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#### Deciphering South Korea

Journalist Joi Lee visits her motherland of South Korea to understand what it takes to keep this country pulsating as it gains global adoration in recent years. She explores what is driving this success and the price South Koreans are paying for it.

In episode one, Joi explores the Korean wave or Hallyu. She encounters K-drama stars on set, wannabe K-pop idols in training and the therapists trying to keep the stars of this industry sane. In episode two, Joi dives into what has shaped Korean masculinity and meets the people trying to redefine it: from military Youtubers to anti-feminists and stage performers.

Next, Joi visits stressed-out students, angst-fuelled musicians and radical politicians to find out why the youth feel like life in South Korea is hell on earth. In the final episode, Joi hangs out at AI-enabled strawberry farms, assists the police in sweeping for hidden cameras, and joins a contact tracing team on the hunt for a potential COVID-19 case, to explore how tech has shaped the nation's identity.

**Narrator:** Joi Lee

记者Joi Lee访问了她的祖国韩国，了解在近年来获得全球崇拜的同时，如何让这个国家保持活力。她探讨了推动这一成功的因素以及韩国人为此付出的代价。

在第一集中，Joi探索韩流。她在片场遇到了韩剧明星，在训练中遇到了想要成为韩流偶像的人，还有那些试图让这个行业的明星保持理智的治疗师。在第二集中，Joi深入探讨了塑造韩国男性气质的因素，并遇到了试图重新定义它的人们：从军事青年到反女权主义者和舞台演员。

接下来，Joi访问了压力重重的学生、焦虑情绪高涨的音乐家和激进的政治家，以了解为什么年轻人觉得韩国的生活是人间地狱。在最后一集中，乔伊在人工智能支持的草莓农场闲逛，协助警方扫荡隐藏的摄像机，和在2019冠状病毒疾病的调查中加入接触追踪小组，以探究技术如何塑造了国家的身份。

**旁述:** Joi Lee

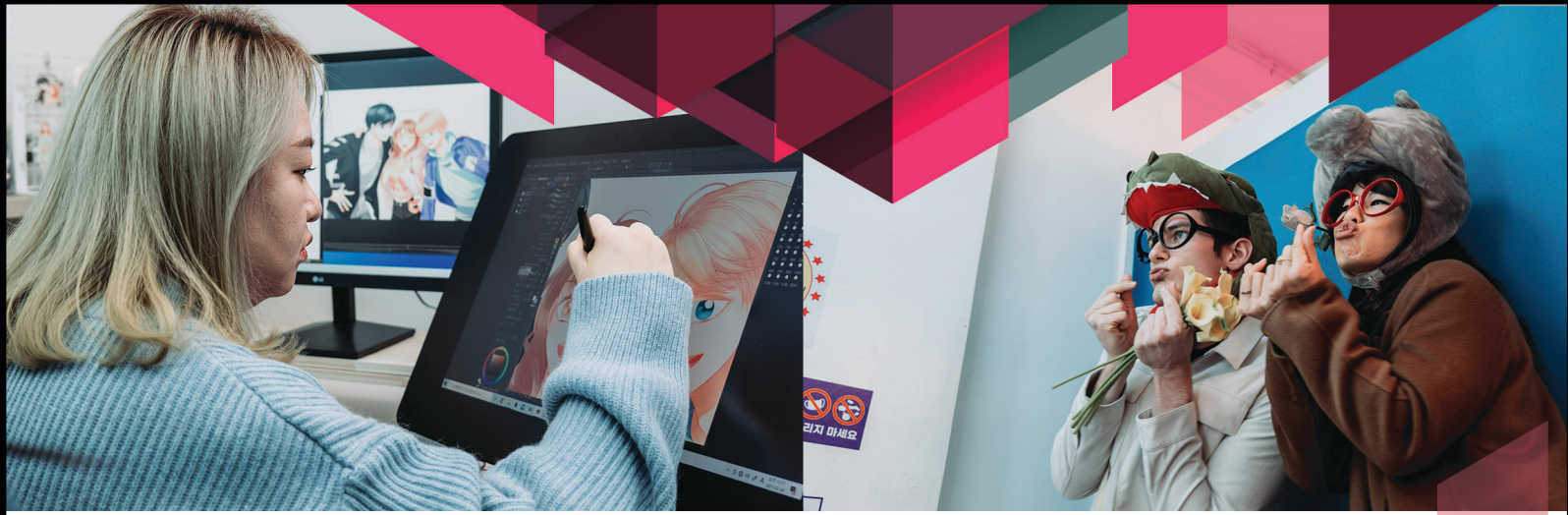
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### **EP1: The Power of Hallyu**

These days, no one bats an eyelid when a grandmother in Tunisia can sing along to BTS, while using K-beauty products endorsed by her favourite K-drama actor. The Korean wave is now a multi-billion-dollar industry that has infiltrated every corner of the globe – giving even the likes of Hollywood a run for its money.

Journalist Joi Lee investigates the reasons behind the K-wave's global success. She meets with the people who drive this phenomenon – from Webtoon authors to K-pop stars and wannabes – and even goes on set for the next K-drama hit, *Imitation*.

But does Korea's success come at a cost? Every few months, the world reels in shock at the news of another Korean celebrity taking their life. Joi finds out the gruelling reality of what it takes to be successful in Korea's entertainment industry. She meets with a former K-pop star and a celebrity counsellor, and learns of the immense pressures Korean celebrities are under - made worse now that the whole world is watching.

### **EP2: Changing Korean Man**

South Korean masculinity is setting trends worldwide, powered by the country's biggest stars. The face of the modern Korean man is unrecognisable from just a few decades ago, but does that mean male ideology has changed too?

Journalist Joi Lee investigates the changing Korean man and learns about the conflicted challenges they face. Whether it's trying to navigate a softer style of masculinity, fulfilling their compulsory military obligations or learning to cope with the recently rising voices of women claiming their rights.

### **EP3: Hell Korea**

Thanks to the K-wave, its future-forward infrastructure and internationally recognised brands, South Korea has a zero-to-hero national success story that has become the envy of the world. This small former agricultural nation has transformed into one of the most developed countries in Asia and yet, it has the highest suicide rate in the developed world.

US-based journalist Joi Lee visits her motherland of South Korea to understand why so many young Koreans think that life in their country is hell on earth. In the face of ever greater economic stress and being labelled as the generation that has 'given up', Joi explores the effect growing up in an intensely pressure-filled society.

She meets a spectrum of young people, from overworked university students and the educators trying to provide them with a different path, to politicians trying to change the system and rebellious musicians who refuse to conform.

### **EP4: Wired Nation**

South Korean is the most connected country on the planet. Its technological advancements are propelling change at a rapid pace, but how does this impact its culture and society? From life affirming benefits to the dark underbelly of cybercrime, journalist Joi Lee investigates the polarity in Korea's obsession with tech and its vision of a future society with minimal human contact.