

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

<https://llrjournal.com/index.php/11>

Influence of Korean Language on The Undergraduate Students of Quaid-E-Azam University, Islamabad



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Abstract

This study investigates the influence of Korean language on students of Quaid-e-Azam University Islamabad through the lens of Phillipson's theory, linguistic imperialism which states the idea that the dominance of a powerful language is not accidental or neutral. But It is linked to political, economic, and cultural power, and it often marginalizes local or less powerful languages., Phillipson 1992. Focusing on the role of Korean media such as K-pop, K-dramas, and social media in shaping language attitudes and practices of the students of Quaid-e-Azam University Islamabad. Data were collected from 44 students through a questionnaire comprising of open and close-ended questions. Quantitative analysis indicated minimal exposure to Korean language courses and media, with 95% of students never taking a course and 56% rarely consuming Korean content. Similarly, 84% reported never using Korean words in daily communication, and 90% noted no impact on academic writing or speaking. Qualitative thematic analysis revealed six themes, highlighting that engagement with Korean is primarily entertainment-driven and indirect. Overall, findings demonstrate that while Korean culture is visible to students of Quaid-e-Azam University its linguistic influence remains limited.

Key words: Media Exposure, K-pop, K-dramas.

Introduction

As Language is a tool of communication. Therefore, Language is very important for the formation of cultural identity, social interaction, and power relations among human beings. In the modern world some languages become very powerful not only through political or economic force but also through the soft power of culture and the movement of media. Nowadays with the young people language usage is basically set on by their involvement in popular culture, entertainment, and digital platforms rather than by school education or any other form of institutional pressure. This transition has resulted in the formation of new patterns of language influence where the foreign languages used in daily communication start to open new view for the young people's perception of their own linguistic identities. So, such developments bring up important issues regarding language as a means of power, the question of cultural hierarchy, and the survival of local languages in a multilingual context such as that of Pakistan. This study investigates the influence of Korean language on students of Quaid-e-Azam University Islamabad through the lens of Phillipson's theory, linguistic imperialism which states the idea that the dominance of a powerful language is not accidental or neutral. But it is linked to political, economic, and cultural power, and it often marginalizes local or less powerful languages., Phillipson 1992.

According to Frantz Fanon, language make up a very powerful instrument of colonialism because the very act of using the language of the colonizers signifies the full acceptance of their perspective, values, and cultural identity (Fanon, 1952). According to him, those who are colonized usually sink to the level of feeling inferior and think that the only way to get social recognition and acceptance is using the dominant language. Therefore, a hierarchy is formed with the language of the colonizers at the top and the local dialects at the bottom or the periphery. The idea of

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

Fanon closely links with that of linguistic imperialism since it indicates that language has become an instrument of cultural domination instead of solely facilitating communication. In modern days, its imperial affect can be seen in the K-pop and k-dramas which has great impact on the undergraduate students of Quaid-e-Azam university, Islamabad. In both cases, the language of the powerful reshapes the identity, consolidates the dependency, and eventually disables the local linguistic and cultural systems (Fanon, 1952).

Linguistic imperialism marks a situation where one language influence over all others by means of cultural, economic, and ideological power instead of through direct political control. The linguist Phillipson (1992) sees such dominance as the formation of linguistic hierarchies in which certain languages showoff prestige while local languages are pushed to the periphery. In the modern globalized world media and popular culture have a major hand in drawing the lines of linguistic influence and, therefore, are also involved in the whole linguistic competition. The languages related to the cultures that have global dominance most often become the very things that signal modernity, success, and social status, encouraging the youth to take them up for daily communication (Pennycook, 2007). The whole scenario shows a typical case of linguistic imperialism that has taken place silently, thus, without any formal enforcement, influencing the attitudes and identities of people with respect to languages.

The Korean Wave or Hallyu has, through K-pop, K-dramas, films, and digital content, become a major global cultural force in the last few years. According to researchers one of the positive effects of this culture spreading is the increased visibility and acceptance of the Korean language among the world's audience (Jin, 2016; Lee, 2020). Social media plays an important role in this development as it exposes the users to the Korean language through songs, expressions, and dialogues, which in turn encourages matching and borrowing of the language. So, the Korean language has become a status symbol among young people it is a way of showing one is in the right culture and has a modern identity. This trend is an example of a new type of language power that is based on culture and the digital world rather than on colonialism and the old world.

