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THE GLOBAL PHENOMENON OF «KOREAN WAVE»: LEXICAL ASPECT

Over the past decade, Korean popular culture has spread throughout the world. The term "Korean wave", has been used to describe this rising popularity of Korean popular culture. The Korean wave exploded in the media across the world generating a ripple effect. Korean government took full advantage of this national phenomenon supporting their media industries in exporting Korean pop culture [1].

From the mid-2000s to the early 2010s, Korean culture began to spread beyond the country, including Latin America, Middle East and Europe. First, there were TV series and movies, then music joined. The third stage was general admiration for Korean culture, which also included foreign tourism, fashionable clothes, costume, jewelry, food products, souvenirs, national cuisine, including Korean cultural brand - *kimchi*, as well as everything else with made in Korean label.

So, for the first time a phenomenon called *Korean* or *K-Pop Wave* was noticed and recorded in 2001 by Chinese journalists. In Korean it sounds like "*hanryu*" or "*halryu*", which means "Korean flow" or "Korean wave": "*Hallyu* - the Korean Wave is rolling over Asia with pop music, TV dramas and movies that dazzle audiences from Tokyo and Beijing to Seattle" [2].

This phenomenon had a sufficient public response and great number of people, interested in Korean pop culture, appeared, which led to the creation of a special K-pop slang. For example: "*k-pop*" is a musical genre that originated in South Korea; "*Idol*" means Korean artists, mainly singers with perfect image; "*K-poper*" is a person who listens to K-pop, is in a South Korean group fandom, and watches Korean dramas.

To add to the list, many words, used in the sphere of pop music culture are used, e.g. "*manga / manhwa*" which stands for Japanese and Korean comics, "*making*" - video from the filming process (clip, photo session, film); "*staff*" - a

personal team of artist's assistants, which includes: makeup artists, stylists, managers, drivers, that is, those who always stand behind him; "*netizen*" - network user; "*fandom*" - fan communities, "*shipping, pairing*" - emotional empathy for a love story between two or more fictional characters from a work of art. Lexeme "*stan*" means to be a fan of a celebrity, franchise, movie, group, etc.; "*spoil*" is to reveal the main content of a film or book to the viewer or reader, reveal intrigue; [3].

Words that appear in k-dramas, Korean films and songs are becoming more popular and recognizable, such as: *Aegyo*, which means "super cuteness", like when someone does a very adorable act ranging from giving simple puppy eyes to clinging to another's arm and whining in a lovable fashion; *daebak* means "wow", e.g. "Wow! He donated so much money!". Just like the word "wow," it can be used sarcastically, too. The term *dongsaeng* is used to refer to someone younger in age or debuting on the Korean stage. The catchphrase *Fighting / Hwaiting* means "you can do it", *flower boy* is a man who is considered extremely handsome, *hanbok* is Korean traditional clothing, *kekeke* means "hahaha"; *omo*, which is short for *omona*, means "OMG" (Oh my God). When addressing older people, such words as *oppa/unnie/hyung/noona* are used. A girl calls an older man "*oppa*" and an older woman "*unnie*". A guy calls an older man "*hyung*" and older woman "*noona*". "*Sunbae*" is a senior, so you would use this for people who are in higher grades than you at school or people who have more experience than you at work. "*Hoobae*" is the opposite, meant for juniors. *Sunbae-hoobae* relationship, therefore, is the same as senior-junior relationship. If you want to say "I love you", *saranghae* is used. [4].

It should be noted, that contemporary Korean culture is a magnet for foreign tourists. This is mostly due to the professional readiness of the artists and the quality of the show, the singularity and originality of songs and dances. South Korean singers, actors, TV characters look great, lead a healthy lifestyle, follow their principles. In the South Korean TV series (k-drama), the themes of friendship, love, and study familiar to all the younger generation are raised. In them, good always triumphs over evil, and justice always prevails.

A considerable number of K-pop culture fans strive to attend concerts, find fan accessories, visit the filming locations of various TV series, films and entertainment shows, look at the buildings of music agencies, where there is a chance to see their idol. Their desires are not limited to this. Starting to engage in Korean culture, it becomes interesting for tourists to visit historical sights, objects reflecting the national characteristics of the country, to participate in seasonal festivals and holidays.

All of the above mentioned leads to a frequent usage of Korean slang in the English conversational speech. That also causes the emergence of new English

words, denoting multinational aspects, which are common for global culture. All that adds a point to the status of English as a global language.

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