

In the name of Allah the most compassionate, ever compassionate

Examining the Clear and Hidden Goals of the Company BTS Group from the Perspective of Iranian Fans

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Introduction

Patterns are very important in shaping the personality of people and societies. Patterns are like lighthouses that show the way to ships, they show the way to the existential ship of humans and societies. Therefore, from religious to contemporary psychological and sociological viewpoints, all of them have confirmed the importance of models and mentioned the necessity of turning the attention of human beings and human societies towards them.

The importance of the role of models in the education of human beings and human societies has caused that both good-minded people and institutions, as well as bad people and institutions that seek to exploit the existence of human beings and human societies, have noticed the models. In accordance with this, they want to process their own desirable patterns. Of course, since people and self-thinking institutions clearly cannot turn others to themselves by projecting dark and impure patterns, they try to turn people towards evil goals by processing seemingly valuable and sublime patterns, relying on seemingly attractive patterns.

Examining how patterns are processed throughout human history shows that, the general patterns that have been processed at the level of human societies, at first, had only one remarkable feature, for example, Rostam was a mountain of muscle, Barbad and Nakissa had amazing musicianship. Cleopatra had a beautiful face and like them. However, the determining importance of patterns caused mankind to process more comprehensive and powerful patterns in the last few decades, in order to realize his goals, therefore, by merging two sports and art streams, he sought to process two-dimensional patterns. For example, Arnold, who was the world champion of bodybuilding several times, entered the field of art and acted in movies.

In the new wave of pattern processing, if someone was interested in sports, he would sit in front of the movies of people like Arnold, Stallone, Bruce Lee and others and watch their movies, and if someone was interested in the art of cinema, again, he sat at the same movies and used them.

Examining the pattern processing currently shows that the abundant importance of patterns has caused some institutions and social movements to try to process multi-dimensional patterns in order to achieve their goals more. Therefore, the processing of patterns after converting one-dimensional to two-dimensional ones, has moved from the recent state to the multi-dimensional patterns and has been upgraded.

Among the institutions that have been successful in processing multi-dimensional models, we can mention the Big Hit Entertainment Company¹ (Kpoper BTS Group Company).¹ In the

¹ The Big Hit Entertainment company formed the BTS group in 2010, and since the group was launched in 2013, the BTS group has achieved significant success worldwide.

"CEO of Big Hit Entertainment Company, Bang Shi-Hyuk, with the idea that today's youth need heroes who support them without preaching to them from above and start accompanying them" (Wikipedia), formed the group BTS (also known as the Bangtan Boys). Suga, one of the 7 members of the BTS group, also mentioned in an interview that, in order to create empathy with our audience, we tried to tell stories that people wanted to hear, that is, stories about their emotions and feelings and the plan of anxieties, worries and pains. People, something that others paid less attention to their plan. The recent thoughts

course of forming its group, this company has considered and implemented the processing of multi-dimensional patterns from the beginning.

In the first step to start its activity, Big Hit Company selected "attractive" boys to form its group. The current good-looking participants, during years of training in the fields of singing, dancing, media, acting and the like, at the same time as performing their songs, they also show "exciting dance" which is difficult for ordinary people to perform.

In addition to their exciting and magnificent performances, the BTS boys presented themselves as "defenders of the youth" by presenting songs that focus on the issues and problems of youth and by giving guidance on rebellion against the values of the older generation. The BTS established itself as an "intellectual group" and presented itself as a "savior of the youth" by providing guidance on how to continue and how to live in the difficult world that has engulfed the youth, with its full support plan for the young people. On the other hand, the boys of the BTS group, at the same time as trying to provide productions to "fill the fans' voids and entertain them", started "creating deep relationships with the fans", they claim the slogan: "If you have no refuge, we are in your thoughts in Seoul and you can always see us as your support and helpers". The "altruistic and seemingly altruistic" actions of the BTS group on the one hand and their "socio-political activities" on the other hand, there are other attractions that the Big Hit Entertainment company has and finally, boys by avoiding marriage or even making a date with the opposite sex, they indirectly present themselves as "love" and "potential wife of female audience". The collection of what has been mentioned presents the stars of the BTS group in the form of multi-dimensional models (beautiful, full of excitement, with a beautiful voice, altruistic, with socio-political attention, intellectual, savior of the youth, and the like), which maybe during the processing Human models cannot be found similar to them. Examining the field evidence at the level of BTS fans indicates that this group has a great impact on its audience, especially female fans. The preliminary investigations of the researcher and his students in the field of understanding the effects of the BTS group on its fans indicate that sometimes powerful fan

caused the BTS group to create a relatively different atmosphere from Korean pop groups, and in this way, it faced a wide domestic and foreign welcome. "Blood, Sweat and Tears" on all South Korean charts, #1 on Soul Map: 7, on the Hot 100 and Billboard 200 charts, breaking the record for the most viewed YouTube premiere and breaking more than 100 million views Within 24 hours of its release and receiving 12 awards at the Billboard Music Festival, these are just some of the notable achievements of the BTS group" (Wikipedia). Becoming a model for many teenagers and young people is one of the other achievements of the Big Hit Company BTS group. But the Big Hit Entertainment company and its BTS group, besides the recent significant achievements, also have unknown dimensions that the present collection has tried to reveal with field interviews with the Iranian fans of the BTS group, and besides evaluating the successes in the recent world, the obvious and hidden economic, cultural, social, political, moral-ideological, psychological and aesthetic goals of Big Hit Entertainment Company and its BTS group should be analyzed more deeply.

organizations have been formed at the level of the BTS fans, which is assumed to be the case with the release of 8 hours of annual travel videos. The boys of BTS (Ben Viaj) in the virtual space, only a group of 30 translators from a fan organization, work all night at the same time on the translation of the films of the boys of the group, and upon completion of the translation, they hand over the prepared content to the editors of the group. After the final editing of the prepared text, the editors leave it to the third team of their team for uploading and take a rest themselves, and the uploading team immediately uploads the prepared content in the virtual space and uploads it to the hands of many fans. The BTS group delivers. In the same way, it has been observed in many cases that some fans, by publishing new BTS songs, in order for their favorite group's song to get a high rank on the famous music sites of the world or to win people's choice awards. "started listening to the desired song 24 hours a day" or "started voting" so that by increasing the number of users of the desired song, the number of votes (streaming) increased, and it got a high rank on the sites. to gain popularity such as Billboard, Spotify, etc., or to win people's choice awards. One of the writer's students mentioned in his report that when he went to one of the girls' high schools to collect the data he wanted, he noticed that almost half of the school's students were crying and when he was surprised to find out about this asked if someone from your teaching staff had passed away that you were so impatient, the students had answered him that "No, Jin - one of the boys of BTS - has gone to the army!"

" During their interviews, many girls stated: "They are ready to give their lives for the boys of the group", "They have panic attacks in the face of hatemongers from rival groups", "She is ready to sell her kidney and pay the price for spending a night at Jimin's house", "Because of the issue that for example this idol (star) is my husband, they started arguing and fighting with other students in school". "They have ordered the preparation of fan fictions centered on themselves and one of the group's sons to people who have the ability to write", "They have threatened their own families to send them to South Korea, otherwise will commit suicide", "Start holding large gatherings with the presence of channel administrators BTS, admin of BTS pages, BTS collectors, BTS storytellers and simple fans have started to glorify the boys of the group in Iran", "they start practicing dance 5-6 hours a day to at least be accepted as backstage dancers of BTS performance ", "hearing the rumor of their favorite star's relationship with a girl, they thought of committing suicide" and "talking as if they are married to their favorite star" or even "claiming to get pregnant from that considered star ".

The preliminary field investigation of the research group indicated that significant students (even in elementary school) have started self-taught learning of Korean language, some of them have become familiar with this language to the extent that they can easily translate texts in Korean language. or basically they manage their Instagram page with Korean writing.

The high sales of Korean language teaching books (after English language books) in society is another clear example of the success of K-pop groups and especially BTS group at the level of teenagers and young people in the society, and this is while high school students put the picture of the 7 members of the BTS boy band on their school computer screen. The parents of the school either don't know them or simply ignore the reason for this matter.

The collection of what was mentioned prompted the writer to act in the direction of clarifying the changes that have occurred in the processing of patterns in the contemporary world. Therefore, he started research in this field with his students.¹

¹ - Regarding the current research method, it should be stated that in this research, the research method was a qualitative method.

Sometimes researchers in humanities are faced with problems and questions that cannot be answered with the help of usual research methods. Usually, in these questions, there are components and concepts that cannot be easily defined, or there is no history of similar cases in previous texts, and based on this, a hypothesis cannot be formulated, and as a result, the hypothesis cannot be tested. Qualitative research is the most suitable option to respond to recent conditions.

Conducting qualitative research is a non-linear process, and its different parts come together rather than follow each other. In other words, in qualitative research, the analysis begins at the same time as the data collection, and this process continues until the researcher reaches the saturation point. The point of saturation is the time when one can be sure of the quality and sufficiency (sufficiency) of the collected data to reach an accurate analysis.

The approach of qualitative research in this research was data-based method. The data-based method is a suitable method for research in areas about which little knowledge is available.

The theorists of data foundation theory try to create an understanding of the processes related to fundamental issues. In all qualitative researches, researchers must report their findings, which are mostly interpretative, in a convincing manner without relying on statistical methods.

Usually, qualitative research method books have suggested 8, 12, or 20 in-depth qualitative interviews about the investigated sample size, which according to the researcher, these figures do not answer correctly in Iran for several reasons.

The first reason can be summarized in the difference between the process of socialization in the West and in Iran, in the sense that it seems that the process of socialization in Iran is a difficult and sometimes contradictory process, while it is not so in the West. For example, what home, school and community. For example, what home, school and society (as the most important socializing institutions) in Iran instill in children or young people are heterogeneous policies. In other words, in Iran, parents want their children to only think about paddling their own canoe, educational parents directly and indirectly instill in the students that they should have sacrifice, jihad and martyrdom in their own agenda and finally this person in the society is the witness that the economic corruption in the society has taken a systematic form and many officials and their relatives have competed with each other in the field of rent-seeking, hence the process of the society acceptance in Iran is achieved with difficulty, while the institutions of home, school and society (as the most important socializing institutions) in the West, in most cases, are unilaterally and they act in harmony. The next reason for caution in increasing the sample size in qualitative research in Iran should be seen in the lack of financial support for many researches in this country. In the sense that, assuming in the West, the researcher considers himself obliged, in return for taking the time of the interviewee, he pays sum money to gratitude for the cooperation and spending the time of the interviewed person, while this possibility is not feasible in Iran in most cases, and this problem causes interviewees, especially in qualitative researches that require sufficient time, to end their interview earlier than necessary, not willing to spend adequate time. The political fear of the respondents

The process of preparing the present collection was in such a way that the author, after the preliminary training of the foundation's qualitative method to his undergraduate, master's and doctoral students, and after providing some basic information about the importance of patterns and how to process the patterns of the BTS group by the company Big Hit asked the students to conduct an in-depth interview with the fans of this group and ask their views on the ups and downs of the Big Hit Company, BTS and the fans of this group. In the current research, the interviews were conducted using available samples, but they were conducted in different cities of Iran. to be a fan and enough know about BTS were the conditions for conducting the interview. After collecting the necessary field information, the collected information was under three headings: "Examination of the obvious and hidden aspects of Big Hit Company" (the company that owns the BTS group), "Examination of the obvious and hidden dimensions of the BTS boy group" and "Examination of the ups and downs of fans of the BTS group". The present book deals with "investigating the obvious and hidden goals of the BTS group company (Big Hit Entertainment Company) from the perspective of Iranian fans". This book has an introduction and 8 chapters. In the introduction of the book, while referring to the research methodology, a general overview of the topics discussed in the book is presented.

The next chapters of the book, which is the result of the summary of 47 in-depth interviews conducted with BTS fans about the different dimensions and ups and downs of the Big Hit company and its BTS group from the perspective of Iranian fans, have tried to get an outlook of the company's actions related to the launching of the BTS group and the company's clear and hidden goals. By examining the issues raised by the interviewed fans, the following general axes were determined: "The basic processing platforms of the BTS group", "The processing of the BTS group", "Presentation of attractive content by the group", "The exciting and magnificent processing of the performance scenes", "Advertising of Hyb Company for BTS", "Giving a socio-political image to BTS", "Creating a deep connection between stars (idols) and fans" and finally "General goals of Hyb Company" during the launch of BTS. After the introduction, the first chapter of the book deals with a brief discussion entitled "Primary processing platforms of BTS group". In this discussion, it has been mentioned that after gaining independence, the Korean government seriously sought to gain power in various dimensions, including cultural power, and by creating a wave called the Korean wave, by investing in the cinema industry. And music sought to fulfill its desire. This platform was actually the primary platform for the

in the Iranian environment - which, of course, was relatively small in this research - and the boredom, lack of concentration and sometimes conflicting answers of the respondents - which is normal for young ones - are other considered problems in a qualitative research. The recent issues cause Iranian researchers to increase the number of in-depth interviews in order to fully understand the qualitative phenomenon in question, as in the present study, the number of interviews required to collect research data has been regarded more than the cases recommended in qualitative research books.

formation of BTS and similar groups. In the second chapter of the book entitled "Processing the BTS Group", the relatively different and creative policy of the Big Hit Company in launching the BTS Group has been considered. In the process of recruiting interns and turning them into stars (idols) for its domestic and global audiences, Big Hit Entertainment Company has chosen special people and by applying several standards and in the course of its training and of course the contracts between itself and them, it has made robots out of these selected people that fulfill the company officials' orders without any arguments or objections, even if these orders call into question their human dignity or cause their mental problems and depression. After training trainees who serve his goals like robots, Big Hit Company has deeply engaged the fans of BTS with its stars by planning countless attractions, and the fans are also interested in the fact that the members of the group serve them twice as much, and sometimes they try to respond to their favorite stars as much as possible and to support them. In the meantime, Big Hit Entertainment Company is trying to take advantage of the recent situation, considering the extraordinary impact that BTS has created in the minds of its audience, and while gaining significant economic benefits, it also has been following widely its other goals in the cultural, social, political, moral, ideological and aesthetic fields. In the title "Processing the BTS group", it is first mentioned that the company has a detailed understanding of the changes in adolescence and youth. This means that during adolescence, while the sleep cycle of teenagers is disrupted, their brain changes are also significant. The recent developments, which are often not known by the parents and educational authorities, cause disagreements and disrespect between the teenagers and the parents.