The present study shows linguistic imperialism and the influence of the Korean language on undergraduate students of Quaid-e-Azam University, Islamabad, with particular attention to how Korean gains symbolic and cultural power within student's linguistic practices through their digital dramas. It explores how continuous exposure to Korean media especially K-pop, K-dramas, and social media content shapes student's language attitudes, everyday vocabulary choices, and patterns of code-mixing. The study also explores how this exposure affects student's perceptions of their native and local languages, including whether these languages are viewed as less prestigious or less relevant in comparison to Korean. By siting the research within a Pakistani university context, the study highlights how linguistic imperialism can work through cultural attraction rather than formal enforcement allowing a foreign language to establish dominance in informal academic and social spaces. Furthermore, it seeks to understand how this hegemonic influence contributes to the formation of linguistic identity among undergraduates and whether it creates subtle pressure to align with global cultural trends. Overall, the study aims to evaluate the impact of Korean linguistic influence on local linguistic independence and to

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Print ISSN: 3006-5887

Online ISSN: 3006-5895

contribute to broader discussions on language power.

Significance of the study

The significance of this research is in the investigation of the mode of functioning of linguistic imperialism through the rise of the Korean language amongst the students of Quaid-e-Azam University Islamabad. The Korean language has the power to represent in the students' language choices, that is how it is becoming a language with high status and demand in the students' circles both social and academic. The usage of Korean vocabulary and phrases as well as communication styles get mixed up in the student's everyday talks, indicating that a foreign language can influence the linguistic identity even without political or institutional superiority. The students' exposure to Korean content most through digital means is the primary reason for this change. These are mainly K-pop, K-dramas, online fan communities, and the short-form video sharing platforms. Digital spaces repeat Korean words in a captivating way and thus students find them easy to pick up and integrate into their vocabulary. Through the investigation of students' patterns of usage, motivations, and attitudes, the research makes the case that cultural products can be a linguistic hegemony tool. It is through this that Korean language can indirectly cause and exert pressure and influence. Furthermore, it worries about the slow disappearance of local and regional tongues since students might start giving more importance and preference to Korean phrases than their own language. This study is an area of wider discussions on language power, cultural attraction, and identity formation in a world that has become globalized and where the entertainment and digital platforms are the ones that spread languages. All in all, the recognition of the hegemonic scaling of Korean among QAU undergraduates is a necessary step to understanding how the outer cultural forces transform language preferences, change communication styles and in a very fine way challenge the freedom of local languages.

Problem statement

The issue of linguistic imperialism has increasingly absorbed the global scholarly community and the spread of dominant languages through the popular media but the Korean language's hegemony in the context of Quaid-e-Azam University Islamabad has never been empirically investigated. The main international and Pakistani studies have primarily concentrated on global trends, media influence, and language attitudes in wider or different educational settings creating a distinct absence of context at QAU. The undergraduate students at QAU are gradually being introduced to Korean language and culture via K-pop, dramas, and other digital media leading to a change in their linguistic preferences, identities, and attitudes towards local and national languages. However, the nature, extent, and implications of this influence are still unknown. This situation of non-existence of localized research results in a less than full understanding of the linguistic power dynamics in one of Pakistan's top universities.

Research questions

How does exposure to the Korean language influence the linguistic attitudes of undergraduate students at Quaid-e-Azam University Islamabad?

In what ways do Korean media contribute to the influence of the Korean language among undergraduate students?

Liberal Journal of Language & Literature Review

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Research objectives

To examine how exposure to the Korean language influences the linguistic attitudes of undergraduate students at Quaid-e-Azam University Islamabad

To investigate in what ways, do Korean media contribute to the influence of the Korean language among undergraduate students

Literature review

The concept of linguistic imperialism has been broadly examined to explain how dominant languages expand beyond their native contexts and shape cultural, social, and linguistic practices in other societies. Existing scholarship largely focuses on the global spread of English. However, recent studies have begun to explore the growing influence of non-Western languages through popular culture and media. Within this research the Korean language has gained particular attention due to the global reach of Korean dramas, music, and digital platforms. This literature review situates the present study within these debates. Highlighting how language influence operates among university students and the need to examine such acts in the context of Quaid-e- Azam University, Islamabad.

