

What is the reason and impact of cultural transmission in Asia countries? An analysis based on South Korea and Japanese Entertainment Culture Dissemination

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Abstract:

The study focuses on the causes and results of the spread of Asian culture and discusses the entertainment culture of Japan and Korea. As global cultural exchange accelerates, this culture is popular throughout Asia and has had a huge economic and social impact. This study combines the main data of the questionnaire for 106 participants and semi-structured interview for 4 participants using a mixed method, and secondary analysis of existing literature. Research has shown that the channels for the spread of culture in social networks and peer networks, especially among the younger generation. This trend has been positive for relaxation, language learning, sense of belonging to the fan group, but also some risks such as economic pressure, pressure of appearance, criticism behavior.

Some of the studies also find that cultural isolation is caused by history conflict and ethnic sensitivity that lead to defensive attitudes towards foreign cultures. They stress the need for an integrated approach that gives people an opportunity to be involved with new culture while retaining connectedness to their cultural identity. Overall, this study offers an empirical foundation of dynamics of cultural acceptance and rejection, and gives some practical advice on how to encourage more inclusive and more critical engagement with Asian transnational popular culture.

Keywords: Cultural transmission; Entertainment culture (Japan and South Korea); Cultural exclusion; Teenagers; Psychological impact

1. INTRODUCTION

Being a trend of today's world, cultural

communication brings us some conveniences. People can enjoy kinds of different foods from different countries without crossing the borders.

Some countries' cultures has already become a fashion trend. For example, teenagers will run their budget for products that are related to their favourite idle or their favourite characters in comics, and see this as a fashion trend to chase. The cultural industry based on cultural dissemination is generating extremely high commercial benefits, proving that the influence of global cultural dissemination is deepening its breadth and impact. For example, Korean pop groups like BTS and BLACKPINK have repeatedly broken records on Western music charts. BTS's song "Dynamite" topped the Billboard Hot 100 chart (Billboard Hot 100, 2020). In 2022, the global market size of Japanese animation reached 2.9 trillion yen, approximately equivalent to 25 billion US dollars. The "overseas market" in the report was valued at 1.6 trillion yen, while the "domestic market in Japan" was valued at 1.3 trillion yen. This clearly indicates that the proportion of the overseas market (about 55%) has exceeded that of the domestic market in Japan (about 45%) (The Association of Japanese Animations, 2022)

According to the research by Sarah Lee (2025), Cultural exchange refers to the sharing and transmission of cultural practices, values, and beliefs between different communities, societies, or nations.

According to Aiden Scholar (2023), cultural exclusion can be regarded as a form of cultural racism, which occurs when the dominant culture marginalizes or undermines the value of other cultures. For instance, educational institutions that fail to incorporate culturally diverse content or workplaces that neglect cultural accommodations may reinforce such exclusionary tendencies.

Cultural racism and cultural exclusion represent grave and multifaceted issues that demand in - depth scrutiny. The researcher will use primary and secondary research. A questionnaire has been designed and distributed to gather people's opinions and perceptions on cultural transmission and cultural exclusion, especially the impact of cultural transmission and exclusion (such as the sense of belonging). Primary data will address ways in which to find impact and solutions to some cultural exclusion. There is also a interview, which asks several questions about teenagers' attitude towards cultural inclusion and exclusion, and Japanese and Korean recreational culture will be the main carrier. In addition, secondary research such as literature, existing previous studies and data will be used as a comparison to primary data.

2. LITERATURE REVIEW

This part, which is literature review, will target on previous papers and studies related to cultural communication, cultural transmission, cultural exclusion and the reason

behind. This literature review is divided into four parts: Theory of Cultural transmission, impact of cultural transmission, the characteristics and influence mechanisms of cultures that are more widely spread in Asia, especially Japanese and Korean entertainment culture, and the research gap between this study and previous ones.

2.1 Theory of Cultural transmission

Today's world is a international world, and as all can feel, cultural communication and cultural transmission is really important to the entire human community. Barrett (2020) argues that unlike the transmission of genetic variants, which tends to be unbiased, cultural transmission is often biased, resulting in distinct dynamics in the cultural domain.