The officials of Big Hit Company have entered the scene with the knowledge of the biological, emotional, social, cultural, aesthetic, political-economic and ideological changes of teenagers and young people, and they are trying to help confused teenagers and young adults with their productions in the transitions of maturity to introduce themselves as determinant of their actions. On the other hand, by forming a group whose members, despite being young, have high physical attractiveness and excel in dancing and singing, the officials of Haib Company are trying to attract the youth and young people of the society through this group. The members of the group, who are often recruited as trainees at a young age, enter their training course after signing unilateral contracts. According to the signed contracts, the members of the group are separated from their families to a large extent, and they enter the training course without being allowed to date or marry the opposite sex, and without being allowed to choose their hair color, clothing, how to eat, etc. Using the body skin whitening program (whitewashing) for stars, the requirement to comply with media games (media play), the requirement to comply with body contact (skin shape) during performances by the stars, the requirement to cooperating in the preparation of attractive moments (moments), the obligation not to project one's sexual orientation, the obligation to follow special diets and the obligation to follow political orientations according to the company, are other things that idols must do. The result of the trainings and requirements accepted by the trainees and the stars leads to the preparing the people who serve the company's orders and wishes like a robot without having any choice of their own. The next chapter of the book titled "Presentation of Attractive Content" focuses on providing content that motivates and encourages confused teenagers and young adults that tomorrow belongs to them. His company and group, in addition to giving hope and motivation to the audience, by using some philosophical and psychological content in the songs, puzzle-like

design of some concepts in different songs and performing some songs in historical and artistic places add to the depth of the content and attractiveness of the performance of the members of the BTS group. The statements of the interviewed people under the title "exciting and glorious processing of the performance scenes" contain the content that the themes prepared by Hib company, during the performance, are mixed with things such as dance, various hair colors of the idols, different clothing of the stars. The relatively feminine make-up of the BTS members, extensive lighting, backstage dancers and many similar things create exciting and glorious scenes that the observers of these scenes feel the need to follow up the performance of the group while they are standing in front of the stage. The fifth chapter of the book titled "The Company's Advertisements for the BTS Group" focuses on the fact that the company, in order to give more effect to the BTS group, while trying to internationalize this group, by holding grandiose celebrations in the birth of stars or holding The celebration of the anniversary of the launch of the BTS group (festa), the launch of official and unofficial news agencies (such as Dispatch), the show of the help of the stars to the charity centers, the supply of ornaments related to the group and the like, have tried to make and establish the BTS group more in the minds of Korean citizens and citizens of other parts of the world. The title "Giving social and political image to the group" indicates that the members of the BTS group, with the help and cooperation of the company and the political officials of their society, appeared in forums such as UNICEF and the United Nations, or met with the President of the United States. Definitely such cases will give them a social and political color in addition to the group's singing. The title "Creating a deep connection between stars and fans" refers to various and numerous arrangements of the BTS group company to deepen the relationship between stars and its fans. Programs such as: Tribute to the fans by the stars, Fan Day, preparation of Ron BTS program, preparation of Ben Voyage program, preparation of BTS in The Soup program, fan meeting, fan signing, making a vlog about the life of stars, holding a mention party, streaming party (streaming), trending (hashtag on Twitter-x-), creating a fandom, fan-service, setting up a love and positivity center, preparing a photobook, story Writing related to stars (fan fiction or fan fiction), preparing one-scene stories (one-shot), designing BT 21 equipment, providing equipment designed by stars to fans and organizing individual and collective live programs are among the things that prevent stars from being forgotten between their two performances (which may last several months). Regarding the "Goals of Big Hit Company", based on the findings of the conducted interviews, these goals can be classified in economic, cultural, social, political, ideological, ethical, environmental, aesthetic and psychological dimensions. The economic goals of the company can be seen in cases such as: earning more and more profit, indirectly promoting the capitalist system, promoting the brands of the capitalist world, turning group members into bloggers and encouraging fans to be more consumerist. and specified more. But besides making more and more profit, the company's cultural goals can be seen in things like: degendering love, make-up and clothing, validating the culture of nudity, displaying the cultural power of Korea, encouraging people to travel and immigrate to Korea, promoting the Korean language, and influencing the eating habits of fans. The social goals of the company can be seen in cases such as: fans' role models from the stars in terms of appearance and form, behavior and value, realization of globalization and global citizenship, transfer of duty-oriented lifestyle and contentment to professional style to the pleasure-oriented and consumerist life and the promotion of excessive individualism. From the

point of view of the interviewees, the company's political goals can be seen in things like: praising the capitalist system and accepting the Illuminati ideas. Some of the participants in the conducted interviews had introduced de-spiritualization and acceptance of satanic symbols as manifestations of the ideological goals of Big Hit Entertainment Company. From the respondents, the title of the company's ethical goals is to replace duty-oriented ethics with pleasure-oriented ethics, promote relativistic ethics, support the sexual minority - LGBTQ - and see the white race as superior. Although the company has not explicitly mentioned its environmental goals, showing the peak consumerism of the stars and encouraging the fans in this direction are considered to be against the environmental goals, which are at the level of the group members. BTS and their fans can be seen. Other interviewees considered promoting nudity, men's acceptance of women's makeup, and indirectly encouraging the beauty standards considered by Big Hit Company among the aesthetic goals of this company. Finally, some of the interviewees summarized the psychological goals of the company as hypnotizing the fans, bringing the fans into a frenzy, training the fans to be emotional, inducing a robotic identity, planning a sexual borderline identity, and so on. The set of features that have been listed can turn fans into consumer, individualistic, lustful and robot-like people who can provide the goals of the capitalist system in the best possible way.

1- Basic processing platforms of BTS group

The Korean independence movement ended in 1948 and was able to end Japanese colonialism after 38 years. After the independence of their country, Koreans quickly started working for the development of South Korea. They wanted to show their culture to the world in addition to scientific progress. Kim Gu, one of the leaders of the Korean independence movement who later became the president of this country, says in one of his famous speeches:

"I want our country to be the most beautiful country in the world, but the most beautiful does not mean the most powerful. Because we have tasted the pain and suffering of attack and conquest and I don't want another nation to bear this pain and suffering. Wealth is enough to bring us abundance. The power is enough to stop the attack of other countries. The only thing that is never enough is the strength of the country's rich culture. The power that is in culture can both make us happy and bring happiness to other countries.

Koreans with recent thinking planned to spread their culture to other countries since 1950 and the government tried to encourage capitalists to invest in cultural fields. But in 1994, something happened that made the Koreans even more determined for the latter decision. This year, a report was presented to the president that showed that the profit from the sale of the movie "Jurassic Park" was more than all the profit that Korea had made from the sale of its Hyundai cars. It was here that the Korean government realized that there were other industries that could be as profitable as the automobile industry or similar technologies.

From 1994 onwards, the government started supporting the music, cinema and related industries more seriously, and in addition to attracting new funds for these industries, the

government allocated subsidies to companies active in this direction and even small companies. And Nopa invested, and this attention and investment caused the formation of a phenomenon called "Korean Wave" in the South Korean film and music industry.

Hallyu started in East Asia in the late 1990s and gradually spread to the whole world, including most countries in Asia, Europe and America. Since then, South Korea has become a new center for the production of international (multinational) pop culture and the distribution of cultural products to its Asian neighbors. The first wave of Hallyu emphasized the export of local cultural goods to East Asia between the late 1990s and 2007. Since the end of 2007, online games and Korean music have become two important genres of Korean cultural industries, and the beginning of the second wave of Hallyu has also started in the same year, with the increase of Korean music fans and online game users.

With the government's investment and attention, the Hallyu wave became wider and from the beginning of the 21st century, Korea was introduced as one of the most successful countries exporting culture and tourism in the world. America was the only country claiming cultural export for more than a hundred years, but Korea and England took this monopoly from America.

The government, which witnessed the progress of the country, allocated a budget for this work in the annual planning. In 2014, this amount was one percent of the country's net income, which was about one billion dollars. Of course, the role of social networks and

video sharing networks, such as YouTube should not be ignored. Korea owes a large part of the promotion and expansion of its culture to these networks.

In the first decade of the 21st century, when the K-pop industry made a name for itself in East Asia and South Asia, South Korean K-pop groups were at the top of the music charts in countries such as China, Japan, and Taiwan. This popularity continued in the surrounding countries until in 2012, the song Gangnam Style conquered the world. In the following, although at first Hallyu stars were not very successful in Europe and America, they gradually penetrated these markets as well. Today, BTS is the most famous Korean group in the world music market. This group has seven members and has been active since 2013. They managed to enter the American music market in 2017 and have broken several sales records so far. K-pop group BTS has managed to enter the list of top 100 songs and top 200 songs of Billboard. In addition, BTS is the only group that was able to receive a music award from an American organization. BTS has sold more than 20 million copies of their album, their image has been printed on the cover of the world's most prominent publications such as The Times, and they have been included in the list of the most influential people of the year for three consecutive years. BTS has fans from all over the world who call themselves the BTS Army. K-drama is also a Korean serial production industry that has gained many fans like its music industry. The serial production industry, like music, first gained popularity among East and Southeast Asian countries, and little by little, other countries were also attracted to attractive Korean series. The Big Hit company's Instagram page has nearly 70 million followers. Iranians got to know K-drama industry with the series "Javaheri Dar Qasr". The main

character of this series, named Yangum, was a real person and the first female doctor in Korea. Youngum's name is repeated many times in the history of Choson and the series is produced in 2003-2004. After Yangom, other historical series were broadcasted on Iranian TV. Among the countries of the Middle East, Iran is among the countries that have shown the most attention to Korean series. With the increasing attention to Korean series in many countries of the world, famous companies started to invest in Korean K-drama industry. The Netflix company invested more than 700 million dollars in this country from 2015 to 2020 and built 2 large studios in this country. In the past five years, Netflix has made 80 Korean programs. One of the interviewees emphasized in a part of his interview that the South Korean government is currently active in helping the K-pop industry and is rushing to help this industry in various ways. In this regard, he says: "- You may explain about the selection process of trainees. There are two models for choosing trainees. Until the age of 18, for example, you can apply through MS-company's own website. Send videos of your dance, style, and art that you know, especially singing, and if you are accepted, they will do all the work, and the cost of everything is with them.

But for more than eighteen years, there is a university in Tehran called Seoul University, which is owned by the Korean government. It means that it is their state university. You can go there. But you must either know Korean, know music or dance. First, they will take an entrance test. After that, if you are accepted, as I heard, they will not charge you anything, but only their books are in dollars. When you go there, they will teach you Korean first, because the university courses are in Korean. After two years of training, they will take an exam and then introduce you to Korean companies. Now they take a video of you and your education report and send them so that if the companies like you, they will choose you and invest in you."

By examining the statements of the surveyed population, firstly, the importance of the deep impact of Korean movies and series on the audience has been determined, and secondly, the importance of laying the groundwork for the Korean cinema industry (K-Drama) to deepen the country's music industry (K-Pop) has been characterized.

19-year-old Negin mentions in her interview that she was first attracted to the appearance of the Korean actor in the movie "The Boys Better Than flowers" and later became a fan of K-drama and K-pop:

"- Well Negin Jan, could you tell me how you got to know K-Drama and K-Pop industry and then introduced BTS to Saeeda?

Negin: Well, I had unconsciously gotten to know this industry through the TV series. When I was in the seventh grade, I saw a group of my classmates talking about Korean movies and songs with a strange excitement. In general, this group had a very cool and strange atmosphere. Once I was sitting next to them and saw that they were talking about Lee Min Ho. They talked about him so excitedly that I remember when I got home, I brought the laptop to the dining room table and while I was having lunch, I searched his name and saw, wow, my God. This human being is amazing. I downloaded and watched every movie in

which Lee Min Ho acted. After that, I used to watch every TV series and I liked one of its actors, I would download the movie and watch it, and this is how I watched a lot of Korean TV series.

-What attracted you to Lee Min Ho?

Negin: Well, first of all, 100% was his appearance. But after I saw his movie, his acting attracted me. I mean, he played so well that I was speechless. It means natural. I have never seen an actor act so naturally. Really, when Lee Min Ho or other good actors played a movie, I was really attracted to the series. So, I would be all eyes watching them in a way that I didn't understand to be in a real life or in the movie.

20-year-old Mahdia mentioned in her interview that she was first attracted by the beautiful and luxurious clothes of the actors of the "Jewel in the Palace" series, and then, from the concrete issues of the drama, she was moved to abstract issues and noticed the values presented in them:

What was the first Korean series you watched?

I was very young and there was a time when Jang-Geum or The Great Jang-Geum was shown. It was the first Korean series that I saw in my life and it was the first series that I followed completely. - What was in the series that you were following? I mean, what attracted you to this series? I was very young at that time. What made me attracted to them was their very beautiful and luxurious clothes. So the first thing was the color and style of their clothes. After a few years when I grew up and this series was aired again, the efforts and perseverance of that girl to live as an independent and purposeful young lady attracted me to her." 25-year-old Shinem reports in an interview that she has seen the Korean series "Samson" more than a hundred times, which indicates the extensive and deep investment of Korea in the country's cinema industry: "There was a Korean series called "Samson" that Farsi One showed. He was the one who caused my love for Korea started. It started from that movie. - Can you please tell me more about your interest and fantasies about that Korean actor? I followed him a lot on Instagram. Of course, he is not in the spotlight anymore and he has acted in two series, but I am very fond of him in the same two series. - At what age did this interest start? When this movie was dubbed into Farsi, I was a mediatory school student and I always wished to see this series. But my mom wouldn't let me and said go to sleep and it's not good for your age. So, I got curious about that and it made me more interested in what is it that my mother won't let me see. After I grew up, I went and bought his series, and I may have watched this series more than a hundred times. My sis would get mad and say, "How can you still see this?" 20-year-old Saeede mentioned in her interview that she has been familiar with and interested in Korean TV series since she was about 6 years old, and this interest has not only not decreased, but has increased even now that she is 20 years old. Is: - How was your first encounter with K-pop? I don't know the exact beginning. But at one time I was so involved in Korea that my family did not allow me to watch Korean movies. My family kept me away from these industries for a while, but still, my love did not diminish at all. - What was the reason for the family's opposition? Well, I must say this first about

Jumong. I really remember what I said. (Laughs and says) Maybe it's the only thing I remember from those years. I remember when I was six years old, TV was showing Jumong series. I think it was 81 episodes. Then each episode was 45 minutes. Of course, without censorship, there were 81 episodes of 1 hour. I remember it broadcasted every Tuesday. Then, in addition to seeing himself, I would definitely see its repetition. Wow, let me tell you this (laughs), I remember we were moving our house in the same years. Then I begged my parents to move the TV after all other things so that I could watch Jumong and its reruns.

After that Dong Yi and Ina came, and I insisted on watching these series again. Well, this behavior of mine was on the family's nerves. Because I didn't let them watch the series. That's why they tried to separate me from this relationship. But when I bought a phone and had nothing to do with them, they didn't have a problem with me anymore. Then I remember that at that time there were a lot of products with Jumong designs. Chewing gum, lavashek, cards and like them. Then I would pester them so that they always bought these things for me. Sometimes I used to take out the design of those lavasheks and kept them. I still have them. I have all the cards. (Laughs and says) One of their other reasons was that I was bankrupting them. - Do you still have these behaviors and this level of favoritism in you? I am twenty years old now. But this love has not decreased, it has increased. Of course, the family still says what is this and why do you spend so much time on this, but who listens! For three years, my mom tried her best to keep me away from this and she saw that it not only did not decrease, but also increased. That is, for example, in the seventh year, when my mother tried to keep me away from all Korean things, one of my friends named Matine would come to school and explained the series, she had watched, to me part by part. When I got the phone, I downloaded and watched all the movies described by Mateenah. (Laughs) She described it so well that I watched every minute of the film, I knew what would happen next.

20-year-old Saeedeh and 19-year-old Negin also praised the K-drama industry in their joint interview, pointing to the variety of themes of Korean films and series and the coverage of all ages by these films and series: Negin: Really, their series are very diverse. Repetitive content is not found in their series. - What do you mean by saying that their subjects were diverse? Saeeda: Look at the Iranian serials, they are very repetitive. It's all about suffering and hardship. Full of despair. But maybe Korean series have suffering and poverty, but they also give hope. I mean, whenever I have any problem, I sit down and watch Korean series. It really takes me away from everything and only takes me to the atmosphere of the series. I come to myself, I see that I'm sitting at the TV series and I'm smiling, I'm enjoying it. It is very rare for me to sit down and cry, and those scenes that make me cry are also attractive to me. It means that the whole series is promising. For example, there was a series that I feel was very influential on all k-drama fans, including me and Negin. His name was boys over flowers. You have probably heard his name! It starred Lee Min Ho. It had a school theme. The story was that a girl was accepted into an aristocratic school by chance. In that school, there are also Lee Min Ho and his friends, who are somehow considered to naughty to that school. Lee Min Ho and his friends tease the girl a lot, but in the meantime Lee Min Ho falls in love with the girl and the story continues. I was so fascinated by this series that I wouldn't be lying if I said that I watched it more than 12 times. It felt so good.

