to models who value appearance the most, idols do not necessarily have to be outstanding in appearance, but rather easy to get close to. On the other hand, because of the pursuit of inner gorgeousness and personal charm, first-class idols and fans can be said to have a close relationship.¹²The entertainer is the name given to

¹² 维基百科编者 偶像 (日本). [维基百科](#)，自由的百科全书.

performers who are engaged in performing arts. It is the general term for a profession that uses one's skills and talents to entertain others and earn rewards. It is similar to the performing entertain workers behind the scenes (directors, screenwriters, music creators, and producers). Etc.) Relative. Nowadays, it refers to performers in the field of popular culture, including singers, actors, models, show hosts, dancers, musicians, etc.; it is not equivalent to Internet celebrities, who become famous online or shoot performances and upload videos. The creator may not be an artist.¹³Entertainer refers to as a singer or a musician. As for the definition of Japanese idols, I think that singing and dancing are the main way of performing people (there are a lot of elements to soothe people's hearts through performance). Popular idols now exposure to other jobs, like the actor. The Idol and Entertainer of definition of Japan is not much different from Korean idols. The group is naturally the name of the plural sets. In addition, Japanese idol groups are quite regional idol groups. "Idol adoring" is a form of identification with others(唐山). Many people should be familiar with adore. But some readers feel that the word adore is negative, and a few readers think that adoring is blind and irrational¹⁴. Many adolescents will blindly follow idols. Leading to poor schoolwork, inattentiveness in class, etc. The behavior of idols is also an

¹³ 维基百科编者 艺人. 维基百科，自由的百科全書.

¹⁴ 朱龍祥 and 陸洛 (2000). "流行歌曲歌迷偶像崇拜的心態與行為初探." 應用心理研究》(台北)(8): 171-208.

important part. Parents worry that children pay attention to idols with poor perceptions may make their children learn more. This probably causes problems in the communication between parents and children, and some parents do not understand why children like to follow idols. However, Adoring and pursuing Idols is a process of generating self-worth and self-identification, chatting and sharing with peers, and psychologically satisfying. Internalizing the idol's value beliefs to achieve the socialization process. Most idol adoring has a positive impact on people¹⁵. When the work pressure is high that idols may be the motivation for some people to persevere.

In Taiwan, there are more and more fans of K-pop and K-drama. Some are attracted by K-pop's amazing dance neatness and musical style, while others are attracted by K-drama's plot and actors' superb acting skills. Before K-pop became popular, J-pop once occupied the Taiwan market. Its two styles can be said to be completely different. Take AKB 48 as an example. The style is cute, lovely, and full of energy, while K-pop is based on Various styles, such as hip-hop, lyrical, rock and roll, etc...and the most important thing is to be able to sing and dance¹⁶. A transnational cultural product is full of "exotic flavors". it is also a kind of Mixed Western (European and American) pop music genres. The reason why Taiwanese fans are

¹⁵ 張智雅 (2000). 偶像崇拜與青少年認同--以台灣流行音樂歌迷為例. 社會工作研究所. 花蓮縣, 慈濟醫學院. 碩士: 0.

¹⁶ 呂玟伶、蘇雅煊 (2018). " “韓” 團魅力， “流” 向國際－K-POP."

attracted by the Korean Wave is that K-pop and K-drama bring different styles and amazing works every time. And a few people just follow the trend¹⁷.

The Relationship Between Taiwan and Korea

The current domestic literature on Taiwan-South Korea diplomatic relations had different perceptions of Taiwanese people in different age groups, occupations, and marital status and their preference for South Korea. They are the same as the arguments I support. The elders and men tend to like Korea less than women.

Taiwan and South Korea had official diplomatic relations from 1949 to 1992. Taiwan and South Korea terminated their diplomatic relations on August 24, 1992. At the end of 1993, the Korea Representative Office in Taipei and Korea Representative Office in Taipei was established in Taipei and Seoul respectively. Representative Office in Taipei, Korea. In addition, the Taiwanese government established a Busan office in Busan in 2005.¹⁸

In 1949, the KMT failed in the civil war with the Communist Party. And the government of the Republic of China moved to Taiwan. In 1953, a war broke out between South Korea and North Korea. The government of the Republic of China had

¹⁷ 廖淑敏 (2013). 韓國流行音樂在台灣之發展與成功因素分析.

¹⁸ 駐韓國台北代表部 (2016). "我國與韓國雙邊關係."

expressed its desire to support South Korea but was opposed by the United States.¹⁹

At the end of the Korean War, he helped South Korea give and support the Provisional Government of the Republic of Korea. According to data, Chiang Kai-shek also visited South Korea many times to support Korean independence. However, many countries have decided to establish diplomatic relations with communist countries for their national interests.

In 1971, the United Nations replaced the People's Republic of China with the original status of the Republic of China in the international community, causing the Republic of China to withdraw from the United Nations membership. The country gradually broke off diplomatic relations with the government of the Republic of China. In 1988, after President Roh Tae-woo of South Korea took office, he gradually got closer and closer to China.