The article titled "Linguistic Impact: Exploring the Influence of Korean Dramas on Everyday Language of Pakistani Women" which was written by Asma Naz and Hafsa Qureshi and published in 2025 has cited references 1175, 1176, and 1180. The research adopted a mixed- methods qualitative and quantitative approach whereby 150 surveys and 15 interviews were conducted to cite the sources 1346, 1347, and 1354. The study was aimed at finding the factors influence and motivation behind the use of Korean vocabulary and informal expressions by Pakistani women. The study founded on the Cultivation Theory that the fans are integrating Korean words into their English because of the appreciation for the language and its being trendy which has presented following linguistic gateways for future study but has been restricted to urban female fans only suggesting further inquiry into the matter through linguistic approach opened for future research but limited to city-dwelling female fans only. cited 1205, 1257.

The article, "Influence of K-Pop Dramas on Pakistani Youth..." by Waheed, Ahmad, & Bhatti, 2025, was based on a qualitative case study that included Focus Group Discussions with 4 groups of 24-32 participants each to analyze the cultural impact of K-Drama and its influence on vocabulary and expression. The youth ran the risk of cultural dislocation and propagation of unrealistic beauty standards. which the study concluded as the aesthetically appealing part of K- Drama being the main reason for the youth's acceptance. The authors suggested that the outcome is that media literacy is necessary. The imbalance of case study design restricts the generalization of these perceptions to a broader population.

The work titled "Influence of Korean Pop Music on Lifestyle of Pakistani Youth" conducted by Tariq, Nawaz, & Bhatti in 2024 is a quantitative survey involving 500 youth from Lahore who are checking the impact of K-Pop music on their lifestyle, behavior, and even the vocabulary acquisition process. By means of the Uses and Gratifications theory the research has discovered a strong positive correlation between K-Pop consumption and its influence on behavior, cultural awareness, and fashion. This clearly indicates the social impact of K-Pop. However, a major limitation is the restriction to the youth of Lahore as the sample 1444, 1451, 1453, 1456, 1437, 1464, 1466, 1564, 1551, 1352, 1354, 1377, 1379.

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The article, "Youth Perspectives on Korean Dramas: Effects and Responses" conducted by Saleem, Hatim, & Jaweria, 2023 presents a quantitative survey of 259 K-drama viewers that investigates the effects of K-dramas on the lifestyle, cultural attitudes, and language influence/vocabulary of Pakistani youth. The study which is based on Cultivation Theory revealed a considerable and positive effect on their lifestyle, consumption patterns, and emotional impact. The finding is that K-dramas are an important cultural export even if the research is confined to self-selected viewers.

The paper, "3rd Korean Wave in Pakistan: Analyzing the Penetration of South Korean Cultural Elements in Young-Minds of Pakistan" written by Shahzad, Shah, & Naeem, 2024 employed quantitative research with a survey method using an unspecified but large number of respondents to evaluate how K-dramas influenced the cultural value system and language/vocabulary of the youth in Pakistan. They used Cultivation Theory; it was gathered that frequent viewing opens the door for cultural mixing and acceptance of the values that Korean

media portrays. So, it is necessary to consider the cultural influence of global media. The exclusive dependence on self-report data is a drawback.

According to the article titled "The Impact of the Korean Cultural Wave on the Attitudes and Practices of Pakistani Youth," authored by Rabia Khalid in 2024, a qualitative method involving 10 in depth interviews was utilized to examine the behavioral and attitudinal impact of Korean pop culture including language exposure on the Pakistani youth. Thematic analysis produced that the spirit of originality and attractive appeal has a great desire among the youth who then adopt a Korean-inspired lifestyle. It indicates the transition to cultural hybridization though the small sample size and the focus on Islamabad making the results non-generalizable.

The paper titled "Impact of Hallyu on Language Acquisition and Cultural Identity Among Vietnamese Youth" by (Kim & Cho., 2024) take on formal academic language to discuss the influence of the Korean Wave on the youth of Vietnam. The researchers apply a mixed-methods approach consisting of a survey with 1,200 participants and interviews. Their analysis has shown that consumption of Korean media to a high degree has led to a considerable increase in the motivation for learning the Korean language and has also positively contributed to the development of cultural variety. The researchers conclude that the phenomenon of Hallyu has become a tool of soft power, changing the identity and community through the influence of media.