Then the thing that occurred in Korean series was that they showed the concerns of rich people as well as the concerns of the elderly. These series made me think that one day I will grow old or that I should change my behavior towards them. Because of this positive effect that is not in Iranian series, I haven't seen any Iranian series for almost 5-6 years.

- Can you talk about the series you said was made about old people?

Saeeda: One of them was a series that was called *The Light in Your Eyes*, and the other is *Age of Youth*. The main concept of these series was that all people grow old and we should respect the old and know that they also have the right to live. It showed all the problems of the elderly. Forgetting, disability and many other things. I really changed a lot after watching these two series and I respect older people much more. For example, in *The Light in Your Eyes*, the story shows an old woman who had a very romantic relationship with her husband in her youth, but her husband dies after the birth of their child. In fact, the story is based on the woman's description of her childhood memories. This showed that they had a happy and loving time and were like us, but when they got older, people disrespected them and many other things. In fact, the series was not romantic, and the romantic part was only that of that lady's youth. But it was a really good series. It was a bit conceptual and the series was hard to understand, but it was informative.

Negin: They show a lot of concerns. For example, if a person in his old age wants to go fishing, fall in love, want to go to the park and all these things are shown. For example, it is shown that falling in love in old age can be also beautiful. It is very nice that they show this issue so much. In this way, one can know them very well. Sometimes when I watch Iranian TV series, they show that these old people have no feelings. They show that even the worst people have feelings."

19-year-old Marzieh and 25-year-old Kausar mentioned in their interviews the presence of some stars in the K-drama industry and noted that this subtle arrangement caused them to be immediately drawn from K-drama to K-pop and became fans. Groups like BTS:

"At first, I used to watch a lot of Korean movies and TV series and I started a drama called *Hwarang*, which is Persian for beautiful knights. Then I said that I was looking for dubbed versions, that's why I used to go and watch movies in Filimo.

Then at that time, I was reading the comments they were leaving, and sometimes I was leaving comments myself, and in between I saw a sentence a lot, and yes, that sentence was "I only watch this series because of Taehyung", then I searched to see who Taehyung is, that's how I found out that he is a member of the BTS group, of course, because he was not the main role in this series, and that's why he didn't attract my attention, but as the story progressed, I got to know him more, he plays cute and Most of the moments that came out of this series were only related to Taehyung, of course, before all of this, I had heard the name BTS and to some extent I knew that they are a Korean band and...

I even knew that their fans are called Armies and I used to hate Armies and I never thought of becoming Armies myself. Anyway, this series made me pay attention and gradually became

attracted to them, and I remember this very well. I don't remember what happened after that, I met all seven of them (laughs)".

“- What happened when you met K-Pop?”

“Almost (pauses), I watched a Korean series for the first time. Almost people who are the same age as me and K-pop mostly got to know K-pop through this series. Because there was a K-pop singing group in this series who were also actors.”

“- What series?”

“Boys beyond flowers. A very common romantic series where, for example, a very rich boy falls in love with a very rich girl and so on. Then he was very famous. For that year, this story was very interesting.”

“- A poor girl, a rich boy?”

“Yeah. Like prince and **stuff**. Then the story was about a boy whose boss, what do they say, was the deputy of a pretty famous Korean company, and by chance the girl comes and gets a scholarship in the school that belong to this boy's father. Then there is a successions of events and a love story. Then, in this series, there was a Korean group whose second male role was a member of this group. Then, that group also sang the songs of that series and so on. Because I liked that actress, I went to find out that she was a singer. Then I listened to their songs and then I realized that they are K-Pop, so I got to know K-pop in general. But now, I think most of the people who become Kpoppers are familiar with BTS when they become Kpoppers. It means that our generation can be the old one.”

“- It means they go straight to the music...”

“Yeah.”

“- Not that they go first in the series...”

“Yes, and even most of them go from K-pop to K-drama or the South Korean film and series industry.

They go from K-pop to Korean series. It was the opposite for us. But mostly for them now, they first get to know K-pop and BTS and then see if they like Korea, then they go to watch TV series. Most of the cases I saw were like this. Of course, it was my personal experience, it may not be general. ”

17-year-old Heliai mentioned in her interview that she got to know the boy group through entertainments provided by the company and BTS fans:

"- Hello, can you please explain about your familiarity with BTS?"

“Hello, well, almost two years ago, we were talking in the school children's chat and I said that I was bored. Yasi, one of the pupils in the class said that there was a chat in which everyone could take the role of any person who they liked and played instead of that person. It is called playing a role. We said, "add us too." He invited us there and almost 1500 people were members of the

group. They called themselves Role-player 2. The name of the group was K role 3. Well, I saw there that many people played the role of BTS members and talked as if they are really RM or Suga. I liked their characters and went to search to see what BTS is. I searched and saw that it was a music group with 7 boys as members and I listened to some of their songs and in short I really liked them.”

2- BTS group processing

After the South Korean government laid the foundation for achieving a superior hand in cultural matters, this country created a wave called Hallyu in Korean culture, providing a favorable platform for the growth of the South Korean film industry (K-Drama) and its music (K-Pop). and the recent theatrical and musical activities have interacted with each other in significant cases and have determined each other's actions.

The Big Hit company has also started its efforts since 2013 in order to prepare a musical group in the context of K-pop.

The company officials are primarily concerned with the brain, physical, psychological, emotional, social, cultural, aesthetic, economic, political and ideological changes that teenagers face during puberty, and secondly, the confusion that teenagers and young adults face. The above-mentioned developments are related to their experience, and in the next level of importance, considering the need that teenagers and young people feel towards role models, they tried to start processing a group that, in practice, by answering the above-mentioned cases, Special attention has been given to teenagers and young people, in this way, the means of progress and promotion of their company will be provided.

The population investigated in the present study, in describing the features that the company officials put on their agenda for the launch of the BTS group, have discussed the following:

Adolescence and youth and the changes that come with it (brain, physical, psychological, emotional, social, cultural, aesthetic, economic, political, ideological changes), the thoughtful processing of Big Hit Company (helping to get the youth out of confusions) especially during puberty and after), the need of teenagers and young people for role models, finding talent from a young age, holding a test to recruit trainees (audition), applying strict beauty standards, requiring stars (idols) to undergo cosmetic surgery in If necessary, using the body skin whitening program (whitewashing) for the stars, considering doing heavy exercises for the trainees, depending on the relationship of the trainees and the stars with the family with the permission of the company, imposing not dating and not marrying on the stars, obliging the stars to follow the hair coloring, make-up, clothing and jewelry suggested by the company, obliging the stars to use the brands they advertise, obliging the stars to follow the media games (Media Play), not having the right to object to the rumors related to themselves, the prohibition of the collaboration of the stars with other artists without the permission of the company, the requirement to follow the physical contact (skin shape) during the performances by the stars, the requirement stars to cooperate in preparing attractive moments (moments), requiring stars not to project their sexual orientation, requiring stars to follow special diets, requiring stars not to exceed their weight The prescribed limit, obliging the stars to political orientations according to the company, accepting the supervision of the company's supervisors on the activities of the stars (in the virtual space, live programs and the like), considering the side arrangements for The success of the group (abuse of the imaginary love of teenagers and young adults), the requirement to make the stars look perfect and ideal, the appointment of security forces to take care of the stars, accepting punishment in

case the stars violate the rules and regulations of the company, acceptance of being dismissed after a few years of training, acceptance of non-renewal of the contract (and in other words dissolution of the group) at the discretion of the company, little attention to the physical health and mental health of the stars, having an instrumental view of the stars, ignoring the contradictions on the part of the stars, inducing a robotic identity to the stars. In the following, the mentioned topics will be examined.

2-1- Adolescence and youth and the changes that come with it

New studies have shown that the changes in the brain are not only limited to the early years of the child, the teenage brain also undergoes major and significant changes during puberty. The recent results, which are mainly based on studies based on brain imaging, have been met with different explanations, but in any case, these explanations have created new horizons in parenting and even in the educational system, and brought up education and training based on brain studies.

Mears (2012) notes in his research report, studies based on brain imaging indicate that there are many changes taking place in the adolescent brain, and the adolescent brain experiences a kind of extensive neural reorganization.

Choudhury, Charman and Blakemore (2008) in the article "Mind, Brain and Education" mentioned the following extensive changes that occur in the adolescent brain during puberty:

"Adolescence is accompanied by hormonal, physical and mental changes for a person, during adolescence the brain, especially the frontal cortex, continues to grow after childhood."

The most fundamental changes that occur in the adolescent brain are first the myelination¹ of brain axons, which increases the speed of nerve message transmission, and in another development, the amount of synapses in the adolescent brain decreases with synaptic pruning.

In the process of synaptic pruning, the volume of gray matter of the brain, which reached its peak in late childhood, begins to decrease, and the synapses that are less used are destroyed in this process.

An important point that should be noted in the process of synapse pruning is that changes in the gray matter of the brain do not occur in the same way, and the primary sensory-motor cortex experiences the process of synaptic pruning earlier than high-level communication areas, such as the frontal and temporal cortex. (the process of gray matter thinning in recent areas takes a long time until the age of 20).

¹ - Myelin is a membrane of fat that appears around the nerve fiber. In the latter case, the nerve message is transmitted at a higher speed.

Despite the agreement of researchers about the occurrence of severe brain changes in teenagers, the way researchers explain differently the parts that play a role in the transformation of the brain of teenagers. For instance, while Francis Jensen considers the myelination of nerve fibers to be effective in adolescent brain changes, Lawrence Steinberg identifies the nucleus accumbens as the cause of severe behavioral changes in adolescents.

Perkins-Gough (2015) in his report of his conversation with Frances Jensen notes that, Jensen believes, the adolescent brain is both more powerful and more vulnerable than the brain at any other time in life, because brain synapses Adolescents have much more brain synapses than adults. Adolescents can learn more, but at the same time, because the adolescent brain still has strong connections between the frontal lobes (where executive function, judgment, empathy, and impulse control are located) is), with the place where emotions prevail, the behaviors that come from the teenager, may surprise the parents and educational guardians of the teenager. In other words, while the connections of the back part of the brain have been formed, the connections of the frontal lobe have not been formed, and the connections of these parts are one of the last areas to be connected, and according to Jensen, in the latter case, the parents must play the role of the child's frontal lobe. so that his brain reaches its necessary development.

Steinberg states in his theory that the accumbens nucleus, which is sometimes called the pleasure center, reaches its largest size in the adolescent brain and then becomes smaller and smaller.

The largeness of the accumbens nucleus during adolescence causes the adolescent to experience more pleasure compared to an adult (or his own adult period) due to the release of more dopamine hormone (or pleasure hormone) by the accumbens nucleus. Dealing with a single phenomenon, to experience.

On the other hand, since Steinberg has an evolutionary perspective, he points out that, in the present era, unlike the distant past, when the struggle for finding a mate creates many risks for a person, teenagers and young people pursuing the same goals as their ancestors, instead of risky fights, by taking dangerous risks, while enjoying a lot, they somehow establish their superiority over others, in other words, the accident rate of teenagers in the neighborhood of their friends is four times the time he is driving alone, or the death rate due to accidents at the age of 15-19 is twice the death rate in America, according to Steinberg, the nucleus accumbens and the pleasure caused by its dopamine secretions and the release position of the adolescent are open. (Elizabeth Colpert, 2015).

Regardless of the difference in the theoretical explanation of the mentioned brain changes of teenagers, these diversities create some consequences in practice that can cause problems in the environment of the home, school and society. Therefore, parents, educational parents and social parents may treat him inappropriately due to the lack of understanding of adolescent brain development. As an example, because the connections of the frontal lobe are completed with a delay compared to the connections in the back of the adolescent's brain, the emotional and risky interactions of the adolescent are based on rational analysis. And his wise behavior will take precedence and this problem will cause the parents to be upset and deal with their young people,

or because the sleep cycle of the teenager is not in sync with the sleep cycle of the parents, the teenager may be held accountable by his parents in this regard, and these succession of imprudence will lead to the darkening of the relationship between the child and the parents.

The remarked studies indicate that parenting on the one hand and educational system on the other hand, should take some changes to themselves, considering the lives of teenagers.

Tan, p. et al. (2020) have mentioned in their article that parents should modify some of their previous parenting rules according to the nervous and reactivity and emotional regulation of young people.

In his article, Medina, J. (2018) also proposed the redesign of the educational system with his review of the changes in the brain of teenagers. In their article, Jansen and Kiefer, S. M (2020) have emphasized the idea of making educational investments in accordance with the brain development of teenagers.

Some researchers have mentioned this necessity in formulating a parenting policy based on basic brain studies, since the lower brain (below the bridge of the nose) of a person is complete from the beginning of birth, but his upper brain (above the bridge of the nose) will be completed over time, parents should play an active role in the development of the child's upper brain so that the upper brain can control the instinctive and emotional lower brain in its growth process, otherwise, with the occurrence of cell pruning phenomenon In the adolescent's brain, the adolescent's untouched capacities are lost. He becomes a creature whose instinctive and emotional lower brain will guide his upper brain.¹

In addition to what was mentioned, the transformation of the sleep cycle during adolescence is another biological factor that provides reasons for the relative monotony of children and parents.

¹ When a child is born, he actually has two lower brains (below the bridge of the nose) and upper (above the bridge of the nose) and although the lower brain of the child (which has centers such as the center of heart rate, breathing, and the like) was built at birth, and it is complete, but the upper brain of the child must be built under the guidance of the parents (as well as the educational and cultural-social parents of the children in the educational system and the society as a whole). In other words, in addition to some potential capacities of the brain (such as the circuits that undertakes the vision system), the brain has other potential capacities that the child can use in practical dealings, for example, the representation of parents' compassion or their respect for the environment and the like. Circuits of compassion, respect for the environment and resembling are formed in the child's brain, and of course, as the child grows up, these reserves enable the child to be in control of his lower brain (which is considered an instinctive brain), Walk in a humane and sublime path. But if the aforementioned parents neglect the optimal upbringing of the child, the circuits similar to what was mentioned, are not formed in the child's brain. Therefore, in the process of pruning unused brain cells that occurs during puberty, potential circuits that could take an act as those of compassion, respect for the environment and like them are pruned and destroyed and assuming the absence of parents' active involvement in raising children, their place is given to other cells completed and used with things such as aggression and Ultra-aggression, sensualism, consumerism, fashionism and etc., by the media and virtual space. In the latter case, it is expected that instead of the upper brain controlling the lower instinctive brain, the lower instinctive brain will take over the affairs of the upper brain that in the current state, intellectually and culturally, there will be a bleak prospect for the child (Siegel and Bryson, 2018, translated by Shahrarai, 2018; Hughes and Beilin, 2012, translated by Shahrarai, 2016).

This means that when the parents need to sleep due to the increase of melatonin (sleep hormone) in their brain and go to bed, the less melatonin existed in the brain of the teenager keeps him awake and conversely, when there is a lot of melatonin in the brain of the teenager, it makes him sleepy. He continues to sleep, at that time there is no melatonin in the brains of the parents and therefore they are awake, as a result, again, the lack of understanding of the specific biological changes that occur in the adolescent's brain, causes some other criticisms of the parents towards the adolescent.

