

# *An Analysis of Anti-Feminist Expressions in K-pop Culture*

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**Abstract:** This paper critically examines anti-feminist expressions in K-pop culture, using a mixed methodology to analyze selected works. It highlights the impact on artists, global fandom, and cultural trends, emphasizing the necessity for intervention from stakeholders in the industry. While acknowledging the evolution of gender representation in K-pop, the paper addresses persistent criticism of objectification and commodification of female idols. Recognizing K-pop's global influence, the study emphasizes the need to address anti-feminist nuances. It explores how K-pop fandoms influence perceptions of gender roles, particularly among youth. By challenging anti-feminist elements, the study aims to promote progress in attitudes towards gender equality. The paper also focuses on the paradox of stardom for female artists, examining how patriarchal bias and male management perpetuate anti-feminist practices. These practices restrict female artists' autonomy and reinforce harmful gender norms. Highlighting power dynamics and systemic issues within the industry, the study emphasizes the influence of K-pop artists on their fans and cultural trends. It calls for collaboration among artists, agencies, fans, and policymakers to advocate for change and gender equality. In conclusion, this paper contributes to the discourse on anti-feminism in K-pop. By uncovering hidden undercurrents and exploring sociocultural implications, it aims to raise awareness and promote diverse gender representations within K-pop and society. The study envisions K-pop as a catalyst for positive change, leading to a more inclusive and progressive society celebrating gender equality.

**Keywords:** K-pop, anti-feminism, gender representation, cultural impact, fandom

## 1. Introduction

K-pop, originating from South Korea, has emerged as a powerful cultural phenomenon with a significant global influence. It is renowned for its musical diversity, meticulous visual aesthetics, intricate choreographies, and distinct style. K-pop has propelled South Korea to the forefront of global cultural exportation, reshaping its national image and stimulating its economy. Enabled by digital platforms like YouTube, Twitter, and Instagram, K-pop has garnered a vast international audience and has influenced multiple sectors, including music, fashion, and beauty [1]. Gender representation within K-pop is a complex subject intertwined with its history. In its early years, K-pop adhered to traditional and conservative gender roles, reflecting broader societal norms in South Korea. However, as K-pop evolved and gained international prominence, the representation of gender became more diverse. Critics argue that despite visible transformations, K-pop still upholds conventional gender norms and limits opportunities for transformative representations [2]. The K-

pop industry has, in fact, long been criticized by many for objectifying, manipulating, and commodifying female idols according to prescribed gendered roles for market profits [3]; [4]; [5]. Concerns about the differential treatment of male and female idols have been raised, reflecting broader societal attitudes toward gender [6].

K-pop's global reach and influence make addressing anti-feminist nuances within it socially and culturally significant. K-pop online fandoms present a highly bottom-up participatory culture [2]; [7]; [6] and hold substantial influences on youth culture, impacting perceptions of gender roles and expectations. Recognizing and addressing anti-feminist elements in K-pop is crucial to challenge or reinforce societal norms and promote progress in attitudes towards gender. Understanding the gender dynamics in K-pop offers insights into South Korean society's evolving attitudes towards gender roles and feminism and its interaction with global cultural trends. Promoting gender equality within K-pop sets a precedent for the music and entertainment industry as a whole, leading to more widespread improvements in gender representation.

In conclusion, this paper aims to delve into gender representation in K-pop, tracing its roots, examining its evolution, and considering its global influence. By uncovering anti-feminist messages and exploring their sociocultural implications, the study seeks to raise awareness, initiate dialogue, and promote equitable and diverse gender representations in K-pop and beyond.

## **2. The Paradox of Stardom: Artists' Predicament**

A prime example of anti-feminist expressions in K-pop lies in the paradox of stardom that K-pop artists find themselves in. The unique occupational nature of K-pop stardom is characterized by high stakes, tremendous public scrutiny, and enormous pressure to conform to particular aesthetics and societal norms [1]. These artists, especially female ones, are often obliged to adhere to the strict guidelines set by their agencies, which are predominantly managed by men. This, coupled with the patriarchal bias prevalent in the industry, results in a perpetuation of anti-feminist and misogynistic practices [8].