In 1991, Roh Tae-woo officially broke off diplomatic relations with the Republic of China and established diplomatic relations with the People's Republic of China on the same day. The only remaining diplomatic country in Asia. According to these historical events, it seems that Taiwan unilaterally supports South Korea, but in exchange for such a return, and then South Korean President Roh Tae-woo used very drastic means to force the diplomatic ambassador of the Republic of China to South

¹⁹ 김진호 (2017). "從周邊國家關係看 2017 年中韓關係走勢." 성균중국관찰 17: 85-89.

Korea. Leaving Taiwan within a day, which is why this has caused many elders to have a bad impression and impression of Korea.²⁰ After South Korea announced the severance of diplomatic relations with Taiwan, Qian Fu, then Minister of Foreign Affairs of the Republic of China, terminated all preferential treatments for South Korea, including the termination of the original trade agreement between the two sides. The retaliatory economic measures adopted mainly include, suspension of Korean car import quotas and Korean fruit import quotas, cancellation of Korean manufacturers' participation in Taiwan's future state-owned enterprises. Bidding opportunities for careers and the ministerial-level economic cooperation meeting of the two sides will be stopped immediately and will not be held in the future.²¹ Moreover, because of Taiwan's close cultural and industrial relationship with South Korea that it regards each other as a competitor in the international arena.²²

In fact, after the severance of diplomatic relations, trade exchanges were suspended for a few years. However, trade exchanges between Taiwan and South Korea continued to increase. Non-governmental exchanges continued. In 2003, due to the active efforts of the two governments, Taiwan opened up to South Korea. Visa-

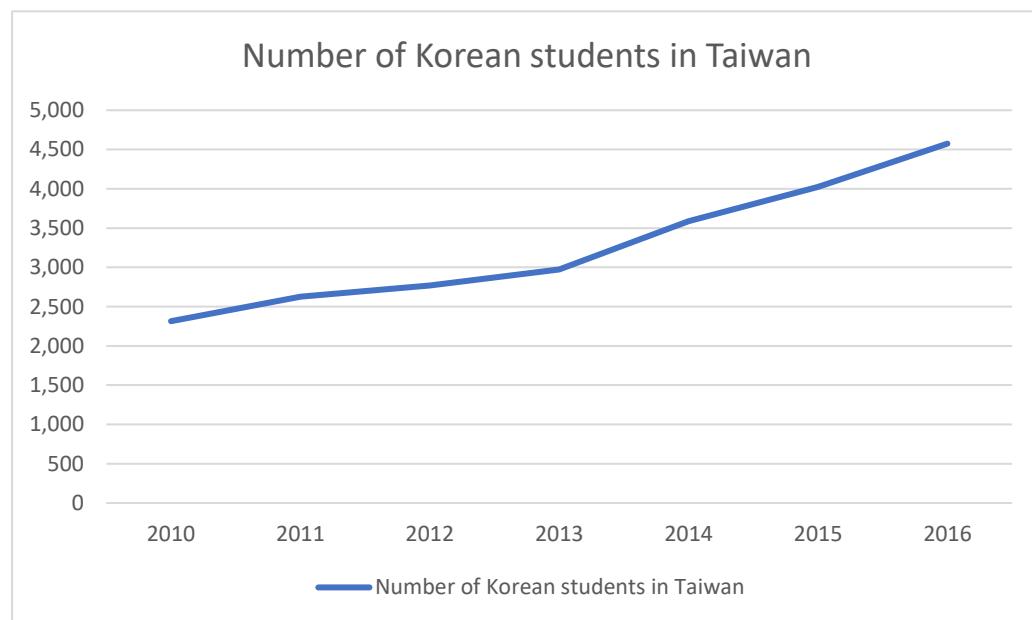
²⁰ 中華民國外交部 《1992 年外交公報》

²¹ 宋成友等 (2014). "中韓关系史-现代卷. 北京: 社會科學出版社.".

²² 王善海 and 金學民 (2013). "한국과 대만 반도체산업의 경제적 파급효과 비교 분석." 무역학회지 38(5): 75-95.

free, and since the signing of the resumption agreement at the end of 2004, the trend of mutual visits between Taiwan and South Korea has gradually become enthusiastic. Together with the efforts of the Taiwan Tourism Bureau to promote Taiwan tourism. The proportion of tourists from South Korea to Taiwan has increased from the slow growth in the first few years has now grown rapidly.²³

Table 4: Number of Korean students in Taiwan



Source: Ministry of Education

²³ 陳珮樺 (2017). 韓國旅客來臺觀光現況與發展趨勢研究. 韓國語文學系. 台北市, 中國文化大學. 碩士: 63.