Banks, K (2001) in his research report titled "What Research Says About Adolescent Sleep", notes:

Teenagers need sleep as much as younger children, but their sleep cycle apparently starts later than younger children at night, in other words, when melatonin, or the sleep hormone, increases in the brain at night, a person sleeps. He gets and feels sleepy, and when the level of melatonin in the brain reaches a certain subthreshold, the person wakes up. At the level of teenagers, melatonin increases and decreases later than adults, in other words, when parents want their teenager to fall asleep like them, their teenager feels alert and active, and when parents want their child to wake up, he tends to sleep, and while no adult has melatonin in their brain at 9 am, about half of teenagers have melanin in their brain.

Wahlstrom, K. L. et al. (2014) mentioned in their research report, if the school start time increases from 7:35 to 8:55, not only a significant improvement in academic performance, a reduction in tardiness and absenteeism among teenage students occurs, but also the number of accidents among 16-18-year-olds is reduced by 70%.

Kelley, P. et al. (2015) also in an article entitled "Synchronizing education with the life of teenagers: let teenagers sleep and then start school" mentioned the necessity and profit of changing the time of education for teenagers in order to learn and reduce the life risks being faced by them.

Apart from brain changes and changes in the adolescent's sleep cycle, his emotional and psychological changes may not be properly understood by the parents, causing criticism or on a higher level, conflict and fight between the parents and their teenagers. For example, many psychologists consider adolescence to be the age of denial and refusal. For example, Henry Wallen refers adolescence as the age of denial and refusal and says that the teenager says no to prove his existence to his parents.

In order to show his parents in practice that if the parents used to command and forbid their child until puberty and he obeyed them, now the other child has passed the stage of obedience and following himself and to the stage of seeking independence and Self-following has reached and it is necessary for him to experience standing on his own feet, by denying the control of parents over him, to experience and establish his own independent identity.

The relative isolation of teenagers during puberty may cause parents to have conflicts with their teenagers, and parents may think that the reason for their child's isolation is, for example, falling in love with them! While the teenager's self-absorption and isolation actually provides him with

an opportunity for internal reflection to see what values he should have as a male or female citizen in the near future in his society.

Adolescent's desire for independence in the midst of his thrill-seeking, the interest of teenagers and young people in dealing with the opposite sex, finding the importance of peer groups for teenagers and the realization of psychological weaning (in the sense of relative separation from the family and its values and joining the group of peers), Each of them may fuel the pessimistic judgment of the parents towards their teenager, and the combination of these misunderstandings and early judgments may distort the relationship of the parents with their child and cause a crisis.

In addition to the mentioned cases, the teenager's exposure to the virtual space and his encounter with the showcase of many people's lives on social networks such as Instagram, exposes the teenager to exaggerated realities that, due to his lack of experience, the teenager may match with and on the other hand, because the teenager does not find similar things in his life (such as having breakfast in a luxury restaurant, having lunch in another luxury restaurant, attending a magnificent party on the same day, going on foreign trips, the provision of brand clothes and clothes and the like), Takhdar feels in himself a feeling that parts of this Takhhat may also be raised in the family and cold reasons or at a higher level, condemning the parents for not providing facilities in advance It is said to provide for the teenager.

On the other hand, when a teenager enters the society, due to the fact that he is in his idealistic age from the perspective of Piaget's theory, and in a sense, he experiences becoming a messiah, considering the class gap, the rent-seeking of many officials and their relatives, corruption. Economic and similar, he may be frustrated and angry.

In addition, when a teenager enters the society, he is faced with social values (such as the necessity of physical attractiveness of people, especially women) and due to the fact that all girls achieve the attractiveness and beauty desired by the society during their puberty. they don't bring, this issue causes concern and lower self-confidence of young people, especially girls.

The collection of what was briefly mentioned leads the teenager to feel confused and even despair because of the differences he sees between himself and his parents, educational parents and social parents (and even other countries of the world).

Occurrence of brain changes and changes in the adolescent's sleep cycle, on the one hand, and the realization of physical, cognitive, emotional, social, cultural, and ideological changes that the adolescent experiences in his or her biological maturity, on the other hand, in general, the conditions are overwhelming. teenagers create

In addition to what leads the youth to unstable and unbalanced conditions, most of the parents, due to not knowing the aforementioned developments (especially the brain developments of their own teenagers), often enter into some kind of challenge and conflict with their youth, which causes the adolescent crisis. Intensifies and doubles.

In the meantime, if a person or a group stands up to defend and support teenagers and is a herald of respect, honor and giving them character and introduces them as successful people of tomorrow, of course, it will be strongly noticed by teenagers who, due to the lack of proper

understanding of the evolution Various aspects of adolescence are often viewed with doubt and denial by parents, educational parents and community parents.

In her interview, 17-year-old Fatemeh reveals the secret of the group's appeal to teenagers and young people by referring to the content of some BTS songs:

“- What is the content of BTS songs?”

All the songs of the world obviously have almost the same themes, and most of the songs are about love, now it is either about seeking love and connecting, or about romantic relationships, or about lost love, or about love failure. But the thing that attracted everyone in BTS songs was to be interested in yourself, love yourself and go after your interests and talents. For example, even in one of his songs, which was called "New", they said: "locking us in schools and in places where we don't belong, you go look for things that you think are good, don't depend too much on schools, go look for a topic that you like yourself and follow your interests" and these new topics attracted many fans and children's attention was drawn to them."

2-2- Thoughtful processing by Big Hit Entertainment Company

Considering the confusion faced by teenagers and young people in most parts of the world, Big Hit Company gave the task of motivating, giving hope and supporting teenagers and young people to its music group BTS in order to support this broad social stratum in practice. They also put and introduce themselves as leaders of youth leadership, so that they can continue to offer their ideology to teenagers and young people.

Examining the comments of the surveyed population indicates that the majority of BTS fans, precisely from the critical age of their adolescence, got acquainted with the BTS boy group and mentioned it as an answer to their dreams or as a refuge and refuge during their time of homelessness.

18-year-old Fereshte mentioned in her interview about the response of the BTS group to the emotional swings of teenagers and young people and their dreams and imaginations, in dealing with her audience:

“...even their singing power, rapping speed and dancing endurance were all things that could make a person their fan.”

“- Are they really good at their work or did you just feel a problem?”

“Yes, they are good, but it can be said that both of them are not for me but for everyone, just as it is heard now that K-pop has fallen on the tongues, because of their special style, so it is popular to some extent, and I myself liked them very much and still do.”

“- Well, when do you think your fascination with K-pop became more serious?”

“From the age of 13, it was summer and we definitely didn't have any special fun, and what could be better than a new, complete, beautiful and teenage world.””

The 18-year-old Avaz, describing a part of the performance of the Big Hit company, the response of the company's BTS group to some of the gaps of teenagers and young people and removing them from the confusions that they have noticed in the transitions of puberty and entering the society. It has been remembered in explaining the recent actions of the company, she states:

“-How did BTS open up in Korea?”

“Among the people of Korea, the suicide rate was very high, especially among teenagers, because there is a tough competitive way of studying, studying in Korea is very difficult and there is a lot of nervous pressure on children through parents, in the field of work. They also have a lot of pressure. In fact, not everyone can live in Korea, a special life with a special order and system. I was talking to a Ukrainian student, even though he was given a scholarship and was studying in Korea, he couldn't last there. He had to pay damages and return. K-pop has a teenage style and the most who gave wings to this branch was BTS and it was very effective in reducing depression and suicide among teenagers.

In fan meetings, many young people came and said: "We wanted to commit suicide and we came back because of BTS or because of what they say, now we are alive.""

18-year-old Parinaz mentioned in her interview that BTS prevented some young people from committing suicide as follows:

"I heard from my friends that one of them said that she had attempted suicide three times, but BTS has become a reason for her to live, and this is very interesting to me, and that she said that she loves himself very much and that she has learned to deal with bad situations and problems. It is in everyone's life and suicide is not the right way and her hope for life has increased and after BTS, I can truly say that I became very wise and in difficult situations I deal with my problems much easier and I don't lose myself and I never give up and I became very strong. “

15-year-old Dibay mentioned in her interview that when young people are involved in problems such as why my face is like this or my height and skin are not like that, the BTS group appeared and invited them to calm down and find hope with their signs.

17-year-old Samaneh also mentions in an interview that confused young people, faced with the slogan "Love yourself" of the BTS group, suddenly realize their worth and feel more resistance against adversity.

25-year-old Shabnam also mentioned the positive effect of the recent slogan on herself by repeating similar topics.

Some fans have mentioned other characteristics of the BTS group, which have been helpful for them.

In an interview, 21-year-old Rihaneh points out that young people who were oppressed at home and in society for various reasons could be themselves in the BTS group, which treated them without any judgment or insult. 17-year-old Ehsan, referring to the difference between the two sexes in many families, values the slogan of equality between the two sexes of BTS, which prevented the feeling of inferiority and loss of the female sex, in the same way, 15-year-old Rihaneh, in her interview with Mentioning that BTS has given him and his friends the courage to face problems and makes the feeling of being independent an accessible thing for them, he mentions this issue with satisfaction.

2-3- The need of teenagers and young people for role models

“I'm not the type to stream a lot, but with this I can thank them, these are the opinions I have. If I supported those seven Korean boys, it's only because they gave me the most valuable thing I know in the world and talked to me in my own language and very simply” (Mehsa, 14 years old).

Children, adolescents, young people and all social strata need role models in the process of their personality formation, and role models are like lighthouses that guide ships, they are the guides of human existence. Therefore, parents, educational parents, and cultural parents of the society should pay special attention to the issue of role modeling, and put forward different scientific, sports, moral, social, religious, and similar models to different groups (especially children, teenagers, and young people). Because the

choice of a role model by a child, teenager or young person causes him to determine how he will become based on the value standards he sees in his role model.

But despite the great importance of role models, it should be stated that good role models lead and lead people to sublime and valuable paths, while inappropriate and bad role models bring people closer to the valley of decline and decay. In the process of planning the evils, the Qur'an mentions the adjective "good" next to evil, this is the meaning.

The subtle point that is mentioned in this are the patterns that appear to have remarkable and even surprising characteristics, but in practice, these patterns bring their followers into a threatening and risky field.

In psychological and sociological theories, the problem of children's role modeling has been considered by psychologists and sociologists under different theories such as Piaget's moral otherness, Bandura's observational learning, or children's role modeling in different sociological theories.

Leonardo (2017) in an article he published in the journal Science, mentions the influence of 15-month-old children on the patterns of their growth.

A significant development that occurred a few decades ago in the issue of processing patterns in the West was the processing of patterns in the process of integrating several powerful components into each other. In the sense that, if previously the models presented in the world mainly had one characteristic (such as physical strength, beauty of appearance, attractive voice, etc.), the new models included several characteristic and attractive characteristics, such as It means that these models, for example, had physical strength or a muscular body (such as Arnold, Stallone, Bruce Lee), they were also presented in artistic dimensions, and in this way, they had a double attraction, a double effect. also had on their audience.

By examining some of the groups created in the last decade (such as BTS or Black Pink), it seems that the processing of patterns has entered a new stage, and during it, with some psychological and social measures. Cognitively, models have been proposed for teenagers and young people who have established a very deep connection with the audience, and in turn, the audience is more strongly influenced by them.

In her interview, 16-year-old Saba mentioned his need for a role model and noted that he has made many changes in himself by following the example of BTS stars:

“- What attracted you to their appearance?”

“look, for example, I said their dyed hair or makeup, yes, they do make-up, but very mild and subtle, for example, a 90-color lipstick, or short and thin eyeliner, or very little blush. Of course, their skin is also great, of course, most Koreans are like this, but I think they also have surgery, even though they are young, but their noses are very small, for example, which is a little bit genetic. Their bodies are attractive and everything is standard, from the face to the toes. They have a series of strict criteria to attract readers. I'm dealing with the same issue now, we're seeing surgery, or I went to have cheek implants and jaw angle correction, and I also went to Korean skin fan and did it (laughter)”.

Of course, it is necessary to remember that models operate on three levels, at the simplest possible level, models model their appearances by presenting different hairstyles and coverings. At the next level, the role models by displaying some behaviors, in practice give their fans a behavior model and finally, at the deepest possible level, the role models attract the audience to their values by promoting their values.

2-4- Finding talent from a young age

South Korean K-pop groups have tried to outdo their prominent competitors in Europe and America by processing much stronger and more comprehensive patterns. One of these measures is recruiting apprentices from a very young age. Choosing people at a young age level, first of all, provides the possibility for Korean K-pop companies to instill in them what they want in the next era of following children and teenagers, and in practice achieve the processing of models that completely and all the criteria Establish the company in themselves.

Secondly, the training of trainees from a young age makes trainees who enter the performance stage after, for example, a 10-year training period, much different from their competitors who may have discovered their artistic talent at a young age and are trying to enter the K-pop arena. be ahead

Thirdly, if young stars enter the arena, the period of their impact on their audience is less than when children and teenagers enter the arena in the art arena, because as the stars enter the age, they simply become the favorite of the youth and young people. will not get

16-year-old Ghazal and 21-year-old Sayeh, in their separate interviews, mentioned the selection of trainees from a very young age as follows:

“K-pop has a series of unnatural standards, for example, they use people from a very, very young age.”

“Korean groups grow under the supervision of the company. What do you mean? That is, before they have a voice or anything, they go and take an entrance exam for different companies, and after they take these exams, some companies accept them and some don't. Those who accept them, get them and teach them from a young age. For example, now we have trainees who are, for example, 8 years old! They took an exam or won a music competition, and companies find and attract them from these places. Then it depends on the company, what year they will debut.’

“- What does debut mean?”

“Debut means to enter the field. For example, the first time they release an album and start working is called a debut.”

“-Considering their young age, do families send them to big companies? Because an 8-year-old child does not seem to be able to make an independent choice.”

“It depends. Of course, now the ages are lower and you are actually facing the fourth generation of K-pop, which is entering the fifth generation. The first generation, for example, goes back to the time Jumong was produced. The second generation can be from 2000 to 2010, then the third generation can be from 2010 to 2018, and the fourth generation has started from 2018 until now. They still call whatever group enters the market as fourth generation groups. Generation 1 to 3 groups, because K-pop was not that famous and because it was not considered as a money-making industry, they entered K-pop based on interest. For example, you used to see someone come in their 20s, he just entered K-pop and went to different companies, or he went here and there so that he could get training and start. But now that the children of the 4th and 5th generation are among them, the situation is no longer like this and their education starts at a very young age. Because K-pop has passed the phase of being just a music, but an industry now. It is a big industry in which there is a lot of turnover. Of course, there are still people who come to him from an older age, but it is difficult for them to be accepted, because when you have someone who is, for example, 20 years old and 12 years old, he is training, naturally, he will start with the one who is 20 years old or 18 years old and has just arrived. It doesn't fit on one level.”

The 18-year-old song also mentions the talent search of the company from a young age, the stars experience heavy and extensive training during their internship period:

“- Do the elites that South Korea chooses have a specific age range or feature?”

“I read an article, it was written that if people know what kind of plan Korea has made, and if they know what kind of prodigies and young generation are working in South Korean companies, they will use them from childhood and grow up, then All countries can develop like Korea, exactly what China did. As a superpower, China is a fierce competitor of America in all fields, and China did not have a specific model, and that was the use of young people instead of worn out people. People with the aim of finding talent from the city level start to find talents, even from the age of three, and take them into companies, support them, train them and do a lot of things for them, then in every decade they bring out some of them as superstars. “

2-5- Holding a test to recruit trainees

Various K-pop companies in Korea, including Big Hit Company, in order to launch their own music groups, recruit trainees through the test, and with their intensive training, make the necessary investments on the trainees to become a star.

