

Abstract

This thesis analyses popularity of Korean dramas in Japan, China and Taiwan since 1990s to the present. Since Korean dramas are part of hallyu phenomenon this topic is set in the context of hallyu and chronologically divided into its individual stages. Thesis focuses on how Korean dramas spread to Japan, China and Taiwan as well as its export during each hallyu stage. The purpose of this study is to describe which dramas were the most popular in these countries, what is the reason behind their popularity and what does the Korea eventually gain from this popularity.