One of the critical examples of this practice is the industry's unwavering insistence on maintaining a specific body image. Female K-pop artists are expected to retain a slender physique, often bordering on the unhealthy, to fit into the societal beauty standards that the industry and its male management has promoted. This body policing is a direct manifestation of anti-feminism in K-pop, reducing female artists to mere objects of desire and stripping them of their autonomy over their bodies [9].

Further, the control that these male bosses wield over female K-pop artists isn't limited to their physical appearances alone. The artists are often subjected to stringent regulations that dictate their public and private behavior. Strict curfews, dating bans, and meticulously managed public personas are a norm in the industry, reflecting the disturbing overtones of patriarchal control over women's lives [1]. These policies effectively silence female artists, denying them the opportunity to voice their own experiences, and contribute to a culture where misogyny becomes increasingly visible and seemingly acceptable.

Moreover, K-pop artists are expected to adhere to the instructions of their bosses when it comes to the kind of content they produce. With the management being mainly men, these creative directives often perpetuate harmful stereotypes about women, contributing to the anti-feminist discourse [6].

The power dynamics in K-pop, reflecting the broader societal issue of patriarchal control, clearly illustrate how anti-feminist expressions are not only perpetuated but also systematically embedded within the industry. While K-pop artists stand in the limelight, shining as stars, they are simultaneously trapped in a predicament where their lives and careers are dictated by a patriarchal

management structure [9], reinforcing anti-feminist ideologies through their public image and music.

### 3. K-pop's Ripple Effect: Impact on Fans and Global Trends

The anti-feminist expressions in K-pop extend far beyond the boundaries of music videos and the industry itself. They seep into the very fabric of the fandom, influencing fans' perceptions and attitudes towards women and gender roles [2]. This presents a significant concern, given the demographic diversity and extensive reach of K-pop fans. Among these fans, young and impressionable individuals are especially vulnerable, as they often idealize their favorite K-pop artists and strive to mimic their behaviors and attitudes [1]. As a result, misogynistic and anti-feminist sentiments, whether subtly or explicitly promoted by their idols, can easily shape fans' perceptions of gender, normalizing harmful views and perpetuating gender inequality.

Furthermore, K-pop fandoms do not exist in isolation; they are deeply interconnected with larger social networks, both online and offline. Fans carry the skewed perceptions they acquire within the fandom into their personal circles, spreading them to their friends and peers [6]. The pervasive influence of social media platforms amplifies this ripple effect, disseminating anti-feminist narratives to a broader audience, often extending far beyond the confines of the K-pop fandom itself. The rapid and widespread nature of information sharing through these platforms enhances the reach and impact of anti-feminist expressions within the K-pop culture.

In regions like South Korea and East Asia, where K-pop is a dominant cultural force, the issue of anti-feminism becomes especially acute [2]. The portrayal of women in K-pop, along with its underlying misogynistic undertones, can significantly shape societal norms, reinforcing patriarchal values and hindering progress towards gender equality [1]. K-pop's immense popularity and influence contribute to shaping perceptions and attitudes towards women, often perpetuating harmful stereotypes and limiting opportunities for women's empowerment. As K-pop continues to expand its global presence, its cultural impact extends beyond its country of origin, exporting these harmful perceptions and stereotypes worldwide [6]. This not only affects how women are viewed and treated in different societies but also hinders the progress of gender equality efforts on a global scale.

Studies have highlighted that even within K-pop fandoms, there exists a form of internalized male gaze. Fans, including both male and female, engage in policing other women's bodies based on appearance, weight, dress sense, and conformity to societal norms [10]. This perpetuates stereotypical standards of attractiveness and further entrenches the objectification of women. The internalization of such attitudes perpetuates a cycle of anti-feminism within the fandom, hindering progress towards gender equality and reinforcing harmful gender norms [5].