In "Studying the Effect of Korean Dramas on Pakistani Youth," Saeed and colleagues (2023) conduct an in-depth analysis of the K-drama impact utilizing the Cultivation Theory as the guiding principle, taking on a formal and academic style. Their procedure was grounded in a quantitative methodology, in which the researchers distributed Likert-scale questionnaires to 300 Pakistani youths and used the obtained data to evaluate the role of exposure in the development of a desire to visit Korea and in the promotion of cultural fantasization. The conclusion of the study is that K-dramas play a major role in romanticizing and streaming Korean culture into the aspirations of the young generation. One of the main criticisms is that the study limits itself geographically and methodologically, which runs the risk of oversimplifying the complex cultural interactions and of not being able to provide sufficient qualitative data about individuals' experiences.

Touhami & Al-Haq (2017), in their article titled "The Influence of the Korean Wave on

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Print ISSN: 3006-5887

Online ISSN: 3006-5895

the Language of International Fans: Case Study of Algerian Fans," apply an academic style that is very formal and uses sociolinguistic terminology to study how Hallyu influences the communication of the fans. Through conducting a quantitative survey of 139 Algerian fans, the study that takes Conversation Analysis and Corpus Planning theory as its frame finds that the exposure brings about significant acceptance of the language, which furthermore includes such aspects as Korean loanwords, inside jokes, "Konglish," and changes in English pronunciation, thus demonstrating the two processes of language modernization and graphization. The study finally states that Hallyu is in the process of developing a language that is exclusive to the fandom and is, thereby, micro- level corpus planning. However, a major drawback of the study is its dependence on an online sample that has been self-selected and which may not reflect the wider fan population's linguistic behaviors.

Sughra, Shahzad, & Abbas (2022) in a paper entitled "The Linguistic Influence of Korean Wave from Pakistan's Perspective" not only mentioned sociolinguistics and corpus planning but also looked at Hallyu's effects on Pakistani youth through this formal academic discourse. Employing a quantitative survey of 103 participants, the authors found considerable linguistic adoption, which was categorized as modernization and graphization, by means of Korean loanwords, "Konglish," modified pronunciation and thinking in Korean, which they characterized as the latter two. Ultimately, the authors argue that Hallyu creates a unique fan language and identity among the Pakistani fans. However, one major drawback is that the study relied on self-reported data from a young and online sample, which may not fully reflect the extent or variety of linguistic influence across other age groups and social classes.

Zayniddinova (2025) in "The Role of Korean Language in Modern Global Culture," puts forward a non-empirical review article with a descriptive style using formal and expository language to advocate for the language's high status in the world. The aim is to combine the factors that are cultural, economic, technological, and governmental pushing this phenomenon and does not pose any research questions nor does it use primary data or specific methodology. The conclusion states Korean as a crucial instrument for cross-cultural dialogue and soft power. A significant limitation is the article's absence of original research, empirical evidence, or methodological rigor, but it relies on secondary sources and general observations and does not deal with potential counterarguments or learning difficulties in depth.

Research gap

Many research papers have analyzed Linguistic imperialism and the worldwide distribution of leading languages with Korean being one of them. However, most of them have been in the context of international countries or in Pakistan's cities far away from the capital Islamabad. Such studies focused on general trends, media impact, and factors motivating language learning. while they fail to mention the very specific situation of undergraduate students at Quaid-e-Azam University Islamabad. The students at Quaid-e-Azam university have a very special position of being exposed to the best of both world's global media and local language culture but still no empirical study has investigated that to which extent the Korean language is influencing their linguistic practices and

attitudes toward their native languages. The lack of limited research creates a well gap since the aspects of Korean linguistic influence might be different in Islamabad

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

specially in Quaid-e-Azam University than other places. So, this context will reveal the effects of linguistic imperialism in Pakistan's higher education sector.

Methodology Research design

This study is done with a mixed-methods research design to search the linguistic imperialism and the hegemonic influence of the Korean language on undergraduate students at Quaid-e-Azam University Islamabad. Both quantitative and qualitative approaches are used to gain a comprehensive understanding of students' language exposure and attitudes. The design includes some open while some close ended questions.

Population

The population of this study consists of undergraduate students enrolled at Quaid-e-Azam University Islamabad. These students come from diverse linguistic, cultural, and academic backgrounds making them a good group for examining the impact of global linguistic influences. As Quaid-e-Azam University is one of Pakistan's leading public universities. Its undergraduate population is exposed to international media including Korean popular culture. This exposure makes them a relevant population for investigating how the Korean language may function as a hegemonic force and influence language attitudes and practices within a Pakistani higher education setting.