In an interview, 18-year-old Rae mentioned some of the conditions for recruiting trainees by K-pop companies as follows:

“Then I had a friend who was a Hyden fan. He loved it very much. Because she was my friend, we did not fight. He sent me some of his songs, he said you should listen to some of these songs. I didn't listen at that time, but I listened later and saw it was true. Although, he insulted the guy I am a person for myself. However, the conditions of the country and such things make him not a famous person. But he knows his job well.

“- Well, when you became a K-popper, you were much younger, as far as I saw, this is how it is, the companies that take the test (audition) the condition is that the age should be low. At that age, did you never want to take the audition and become an idol?”

“(Laughs loudly). I had a friend... I was not thinking about it. She had put this in my head that yes, let's go to the audition and get accepted. Then I got older, I said, "oh, isn't Korea the city where anyone who wants to take part in audition can go there and be accepted, because, God willing, half of the Iranian K-poppers auditioned in the GYP company and were accepted." At that time, GYP company itself has no offer to properly promote (marketing, advertise and introduce) one of its groups (laughs, but looks nervous in the last sentence). It was like this and I got into the temptation of doing that. She was older than me. I got fool to accept. But not now. I'm coming to my senses (laughs).”

“- Then, when she wanted to give an audition, did she just want to or did she also practice?”

“Why was she practicing? She sent it to me. Hey, I was saying, wow, how beautiful your voice is (laughing). Of course, he became wiser, thank God.”

“- Didn't she take audition in the end?”

“No.”

“- Why do you say that we have become wise, that being an idol is a bad thing?”

"No, well, look. We were not realistic. How did we go from Iran at that time, we used to give auditions? Of course, this can be done. Many do this. Especially in Corona, which is the initial audition. That first interview is online. Anyone can do it anywhere. But many people go to Korea from other countries to audition. However, it is very unlikely to accept them from Iran. They accept from Thailand, from Taiwan, China, Japan and Europe. Now Europe is low. But it is still there. But not Iran. That's why I say you should be realistic."

- What do you mean, why don't they accept from Iran?

Look at this, for example, if they choose an idol from Thai trainees, they will get a lot of fans for a k-pop group from Thailand, or if they bring a Japanese idol to their group, they will be advertised in Japan. A very good promotion. For example, they are in the middle of their concert. They can hold concerts there. They buy their album. There is a lot of income for them. After all, Korea itself, whose population is small, is not that big. Then this will be very beneficial. But if they hire an Iranian trainee, train him for a few years and then make him an idol, what is the benefit for them? Now we don't have any special interest for our Korean idols. Because we usually don't buy albums. It is not sold directly in Iran. They can't hold a concert, or what do I know, for example, appear on the cover of Kihan newspaper, for example? (Laughs out loud). We don't have Chinese things. So it's clear that they don't want to hire Iranian interns and embezzle money."

2-6- Application of strict standards of beauty

- Zahra, what happened that made you interested in BTS?

I should tell the truth (laughs)?

- Yes.

Being very attractive.

- In what way to be attractive?

appearance I can't say it easier than this. It's so attractive that right now I'm ready to sell my kidney to be with Kim Taehyung for one night" (Zahra, 16 years old).

Adolescence is a time when emotions prevail over a person, because the teenager has not yet moved far from his objective vision and has not achieved coherent abstract thinking, objective dimensions and criteria are bold for the teenager. Therefore, the company pays close attention to their physical attractiveness during the recruitment process.

In an interview, 16-year-old Sanay clearly points out that the singer's face is very important to him, and if the singer is not beautiful, he will not welcome him:

"- Do you care more about the music of the BTS group or the beauty of their appearance and the way they dress?

I care about the pair, although clothes and looks are important. They say that people's wisdom is in their eyes. My intellect is also in my eyes (laughing).

- Does that mean you care more about appearance than music?

If they are out of shape, I will be shocked and probably won't listen to the songs anymore.

- Why?

Because I am used to imagine the singer of the song when the song is played. If it's ugly, I don't want to listen.

- You mean you can't imagine a good fictional image of the singer in your mind?

I tried but it didn't work. Celine Dion was a little pretty when she was young. Now that he is both sick and old, his appearance is bad, I can't listen to the Titanic song anymore, because the image I imagine is what he looks like now.

18-year-old Pune and 19-year-old Tinay also confirmed Sana's statement in their separate interviews, and noted that they were first attracted by the appearance of the stars of the BTS group and then went to their songs:

"- Are you more attracted to their looks than their songs?

Yeah. Of course, I also liked their songs, when I decided to become their fan and follow them. But yes, I was mostly attracted by their faces and looks, then I went to their songs.

- What feature of their appearance did you like the most?

First of all, their appearance. Namjoon, Taehyung and Kook are very beautiful in my opinion. Of course, not all of them are beautiful, but these are more beautiful in my opinion. Then I went to BTS's Instagram and saw a series of photos of them and I was like, "Are you kidding me?" Why didn't I know you before? Of course, we had heard their names. I had even seen their photos several times on this news page, but I had not paid attention. Yes, I was saying that I saw their photos and videos on Insta and I seriously couldn't resist all this beauty. I think they are very beautiful and I liked everything about them. Later, when I heard their voice and songs, I liked it. Then I was very interested in their clothes and appearance."

"- When you saw the Grammy ceremony of BTS, what attracted you for the first time?

First, it was the look of one of their members. Of course not, before their looks, it was their style. That is, their dressing and this was very attractive to me. Because each of their members didn't wear completely different things, it wasn't like they wore exactly the same as the rest of them. At the same time, everyone had their own personal style. Then I liked some of their members' styles very close to my taste. Then at first I was like, wow, how nice their clothes are, and then I got to their faces, then I was like, wow, their faces are also very nice. At first, I was just following up because of one or two of its members, who were beautiful, then I saw it and I was completely immersed in the matter.

- So you were attracted to their appearance first, not their music, right?

At first, yes.



20-year-old Baran reminds in his interview that the importance of beautiful trainees has made the company's employees to search in the society to find beautiful people, and 14-year-old Hadith emphasizes in his statements that there are more beautiful people in the BTS group than other members. The group is superior:

"There are also managers who discover talents, for example, a manager saw BTS's Jin on the bus and invited him to work in the company because of his good face that was suitable for performance."

"... do you know that Korea is generally very sensitive about looks, and whoever is more attractive and beautiful, they pay more attention to him, even though Namjoon worked so hard and the pressure was on, the company paid more attention to the visuals and gave them all their focus.

- What is the visual, my dear?

Korea has a beauty standard, for example, big eyes, thin face, and extremely skinny body, and the height of girls should be up to 167 and boys should be up to 180. Then, for example, in each group, they choose one or more people whose appearance is closer to the Korean standard of beauty, then they care more about them. He becomes a member of Visual... .

Then, for example, if they are a little overweight, they give them a very strict diet and exercise, for example, they say that you have to exercise and dance for twenty hours a day, or their diet is the same. Later, he said in his interview, "I thought every night during that week, I will die tonight."

In their report, 18-year-old Tarane and 20-year-old Baran mentioned the company's criteria for selecting trainees as follows:

- What standards does the company have for hiring members?

Usually, candidates have to audition (entrance test) several times to become a member. There are seven stages for the audition, in the first stage they look more at the abilities, they pay attention to the flexibility of people in rap, vocals, different dances in different fields of music, as well as height and thinness in appearance. In terms of body dimensions, usually for women, flat chest and low volume, flat hips, small eyes, small face, white skin color and cute face are preferred, and for men, elongated arms, shapely body, six pack, etc. are important.

"- Can you tell me more about the frameworks and criteria of their beauty?

See, even for the Koreans themselves, this standard does not have a specific framework and is always changing and these changes happen very quickly! And, of course, this issue can also originate from their fast-paced culture, which even they themselves sometimes fall short of these trends (fashions), for

example, until a few years ago, having one eyelid was not considered a beauty feature. You must have double eyelids to look good-looking according to experts. But at some point in time, this idea was completely removed from the minds and they came to the conclusion that yes, having one eyelid is a measure of beauty, or having voluminous lips in the past did not look beautiful at all, and the thinner the lips, the more beautiful. It was, but now this story has changed and full lips are more beautiful in public view.

In general, the standardization of beauty standards based on western beauty standards is as follows:

- 1- small face,
- 2- White and pale face that you already have,
- 3- thin body,
- 4- Having a thin body and 90 degree shoulders. This new trend of having prominent collarbones and 90-degree bony shoulders has become very popular thanks to Jenny from Blackpink.

- So K-pop groups can also influence Korean beauty standards?

Yeah. I don't remember the details now, but BTS's face has been examined in a series of beauty programs. Scientifically, the proportions between the parts of the face have been observed. My fitness is another one of them. It is considered as a sign of being desirable, and it means the proportion between the sizes of hands, feet, upper body, etc. They even have a special attribute for this physical condition of the body, in this standard, when you stand, the size of your body should be 8 times the size of your face and your jaw should be V-shaped.

5- Big pencil noses for men,

6- Not having extra hair,

7- Broad shoulders for men,

Double eyelid surgery, lifting the tip of the nose, sharpening the end of the smile, they also have these.

21-year-old Narges, in an interview, notes that some of the applicants for singing in K-Pop were rejected due to their distance from the group's beauty standards, and their work sometimes became difficult:

"- You said at that time you went for surgery under the influence of this interest in dancing and K-pop, did you go on a diet according to the company's standards for slimming?

No, my body was always in shape. In general, I was skinny and thin, but I always tried to stay thin and not get fat. Because it was and still is a very important condition to be thin, and if you are not, you are officially no different from a piece of garbage in Kpop, this issue is very important to them. Many trainees were rejected because of their thinness and lack of body shape, and many committed suicide because of their body and appearance.

17-year-old Samaneh also emphasizes in her statements that in order to make the trainees more attractive, they commit to the company in practice to accept and fulfill the company's orders in this direction, even if these orders require the person to undergo cosmetic surgery. be:

"-... members of the group also have makeup?

Yes, they all do make-up, of course, in fact, the company does, but it's not like Zena, that is, it's not thick and thick, but they have lipstick and now eyeliner and so on, their make-up is very soft and light.

- What if that idol is the opposite color?

(Thinks) Well, whatever the company says is the same. I mean, they don't decide by themselves that they have to have a certain color combination.

- Does that mean they should be compatible?

Of-course.

- Is this issue among their rules?

Yes, well, whatever the company says is the rule. They promise to do whatever the company wants.

- Do they have surgery on their faces?

Yes, yes, most of them are, for example, many of them have surgery on their bodies and most of them inject their lips, that is, the company tells them to do these things.

- Does that mean they have a set of standards for beauty?

Yes, and they are very strict, which the party must do, for example, jaw angulation, lip injection, etc., and the company takes a commitment from them that they must do it if necessary, as a result, they may be forced to do it, stop. It is not theirs."

2-7- Requirement to pass the suggested training courses

The company considers special training courses for accepted trainees, which may last up to 10 or even 12 years. In these courses, in addition to teaching things like music, singing and dancing, other things that a successful star needs, such as learning a foreign language, media and even acting are also taught.

24-year-old Zahra, in a part of her interview, mentioned the usual training of trainees in the company as follows:

"- Can you talk more about educational coaches, what do these people teach?"

"Well, these people who later receive training and become idols must be somewhat talented. After being selected, they are trained in different departments.

One of the exercises they have is about performance. Special dancing exercises that are really hard and an ordinary person who has not seen any training and is not in good physical condition cannot do them in any way.

Professional music exercises that teach both theory and playing musical instruments. Reciting poetry is more natural, but practice can make it progress and become better as they work on this matter as well.

(with a little pause) They teach them English from the very beginning. For dressing and hairstyles, they have special people who choose clothes for them and achieve their appearance so that they have the best conditions in terms of appearance and clothing."

Many of the other interviewees emphasized that the company, in addition to the singing and dancing of the band members, wants to use its stars in things such as advertising different brands or instilling special ideas in its audience, obliging them to attend courses in the field of media and they also act. 18-year-old Shokoufeh says:

“-What is the internship period?”

“In this course, they are taught singing, dancing, dance coordination, acceptable social behavior, language, how to deal with fans and hitters, adherence to rules and many other things. They also have exercise and special diets, some of them have to use cosmetic surgery. They are not allowed to communicate with the opposite sex, they are not allowed to have a normal life like other people, and all their activities, even their small activities, must be monitored by the company.”

2-8- Changing the names of the stars

Some of the interviewees have mentioned changing their real names to their nicknames in describing the restrictions that Big Hit Entertainment has placed on its stars. The recent issue, while making people's families unclear, has the important effect that trainees are prone to accept a new identity that is favorable to the company and the company wants to direct its stars in that direction.

In their interviews, 18-year-old Pune and 19-year-old Shagaig mentioned the name change of BTS stars as follows:

“- How many times have you said in your sentences that companies force K-pop artists, can you explain about it?

“In general, fame brings a series of limitations, now these limitations are different in different countries of the world. For example, in Iran, famous people and singers, when they become famous, a lot of freedom is taken from them. They cannot do many things. But it's not like, for example, a certain Iranian singer can't wear a certain dress or eat a certain food, or for example, they don't force them to say such and such things in their work. But this is not like this in other countries. For example, in Hollywood and western singers, there are many such things that, for example, in order for their songs and work to be heard, they say to go on a date with a famous girl or boy so it makes their song heard more, or for example, they force them to be interviewed by a certain artist.

“-Tell me, what is all this for?”

In order to be seen and be seen next to him, their songs and careers will be seen more. Now this belonged to America and Europe. In Korea, these restrictions and rules are much more. It can almost be said that artists have no control over their lives at all. There are many restrictions. For example, they have control over dressing, eating, sleeping, relationship and everything. Then, well, all this will destroy Artists. Imagine not having any will and control over your life and work.”

“- Can you give me an example?”

Yes, so many that I can give you examples for a week. For example, look at the beginning when BTS debuted (began as an artist), they were very, very limited. For example, they are not allowed to drink alcohol in their own privacy, they are not allowed to go out alone, they are not even allowed to see their families. They are not allowed to choose clothes and hair color without the permission of their hair stylist.

Then they were given a series of diets that they had no right to eat anything outside of the diet they were given. Think about it, even their names changed and became, for example, V, Suga, and RM. Now they call them by their real name, but it was not like that before. They should have kept the name that the company said, they should not have been allowed to date.”

Of course, all this was early for him. Now they are much freer and do what they like. But these are BTS. Many K-pop artists are still struggling with these things. Although BTS is still more or less involved with some of its members like Taehyung. Just a while ago, according to the news that came out, it became clear that Taehyung's father went to the company and protested why they are creating so much drama for his son, and for some time Taehyung was mentally disturbed and was not well. He kept telling the company that he was not feeling well so that his dramas would end for a while and he could relax, but they didn't listen. Then, naturally, when you have so many restrictions and your freedom is taken away, you suffer from depression and suicide and a thousand other things. The situation is really difficult.

Sully, Jung Hyun, Seo Min and... and are among the famous idols whose work has reached suicide.

“- Do the idols of the group have a relationship with their opposite sex?”

No, no, not at all. It means that even their families are not known and they do not talk about them at all and their identity is unknown. Even the names of some of them are pseudonyms and are not their own names, and their real names are not known at all. And they never have been in relationship. If they had, their fans would be reduced altogether. In fact, that company does not allow it, and even in their interviews, it is already determined what they should say and what they should say and what they should not say.”

2-9- Requiring stars to undergo cosmetic surgery if necessary

In their statements, a large number of interviewees have mentioned the requirement of trainees and stars to undergo cosmetic surgery. give damage) leave.