There are several types of cultural transmission, such as direct transmission, which is when culture is passed down from parents to children through direct teaching. Another is indirect transmission. This occurs when culture is absorbed indirectly, without any specific intention to do so (Drew, 2023). As for the cultural dissemination at the macro level, Reischauer (1955) conducted a detailed study of the cultural exchanges between the Tang Dynasty and Japan through the diary of the Tang Dynasty monk Yanren. This study demonstrated how Buddhism, legal systems, architecture, and art were systematically introduced from China to Japan. There are also cultural transmission programs nowadays, and Hartig, F. (2016) analyzed the operation mode, achievements and controversies faced by Confucius Institutes as a national project for promoting Chinese culture "abroad".

2.2 The cultural types, characteristics and mechanisms that are more widely spread in Asia (specifically Japan and Korea)

There is a theory of cross-cultural studies mentioned by the Dutch psychologist Geert Hofstede in 1980. This theory focuses on The levels of advancement and inequality among different cultures, the conflict between collective and individual interests in society, the competition and inclusiveness presented by the definitions of masculinity and femininity in social culture, long-term and short-term perspectives on delayed gratification, and the indulgence and restraint of human desires. This theory measures cultural characteristics across these six dimensions (Hofstede, 1980). These dimensions are constructed based on empirical data from multiple countries, forming a quantifiable system for cultural comparison. In this mode, the entertainment culture of Japan and Korea provides a short-term satisfaction.

2.2.1 Main features of cultural transmission in Asia and people's acceptance

Previous research has studied the main content of some Asian countries' cultural communication, including the cultures in China, Japan and Korea. At present, in terms of Korean culture flowing into China, popular culture, food culture, and aesthetic culture are the main contents of Korean culture spreading in China. This is due to the increasing demand for recreational products and the change in beauty-appreciation.

The dissemination of Japanese culture in Asia is not a one-dimensional process. As Gu (2018) wrote, after the end of World War II, Japan gradually shifted its focus from economic development to cultural development. Research shows that Generation Z and Millennials are the dominant consumers of Japanese and Korean pop culture, and their growth process coincides with the global expansion of Japanese and Korean culture (CBN Data, 2021; The Beijing News, 2023).

2.2.2 Mechanisms of cultural transmission in Asia

Jenkins (2016) precisely defines the "participatory culture" environment in which the Z generation is situated. Fan communities are exemplary of participatory culture, as they create and disseminate content through collective wisdom, breaking down the boundaries between producers and consumers.

Also, through long-term ethnographic research, Ito (2012) has detailedly depicted how Japanese "otaku" culture has been exported as a transnational cultural model to the world. She emphasizes that global fans do not simply replicate the Japanese model but combine the practices of "otaku" (such as collecting, research, and creation) with local cultural resources. This behavior fulfills two seemingly contradictory but actually unified needs: Belongingness and Uniqueness. And this shows an other characteristic of Japanese and Korean entertainment culture: During the process of cultural dissemination, it is not rigid but dynamic. The group that receives the culture can also be a part of the creative process.

However, under the high acceptance of Japanese and Korean culture, there are high risk of facing negative effect such as depression due to dissatisfaction towards one's own body shape (Lin, 2024).

2.3 The Impact of entertainment cultural transmission in Asia

As Schönplflug, U. (Ed.). (2009) argued, this important concept (cultural transmission) provides the basis for understanding individual differences as well as cultural fluidity, both clearly important topics in the study of culture

and psychology.

2.3.1 Impact of Thinking Pattern and Behavior

According to Benedict(1946), he believes that Japanese culture relies more on external (from others) evaluations to restrain behavior (sometimes the sense of shame). And this will somehow affect people's thinking patterns, and make them pay more attention on other's opinion and judgment, which make them less confident.

2.3.2 Psychological Impact

After searching for literature, the author found out that the psychological impact of cultural transmission can be divided into four types. Berry (2008) presented the most classic theoretical framework in the field of cultural adaptation. Four adaptation strategies are Integration, Assimilation, Separation and Marginalization. This study have confirmed that the "integration" strategy usually leads to the best psychological adaptation and well-being, which means individuals are developing a new and complex sense of identity, enabling them to view themselves as part of both their original culture and mainstream culture, and feel comfortable in between. For example, joining a specific "fan club" (Fandom) can provide teenagers with a strong sense of community belonging. Within the fan community, they find like-minded friends by engaging in activities such as jointly ranking songs, supporting artists, translating, and creating fan works. Being familiar with Japanese and Korean trends is also an important social currency that helps establish connections among peers.