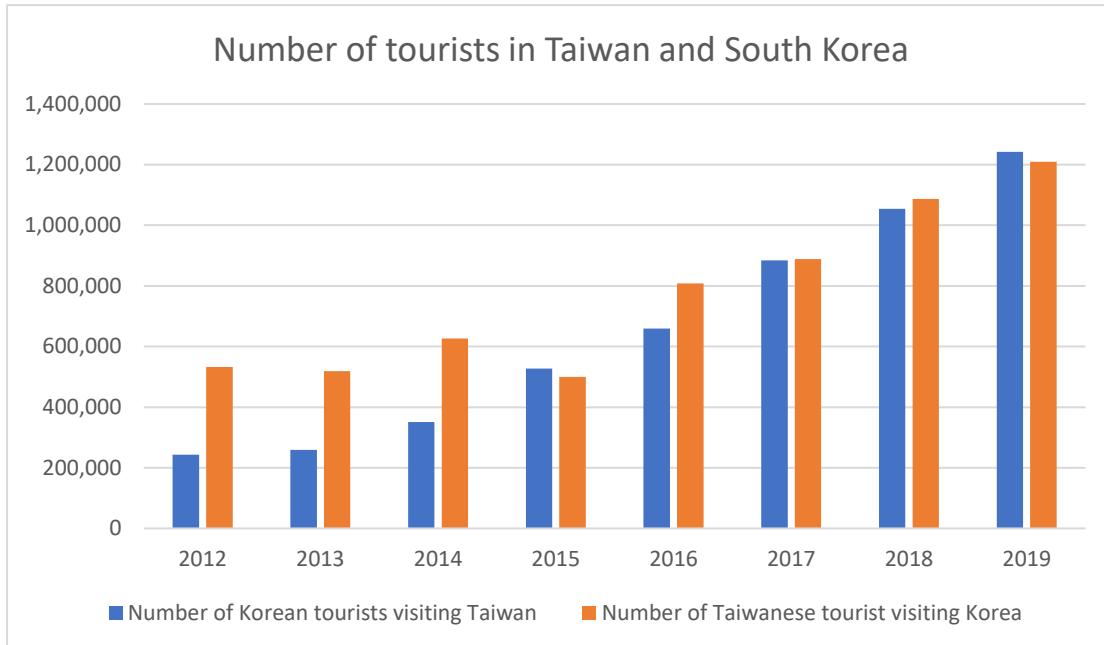


Figure 1(Source: Tourism Bureau, Ministry of Transportation and Communications)

From the above information, Korean didn't know much about Taiwan. However, the number of Koreans who came to Taiwan from 2012 to recent years has increased significantly. Many people analyze it because South Korea's famous location show, Grandpas Over Flowers 꽃보다 할배 came to Taiwan to record location shows in 2013, and it was well-received in South Korea. According to the Tourism Bureau, Ministry of Transportation and Communications, the number of tourists in South Korea increased by 50% in September 2013 compared with the previous year. The trade war between Japan and South Korea and the THAAD 대한민국의 사드 배치 논란 missile incident in South Korea have caused the deterioration of relations with Japan and China. So, the number of South Koreans coming to Taiwan has increased. Koreans who hate Taiwan are because some South

Koreans will check Taiwan's actions against South Korea. It's anti-Korean news and has a prejudice against Taiwanese. Even many Koreans hate South Korea in their perception of Taiwan.

In terms of the number of people traveling to Taiwan in South Korea, we can see that the Yang Shujun incident in 2013 had little impact. I think there are potential anti-Korea people in Taiwan or Taiwanese who don't know South Korea, which led to the 2013 controversy. When it happened, these potential anti-Korean activists will express their dissatisfaction and resentment towards South Korea. However, at the same time, the love of watching Korean dramas and K-POP have just become popular in Taiwan, which has caused a confrontation between the two factions. South Korea also holds ambiguous opinions.²⁴ In recent years, South Korea and Taiwan have become more and more frequent in academic and economic exchanges, which has also increased the relationship between the two countries.

Summary

The first section of the literature review is about the Korean aesthetic culture and makeup culture. According to the survey (Gallup), regardless of age and

²⁴ 李怡瑩 (2014). 喜歡韓綜、討厭韓國？台灣的韓國綜藝節目閱聽人矛盾情結研究. 電訊傳播研究所. 嘉義縣, 國立中正大學. 碩士: 145.

gender, most Koreans feel that appearance is very important, especially since the standards for artists are stricter. In the part of makeup, many people think that Korean boys can wear makeup, but they don't. It is because of the stereotype that Korean male artists can wear makeup. In the part of plastic surgery, the survey showed that 18% of 743 people had plastic surgery, while only 2% of boys had plastic surgery. Therefore, the impression that Koreans would have plastic surgery is wrong. The second chapter of the literature review is about the Charitable actions of Korean artists. During the literature discussion, Korean artists' Charitable actions are very frequent. This is a good phenomenon that can arouse the attention of fans and the public, and it can also add points to the artist's impression. So, I use this to study whether the Charitable action of Korean artists will affect Taiwanese's positive impression of Korea. The third chapter of the literature review discusses the differences between Idol, Artist, and Entertainer. Idol was originally derived from the Japanese. It was used to refer to the differences between artists and Entertainers who bring fans full of vitality. In Korean terms, it is called The most common artist is Idol イドル. It is rare to call the Idol Artist and Entertainer. Next, the main reason why young people worship idols is to seek a sense of identity and to have an object that can imitate. The fourth chapter of the literature review discusses the relationship between Taiwan and South Korea. After Taiwan announced the severance of

diplomatic relations with South Korea in 1992, the relationship between Taiwan and South Korea was at its worst. A few years later, because of the Korean Wave, Korean dramas were quite popular among Taiwanese. Taiwan and South Korea have gradually restored trade relations. In recent years, both cultural and economic exchanges have become more frequent. From the perspective of tourists and Korean students studying in Taiwan, we can also see the changes in the interaction between the people of the two countries.