Sampling frame

This study is comprising undergraduate students from various departments and academic years at Quaid-e-Azam University Islamabad. A total of 44 participants were selected using a random sampling technique. By including students with different academic backgrounds and varying levels of exposure to Korean language and media the sample captures a broad range of perspectives allowing for a more reliable examination of the hegemonic influence of the Korean language within the context of Quaid-e-Azam University.

Instrumentation

Data for this study were collected through a google form questionnaire containing both close-ended and open-ended questions. The close-ended questions were designed to gather quantitative data on student's exposure to Korean language and media. The open-ended questions allowed participants to express their views in their own words providing qualitative insights into perceptions of linguistic dominance.

Theoretical framework

The theory for the research is linguistic imperialism. This theory states, that how certain languages gain dominance over others. Not just through natural spreading but because of political, economic, and cultural power. It focuses on the unequal power relationships between languages where dominant languages are promoted over minority language leading to language shift, marginalization, and loss of linguistic diversity. The key aspects of the theory are, first the role of power and domination where language dominance reflect social and economic hierarchies. Second the support of institutions such as education, media, and government. And third the use of cultural products like films, music, and social media. The application of the theory will identify Korean

language influence that how exposure to the Korean language influences the linguistic attitudes of undergraduate students of Quaid-e-Azam University Islamabad. Secondly, it will identify the contribution of Korean media in changing linguistic attitudes of the students that in what ways do Korean media contribute to the influence of the Korean language among undergraduate students.

Data analysis

Quantitative data obtained from close-ended questionnaire items were analyzed using descriptive statistical techniques such as percentages to identify general patterns. Qualitative data from open ended responses were analyzed thematically through the lens of linguistic imperialism theory (Phillipson, 1992) to explore ideas, perceptions and experiences related to Korean language influence. By combining numerical trends with thematic interpretation, the study provides a balanced and in-depth understanding of linguistic imperialism within the context of Quaid-e-Azam University.



Fig.1.

Fig.1. In the following figure the data indicate that undergraduate students at Quaid-e-Azam University have minimal academic exposure to the Korean language. As 95% of the respondents reported never taking a Korean language course. While only 5% confirmed taking Korean course. From the perspective of Phillipson’s theory of linguistic imperialism this finding supports the idea that language dominance does not solely rely on formal educational structures. The absence of Korean in academics suggests that any influence of the Korean language is likely occurring outside institutionalized education. This aligns with Phillipson’s argument that powerful languages can spread through non-academic channels, such as cultural and media domains rather than through formal language policy alone. The relevance to the theory is shown in examining media-driven exposure in the present study

Fig.2

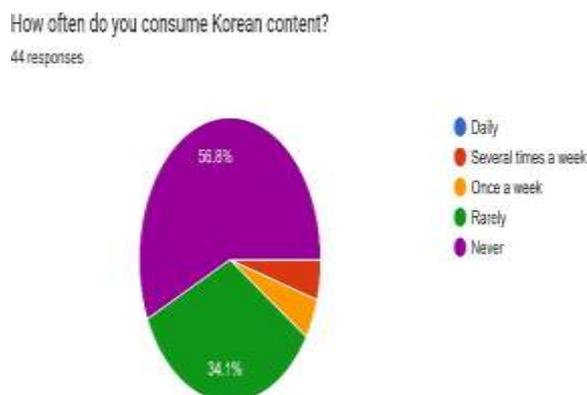


Fig.3

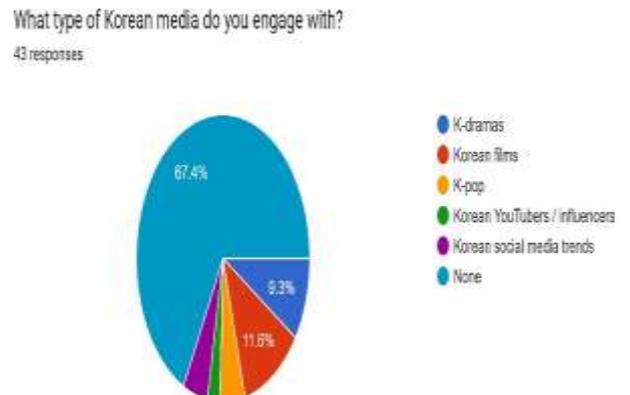


Fig.2,3. In the following figures the data reveal that most undergraduate students at Quaid- e-Azam University have limited exposure to Korean media. I which 56% never consuming Korean content, 34% using it rarely, and only 4% engaging with it weekly through K-dramas or K-films. According to Phillipson’s theory of linguistic imperialism, the spread of a dominant language is often facilitated through media and cultural channels rather than formal education. The low exposure is observed here which indicates that Korean has not yet established a significant influence among these students. This supports the study’s objective of investigating media influence. Highlighting that limited engagement with Korean media corresponds to reduced opportunities for the language to shape linguistic attitudes of the student. which aligns with Phillipson’s emphasis on media as a tool for language propagation and attitudinal change.