2.3.3 Impact under mass media

There is a theory called Cultivation Theory, it explains how the media (especially television, and now extending to all mainstream media) shape the common perceptions (i.e. social psychology) of the audience regarding social reality through long-term and subtle influences (Gerbner, 1998).Cultivation theory examines the long-term effects of television viewing on viewers' conceptions of social reality. Cultivation analysis initiated as part of the Cultural Indicators Project founded by George Gerbner in the late

1960s. In the era of mass media, especially on social media, the dissemination of entertainment culture from Japan and South Korea is rapid and extensive. It can quickly become a hot topic and attract people's attention. However, at the same time, there are varying levels of cultural information, and it is difficult for teenagers to distinguish between them.

2.4 Research Gap

There are three core gaps: literature are always pretty

old and outdated, limited methodology, and a lack of depth in analysing causes and impact.

Although these studies give a plenty of information about the main culture from other Asian countries such as Japan and Korea that went viral in China, as well as the meaning of cultural exclusion, they have some issues. First of all, most literature is out of date and there needs to be more updated data. Another problem is that the method of research is kind of limited, since they are all based on secondary research and lack of actual evidence for their research and conclusion. Now it is clear that for example, in Asia, Japanese culture and Korean culture are all doing something to make themselves more popular, but the majority of previous studies didn't discuss the specific reasons why cultural exclusion happens around us, is it by the special events that happened between those countries, or it may be that the people are just not interested in all this recreational activities. So this study will be a case study, combining different kinds of primary research and secondary to find out the reason behind cultural acceptance and exclusion, the cause and impact of cultural inclusion and exclusion on teenagers, and promote practical suggestions for better culture dissemination among different countries, especially the impact of Japanese and Korean recreational cultures having on Chinese people.

3. Methodology

3.1 Overview and purpose of the study

This study aims to find out the overall trend of cultural exchange and cultural identity in China, Japan and Korea, as well as the positive and negative impact of cultural exchange from Japan and Korea on Chinese people. At the same time, the researcher will analyze the reasons behind some non-identity of other countries' culture, such as some disagreements on ACG and K-pop, and the reason of this exclusion.

This chapter is about the research methods used including the questionnaire design and literature research. As for the method, the author used primary and secondary research. For the primary research, a survey is used to find out people's attitude toward different countries' cultures such as traditional festivals and other recreational culture. This type of primary research is chosen since questionnaires are really effective and convenient to collect people's idea. This study also uses case studies to investigate the topic specifically for three Asian countries which are China, Japan and Korea.

3.2 Primary Methodology

3.2.1 Questionnaire Method

In the questionnaire, the samples are divided into 3 parts by their age: children (under 13), teenagers (13 to 18) and adults (above 18). This is because age can be analyzed as a factor, allowing for the discussion of the attitudes and responses of different age groups towards cultural dissemination, as well as the impact of cultural dissemination on different age groups.

Apart from the questions related to personal information such as age, gender, counties of residence and language spoken, which is the first four questions, the questionnaire is divided into three parts. The first part contains six questions and is culture related. It contains questions like 'What is the way you are exposed to these foreign cultures?' and 'Which Asian country's traditional and entertainment culture has influenced your life the most?'. The second section is about the general impact to the participants who come into contact with other Asian cultures, specifically Japan and Korea. This section asks six questions related to well-being, self esteem and stress, mainly about how the effect of cultural exchange and cultural communication affect mental health in both positive and negative way. The last part focus on the psychological aspect, and contains four questions around belonging and identity. Questions such as 'How do you think joining these Asian culture circles has changed your sense of belonging to a group?' are asked in the survey. At the very beginning of the questionnaire, an ethical statement is shown, reminding the participants that the answers will only be used for academic purposes, and all data will be strictly confidential. (questionnaire is attached in Appendix 1)

The participants of this questionnaire are mainly teenagers and adults, and to ensure the primary research has a representative sample, the participants of this questionnaire is over 100.

To make the questionnaire representative, the questionnaire was posted on many applications, especially on social media to find more volunteers to complete the questionnaire, such as We-chat, the Red as well as TikTok. The number of participants are 106, which is really high.

The result of the questionnaire will be analyzed using descriptive statistics; diagrams like bar charts, tables and pie charts. This is a clearer way to present the results of a survey. The result of this questionnaire is quite similar to what was expected, and the details are presented in the results part of this dissertation. data will be statistically analysed from the data collected from the questionnaire designed, which investigates cultural identity and cultural inclusion.

