



After the First and Second Hallyu: The Evolution of K-pop Generations

Keeping track

- Following the first Hallyu (1990s-early 2000s) and second Hallyu (mid-2000s-2010s), the 3rd Generation propelled K-pop into the global mainstream 🇰🇷 .

Now, the 4th and 5th Generations are redefining the industry with cutting-edge technology, innovative music, and unprecedented fan involvement 🇰🇷 🇰🇷 .T

- **This presentation explores:**

The defining characteristics of the 3rd, 4th, and 5th Generations.

The evolution of approaches and work streams 🇰🇷 🇰🇷. Comparisons highlighting how K-pop continues to break barriers 🇰🇷

3rd Generation (2010s)

- **Key Groups:** BTS, EXO, BLACKPINK, TWICE, GOT7
- **Notable Songs:**
 - BTS: *Blood Sweat & Tears* (Global breakthrough [?])
 - [EXO: *Growl* \(Iconic for K-pop synchronization \[?\]\)](#)
 - BLACKPINK: *Boombayah* (Debut song, global impact [?])
- **Interesting Facts:**
 - Social media fueled fan connections (ARMY became one of the most active fanbases [?]).
 - BLACKPINK became ambassadors for luxury brands like Chanel and Dior [?].

4th Generation – Rise of Performance

- **Key Groups:** Stray Kids, ATEEZ, ITZY, TXT, ENHYPEN, aespa
- **Notable Traits:**
 - High-energy choreography 📺 .
 - Diverse experimental music 📺 (hip-hop, EDM, synthwave).
- **Notable Songs:**
 - [Stray Kids: *Thunderous* – Combines traditional Korean elements with modern beats 📺 .](#)
 - ITZY: *Dalla Dalla* – Empowerment anthem 📺 .
 - aespa: *Next Level* – Futuristic “metaverse” concept 📺 .
- **Interesting Facts:**
 - Virtual members like aespa’s “æ” blurred reality and fantasy 📺 .
 - TXT dubbed as "Youth Storytellers" with songs about growing pains and dreams 📺 .

5th Generation – Emerging Leaders

- **Key Groups:** RIIZE, ZEROBASEONE (ZB1), Dream Academy trainees
- **Notable Traits:**
 - Cross-platform debut processes (YouTube, TikTok [?](#) [?](#)).
 - Fans involved in group creation, like voting trainees into final lineups [?](#) [?](#).
- **Notable Songs:**
 - RIIZE: *Get a Guitar* – Retro vibes [?](#) .
 - [ZB1: *In Bloom* – Reflecting fresh starts \[?\]\(#\) .](#)
- **Interesting Facts:**
 - ZB1 formed through *Boys Planet*, a fan-voting survival show [?](#) .
 - Dream Academy connects Western and K-pop trainee cultures [?](#) .

Dream Academy vs. Traditional K-pop

Dream Academy Approach:

- Collaboration between HYBE and Geffen Records [?] .
- Trainees from diverse global backgrounds [?] .
- Transparent debut process on YouTube and Instagram [?] .

Group: [Katseye-Touch](#)

Solo: [Homewrecker](#)

Traditional K-pop Approach:

- Rigorous training under agencies like SM, JYP, YG [?] .
- Focus on perfection before debut [?] .

Comparison:

- **Fan Involvement:** Dream Academy relies on fan votes; traditional systems have internal agency decisions [?] [?] .
- **Training:** Dream Academy emphasizes creativity and global outreach; K-pop focuses on standardized perfection [?] .

Future of 5th Gen

- **Key Predictions:**
 - Integration of AI technology in performances 📄 .
 - More global collaborations (e.g., Dream Academy 📄).
 - Increased interactivity through VR concerts and virtual fan meetings 📄 .
- **Big Question:** How will fans adapt to blending cultures and tech with traditional K-pop values? 📄