The ripple effect of K-pop's anti-feminist rhetoric and misogyny ultimately culminates in a detrimental impact on women and the broader fight for gender equality [7]. It undermines efforts to dismantle gender-based discrimination and reinforces harmful stereotypes that women across the world are tirelessly striving to break free from. By perpetuating the notion that women are objects of desire, K-pop contributes to the erasure of their autonomy, belittling their experiences, and hindering their empowerment [1].

To create a more gender-equal society, it is imperative to confront and address the anti-feminist expressions present in K-pop. This requires collective action and engagement from various stakeholders, including artists, agencies, fans, and policymakers. Artists and agencies should take responsibility for promoting positive representations of women, challenging harmful gender norms, and providing equal opportunities for female artists. They have the power to shape the industry and lead by example, influencing societal attitudes towards gender equality [6].

Engaged and critical fandoms also play a crucial role in driving change. Fans have the power to challenge and hold artists and agencies accountable for their actions and the messages they convey [2]. By fostering open discussions, raising awareness, and advocating for inclusivity and gender equality within the fandom, fans can contribute to a more positive and empowering K-pop culture.

Moreover, society as a whole must recognize the need for change. By acknowledging the harmful impact of anti-feminist expressions in K-pop and understanding their broader social implications, individuals can actively support initiatives that promote gender equality and challenge existing gender norms [7]. Education and media literacy programs can play a vital role in empowering individuals to critically analyze and question the narratives presented in K-pop and other forms of popular culture.

In conclusion, addressing the anti-feminist expressions in K-pop is crucial for the advancement of gender equality and the creation of a more inclusive society. The extensive reach and influence of K-pop provide an opportunity to promote positive change not only within the industry but also within broader societal attitudes. By collectively challenging and dismantling the harmful ideologies perpetuated by K-pop, an environment can be fostered that celebrates gender equality, respects women's rights, and empowers individuals to break free from limiting gender stereotypes. It is through these efforts that K-pop can truly become a force for positive change, contributing to a more equitable and inclusive world.

#### **4. Moving Forward: A Call for Change**

The exploration of anti-feminist expressions in K-pop brings to light the urgent need for transformative change within the industry. Addressing the deeply ingrained misogyny and patriarchal biases that permeate K-pop requires a comprehensive and multi-faceted approach. This section highlights three key areas of intervention that hold promising potential for positive transformation: increased female representation in positions of capital control, fostering artists' resistance against anti-feminist norms, and raising feminist consciousness among fans.

First and foremost, increasing female representation in the capital control of the industry is crucial for dismantling the current male-dominated power structures [5]. The prevailing imbalance not only perpetuates an environment conducive to anti-feminist practices but also severely restricts opportunities for female artists to ascend within the industry. By enhancing female representation, the industry can break free from the deeply entrenched patriarchal norms that have shaped its operations.

Furthermore, having women in positions of power can facilitate a re-evaluation of the existing norms governing the industry, leading to a more equitable and respectful working environment. A noteworthy example of this can be observed in Western pop culture, where female artists such as Beyoncé have established their own music labels, resulting in a more balanced representation of female voices [6]. In the context of K-pop, an increase in female representation can foster greater diversity in the content produced, moving away from narratives that objectify and stereotype women.

Secondly, artists' resistance against anti-feminist norms serves as a potent catalyst for change [2]. Artists like Bibi, who challenge industry standards and vocally oppose anti-feminist practices, become powerful role models for both fellow artists and fans. Bibi's refusal to conform to traditional beauty standards and her outspoken stance against the objectification of women have positioned her as a symbol of defiance within the K-pop industry.

Instances of resistance like Bibi's need to be encouraged and amplified. Artists must receive support when they speak out against misogynistic practices, whether related to body policing, objectification, or invasion of their private lives [1]. By fostering an environment that empowers

and rewards resistance, the industry can become a more inclusive space that respects artists' autonomy and values their diverse experiences and perspectives.