METHODOLOGY

This paper's source of data base on literature review, online media, doctoral dissertations, master's dissertation, scholarly journals, and official websites. The database of the thesis used are Taiwan Master's and Doctoral Dissertation Network and Google Scholar. The historical materials of Taiwan and Korea are in Chinese. Documents and Wikipedia are the main sources. Public welfare action based on documents in Chinese, English, and Korean. The plastic ratio and aesthetic data are from Chinese and Korean documents or journals. Then, the questionnaire survey is used to investigate the image of Taiwanese for the Korean country which to explore the issue of hatred for Korea.

Experimental Subject

Since the severance of diplomatic relations between Taiwan and South Korea occurred in 1992, At that time, there were no so-called Hallyu fans or a good impression of Korea, and children only appeared after the age of eight. Taiwan's K-pop fans are usually mainly young people in 2000. Therefore, few Hallyu fans know the history of the severance of diplomatic relations between Taiwan and South Korea. So, the test subjects are Mainly Hallyu fans and adults over 30-year-old.

Experimental Tools

In the part of age, I divided it into under 12 years old, 13-30 years old, 31~65 years old, and above 65 years old. It is helpful to understand the understanding and acceptance of South Korea among the young, middle-aged population and the elderly population. The first part of the questionnaire is the acceptance of Korean pop culture. This part is to know whether the respondent is a fan of Hallyu. The second part is to know whether the interviewee understands the historical relationship between Taiwan and South Korea and their impression of South Korea. The third part is about the understanding of Korean aesthetic standards and whether it is influenced by Korean aesthetic culture. The fourth part is whether the public welfare behaviors of Korean entrainers will affect the respondents' perception or impression of Korea.

Data Collection

My questionnaire is an online Google form questionnaire, and the questionnaires are distributed in the FB community, LINE group, and DCARD. 311 questionnaires were returned, 294 valid questionnaires, 17 invalid questionnaires, and the questionnaire response rate was 94%

DATA ANALYSIS

Perhaps most Taiwanese have heard or understood Korean pop culture, but it doesn't mean they like it. Most people think that people who pay attention to Korean culture are equivalent to liking Korea or having a good impression of Korea. However, some people like Korean pop culture, they even have a prejudice or a bad impression of Korea or Koreans.

Most young people do not know much about the historical relationship between Taiwan and South Korea. In Taiwan, part of the reason for anti-Korea is because of historical relations. In the past, Taiwan and South Korea had similar political, economic, and industrial systems. Taiwan's economic development was better than South Korea's. Therefore, when Taiwan established diplomatic relations with South Korea, Taiwan often assisted South Korea at that time. However, the South Korean government decided to establish diplomatic relations with China for the sake of its interests which led to a bad development of the relationship between Taiwan and South Korea. Use this point and these questions to understand whether young people understand this period of history and whether these histories will affect adults' impression of Korea.

In recent years, Korean culture has become very popular in Taiwan. Some K-Drama or K-POP idols have gradually influenced Taiwanese's wearing styles. These questions are used to test Taiwanese's attitude towards Korean culture. Acceptance can also test whether the popularity of the Korean style will affect the thinking of Taiwanese who don't like Korea.

When Korean entertainers have major events in Korea, most Korean entertainers will express their condolences or donate to these events. These charity behaviors contribute to the image of Korean entertainers. Through charity behaviors, the image of the entertainers themselves will be improved. To test whether the public welfare behaviors of Korean artists in Taiwan contribute to the improvement of South Korea's national image. But in the current data, there are no public welfare behaviors of Korean entertainers in Taiwan. Therefore, the test is based on assumptions. To understand whether the public believes that charitable behavior is necessary for idols.

Reliability Analysis

K-POP and K-Drama Attention is divided by 10 items, the overall Alpha value is bigger than 0.9, it means overall item has reliability. (Table 5) Taiwan-Korea Relations Cognition is divided by 7 items, the overall Alpha value is 0.785, it means overall item has reliability. Impression of Korea is divided by 10 items, the overall Alpha value is 0.817, it's mean overall item has intermediate reliability. Korean

Aesthetic standards is divided by 7 items, the overall Alpha value is 0.721, it means overall item has intermediate reliability. The Public Welfare Behavior of Entertainers is divided by 10 items, the overall Alpha value is 0.746, it means that the item has high reliability.