3.2.2 Interview Method

An interview is also used to ask the questions face to face to the interviewee, and the questions are just the same as the questionnaire, but through offline interview, the interviewer can receive more insightful and valid information from the interviewee than simply just an answer. There are four interviewees, two female and two male. And two of the four interviewees are at the age of 16, and the other two are over 20.

3.3 Secondary Methodology

3.3.1 Literature Research

Also, secondary research will be used to help the author understand the general impact of cultural transmission; specifically Chinese and other Asian recreational cultures. The main kind of secondary material used is previous essays. These dissertations were found in professional academic websites like JSTOR, Google Scholar and CNKI. The materials were selected using CRAAP method, focus on the Currency, Relevance, Authority, Accuracy and Purpose of the essay. Also, the relationship between the material and the study are carefully checked to make sure the material fits the topic of this study. All the documents will be sorted and recorded through the reading log. The secondary sources are mainly related to the types of cultural transmission, cultural exclusion of Asian countries, and the cause, characteristic and the effect that Japan and Korean pop entertainment cultures are having on human thinking patterns and behaviors. For example, the essay written by Wu (2014) reveals the psychological logic of cultural exclusion in the process of globalization, which is really essential to the issue this study is about: positive and negative impact of cultural exchange on people.

4. Research process and results

4.1 The result of the questionnaire

4.1.1 Personal information

As for the basic information of the participants, 76.42% of them are female and the other 23.58% are male. All of the participants are above 13, with 51.89% at 13 years old to 18 years old, and 48.11% above 18. Every participant is from China and they all speak Chinese.

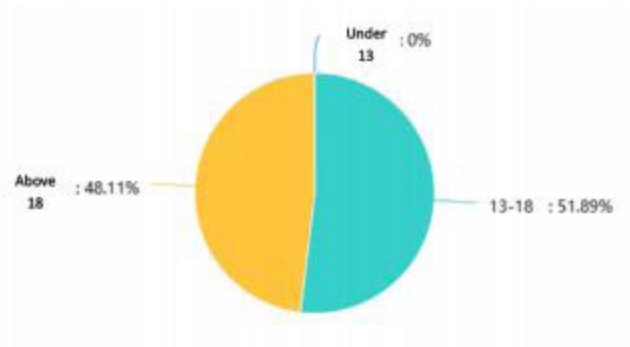


Fig.1 Age Distribution (China)

4.2.2 Second part- Familiarity and the way exposed to other cultures

For the second part of this questionnaire, which is question 5 to question 10, the majority of participants have been exposed to or heard about the cultures of other Asian countries in their daily life, while 8.49% haven't. (Fig.2)

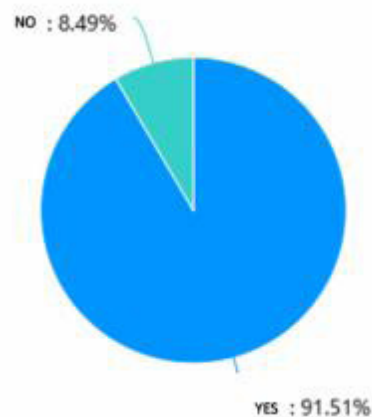


Fig.2 Familiarity With Other Asian Countries Cultures

According to fig.3, 97 people who have heard about other Asian countries' cultures, 71.13% were exposed to these cultures because those cultures are related to their own hobbies, 51.55% heard about these cultures through people around them, like their peers or their family members. 72.16% were exposed to those cultures through internet, especially on social medias such as the Red. So the characteristic of the spread of foreign cultures is that it mainly comes from social circles and social media. There are also people who heard about other Asian cultures when travelling and learn by themselves. So Figure 3 shows by the result of this question that the majority of people learned about other Asian cultures through social media,

which means the internet is one of the most popular way for other countries' cultural transmission.