The 18-year-old Taraneh, in her statements, has presented a list of actions proposed by the company to trainees and stars as follows:

“- Did the idols undergo cosmetic surgery to have the beauty desired by the company?”

“Korea is a huge pole of plastic surgery and the word beauty comes from Korea. People from all over the world go to Korea for facial plastic surgery. There is a street in Korea called "King Nam", there are plastic surgery centers in this street, many actors have surgery, their cheeks are removed, their eyes are operated, and they do nose surgery, even lip and jaw surgery, in general. Koreans like everything in a small face, except for the eyes, which they like to be big.”

12-year-old Elnaz, 24-year-old Zahra and 25-year-old Kausar, in their separate interviews, have mentioned the requirement of trainees and stars to undergo cosmetic surgery if diagnosed by the company officials as follows:

“- Do you know anything about internship conditions? “

“Your voice is important, your body is important and your weight and so on and your appearance is important, even to improve your appearance, you may have to undergo facial surgery and so on. Yes, for example, even your hair is important. You seem to have to change everything.”

“-How are cosmetic surgeries performed?”

Sometimes, yes, if someone needs it, they do it.

“-Who determines whether it is necessary or not?”

The company specifies. As far as I know, there are different trainers for training. One of the reviews is related to how the idol is in the best physical and beauty condition. A simulation is done that, for example, if this person's nose becomes smaller, will he become more beautiful or not. If this diagnosis is made, they will perform the surgery.

“- Do they also ask for an opinion from the person himself?”

Among the things included in the contract, if it is necessary to undergo cosmetic surgery, that person must accept it. Because they accepted it at the beginning, they don't ask their opinion constantly when doing things like this.

“-... do they also do plastic surgery on a compulsory basis?”

This goes back to the same pressures that the company may bring. If the company, yes, if the company obliges them, especially at the beginning of their work, the first of their work that is not known yet, if the company decides that yes, this party must do this now, then the party is also forced to do this because they signed a contract., does But it still depends on him. That is, it is not like they will imprison him there. He can choose not to and leave that company. But yes, there are some companies that really push that much. But these things are not things that..., look, all these things, all these things that I have said so far, none of them apply to all K-pop groups. That is, just as, for example, people differ from people, companies differ from companies, artists differ from artists, groups differ from groups. It means that it is not possible to make a version for all K-pop singers or all K-pop companies".

13-year-old Nagin mentioned in her interview that if the stars want to undergo cosmetic surgery, the company should still give the final opinion in this direction:

“- How is the issue of surgery between the idols themselves?”

Companies usually have to allow their idols to undergo surgery.

“- I thought the opposite?”

In a series of special circumstances, if the idol himself does not agree, he goes to the company and says, "My company wants to operate my nose. What do you think?" If there is no problem, the company will allow it, it will do it, if it doesn't allow it, then nothing. There are a series of actions that are done for the sake of the idol itself in order to stay alive. From the first time they go to the company, everything is under the control of the company, they have to follow the words of the company and work with their agreement.”

“- What actions?”

For example, Namjin himself had a breathing problem, so he had to have his nose operated on. If it wasn't for his breathing problem, the company wouldn't have allowed him to operate at all.

“- Does that mean that if they decide to do something with their body, they have to get permission from the company?”

“Yes”.

The 18-year-old Fereshte has mentioned in her statements that stars may undergo cosmetic surgery even if criticized by fans:

“- What we see happens a lot with Korean idols, the first is the strict diets and the second is the beauty procedures they have, right?”

“It's absolutely true, because an idol who doesn't meet the Korean standard can come close to this standard with a cosmetic procedure or a diet...”

“- In these practices or regimes, was the opinion of the idols important or was it only due to the will and compulsion of the company?”

“Definitely, all these things that include plastic surgery or the same beauty procedure or even the same diet were not at the wish of the idols, in fact, it was the wish of the company because that idol did not meet the company's standards.”

“- What are these standards?”

“Well, Korean standards are very unorthodox standards that actually when a person starts to build and act according to that standard, it leads to various and many diseases, and in fact, it can be said that the physical injuries that these idols suffer from are very high. But their standards are usually a small face, thin and Barbie body, big or so-called big eyes, tall, etc.”

“- Do all the companies have the same opinion on the practice and regimes and do they force the idols or are there exceptions?”

“No, there are some companies that provide this beauty treatment to that idol, for example, they say do you want to do a beauty treatment or not? If not, then it's ok, but most of the K-pop idols didn't do cosmetic surgery to some extent, or even if they did, it might just be cosmetic surgery for jaw angulation, lip prosthesis, or nose job, and some idols obviously have a change. They have a strange look on their faces, of course, even after their debut, they have the possibility to act beautiful, that is, if you debut as an idol, then you will see the look you have now, which is not something you like. Or even many fans may remind you of the expression of that flaw in your face and insult you, so what are you doing? You do a beautiful act and that beautiful act can be after the debut and does not have a specific time frame, but it is possible in any situation and at any time, and many idols lose many of their fans due to the fact that these beautiful acts are a bit excessive. But there were some who were able to continue their work despite numerous cosmetic procedures, or even sometimes became famous for the same cosmetic procedures.

Among those people, we can mention the solo artist Jesse. When she debuted, she had a natural face, and then she decided to do cosmetic surgery, which she regretted, but since she couldn't do anything after the surgery, she continued with the same face, and she was one of the idols who did cosmetic surgery, but she was among those people who regretted after that incident.”

In an interview, 18-year-old Poone, referring to other K-pop companies whose members are girls, mentioned that basically, the girls in these companies have to "beat themselves down and rebuild" with cosmetic surgeries:

“- You said that Korean people are very sensitive about idols' appearance and skin color, so if someone doesn't look like a child, they don't accept it and give them hates?”

Look, companies don't hire anyone who is not a babyface. They attract boys who have a good face. Have a favorable skin color, appearance and body. If they have a problem, they will fix it with diet and some

procedures. Also, the girls, when they go to the companies, they beat them and rebuild. If you look, you will see the difference between the old photos and the current girl idol. Companies care about their appearance. In general, the number of plastic surgery in Korea is very high. Because their faces are not beautiful at all. Don't look at the fact that idols are so attractive and beautiful. In Korea, they are very little like these, that's why there are so many plastic surgeries there.”

2-10- Using the skin whitening program for stars

Whitewashing the skin of idols in their films and pictures is another measure that Big-Hit Company does not hesitate to apply in its productions. In other words, despite the fact that the generation of South Korean residents is yellow-skinned, by making the skin of the idols whiter in their films and pictures, the company indirectly considered being white as an advantage, thus exposing its racist tendencies in practice. puts 18-year-old Pone, in her interview on the topic of "appreciating the value of white skin" (and processing images and videos of BTS members with a whitewashing program that turns the yellow color of the idols' skin into white) pointed out, says:

“- Well, they fix the face with action. What do they do with skin color?”

“They fix it with surgery and make it white. Or if it's not too yellow or green, they can do it with Photoshop. For example, if you look at the photos of BTS, in many of their photos, their skin color is whiter than the reality.”

In her interview, 21-year-old Rihaneh, while confirming the need to whiten the skin of stars, emphasizes that stars who have a dark color in South Korea are also abused by racist people:

“- Does this racism happen to idols too? Are idols of different races and colors active in K-pop?”

“Yes, sure. One of these criteria of beauty is the white color of the shell. Then in Korea, even idols from Korea, with dark skin, are harassed and racist...”

2-11- Considering difficult conditions for trainees and stars

K-pop companies have created difficult working and social conditions for their trainees and stars, and they expect them to continue their work in these conditions without any problems, problems or objections.

19-year-old Fereshte mentions in her interview that it has sometimes been observed that a star over the age of performance faints due to the pressure and insufficient nutrition and rest. In her interview, 13-year-old Negin mentioned the stars' oxygen treatment backstage, and 16-year-old Rakhsare also talked about the head treatment or sending the stars to the hospital after their performance:

“- BTS who talks a lot about self-love. Didn't they help you?”

“Look, when you see someone saying something and not acting on it, you naturally don't take it very seriously. It was exactly the same for me. It is easy to say that you love yourself, you are enough, you are beautiful, but when you pass out on stage due to work pressure and improper diet, how can I take your words seriously?”

“It may not be like this for many, but I feel that action is more important than words. Even Hollywood, with all its problems, has done better in this field, because one can really see the diversity among artists. Of all races, with any skin color, with any religion, not all of their bodies are perfect, not all of them are straight and cisgender. But this is not the case in K-pop. Even if you talk about it, in the end, you can't act on it yourself, because the photos that come from the members are completely edited. They lighten their skin color, retouch it to make their skin perfect.”

“- What thoughts and feelings does this difference that you see behind the scenes create for you?”

“Look, you can search for backstage on YouTube or Pinterest, it's completely like that, most idols have a series of diseases that are not good for them at all, for example, one of the members of BTS has a high body temperature that is not good for him at all, this way it can completely kill him and Despite this, he still dances, as dancing and exercise raise the body temperature, you know if you see backstage, they are breathing with oxygen masks and they are not feeling well at all, this hurts our hearts more and puts pressure on us.”

“- How does it make you feel that they might get hurt while dancing?”

“I get upset. Sometimes, for example, they feel bad in the concert, they fall, they go to the hospital, or they use serum and such things behind the concert stage.”

“- Well, what happens when this happens to them?”

“Because of too much practice. Because the company forces them to train very hard sometimes and does not give them rest.”

“- Why doesn't the company give them a break?”

“Because sometimes they get busy, they get letters from all countries telling them to work there or act there and give concerts, so they are as busy as a bee and they have to do it.”

17-year-old Sonia also stated in her interview that the difficult conditions of trainees and stars are such that even she is not willing to accept it in exchange for receiving a large sum of money:

“- Do the idols or the fans do something special to solve these limitations?”

“People? nooo (laughing) they are mostly just listening to songs or watching photos and videos, that's why I haven't seen or heard anything about the fans doing something special.

I heard from many people that they have a lot of money, what else do they want? But they do not consider these limitations. If they tell me that we will give you 60 million, just go to this room for one month and do the work that we tell you, I will never do this. I mean, I am not ready to lose this space and freedom that I have even for a month for two millions a day.

“- I mean; idols are located in this kind of space?”

Now they are not in the same room (laughs), but when they are under training, they really have a lot of difficulties. I don't remember which group said this, but one of the girl groups was Kpop, they said that they would give us one meal for four. or for example, there is a famous diet. That is very difficult. I think they call it the Livan diet. The food they give them is the size of a glass, not a big glass, exactly the size of a disposable glass. They have to do a lot of work and have a lot of physical exercise, but they are only allowed to eat that much food.”

12-year-old Elnaz and 13-year-old Sarina mentioned the ice therapy diet to reduce the weight of stars in K-pop girl groups. and the above-mentioned set of cases has created a dire situation for the stars of these K-pop groups:

“...for example, Momo company gave him a diet where he only eats one piece of ice a day, and he himself said in this regard that he was afraid to sleep at night and not wake up in the morning, or for example, Sumi said, he only ate one apple a day, because he was performing and was not allowed to eat anything else.



“- Can you explain more about the dark side of K-pop?”

I don't mean in terms of saying that they are evil and these things, but in terms of many other things, yes. For example, we can mention the death of K-pop idols due to suicide, it is not known what happened to the poor people, for example, Jonghyun's death was very suspicious in my opinion, because he really did not have any special problem, which of course I hope it was like that, but Yehwei committed suicide, but Someone like Sully, who committed suicide due to people's hates, can be justified, but someone like Jonghyun, who received relatively few hates and the reason for his death is still unknown, makes one suspicious of the company. I myself have been wondering whether the company could be responsible for his death or not, but since I am not a police officer, I cannot give more detailed information about his death (laughs). Of course, by the dark version of K-pop, I don't mean only suicide, rape, sexual harassment, successive strictures, for example, the way an idol has to follow a strict diet and dance 12 hours a day, and the fact that the age of becoming an idol in K-pop has come down a lot, one of the members of Ayo Fekar I think that now he is 14 years old, then if he wants to bear all this, it will be really difficult.

The clothes they have to wear, the work or fake behavior they have to do, the MVs they have to sacrifice their lives for. Or for example, I don't remember which group I was watching the clip from, but they took their cell phones from them to make sure that they were concentrating on their work or that they didn't date for a goddamn time. Another thing is that the idols are given so much hard training that the idols pass out during the performance or cannot stand up due to fatigue. I have seen this a lot, like JFriend, BTS or Stray Kids and many other groups. All of these are crazy.”

2-12- Subjecting the relationship of trainees and stars with their families to the permission of the company

Big Hit Entertainment company tries to achieve the desired effect of its nature on its fans by training models with high effect to have maximum impact on its audience. Therefore, while selecting trainees at a

young age (who are at a different age of their moral compliance¹ or have not yet reached strict moral self-compliance), intensive and dense training, changing the names of trainees and the like, it pursues its goal to make people like robots and train them to be submissive to all appropriate and inappropriate demands of the company (such as displaying homosexual behavior) and fulfill them.

The name of interns and like them, pursues its goal to train robot-like people who are subject to all the appropriate and inappropriate demands of the company (such as displaying homosexual behavior) and fulfill them. In the meantime, maybe the family can't stand the child's behavioral changes, so limiting the relationship of the intern or his friends or his family has become an object and it is placed on the company's agenda.

21-year-old Erfan and 22-year-old Shirin, in their interviews, have mentioned the category of banning communication between trainees and stars with their families as follows:

“- Does the company ask idols for unusual work?”

The company tells the idols to have physical contact with each other or hold each other's hands on stage or in crowded places, and this work introduces the idols as homosexuals in the minds of fans and people, which is what the company does psychologically. It hurts the idols.

“- Why does the company tell them to do these things?”

“Both to attract more fans and to promote homosexuality.”

“- What are the consequences for idols?”

“They are hated by the people of their own country and may be rejected by their families, and their spirit and soul are broken and they turn to take nerve drugs”.

“- How do BTS fans react to these idols' immoral actions?”

“Fans simply consider it their right to give hates and call idols rude and ugly words, for example, dirty pig, etc. But not everyone believes except a few fans or ordinary people. They think idols are gay.”

“- What are the consequences of accusing idols of homosexuality for idols?”²

¹ - Jean Piaget, with his theory of mental development, showed with numerous experiments that the child's thinking after passing through the sensory-motor period, from 2 years old to about 11, 12 years old, is objective and from this age until about 15-16 years old, it leads towards formal or abstract thinking.

In objective thinking, the child's logic becomes able to make correct judgments and solve problems in an objective and practical way with practical problems. Therefore, one should not expect the child to understand abstract and mental problems in this period, but after the age of 11, 12 years, up to about the age of 15 or 16, the child's objective thinking gradually evolves and turns into abstract thinking. In this period, unlike the previous period, when the child's basic logic responded in an objective and practical way with future problems, it answers regardless of the aforementioned objective dimensions and the basic hypothesis of the adolescent's mental action is placed.

² According to the three periods of mental development of children, teenagers and young adults, Piaget also proposed three periods of moral development with the titles of moral disobedience, moral other-following, and moral self-following. From the age of birth to 2 years old, the child has moral disobedience, from 2 years old until about 11, 12 years old, he has other morals, and finally from the age

In Korea, homosexuality is a social abnormality and is hated by the people of this country. If the rumor of idols' homosexuality continues, they will be rejected from their families first and then they will be pushed out of the society and they will be hated and scepticized by the people. if the contract with the company get over they are afraid to continue living in Korea because of these accusations."

15-year-old Niko, 19-year-old Rae, and 20-year-old Shidaya, in their separate interviews, mentioned the restrictions of the stars to visit their families as follows:

"- Hollywood singers also deal with some of the problems you mentioned, doesn't this affect your decision?"