Table 5. Reliability Analysis

Construct	Cronbach's Alpha	N of items	Comment
The attention of Korean culture (K-POP, K-Drama)	0.920	10	Accepted
Taiwan-Korea Relations Cognition	0.785	7	Accepted
Impression of Korea	0.817	10	Accepted
Korean Aesthetic Culture	0.721	7	Accepted
The Public Welfare Behavior of Korea Entertainers	0.746	10	Accepted

Korean Aesthetic Culture, Korean make-up Culture, Taiwan

In this section, I want to use attention to Korean pop culture, K-POP fans to know the number of times watching Korean dramas, and the impression of South Korea to Know whether affect the acceptance of Korean dressing styles or not. The research results are shown in Table 6. Under the condition that these four questions are independent and do not affect each other, each question presents a significant result and the coefficient is positive. Respondents who love Korean pop culture and have a better impression of South Korea are more receptive to Korean wearing style (Model 1-4). But under the condition that the four factors influence each other, only

being a K-pop fan and watching Korean dramas more frequently have significant impact on the acceptance of Korean wearing style. I think K-pop fans will often watch Korean music. The styles of clothes worn by idols on-stage performances are varied, so those who pay attention to K-POP will have a relatively high degree of acceptance in Korea, and Korean dramas show how Koreans wear them in their lives. So, there is a certain degree of acceptance (Model 5).

Table 6. Standardized Regression Coefficients from Analyses Predicting Acceptance of Korean wearing style (N=294)

Independent Variables	Model 1	Model 2	Model 3	Model 4	Model 5
Understanding K-pop culture	0.262***				-0.004
K-pop fan or not		0.267***			0.183**
Frequency of watching K-dramas			0.290***		0.211*
The impression of South Korea is good or bad				0.181**	0.098
Model F	21.467***	22.494***	26.882***	9.885**	10.516***
R ²	0.68	0.72	0.084	0.33	0.127
Adjusted R ²	0.65	0.68	0.081	0.29	0.115

p < 0.05*; p < 0.01**; p < 0.001***

According to the statistical analysis results of table 7 to table 9 on Korean aesthetic culture (make-up and plastic surgery), watching Korean dramas has a positive and significant impact on girls' makeup and plastic surgery (Model 4). Some Korean dramas show the impression of Korean girls with makeup. Those who often watch Korean dramas think the impression of Korean girls is that they don't go out without makeup. It also has a positive impact on Korean plastic surgery. Those who

only pay attention to K-POP will rarely come into contact with it. Therefore, for makeup and there was no significant positive effect on the plastic surgery part.

Table 7. Standardized Regression Coefficients from Analyses Predicting Korean plastic surgery (N=294)

Independent Variables	Model 1	Model 2	Model 3	Model 4
Understanding K-pop culture	0.306***			0.045
K-pop fan or not		0.071		-0.065
Frequency of watching K-dramas			0.384***	0.370***
Model F	30.066***	1.484	50.445***	17.028***
R ²	0.93	0.005	0.147	0.151
Adjusted R ²	0.90	0.002	0.144	0.142

p < 0.05*; p < 0.01**; p < 0.001***

Table 8. Standardized Regression Coefficients from Analyses Predicting makeup for Korean girls (N=294)

Independent Variables	Model 1	Model 2	Model 3	Model 4
Understanding K-pop culture	0.062			-3.108**
K-pop fan or not		0.019		0.762
Frequency of watching K-dramas			0.063	3.000**
Model F	1.131	0.109	1.146	3.613*
R ²	0.004	0.000	0.004	0.036
Adjusted R ²	0.000	-0.003	0.000	0.026

p < 0.05*; p < 0.01**; p < 0.001***

Table 9. Standardized Regression Coefficients from Analyses Predicting makeup for Korean boys (N=294)

Independent Variables	Model 1	Model 2	Model 3	Model 4
Understanding K-pop culture	0.347			-0.731
K-pop fan or not		-0.013		-0.431
Frequency of watching K-dramas			0.068	1.410
Model F	0.121	0.049	1.339	0.753
R ²	0.000	0.000	0.005	0.008
Adjusted R ²	-0.003	-0.003	0.001	-0.003

p < 0.05*; p < 0.01**; p < 0.001***

Korean entertainers' charitable actions, Taiwanese fans, Perception of Korea

Table 10 Under the premise of knowing the public welfare behaviors of Korean, its idols assumed that Korean idols' behaviors towards Taiwan's public welfare will add points to the impression of South Korea. public welfare action has a significant and considerable impact on the impression of Korea (Model 1-2). But assuming that Korean entertainers do not have public welfare action in Taiwan will not have a significant positive impact on the impression of Korea (Model 3). If there are no public welfare actions for Taiwan, they will not have a positive impression of Korea.