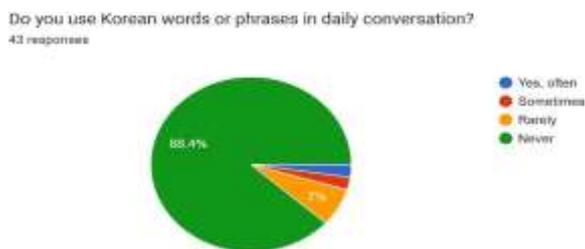


Fig.4

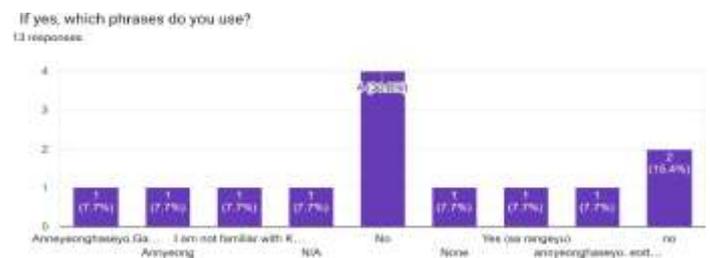


Fig.5

Fig.4,5. The data show that 84% of undergraduate students at Quaid-e-Azam University never use Korean words or phrases in daily conversations. 7% of the students use them rarely, and only 4.6% use them often. And they, thus, mentioned the following terms like sarangeyu, anneyonghaseyo, and gamsahamnida. This shows minimal linguistic influence of Korean on students. Phillipson’s theory of linguistic imperialism explains that a dominant language spreads and affects linguistic behavior primarily through exposure via media, education, and cultural presence. The limited use of Korean language here suggests that the language has not yet achieved such hegemonic influence among these students. This aligns with the research objective of examining linguistic attitudes. As the minimal use of Korean words indicates that students’ attitudes and daily language practices remain largely unaffected.

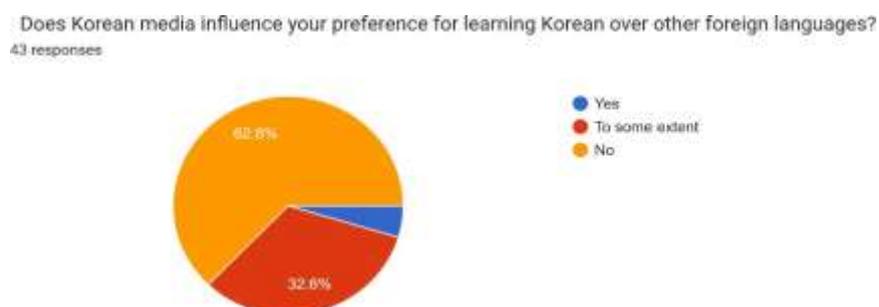


Fig.6

Fig.6. In the following figure the data show that 62% of undergraduate students at Quaid-e-Azam University report no influence of Korean media on their preference for learning Korean. Other than them 32% feel some influence, and only 4% acknowledge clear influence. According to Phillipson’s theory of linguistic imperialism, the spreading and dominance of a language are often settled through cultural products and media. Which shape attitudes and learning preferences. Here the low impact is observed which suggests that Korean media has not make a strong presence among these students. Which is limiting its ability to affect language choices. This directly supports the objective of the study for investigating media influence. Showing that in Quaid-e-Azam University exposure to Korean media has only a minimal effect on student’s linguistic attitudes and preferences.