Yes, becoming famous in general has some problems and it changes the normal rhythm of one's life, but the limitations of K-pop groups are much more than the limitations of celebrities in other countries. In Hollywood, we see that celebrities always get to have fun and can be in a relationship with whoever they like and are not controlled by anyone, but K-Pop is not like that .You have to get permission even to see your family, let alone other things."

"Until I met K-pop, I thought that slavery had disappeared and did not exist in the world, and it is not like the old days, but... later I found out that it still exists and it does exist, but it is not by this name. I found out that the company does not allow them to meet their families, where they grew up, with their parents and siblings, and see them easily. This is not a small thing in a person's life, and the fact that you want to get permission from the company to meet them and have a limited and specific time for this meeting is very annoying, or that, for example, they do not have the right and cannot have a relationship with everyone. It is very difficult. Even the smallest need of us humans is food, and what is really more important and enjoyable than eating, and somehow it is considered our most trivial need. The company even gets stuck on their eating. Before this, I used to say to myself that they are happy, they have good bodies, but later when I found out how much (severely) they really get stuck in their food, I really felt sorry for them and said that this is what modern slavery means."

"Then, if you are accepted, the company's workers will carry out your migration to Korea, and you will be completely under the control of the company." For example, you will not have a phone at all. The company determines the time of waking up, eating, taking a bath and everything. It's no joke anymore. You shouldn't have friends of the opposite sex, you shouldn't date and be friends with anyone and talk and tell about the details of your life. Even with your family, you can only call with the coordination of the company, and not every day."

2-13- Applying restrictions for stars in meeting friends and acquaintances

of 11, 12 years old until about 15, 16 years old, he achieves moral self-observance. (Mansour, 1372, Mansour and the Prosecutor, 1374).

Another characteristic of followership, which is one of the important characteristics of children in the preschool period until they are about 11-12 years old, causes children in this period to notice the desirable people they see around them and imitate and copy their behaviors. put in their agenda. Recent imitations may range from positive to negative, but regardless of the value inherent in the desired behavior, the child will start to do the same thing simply because the person he likes is doing a certain thing.

In order to limit the relationship of trainees and stars with their families, the restriction of their meeting with their friends and acquaintances has also been taken into consideration and placed on the agenda of the company. 22-year-old Shirin and 25-year-old Shabnam have made the following comments in their separate interviews:

“-Can you give some examples of the pressures on idols?”

“One is to endure being away from their families, each of them may not see their siblings and parents for months, and the other is the mental and psychological pressure and the slander of homosexuality that is thrown at them and the fear of the consequences of this slander makes them depressed and frustrated. and the other is the arbitrary pressures and interferences of the company, which does not allow them to have any interaction with friends and ordinary people, interferes in the most personal matters of the idols' lives, and does not give them the right to marry and have relationships with the opposite sex. All these pressures are piled on top of each other and make the idols depressed and disappointed and they are afraid to continue.”

“... But trainees do not have the possibility to communicate with their family and friends for a long time. In the company, they sign contracts with idols for one year or more, and if the contract ends, they renew it again, if that singer or actor is very valuable.”

There is a company that is the most terrible for girls, especially the SM company, which at first treats you well and gives you everything, such as a house, a car, and very good trips, but then you are completely at the disposal of the SM group and you should not do anything against it. Because you will be threatened or your contract will be canceled. But in general, the relationship between the company members and the idols is very good and they provide many things to them. “Groups like BTS or BlackPink, which have become very global and have very, very high incomes, but without the company's permission, they don't have the right to set a date, and it's very difficult for them to reach their personal lives, because they are always under the company's watch.”

2-14- Obligation not to date and marry stars

According to its written contract with trainees and stars, Big Hit Entertainment Company has asked them not to date with the opposite sex and not to think of marriage, and in case the trainees and stars violate the recent instructions, they may be fired from the company and pay damages. The importance of their training courses will be included in the agenda of the company. 13-year-old Negin, in his interview, mentioned the company's recent ban on trainees and stars as follows:

“One of the rules in all companies is that you don't have the right to date and the company gives you a series of diets that if you don't follow, the company will kick you out, and for example very heavy exercise programs. And many idols start at my age and younger, the age at which they are trained is very small.

18-year-old song and flower, in explaining the reason for banning the dating of interns and stars with the opposite sex and beyond that marrying them, they mentioned the following things:

“- What is the reason for the restrictions that the company places on the relationship between idols and the opposite sex?”

“The reason is that the idol has to attract fans, if the fan sees that the idol has a relationship with someone, he will not be attracted, in fact, the company wants the fan to be attracted to the idol in such a way that he falls in love with the idol. In such a situation if the idol has a relationship with someone Okay, if he knows the fan, then he might lose the fan, that's why it is forbidden to enter into a relationship. But after the next 10 years, he can enter into a relationship and make a date, but the fan should not know, and the company will allow the idol to enter into a relationship if he complies with the principles of keeping the relationship secret.”

“-Why are fans sensitive to their idols' relationship with the opposite sex?

As a fan myself, I really understand that my favorite idol is Jungkook, who is one of the members of BTS, I love him very much, when I find out that he has a girlfriend, I will be upset, I might even hate him. The same Jungkook was in love with a girl named "Ayo", who is also a singer, but because of the circumstances Jungkook was in, he could not reconcile his situation with this girl, and now that Ayo is in a relationship with someone else, now the fans are very relieved. Because Jungkook had said hundreds of times that he loved Ayo, or for example, when one of them fell in love with a girl at the age of around 18, 19, and because the company wouldn't let him be with her, he had to leave his favorite girl, got away and separated completely.”

2-15- Requirement for the stars to follow the hair dyeing, make-up, covering and ornaments suggested by the company

K-pop companies, in competition with their foreign and domestic competitors, try to send their stars on the stage in a way that provides their interests in the best way. Therefore, the companies have not neglected the least possible actions, in cases such as hair color and make-up of the stars, different clothes and the use of various ornaments by them. They monitor and dictate and apply their policies to them. In her interview, 24-year-old Zahra mentioned the following plans of the companies in this regard:

“- What do idols do to look good and attractive?”

They do a lot of things (laughter). See, they take care of their appearance in levels and they have to, because the company has a lot of supervision over its people. As long as they care their beauty, the work they do should be classified.

“- How exactly is this classification?”

That is, the things they do for proper weight are separate. The things they do to have very good skin and the things they do to have very good hair are separate, and each of these includes several cares. If you want, I will tell you, but too much (laughter).

“- If you say everything, it is very good.”

Well, I said that the weight of idols is very important and they are checked every week, and being half a kilo high and low is also important for the companies.

There are fixed and long-term diets for them and they must adhere to them, otherwise it is not to implement the rules and it is against the rules. Of course, I don't think it is possible not to implement the diet, because the food is prepared for them and the quantity and quantity are all known.

The next thing is exercise, because diet makes a person's weight good and stable, but a beautiful and fit body needs exercise in addition to diet.

- Alright. You also said that they do different things to have good skin.

Their skin care is very special. Idols wear make-up, both boys and girls don't matter, they usually wear make-up during stage performances and these are chemicals. A long time also causes damage to the skin, that too heavy and too many make-ups, that's why the skin care of idols is very important and has many details. They use face masks and the masks are among the best brands in the world and really take care of the skin. Among the members of BTS, Jin is called Eshg Mask (Laughs) because in several live shows, Jin wore a mask on his face.

- Do they announce that they use these masks?

Yes, because in their lives, a lot of people asked how you have such good skin, despite the fact that you also wear make-up. Because make-up causes acne and it must be taken care of.

I remembered another thing that is very special. (Laughs) BTS has performed many concerts in different countries and they have different tours and they have to fly for many hours to reach different countries. Different countries have different climates that have a great effect on the skin, so they should always have their own skin care products. I think Taehyung and Jimin talked about this in one of the live shows.

“- And how about their hair?”

“It is not very complicated for their hair, at least not as complicated as their skin care, because they have very good and beautiful hair, it's not just BTS, the hair of almond-eyed people are very bare and beautiful, for example, Afghans, Koreans, Chinese and Japanese have smooth and beautiful hair.

Most of them do not do anything special to their hair, but they dye it, and these dyes are among the famous brands that do not cause hair fall or weak and do not damage their hair.

In their interviews, 18-year-old Tarane and Fareshte and 17-year-old Samaneh have also mentioned the company's requirement that the stars follow the company's decisions regarding the type of hair color, make-up, clothing and use of their jewelry:

“-What rules and restrictions do people face after becoming a member of the company?”

The companies are different, but one general thing is that the nutrition should be according to the company's instructions and they must behave according to the diet, and they must do regular exercises according to the instructions of the sports company. They have to practice at least 6-7 hours a day. All the time that belong to the company, they have to be in the dormitory, and they can visit their families only on holidays, because they have to work on the idol both physically and in terms of dancing, singing and voice. When they enter the company, they must be able to attract fans, and for this there are mandatory tasks such as hair dyeing or cosmetic surgery, and if they want release a new song, there must be a new change in their style and their new dressing and style must be seen. Then sometimes even artists whose hair or skin are damaged because of these rules complain to the company, but it cannot help, because these things are mentioned in their contract and they accepted...

“- What do you think about the makeup of BTS members?”

In Korea, beauty is an important criterion. I heard a sentence from a Korean who said: Be beautiful and do whatever you want. Makeup and skin care in Korea is not exclusive to girls and has no special boundaries. Boys should take care of their skin like girls.

The company tells them, they have to dye their hair and look like they will attract fans. In this regard, once Suga, who is a member of BTS, protested to the company that multiple dyes may cause his hair to fall out.

In terms of clothing, girls on stage should be open and hot, if they don't like to wear open clothes, they can't be a member of the group. Or for boys, their clothes should be attractive, or fashionable. Depending on their song, the group's clothes should match or match the atmosphere of the song, they set their clothes together. Their make-up is too much, but not thick, which means it is not too obvious to the eye. Their make-up should be in such a way that they look cute. For example, the eyes look bigger, the nose becomes smaller, or they have red cheeks. Tattoos are prohibited in Korea, when a celebrity has a tattoo, he must cover it during the procedure. In general, women's upper body covering should be very complete, the collar should not be open, the chest should not be visible, but no matter how short the shorts are, there is no problem.

"... there have been many times when the idol company has forced idols to do something they don't like, it may even be wearing the same clothes, of course not only clothes for boys like crop tops, but also revealing clothes for girls in very famous music shows, like midwives, or like other music shows, or they forced girls to wear tight and short clothes because, well, in this way, more attention was drawn to them, and they used this situation and did it for their own material interests.

“-Is the company involved in the idols' personal lives?”

100%, I'm saying that whatever they promise, they should do it, otherwise they will be labeled and thrown out and they will be defamed. The company watches the idols speech, they are even told that their hair color is not their choice, and now even the fans close to them are saying this. And they don't wear accessories of their own choice, they don't pay attention to their interests, they dress them up like dolls, they send them in front of the camera, but they still have the charms I said before, that's why they attract idols.

“- How do you know that they don't choose the jewelry they use?”

“The news of their close fans is coming, they are telling reliable news, they have always said this many times, it has been leaked from them.”

18-year-old Sofia mentioned several important points in her interview. First of all, Sofia presents Hollywood singers as more free than K-pop singers, because they are free to choose their own clothing, while this is not the case in the K-pop industry. In the same way, comparing the situation of K-pop boys and its girls, Sofia evaluated the situation of the boys better, noting that the girls' K-pop companies, beside showing their music, seek to reveal the bodies of K-pop girls in order to earn more profit:

“- Ahem. Well, Sofia, you said that K-pop has a sexist atmosphere. What exactly happened and what behavior made you think this way?”

The reason why I noticed this sexism was that I really liked the idea of them becoming idols. I found out about South Korea when I started. I understood about their culture, I saw that not only women, but also men are under the pressure of a series of very heavy things. Even Koreans themselves talk about it on their YouTube, it is really sad to see such things. Well, we are also struggling with this in our own

country. Then the matter was that I thought everyone was like that, for example, BTS had a lot of hard work in their lives to get here and so on. Then I never saw people say these things about girls. It was Always about men. about boys, boy bands in k-pop. Then I came across some strange things. For example, girls wear very short skirts in shows. It is more freedom in Hollywood. That means, for example, she likes to throw it all out. They dress much sexier. But sometimes they like to wear long and loose clothes. But pay attention to all the shows, even the reality shows, for example, they wear school clothes and want to play but they are the shortest clothes available. For example, something that became very controversial between them was for Miss E. There used to be a group of girls. Since their clothes were so short, their dances were such that they had to bend down and move a lot. Then their hands were on their skirts. It was clear that they are being bothered or, for example, in cold weather. You can see everyone's breath out of their mind and their noses are red, then the girls are wearing short skirts. Unlike South Korean girls, in reality this is not the case in Korea. Well, this is really sad. Then, for example, this is not the case for boys. Now it's not SM...SM is a company. But now, for example, a company like Big Hit, which has a boy band. One goes to see, they censor the idol's hands and feet, I don't know, his clothes, his chest. Six packs (laughs). This is not the case for girls. It's as if girls are like a commodity, something that they have to present their bodies in the media so that their other work can be seen. After the beginning of the debut, they are not allowed to write songs. They are very limited. They really need to lose weight in a morbid way. It means that they really hurt those girls. The standard that follows this will become unrealistic. Or, for example, their skin color, one of the members of the old girl groups was talking in such a way that "they even wanted to change my skin color. That's why they put pressure on me." Then, Koreans, as you know, there are dark skins among them. Not dark. But, wheat or tan. But Korea doesn't show these things in the media or it's more difficult for girls.

Because they must be beautiful. be cute in their opinion, the first thing is that they should be white. It doesn't seem to matter to them at all that our father is of this race and that we are yellow-skinned. Then, in many programs, all idols, whether they are boys or girls, change their skin color and whiten it with whitewashing. While, for example, their real photos are more different. For example, in the contents that idols show or when they go to concerts, it's their own skin and they are also complaining about it.

2-16- Requiring the stars to use the signs they have advertised

In addition to using its stars in the field of singing and conducting world tours, the company encourages them to promote different brands (from cars and fast foods to all kinds of alcoholic beverages and the like), and in this regard, the demand that the group members are obliged to use the same phone if they advertise a Samsung phone is predictable. 21-year-old Mahshid says in his interview:

“-How much freedom do idols have in their work?”

It depends on what subject or field you want freedom in.

“- In what issues do they have freedom and in what issues do they not have freedom?”

From this point of view, I can say that in general, each group has a series of freedoms and a series of restrictions according to the company they are under. For example, the BTS company had no problem with having a phone from the beginning, but for example, a series of companies do not allow the use of a phone during the internship period. BTS members are free to sing songs with Korean or foreign artists, and if they want to sing with, for example, an American singer, they will be escorted by the company and return to the country after the collaboration, then another freedom that Koreans generally have, unlike

Iran is that they can criticize and if they are dissatisfied with the companies, they express it on their TV or in a program or video, or even joke and criticize even the head of the company, but this does not mean that the criticism is, for example, censored on TV or the head of the company wants to do something against them, and in the end, they have a series of limitations naturally, which I will tell you now.

One of the rules of the BTS company is that when the idols consume alcohol, they do not broadcast live or publish anything in the virtual space.

Second, they cannot change their hairstyle without consulting the company, that is, if they decide to cut it or change its color, they must first coordinate with the hairstylist and the company, which of course they violated this twice.

The next thing is that they cannot publish anything they want in the virtual space, such as the political issues of their own country or other countries, in other words, they should not interfere.