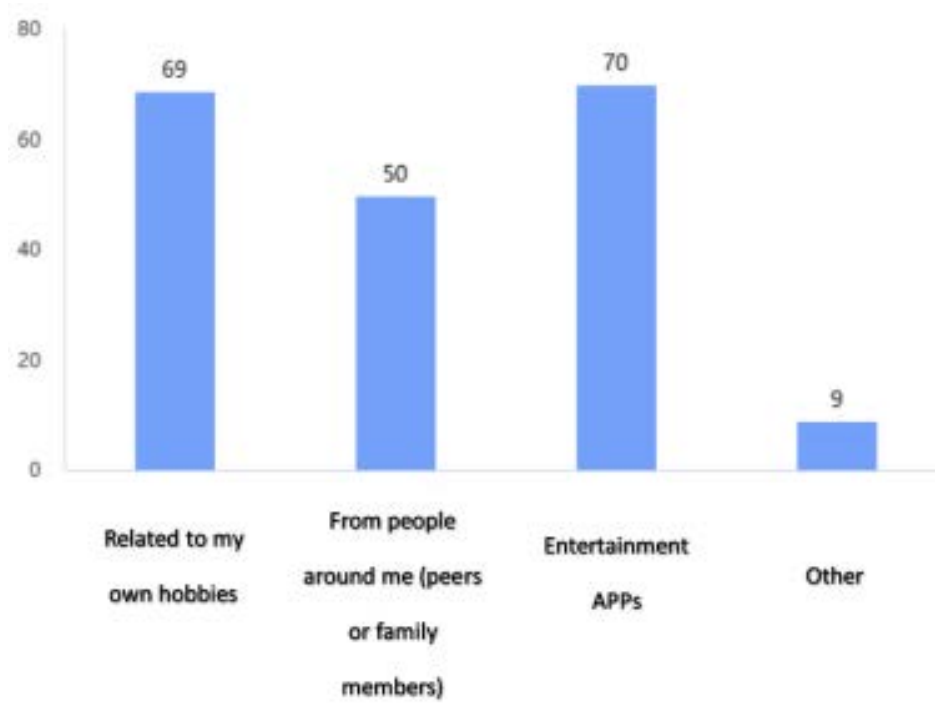


Fig.3 Ways that are exposed to other Asian cultures

4.2.3 Acceptance of Japanese and Korean Entertainment Culture and reason Behind

As shown in fig.4 and fig.5, between Japan and Korea, the participants said that Japan's traditional and entertainment culture has had the greatest influence on their life. The average score of the inclusion for Japanese culture and Korean culture are really similar, 5.79 for Japan and 5.58 for Korea. As shown in the questionnaire, when asking

what other Asian cultures effected your life heavily. According to Iwabuchi, K. (2002), the characters in Japanese anime and games are often designed without clear racial or national characteristics, which lowers the cultural acceptance threshold. At the same time, the love and career troubles depicted in modern urban-themed TV dramas in Japan are "cultural equivalents" for young people in Asia. They can understand the emotional structure within them and also regard it as a modern lifestyle model.zhu

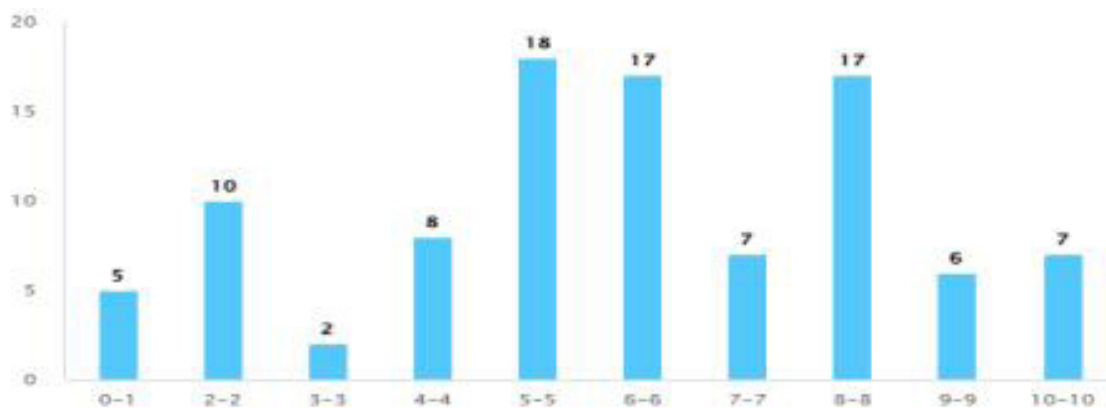


Fig.4 The degree of recognition, understanding and acceptance of Japanese festivals and entertainment culture (0-10)