Table 10. Standardized Regression Coefficients from Analyses Predicting Impressions of Korean entertainers' charitable actions on South Korea (N=294)

Independent Variables	Model 1	Model 2	Model 3
Supposing Korean entertainers donate	0.302***		0.321***
Supposing Korean entertainers did not donate		0.024	-0.67
Model F	29.249***	0.166	15.310***
R ²	0.91	0.001	0.95
Adjusted R ²	0.88	-0.003	0.89

p < 0.05*; p < 0.01**; p < 0.001***

Table 11 is based on whether the public welfare behavior of Korean entertainers will add points to the impression of Korea. Under the condition that the two factors do not affect each other, the donations of Korean entertainers have a positive and significant impact on the impression of Korea (Model 1-2). Under the conditions of mutual influence of these factors, only the premise of non-donation will have a positive impact on the impression of Korea (Model 3). Indicating that most of the interviewees did not feel necessary for Korean entertainers' charity behavior for Taiwan.

Table 11. Standardized Regression Coefficients from Analyses Predicting Impressions of Korean entertainers' charitable actions on Taiwan(N=294)

Independent Variables	Model 1	Model 2	Model 3
Supposing Korean entertainers donate	0.213***		0.101
Supposing Korean entertainers did not donate		0.421***	0.393***
Model F	13.187***	63.044***	33.458***
R ²	0.45	0.178	0.187
Adjusted R ²	0.42	0.175	0.181

p < 0.05*; p < 0.01**; p < 0.001***

Taiwan teenagers, impression of South Korea

Both Table 12 and Table 13 are based on the affection of Korean music, popular culture, and Korean dramas. All factors have a significant impact on the positive impression of Korea under the condition of being independent and not influencing each other. Under the conditions of mutual influence of factors, the three factors have no significant influence on the positive impression of South Korea. The findings of the study on the contradictory complexes between the audiences of Korean variety shows in Taiwan are similar in research of 喜歡韓綜、討厭韓國？台灣的韓國綜藝節目閱聽人矛盾情結. Among the many interviewees who love Korean pop culture, the positive impression of South Korea is still in a vague area and some simply like Korean pop culture. The people who like Korean culture do not mean that they like South Korea.

Table 12. Standardized Regression Coefficients from Analyses Predicting Impression of Korea (N=294)

Independent Variables	Model 1	Model 2	Model 3	Model 4
Understanding K-pop culture	0.280***			0.148
K-pop fan or not		0.207***		0.112
Frequency of watching K-dramas			0.264***	0.114
Model F	24.750***	13.010***	21.841***	10.076***
R ²	0.78	0.43	0.70	0.094
Adjusted R ²	0.75	0.39	0.66	0.085

p < 0.05*; p < 0.01**; p < 0.001***

Table 13. Standardized Regression Coefficients from Analyses Predicting Impression of Korea (N=294)

Independent Variables	Model 1	Model 2	Model 3	Model 4
Understanding K-pop culture	0.236***			0.147
K-pop fan or not		0.175***		0.088
Frequency of watching K-dramas			0.185*	0.159
Model F	17.202***	9.259**	10.363*	11.991***
R ²	0.56	0.31	0.34	0.110
Adjusted R ²	0.52	0.27	0.31	0.101

p < 0.05*; p < 0.01**; p < 0.001***

Table 11 for 13 to 30-years-old and 31 to 65-years-old, using the independent sample T-test as analysis. On various issues, the averages of these two age groups are both middle and upper, which is generally good for the impression of South Korea. Except for the transfer of property rights. The 13 to 30-year-olds had almost higher average impressions of South Korea than the 31 to 65-year-olds. But none of the issues had a significant impact, so young and middle-aged people had no bad impression of South Korea. I think it is because the history of Taiwan's severance of diplomatic relations with South Korea has been long gone and gradually forgotten. I think the anti-Korea reports at the time aroused anti-Korea people who had legitimate reasons to oppose South Korea. No matter which country it is, some people support it and others dislike it. The most surprising result of this survey is that most Taiwanese no longer think that Koreans will use drastic means to win the game, which represents a change in Taiwanese's impression of South Korea.

Table 14. Comparison of 13 to 30-year-old and 31 to 65-year-old on Impression of South Korea

Dimension	Age	Number	Average	Standard deviation	difference	t value
Taiwan-Korea Relations	13 to 30-year-old	261	3.3985	0.75590	0.11722	0.831
	31 to 65-year-old	32	3.2813	0.72887		0.855
Transfer of property rights	13 to 30-year-old	261	2.6475	1.05534	-0.19624	-0.990
	31 to 65-year-old	32	2.8438	1.08090		-0.972
Impressions of Korea	13 to 30-year-old	261	3.6590	0.70888	0.37775	2.817
	31 to 65-year-old	32	3.2813	0.77186		2.636
Impressions of Korea	13 to 30-year-old	261	3.6667	0.82741	0.44792	2.903
	31 to 65-year-old	32	3.2188	0.79248		3.003
Drastic means	13 to 30-year-old	261	3.7969	0.84179	0.64068	3.948
	31 to 65-year-old	32	3.1563	1.05063		3.321

p < 0.05*; p < 0.01**; p < 0.001***

Summary

In the first findings (Korean Aesthetic Culture, Korean make-up Culture, Taiwan), I found that K-pop fans and people who watch K-drama very often have a considerable degree of acceptance of Korean dressing styles. In my opinion, it is because both the K-pop music stage and K-drama present a very strong Korean wearing style. In the makeup part, people who often watch K-drama have a deeper stereotype of Koreans who can make-up. In Korean dramas, it often shows that girls are very good at makeup, so they have a deeper impression of people who watch K-drama.