Has exposure to Korean language affected your academic writing or speaking habits?
43 responses

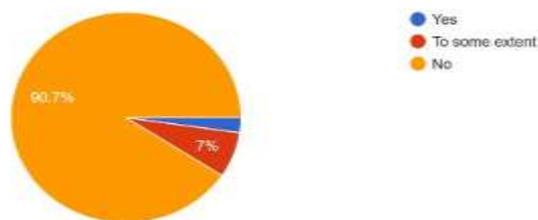


Fig.7

Fig.7. In the following figure the data show that 90% of undergraduate students at Quaid-e- Azam University report that exposure to the Korean language has not affected their academic writing or speaking. while only 9% responded that is some effect of Korean Language. Phillipson’s theory of linguistic imperialism forces that the influence of a dominant language typically reflects in both attitudes and language practices when there is exposure through education, media or cultural channels. The minimum impact seen here suggests that Korean has not reached a level of dominance that could shape student’s linguistic behaviors. This further aligns with the study’s objectives proving that limited exposure to Korean both academically and culturally has resulted in negligible influence on student’s writing and speaking habits.

Has exposure to Korean language affected your academic writing or speaking habits?
43 responses

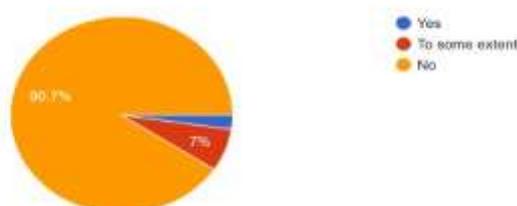


Fig.8

Fig.8. In the following figure the data shows that 76% of undergraduate students at Quaid-e- Azam University view no stronger influence of the Korean language on campus compared to other languages. Other than them 16% see its influence as equal following by 7% considering it stronger. According to Phillipson's theory of linguistic imperialism a language achieves a hegemonic status when it dominates through social, educational, and cultural domains. The result shows that Korean has not reached such dominance on campus yet with other languages continuing to exert greater or comparable influence. This aligns with the study's objectives by highlighting that despite exposure to the Korean language has not significantly shaped student's linguistic attitudes and practices. This is showing Phillipson's point that language influence requires widespread and encouraged presence to impact local language hierarchies.

The qualitative content analysis shows that the Korean language has minimal linguistic influence on students of Quaid-e-Azam University. Phillipson's theory of linguistic imperialism provides a useful lens for explaining these findings. As it emphasizes that dominant languages spread through media, culture, and institutional support. The analysis shows that student's exposure to Korean is through popular culture (n=12) and social media (n=6), reflecting Phillipson's point that media acts as a vehicle for language spreading. Themes such as lack of awareness (n=10) and denial of popularity (n=9) show the absence of influence of Korean language as the theory's claim that language dominance requires supportive contact. The marginal mentioning of instrumental motivations (n=2) and limited linguistic impact (n=3) further supports Phillipson's point that without consistent engagement in education or everyday use a language's influence remains weak. Overall, the data confirm that Korean's presence among QAU students is indirect, media-driven, and insufficient to affect linguistic attitudes or practices.

Findings

Findings of the study indicate that exposure to the Korean language among undergraduate students of Quaid-e-Azam University (QAU) is minimal. About 95% of students have never taken a Korean course, and 56% never consume Korean media, with only a small fraction of students engaging occasionally through K-dramas, K-films, or social media. Similarly, 84% reported never using Korean words in daily conversation which is suggesting very limited practical use.

The influence of Korean media on learning and academic behavior is also low. Most students (62%) stated that Korean media does not affect their language learning choices, and 90% reported no impact on academic writing or speaking. However, 76% indicated that Korean has no stronger influence on campus than other languages.

Qualitative analysis revealed six themes and that are popular culture influence, social media exposure, lack of awareness, denial of popularity, instrumental motivation, and limited linguistic impact. While students are familiar with Korean content mainly through K-pop and dramas. The engagement of the students with Korean remains inactive and practical language use is rare. Concludingly stating that Korean exposure at Quaid-e-Azam University is indirect and media-driven with minimal effect on student's linguistic practices.

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

Conclusion

The study concludes that the influence of the Korean language on undergraduate students at Quaid-e-Azam University Islamabad is minimal and indirect. Quantitative data showed that most students have no formal exposure to Korean. Most students rarely consume Korean media, and hardly use Korean words in daily conversation. Language learning choices of the students remain largely unaffected by Korean media. Qualitative analysis supports these findings, revealing that while students are aware of Korean culture through K-pop and dramas. The engagement with the Korean language is mostly inactive, media-driven, and limited to entertainment contexts. Overall, the research shows that despite the global fame of the Korean Wave, its linguistic impact on the students of Quaid-e-Azam University is negligible. Which suggests that local languages and English continue to dominate student's linguistic practices.

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