Lastly, raising feminist consciousness among fans is of paramount importance [7]. Fans, as avid consumers of K-pop, play a crucial role in shaping the industry. By raising awareness about the presence of anti-feminist elements in K-pop, fans can be empowered to critique and demand change. This can be facilitated through fan education programs organized by fan clubs or music labels themselves, shedding light on the ways in which anti-feminist biases manifest in K-pop.

Such initiatives can cultivate critical thinking among fans and encourage them to hold their favorite artists and agencies accountable for promoting misogynistic norms [5]. Additionally, with the advent of social media, fans now possess a platform to voice their concerns and advocate for change. For instance, fans can advocate for more equitable representation of women in music videos, demand substantial roles for female artists, or challenge unhealthy beauty standards.

To sum up, effecting a transformation of the K-pop industry towards a more feminist and inclusive space necessitates the concerted efforts of various stakeholders, from those with control over capital to the artists creating content and the fans consuming it. Given its global influence and cultural impact, the K-pop industry holds tremendous potential to significantly reshape perceptions about women and gender roles [6]. By responsibly harnessing this potential and distancing itself from anti-feminist expressions, K-pop can become a powerful force for promoting gender equality and respecting women's rights. The fight against misogyny and anti-feminism in K-pop is not solely about improving the industry; it is about society's development.

## 5. Conclusions

Addressing the issue of anti-feminism in K-pop is a call for societal change. The transformation of the K-pop industry towards a more equitable space goes beyond mere improvements within the industry; it aims to have a positive impact on society as a whole [2]. The global reach and influence of the K-pop phenomenon have the potential to significantly shape perceptions about gender roles and women's rights. By harnessing this power responsibly, the K-pop industry can become a potent force for promoting gender equality and respect for women's rights.

This paper contributes to the ongoing efforts to combat misogyny and anti-feminism in K-pop by shedding light on the harmful effects of these expressions and their ripple effect on fans and global trends. By raising awareness and fostering critical discussions, it aims to create an environment where the industry, fans, and stakeholders actively engage in addressing these issues and promoting positive change [7].

The potential for change is real and achievable. As appreciation continues for the vibrant performances and catchy tunes of K-pop, it is crucial not to overlook the presence of underlying anti-feminist messages. By leveraging the global appeal of K-pop, its influential platform can be used to promote positive change, not only within the industry itself but also within broader societies [6]. The love for K-pop and the commitment to gender equality need not be mutually exclusive; they can coexist and work together harmoniously towards creating a more inclusive, diverse, and equitable world.

However, it is important to acknowledge the limitations in addressing the deeply entrenched misogyny in the industry and the broader cultural context. While this paper highlights the harmful effects of anti-feminist expressions in K-pop, it is just one step towards a larger and ongoing process of change. It requires collective action and sustained efforts from artists, agencies, fans, and society as a whole to challenge and dismantle the existing structures that perpetuate misogyny [1].

Looking to the future, the expectations for the K-pop industry and the wider Asian culture are hopeful. There is an envisioned future where artists and agencies prioritize inclusivity, diversity, and gender equality in their creative endeavors. There is an anticipated shift towards more

empowering and positive portrayals of women, dismantling harmful stereotypes and promoting a broader range of talents and narratives [6]. By promoting equal opportunities and amplifying diverse voices, the K-pop industry can inspire and lead societal changes, fostering an environment that celebrates gender equality and respects women's rights.

In conclusion, this paper serves as a catalyst for positive change within the K-pop industry and beyond. It emphasizes the importance of addressing anti-feminism in K-pop as a means to create a more equitable society. By fostering awareness, encouraging dialogue, and promoting critical engagement, the way can be paved for a future where K-pop becomes a beacon of empowerment, breaking free from the confines of misogyny and contributing to a more inclusive and progressive global culture [6].

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