In the second findings (Korean entertainers' charitable actions, Taiwanese fans, Perception of Korea), Taiwanese people have no sense of expectation of Korean entertainers' do charity actions for Taiwan. I think it's because Korean entertainers don't have the mentality that Taiwanese entertainers need to donate to Taiwan to those who are developing in China. Instead, Korean entertainers donate to their own country, and Taiwan fans will have a good impression about South Korea.

In the third findings (Taiwan teenagers, impression of South Korea), Even if they are fan of K-pop and K-drama, it does not mean they like South Korea. I think it is because of the anti-Korean sentiment that caused many Taiwanese still have prejudice or stereotypes about South Korea. However, it can be seen that the impression of the young and middle-aged population of South Korea is no longer bad. I think that in recent years there has been no more controversy between Taiwan and South Korea and the culture exchanges between Taiwan and South Korea have become more and more frequently. There are also many Korean Youtubers in Taiwan on YouTube to introduce beauty of Taiwan.

CONCLUSION

In this paper, the relationship between Taiwan and South Korea is the research center. After Korean pop culture caused a fashion in Taiwan, both buzzwords and ways of dressing have affected Taiwan. However, it is not just Taiwan that cares about South Korea unilaterally. In the literature review, it is found that many snacks in Taiwan have also caused a pandemic in South Korea. Taiwan's beverage brands can be seen everywhere in Myeongdong, Seoul, and South Korean tourists can also be seen in Taiwan. The number of Korean students studying in Taiwan has increased year by year. Since the severance of diplomatic relations, Taiwan's relations with South Korea have gradually become estranged. However, in addition to cultural mutual influence between the two countries. In data analysis, most young people in Taiwan are aware of this historical relationship. In the analysis of Taiwanese impressions of South Korea, many Taiwanese who are concerned about K-pop culture will not blindly like South Korea. In other words, there may still be an ambivalent mood. Regarding the acceptance of Korean culture, the more Taiwanese who care about Korea, the higher the acceptance will be. Compared with the elderly, the average acceptance of young people is higher, but there is no significant statistically. I think it is because Taiwan's relationship with South Korea has been cut

off for a long time. They didn't pay much attention to this period of history. Since the Republic of China withdrew from the United Nations, the main power such as Japan and the United States. Also broken off diplomatic relations with Taiwan later and established diplomatic relations with People's Republic of China. Although the Taiwanese know this history of the severance of diplomatic relations between Taiwan and South Korea, the Taiwanese don't care so much anymore.

Suggestion

Since this research uses a questionnaire survey method, the research object is Taiwanese. I suggest that researchers who have a certain degree of Korean relations and have a certain degree of research on the relationship between Taiwan and South Korea could interview whether Koreans also know relationships between Taiwan and South Korea. And doing more in-depth investigations to find information from Korean literature to know whether there is any research on the relationship between Taiwan and South Korea on the Korean perspective. This historical relationship can also be viewed from the Korean perspective.

APPENDIX

各位先生/女士，您好：我是文藻國際事務系大三的同學，這是一個關於研究台灣人對於韓國的印象、觀感認知、台灣人對於韓國文化的接受度和愛好以及韓國與台灣關係認知度的問卷。這份問卷的填答結果僅供學術研究，不會對外公開敬請安心填答，很感謝先生/女士花費幾分鐘幫忙填寫問卷。

敬祝 身體健康 萬事如意 文藻外語大學 國際事務系 王晨旭

個人資料

1. 性別：生理男 生理女
2. 學歷：國小 國中 高中 大學 碩士 博士 其他
3. 職業：軍公教 服務業 士農工商 學生 醫護 公職
4. 年齡：12 歲以下 13~30 歲 31 歲~65 歲 65 歲以上
5. 訪韓經驗：有 無
6. 認識的韓國朋友：有 無
7. 韓文學習：正在學 曾經學過 無

第一部分 對於韓國流行文化(K-POP、韓劇)的關注度

Part 1 Attention to Korean pop culture (K-POP, Korean drama)

非 同 無 不 非
常 意 意 同 常
同 見 意 不
意 同
意

1. 我知道韓國流行文化

I know K-pop culture

2. 我有在關注韓國流行文化

I am following Korean pop culture

3. 我看韓劇的次數很頻繁

I watch Korean dramas very frequently

4. 對我來說，比起其他國家的戲劇，韓劇很吸引人

For me, Korean dramas are very attractive
compared to dramas in other countries.

