

Capitalism Over Artistry–The K-pop Industry

Behind the curtains on the glamorous stage that the world of K-Pop is, lie secrets of exploitation, materialism, and pretense. The Hallyu Wave popularised this unusually westernised form of music across the world, with multiple bands like BlackPink and BTS emerging into the spotlight. However, South Korea in its quest for Soft Power has allowed the mistreatment of these artists by promoting them as goods instead of focussing on their art.