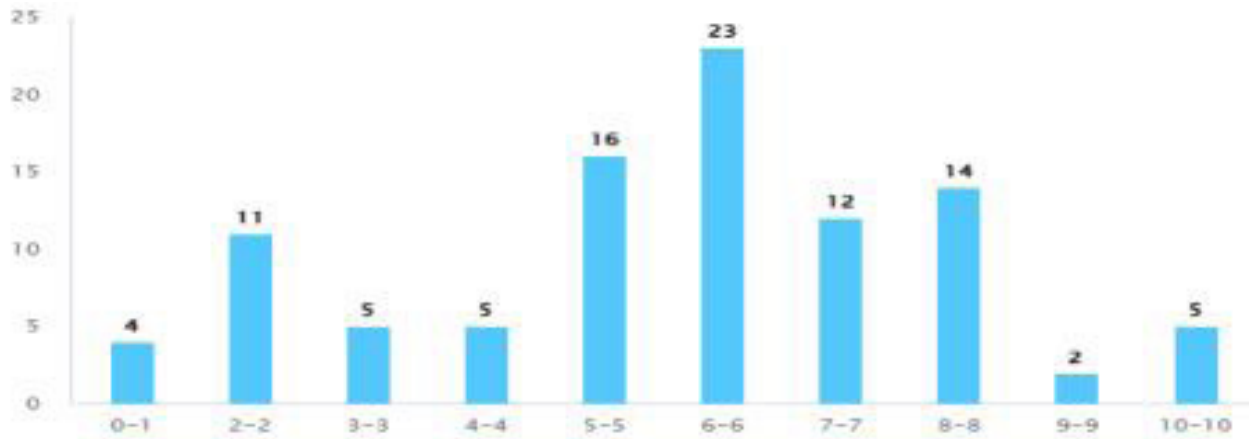


Fig.5 The degree of recognition, understanding and acceptance of Korean festivals and entertainment culture (0-10)

The next question is one of the most important questions in this questionnaire. The question asked: What is the main reason you don't accept and understand these cultures? The number of people who did not accept culture from Japan is 25, and the number for South Korea is also 25. The major reasons behind include dislike toward that country, some historical event such as World War II, and

dislike towards fandom behaviors in specific culture circle. The first reason is related to historical events between two countries, and the figure is at around 35.05%. This includes massacre in WWII, which sometimes cause disgust toward specific country. Also, conflict due to ownership of cultural heritage, which is another possible reason can possibly cause anxiety and lead to cultural exclusionary behaviors. (Wu et al, 2014).

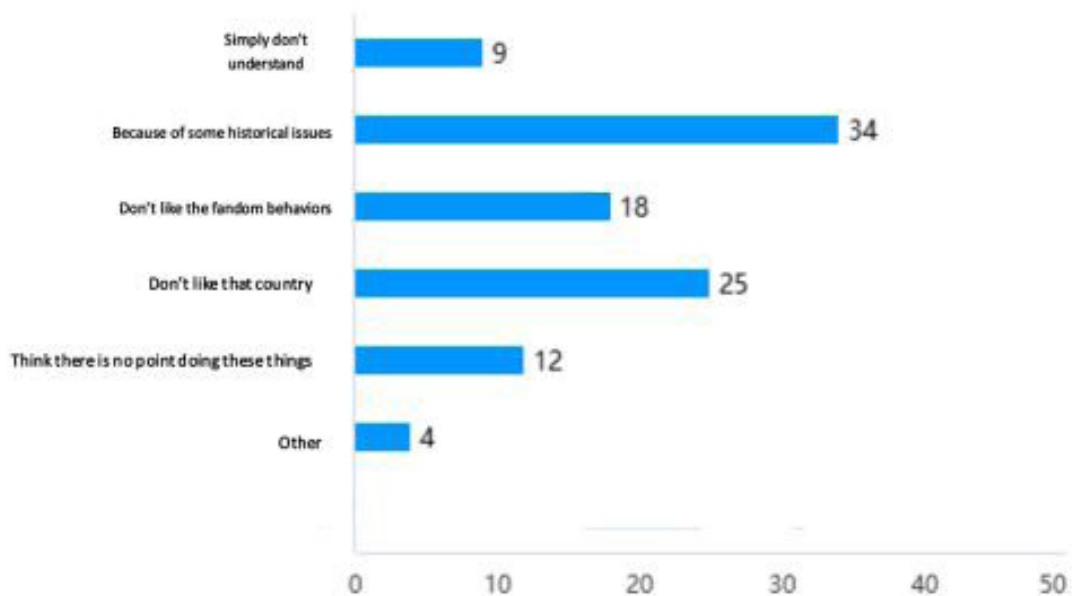


Fig.6 The possible reasons for not agreeing with and understanding other Asian culture

4.2.4 Part 3- impact of Cultural Transmission

The third part is about the impact of cultural transmission, which contains six questions. When asking whether other Asian culture (especially Japan and Korea) influenced their behavior and thinking patterns, 61.86% of the an-

swers are positive, while 38.14% people is not influenced by those cultures, because they are not that familiar to those cultures.