5. 我聽過韓國流行音樂(K-POP)的音樂

I have listened to K-POP music

6. 我覺得韓國流行音樂(K-POP)的歌很好聽

I think K-POP songs are very nice

7. 我是韓國流行音樂(K-POP)的粉絲

I am a fan of K-POP

8. 我看過韓國流行音樂(K-POP)的舞臺

I have seen the stage of K-POP

9. 韓國偶像總是給粉絲滿滿的能量

Korean idols always give fans full of energy

10. 追星能讓我紓解壓力

Follow the idols can relieve me of stress

第二部分 對於臺韓關係認知以及韓國的觀感和印象

Part Two Perceptions of Taiwan-South Korea relations and South Korea's perceptions and impressions

非 同 無 不 非
常 意 意 同 常
同 見 意 不 同
意

11. 我對於臺韓的歷史關係很了解

I have a good understanding of the historical relationship between Taiwan and South Korea

12. 我覺得近幾年臺灣跟韓國關係越來越好

I think the relationship between Taiwan and South Korea is getting better and better in recent years

13. 我知道台灣跟韓國以前的關係有如兄弟

I know that the relationship between Taiwan and South Korea before was like brothers

14. 我知道台灣曾支持韓國獨立建國

I know that Taiwan once supported South Korea's independent nation-building

15. 我知道臺灣跟韓國曾有外交關係

I know that Taiwan had diplomatic relations with South Korea

16. 我知道當時韓國跟台灣斷交後，韓國政府把台灣在韓國

(駐韓大使館)財產所有權交給中國，我會很生氣
If I knew that after South Korea broke off diplomatic relations with Taiwan, the South Korean government handed over the ownership of Taiwan's property in South Korea (the embassy in South Korea) to China, I would be very angry.

17. 我認為臺灣跟韓國的政治、產業等等很相似

I think Taiwan and South Korea are very similar in politics, industry, etc.

18. 我對於韓國保持良好的印象

I maintain a good impression of Korea

19. 臺灣人常把韓國當成經濟上的競爭對手
Taiwanese often regard South Korea as an economic competitor
20. 在國際賽事上，台灣常常拿韓國比較(例：棒球)
In international competitions, Taiwan often compares South Korea with (e.g. baseball)
21. 從以前到現在，我對韓國的印象越來越好
From before to now, my impression of Korea is getting better and better
22. 我不覺得所有韓國人都以激烈的手段來贏得比賽
I don't think all Koreans use drastic means to win the game
23. 我認為韓國人都用韓國國產產品
I think Koreans uses Korean domestic products
24. 我認為韓國人都會整型
I think all of Koreans have plastic surgery
25. 我認為韓國女生很愛化妝
I think Korean girls love makeup
26. 我認為韓國男生很愛化妝
I think Korean boys love makeup
27. 我認為韓國人通常很注重外表及穿搭
I think Koreans usually pay attention to appearance and style

第三部分 韓國審美標準與自主審美標準認知
Part Three Korean Aesthetic Standards and Cognition of Autonomous Aesthetic Standards

非	同	無	不	非
常	意	意	同	常
同	見	意	不	同
意				

28. 我很注重外在以及給別人的第一印象
I pay attention to appearance and first impression on others people

29. 我對於穿搭衣服很在行

I am very good at dressing up

30. 我了解韓國人穿搭風格

I understand Korean wearing styles

31. 我認為韓國人比臺灣人還要注重外表及穿搭

I think Koreans pay more attention to appearance
and dress than Taiwanese

32. 我會模仿韓國偶像或是以韓劇裡的穿搭風格

I would mimic Korean idols or wearing style of
Korean dramas

33. 我認為近幾年來臺灣穿搭風格受韓國影響

I think Taiwanese wearing styles have been
influenced by South Korea in recent year

34. 我能接受男生化妝

I can accept makeup for boys

第四部分 藝人公益行為

非常同意
同見意
同意
不見意
不同意
無意
不常同意
非常同意

35. 我了解公益行為的定義

I understand the definition of charity
activities

36. 我認為身為公眾人物對社會貢獻是一種責任

I think that being a public figure is a
responsibility to contribute to society

37. 我認為公益行為有助於提升藝人形象

I think charity activities can help enhance the
image of entertainers

38. 藝人的公益行為會帶動粉絲關心社會公益

The charity activities of entertainers will
drive fans to care about social welfare

39. 我知道韓國藝人在 Covid-19 的公益行為

I know the charity activities of Korean artists
in Covid-19

-
40. 韓國藝人的公益行為會為我對韓國的印象加分
The charity activities of Korean artists will add points to my impression of Korea
-
41. 我知道子瑜在台灣爆發肺炎流行時，有為台灣捐醫療器材
I know that Tzuyu donated medical equipment to Taiwan during the covid-19
-
42. 在韓工作的台灣藝人(周子瑜、葉舒華)的公益行為會為我對韓國印象加分
The charity behavior of Taiwanese entertainers (Zhou Ziyu, Ye Shuhua) working in South Korea would change my impression of South Korea into better
-
43. 假設韓國藝人在台灣爆發疫情的時候為台灣捐獻，會為我對韓國印象加分
mm
-
44. 假設韓國藝人在台灣疫情爆發時沒有為台灣捐獻，依然不會影響我對韓國藝人的喜歡
Assuming that Korean entertainers did not donate to Taiwan during the covid-19, it would still not affect my liking for Korean entertainers
-

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