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Oppa, salanghaeyo and annyeonghaseyo: Which Korean words have you learnt from famous K-dramas?

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A lot of interest in Korean language and culture has also been generated due to the popularity of K-pop groups like Blackpink

K-dramas and K-Pop groups have generated interest in Korean language

The Hallyu wave had been slowly growing its popularity in the country for some years now, but ever since the pandemic, the popularity of K-dramas and K-pop, including beauty products and food have grown significantly. Dramas like *Crash Landing On You*, *Pachinko*, bands like BTS and Blackpink have been making their presence felt at global events and music awards. This also became evident when a spokesperson from an OTT platform said that the viewing for K-dramas in India increased more than 370% in 2020 as compared to that in 2019.



A still from the hit K-drama *Crash Landing On You*

As the number of people who started showing interest in the Hallyu wave grew, followers also became interested in learning the language through these shows. To understand the phenomenon, the Korean Cultural Centre, India, conducted a survey among its language course students and found out five words that students knew way before they enrolled themselves in the course. For students and those who watch K-dramas and follow K-pop, catching up and learning a word or a phrase from the show they are currently bingeing on, is another way to flaunt that they have been following a specific show or a band.

90% OF THE STUDENTS SAID THAT THEY KNEW ANNYEONGHASEYO AND GAMSAMNIDA FROM WATCHING K-DRAMAS

A representative from KCCI explains, "There is no difference in the reading and writing style of these words. Only 'I love you' is phonetically *saranghaeyo* but written *salanghaeyo*."

90% said that they knew hello, thank you – *annyeonghaseyo, gamsahamnida*

70% said that they knew dad/father – *appa*

80% said that they knew love – *salanghaeyo* – I love you, phonetically *saranghaeyo*

65% said that they knew it's okay – *gwaenchanh-a*

'Found the language interesting'

"I learnt the word oppa, which means brother or a romantic interest, after watching *Hometown Cha-Cha-Cha* and *What's Wrong With Secretary Kim*. The way they use oppa in these dramas is funny as well as endearing when the lead couple is using it. So, I searched the meaning on the web and now every time I watch a show and there is a reference to the word, I feel I know at least a word in the language," says Ritika Sinha, a second-year student from DU. Karishma, a school teacher, adds, "I knew *gamsahamnida* (thank you) and *annyeonghaseyo* (hello), by watching K-dramas like *Descendants Of The Sun* and *Good Doctor*."



A still from *Pachinko*

'Greetings among the first words that followers learn'

A KCCI representative informs that there are various reasons for people showing interest in the language. "Some students liked how the (Korean) language sounded, while some found a sense of belongingness and home, owing to the similarities in Korean and Indian languages. Greetings are also among the first words that the students knew before learning the language. A lot of the interest in Korean language and culture was generated by K-pop as well along with dramas," shares the KCCI representative.