Fig.7 Whether or not the festival and entertainment cultures of other Asian countries (especially Japan and South Korea) have had an impact on participants' behavior and thinking patterns.

In the participants who admitted that other Asian countries has influence on them, 85% of the participants think the influence is positive, it helps them relax(44 people), learn a new language (31 people), and find their interest(16 people). As for the opposite ideas(15%), people think this brought up the problem of appearance anxiety(1 people), and this can be time consuming(5 people) and cost a lot of money(3 people).

4.2.4 Part 4-wellbeing

The last four questions are about human well-being, mainly the sense of belonging. Among all the respondents in the questionnaire, 55% belonged to the entertainment culture circles of Japan and South Korea, and their response are all positive. The result of this open question is analyzed, and are divided in to different categories. Among all the answers, 31 mentioned joining those groups can help them find friends and communicate with others. 15 mentioned having same topic with others in the same group, 12 mentioned similar interests, 12 talked about sense of belonging, while 10 said the reason why joining these circle is just following the fashion trend. Those who hold the same view mainly believe that this approach has expanded the scope of social interaction. Such a high level of identification stems from the fact that these forms of entertainment culture provide people with immediate short-term satisfaction. This also precisely indicates that teenagers tend to be indulgent towards foreign cultures.

However no teenager respondents of the questionnaire recognize its negative impact, which shows the critical thinking skills of teenagers are relatively weak, and they fail to recognize the inevitable negative impacts that cultural dissemination may bring. According to Steinberg(2005), the prefrontal cortex of the brain is the core area responsible for executive functions, including advanced cognitive abilities. Scientific research indicates that the prefrontal cortex of the human brain does not fully mature until the age of 20 to 25. In contrast, the lim-

bic system, which is related to emotions, desires, and the processing of immediate rewards, has already developed relatively maturely during the early stages of adolescence. This cause teenagers being more emotional when making decisions, and blindly accepting the entire foreign culture in this perspective.

4.2.5 Interview analysis

There are four interviewees, two are 16 years old, one male and one female. The other two are above 20, also one female and the other male. This ensures that they can represent their own age groups and gender groups. Their answers for the first part of the interview are the same except the answer for their age and gender, since they are all Chinese.

The only interviewee that have a high acceptance towards Japanese and Korean entertainment culture is interviewee A. the reason why her acceptance towards those cultures includes her own interest, because she is a crazy fan of Japanese animation, and she participates in many activities related to those cultures.

The attitude for interviewee B and interviewee C is really objective, because they are not really interested in those cultures, and there's something they don't like about the culture, such as some fandom behaviour and historical events.

The interviewee B holds a negative attitude, and that's because she thinks these culture is really boring, and the products are really expensive.

It is obvious that the answers for two interviewees are quite different, so it is possible that age is one of the variables that can influence people's attitude towards different cultures, since the the level of human's mental maturity is different in every different stage of human lives.(The full version is included in the appendix).

5. Discussion

5.1 Acceptance and Reason for Entertainment Cultural Transmission

The overall results suggest that people have high acceptance to entertainment cultural transmission, and most of them know about those cultures basically from the internet

and social medias, while younger generations know about those cultures because their hobbies are somehow related to these cultures.

The main reason why people accept other countries' culture is that they are new to them, and this satisfied people's curiosity, which can catch people's attention and interest. According to the interview, two out of four people said that their reason for accepting other cultures is that they are new to them, and this satisfied their curiosity. Also, Iwabuchi, K. (2002) said that The portrayal of love stories and workplace challenges in contemporary Japanese urban-themed television dramas serves as "cultural equivalents" for young people across Asia. These narratives resonate emotionally with the audience and are also perceived as representations of a modern lifestyle.

Given the current highly developed state of social media, the majority of people, especially those in Gen Z, obtain information and culture through social media and the internet. as Drew(2023) mentioned, mass media also plays a role in cultural transmission. TV, movies, music, and the internet all expose us to new ideas and ways of life. We can learn about other people through these channels, and they can shape our own views and behavior. Such an approach also has its own characteristics and effects. As for the positive side, the rate of cultural transmission is really fast. But also, the dissemination of information on the Internet is often unmonitored, and there may be some inappropriate or biased cultural content being spread. This has an impact (both behaviorally and psychologically) on teenagers and has a negative effect on the entire society. Biased information can be easily trusted and spread, because they are always more novel and capable of evoking stronger emotional responses (McIntyre, 2018).

5.2 Causes of Entertainment Cultural Transmission

Since today's world is a quick world, and the lifestyle is often really tense and fast, people need a quick way to relax themselves and get their mind off from work or school, and these entertainment culture can easily meet those needs. According to Shim(2006),

the success of Korean pop culture lies in its skillful combination of Western modern elements with Eastern emotions and values, creating a "cultural hybrid" that is both modern and easily accepted by audiences in other parts of Asia.

5.3 Impact of Entertainment Cultural Transmission

Sen Lu(2019) said that The Japanese animation industry is very mature, and it has a certain impact on the values of Chinese youth after entering the Chinese market, and there are both positive and negative ones. This matches with the result of the questionnaire and the interview. And apart from the positive effect of cultural transmission, there are also some negative effects. As Jin (2020) mentioned in his literature, behaviors such as "bulk buying" and "fan union fundraising" have been systematized and organized, forming a powerful collective consumption pressure. Individual fans, in order not to burden the group and to prove the commercial value of the idol, are prone to make consumption beyond their personal capabilities.

5.4 The Existence, Reasons and Impact of Cultural Exclusion

Another thing that the result shows is that the reason for excluding other culture is mainly because of some historical events and dislikes toward other countries, and anxious emotional responses may be the driver of cultural exclusion, an effect rooted in disgust, an evolved and social human emotion(Wu et al, 2014). Disgust emotions have the function of social classification.

Accepting foreign cultures may be perceived as a threat to one's own cultural identity, thereby triggering a defensive mentality, which is one of the reasons for the result of the questionnaire that shows the exclusion attitude towards new cultures mainly exists among older generation. This points out that it is quite difficult for older generations to change themselves and accept foreign cultures as much as younger people do. This may also be the reason for cultural exclusion, which prevents the process of cultural transmission and cultural communication heavily. When there are clear signs of cultural exclusion, this effect will be greatly intensified, directly leading to the division and confrontation within the society (Tajfel& Turner, 1979).

5.5 Suggestions for Cultural Transmission

As mentioned in the 2.3.2 part of this dissertation, teenagers should try out the integration strategy, which is a situation where people find a balance between adapting the new culture as well as living in the original culture

group. Also, think twice before joining the culture circles and participating in those activities related to the entertainment culture since they are kind of expensive.

6. Evaluation

6.1 The advantage of this study

Compared to previous studies, this research not only includes literature and online resources, but also did primary research such as questionnaire and interview, the data and the result of primary research is carefully recorded and properly analyzed, which helps to gain the specific result of this study.

6.2 Shortcomings of This study

The type of participant of the questionnaire is quite limited since the researcher is only able to give the questionnaire to people around, which makes the participants basically teenagers and young adults.

6.3 Recommendations/implications of the research

This research can help individuals to check whether they are having an exclusive attitude toward a new culture, and know the mechanism behind this. Also, this study gives advice on countries that want to transmit their own culture, tell them the main reason of culture exclusion and avoid them, such as do less harmful things to other countries.

But also, this requires further research on the economic impact of cultural transmission. Nowadays, the over consumption on products related to Korean and Japanese recreational cultures is one of the most serious issue of today's world. Research on this topic may find the reason behind the over consumption, which is an other important negative effect of cultural transmission.

7. Conclusion

In this dissertation, the researcher pointed out that cultural transmission can bring both positive effect as well as negative ones. As for the positive effect, joining different culture groups enables people to know more about other cultures, and relax themselves. But also, there are some side effects. Cultural transmission of Japanese and Korean entertainment culture might lead to cultural exclusion and prevent the process of the development of cultural soft power. The main reason behind cultural exclusion is mainly because of some historical events and dislikes toward

other countries, which matches with the concept that anxious emotional responses may be the driver of cultural exclusion, an effect rooted in disgust, an evolved and social human emotion (Wu et al, 2014). Facing culture shocks, the advice is to think twice before making decisions, and carefully check whether the information is reliable or not.

However, this study mainly received data from teenagers and young adults, and the number of questionnaires returned is quite limited, so the result of primary research might not be the same if other age groups are included.

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