Furthermore, if they are sponsored by Samsung, for example, they cannot use an Apple phone and that when recording live, the company's phone and equipment must be used and preferably live in the company. It's rare that they catch live in their own homes and with their own phones without staff

(officials for monitoring idols' behavior).

2-17- The requirement of stars to follow media games

In the fields of art, one of the common ways of film-making or music companies is to resort to media games (media play) to increase the number of visits and sales of a new product that they have started preparing and producing. For example, once when Taylor Swift's album was being released, her close relationship with Harry Styles was brought up by paparazzi reporters, so that after people noticed them, the album or movie in question was immediately released for sale. and achieve the expected profit.

Some western celebrities have admitted that their contract company has asked them to wear a special cover in their performance, or to establish an intimate relationship with a person they don't like, and even take a gender role that is contrary to what they are.

In other words, media games are going on widely in the West and East, but the recent media games in Asian K-pop groups are more intense.

19-year-old Nastaran has mentioned this in her interview:

"-... did it happen in such a way that you remember it?"

Yes, it's too much. It is running on these days too. For example, Taylor Swift. Well, her voice is good. but she is really insipid. Now, if she didn't talk bad about Harry Styles, nobody would care about her. The woman has been with anyone to promote (marketing and advertising) her song. She has been with everyone for a while (laughs). The interesting part is that after the cut (separation) with everyone, he sings a song for them. Then he pretends to be oppressed. Awww It's all there.

"- Like you hate her so much."

Look, I really hate her (he says strongly).

"- Well, what did Taylor do about One Direction that made you so angry?"

aha Well, at that time, Harry was still in the group. Then the group also belongs to the company. Then that Simon (creator of the One Direction group) Awadi forced them to go on a date with the rest of the celebs. One of them was Taylor. which he chose for Harry. Harry had a contraction with the company, so he had to accept. Then they were together, they say (with a mocking tone). When they parted, Taylor came to sing a song. Then she showed that Harry had acted like an asshole. Then there was a fight between the fans. We didn't get along anymore.

“- Now, why did you think that this is just for publicity? I mean, this is a romantic relationship between Taylor and Harry.”

“it was a fake obviously. So obvious.”

“- What does it mean and on what basis?”

“For example, these are always in crowded places, romantic glances. ‘Ah we are very much in love’. (mockingly). Most of this was from Taylor. It wasn't even her first time. Of course, it will not be the last either (laughs). Then it was like, why should there be paparazzi¹ every time Taylor and Harry are out together? The panel was designed to show pictures and moments (moments and events from the artist's life). He tried a lot to say ‘we are in relationship’.

Of course, something was seen in One Direction, but it was never confirmed. But, for example, a series of very famous actors came and said ‘our company forced me that I’m gay, for example, to be with a girl to be seen in public. I said like Harry and Taylor. Of course Harry did not say this. Yeah. Then they said that in order to spread the news of our engagement, the actors, for example, would chose a play that would have a positive effect on the sale of the movie or the sale of their series. It was as if they were using each other’s fame. He would come and say that the company was forcing me to go on a date with so-and-so, even though I was gay and, for example, I had no inclination towards girls, they forced me. There is also in Hollywood, but the amount is much less than K-pop.

18-year-old Rahai says in his interview about the extent of media games:

"- Well, you said that you are only surprised when your favorite idol’s date is revealed...”

Yeah. But in my opinion, most of them are media play, that is, the party makes an appointment with another famous person, and in the middle, for example, an exchange is done, so the fandoms are also forced to talk to each other. Of course, some people also give hates. For example, they say that your idol caused our idol to be abused, and that's all. However, in my opinion, these are exactly media plays".

2-18- Stars do not have the right to object to rumors related to themselves

"Not having the right to object to rumors" is another category of prohibitions that the company has imposed on stars and wants the to do. 15-year-old Sahar and 21-year-old Mohammad Rezai have provided examples of the aforementioned cases in their interviews:

¹ Paparazzi are photographers whose job is to take controversial photos of famous faces and their families and relatives and sell them to various magazines. These journalists and photographers have created a disturbance for famous figures, because they target their privacy.

“- According to what you said, do you think that BTS band can complain and defend its own rights because of these oppressions and controls by the company, and on the other hand, the fanfictions that some fans write and make fun of the members, or are they forced to be silent because of the company?”

Since most of their work is controlled by the company, they are not allowed to speak. Only Taehyung mentioned in one of his live that he was upset about being ship with the members and the company quickly deleted that live and everyone couldn't see it. The company broadcasts only the live shows it is satisfied with. Well, since they are promoting homosexuality all over the world, the BTS company does not allow the members to object to fan fictions and being shipped, and they even want to show it as if the BTS members have no problem with this. No one likes to have such things written about them, and BTS members definitely don't have that much freedom of speech to express their displeasure. This will benefit the company if ARMYs write or read fan fiction and be involved in BTS. There is no way to complain to BTS, unless they leave that company altogether, and for this they have to wait until their contract expires, and if they don't listen to the company's words, the fate of XTentacion and many others may happen to them... “

“- Why do you think the singers who are thrown in the room and are treated so cruelly don't give up and leave K-pop?”

“They can't because they signed a contract.”

“- Can't even complain?”

“No, because until the end of the contract, they are slaves to the company and there is nothing they can do. Even if they withdraw from the company and speak out, they still cannot say anything about the company because they will definitely be killed.”

“- Well, why are these trainings done and what is their purpose?”

Look, this is like fan fiction. Self-destruction is also for fun, it has no special purpose, but there is another thing that I think will be very good and profitable for the campaign. For example, Jimin and Rosie, who are now friends, Jimin's fans, now we should say BTS fans, because Jimin also has a lot of fans, among these seven people, Jimin's fans read about Rosie and listen to his songs. Then Rosy's fans also read about Jimin and BTS and listen to their songs, then their fans are transferred, you know, they are transferred like a virus, and their fans are much, much more. It's really great for the company.”

2-19- Prohibition of collaboration of stars with other artists without the permission of the company

One of the other requirements that the stars must be receptive and submissive to is their right to choose in cooperation with other singers. This means that in order to secure its maximum benefits, the company first of all obliges its stars to personally cooperate with some foreign figures in the field of singing, and secondly, any decision taken by the company regarding the cooperation of its stars with others depends on securing its maximum profit. 15-year-old Hadith states in his interview referring to the recent issue:

"- Hadith, BTS or other K-pop groups or soloists do not want to work separately and independently after they become famous despite all the strictness of the company?”

Surely, with all that pressure, they want. But the company does not let. Because at the very first debut of the company, they make a contract with their idols, for example, your group must work for us for eight

years until the end of this year, and if those eight years are over, they can extend it, but as long as they have a contract, they cannot leave.

“- What is the financial situation of Idola?”

It depends on the company, for example, if it is a company that is not famous, it will pay very little money to the idol, and it will be much stricter. For example, if they make a very small mistake, they will be given much harder exercises and a harder diet. Famous companies take 80% of the income and give 20% to Idol. The situation of very famous groups like EXO and BTS is good, of course, because their income is not only from the company, but also from cooperation with other groups and bands especially cooperation with Hollywood.

“- Is the subject of cooperation under the supervision of the company?”

“Yes, the company itself decides with whom and under what conditions to cooperate”.

2-20- Obligation to follow the physical contact of the stars during their performances

"Obligation to follow physical contact (skin ship) during performances by idols" is another obligation that big hit company involves and idols are required to implement it, whether the company's request is in accordance with their wishes and interests or is not.

19-year-old Shaghaieg, 17-year-old Samaneh and 21-year-old Irfan, in their separate interviews, have commented on this, referring to the category of establishing physical contact during the performance of idols:

"In general, whatever the company says is that, even if it says the idols should have sex together, they must have it, or if it says kiss in front of the camera, they have to do. But it's not true that they are not really gay, that is, they have to play the role that they love each other very well and are friends.

It can be said that their whole life is playing a role (laughter). Fake Intimacy and hugging and coupling and chatting and laughing in front of the camera and... everyone is playing, in reality they don't know much about each other, even if the company doesn't allow them to get information from each other and if it sees these things they will be fined. He doesn't want them to get to know each other too much because it would be harmful and they might break all the rules.

“- Why is their family unknown?”

“Because, first of all, it is their law not to have information about each other, and secondly, people cannot find their families and get information about them from their families.”

“- What you said if the company says they should have sex, is that really the case?”

“Yes, once one of the fans, that was very close to them, said something. He had said it in an interview and everyone was surprised and said it was a lie, but he said that I know and I am close to them and this news comes from them. That fan doesn't put false things and his news is certain. He also told the news about their water.

“- Does that mean idols don't have their own practical authority?”

“Yes, they themselves cannot make a move or go with someone or even break up. If they want to separate, they should give logical reasons and maybe they will be booed and humiliated by others. They have no freedom of action at all, even about their own bodies and their sexual behavior and interests.”

“- Samaneh, is the gender identity of the group members specific?”

Look, not much, because I said that they want to respect everyone, as a result, they don't say it, and even to attract more audience, sometimes they show heterosexual behavior to say, for example, we are their fans too, so their identity is not clear from this.

“- I mean; what kind of behaviors do they have?”

For example, they kiss each other on the lips mostly in their clips, this culture has become established in the West now, they are also normalizing this issue, I myself really have a problem with this issue, that is, saying that it is the opposite sex. The distance between these two should be respected. It is not possible for you to be this way with a girl and as well with a boy. I mean, I don't think it's interesting at all, but I say that whatever the western employer says, they advertise for them.

“... To divert the minds of people and fans, the BTS company tells the idols to touch each other's hands or look meaningfully at the side of their own hand when they are performing on stage.”

“- What can this company's work mean?”

“People are deceived and think that idols are gay and that's why they don't get married.”

“- Does this work of the company harm the idols?”

“Idols suffer severe mental and emotional injuries. Their dignity is being played with. Some of them get depressed and start taking nerve pills, but because they signed a contract with the company, they continue their work.”

“- How does this work of the company harm the fans?”

“Some people like me, who know that idols are pure and innocent, get very upset and try to reveal the true face of idols to everyone, but some people do not understand this trick of the company and think that idols are perverts and homosexuals. Again, these people are upset about who has been their role model for some time and they stop being fans. There are some others who are completely out of step and they like it very much and are led astray.”

2-21- Requiring the stars to cooperate in preparing attractive moments

Sometimes, the company asks its stars to display behaviors during their performances that will induce a special relationship between the two stars for more marginalization, which of course will lead to more profits. For example, two stars, by staring at each other or displaying behaviors that are specific to gay people, create so-called attractive moments, which create a lot of rumors and analyzes about the stars and as mentioned So, the company's profit will be more by turning people to his stars. 19-year-old Tina and 18-year-old Maryam, in their interviews, referring to creating so-called attractive moments, say:

- You said you used to listen to One Direction, right?

Yeah.

- For example, One Direction, in one of their performances, two of the members had a moment on stage, which caused a lot of controversy and for a long time, their fans were talking about whether these two people are together or not.

Yes, two of their members were named Harry and Louis. You may not believe it, but it's still there... For example, one of them has a girlfriend, the other has a child with another. Then some still insist that they are together.

“- Well, in the end, it was not found out that these two people were together, but they were not allowed to express this or not, they were not together and they were told to express something like this. There was a margin and margins lead to more fame and popularity and may help to increase their audiences and on the other hand they can attract different gender trends.”

“Yes, yes, that's it. Look, there are several problems, one reason why it is yes being that there is thought behind it. For example, what do I know? One of the members of this BTS is filming his day, what he is doing now, during the day. Obviously, maybe 50% of it is based on the consent or the idea of that person, for example, this way his fans feel more intimate, what do I know, Viv eats the matter and now various successes. Then, obviously, there is a part of these restrictions in all companies and in general, I think, in the entertainment industry, right? And a series of questions that you yourself raised, for example, we never know if the relationship was real or if it was just to attract attention and it was pre-planned and so on.

"- Maryam, do you think the moments between the members are real or fake and planned?

In K-pop, there is something called fan service, which means providing the fans' wishes by the idols, that is, in order to keep the fans happy, the idols often have to do things that they don't want and don't want to do. They do these things to win the fans' hearts and show them that they have special respect for them. I think that a series of events like these moments are part of fan service and idols have to do these things just to keep the fandom alive and the fans like them."

2-22- Stars are required not to project their own ideological orientation

“... Many idols declare that they do not believe in religion, because even their religious beliefs can be criticized.”

“- So it means that they have to cover up even their religious and belief issues for the sake of attracting fans and for the sake of fame?”

“Yes, they prefer not to say anything even because of the criticism they face and the reaction and feedback of their technicians about these issues” (Fateme, 17 years old).

The stars are restricted by the company not to speak about their ideological orientation, because the ideological orientation plan of the stars can potentially alienate fans who have different or even opposite ideological orientations from the star, his band and his company.”

15-year-old Shadi and 16-year-old Saba have given the following statements in their interviews regarding the company's prohibition of the religious or ideological orientation of the stars:

“- Did the news of these sexual issues really come?”

“Yes, they say things like this, and sometimes it is true, it means that the movie is coming, sometimes it is not a rumor to attract the audience and make a margin and all the attention goes to them, that is, the company itself also spreads a lot of rumors, for example, two of the members of the group are in relation with each other, then they make up a little story, they are marginalized in the virtual world, then they deny it, it has happened many times, I don't remember the exact details now.”

“- Does that mean they use them how they like?”

“Yes, they are somehow under the authority of the company, either sexually or in terms of opinions or clothing.”

“- What does it mean, can you tell me more?”

“That means, for example, the clothing is not theirs, what clothes they like, so they should wear it, no, it's not like that, it's the company's hand, and for example, they may have opinions, the company should not let them say or even they say the opposite, for example, maybe they themselves don't like homosexuality, but they have to implement it or maybe they themselves are on the side of the oppressed countries, but they don't let it be said. First, they promise that whatever the company says and they must do the same.”

“- Does this mean that they should actually do whatever the company says?”

“Yes, their appearance, their behavior, their words, what do I know, their clothes or even their interests must be what the company says. In general, when they enter this industry, they take a commitment from them that whatever the company says, they must do, even if it is against their wishes and interests. OK, for example, the color of their hair is not in their hands, and it changes, or their clothes, their style, what they eat, what they don't eat, or their opinions...”

“- So the members of the group have special diets that make them look so good?”

“Yes, the company arranges for them and they can't even eat a piece of extra bread, I remember one of their fans sent them chocolate, then they thanked, but it's a shame to say we can't eat it, it's high in calories. In general, the company is very sensitive about them so that their weight does not increase or decrease and their appearance does not change.”

2-23- Stars are required not to reveal their sexual orientation

"Taehyung posted a live and said that Jungkook and I are just friends and we are not happy at all that you ship us together. This live was deleted a few days later and it clearly shows that the company does not even give members freedom of speech, let alone the right to complain" (Armita, 15).

Every person has special biological, psychological, social, ideological and political characteristics, and in the meantime, the person in question may not be satisfied with the design of some of his characteristics or, in a different direction, he may not accept the denial of his characteristics, but the Big Hit Company expects its stars to act only according to the wishes of the company, and by hiding their sexual orientation on the one hand and keeping silent the inappropriate sexual orientation that is attributed to them, on the other hand, the stars appeal to all audiences with all their different sexual interests and tastes.

17-year-old Sonia and 21-year-old Mohammad Reza have mentioned in their interviews that many fans want to see their desired celebrity as more than a singer or actress, to see him as their lover, and this issue

prompts the company, from Star while avoiding dating or getting married, keep themselves as potential lovers of fan girls:

“- Do you think it is important for the rest of people that the members are gay or not?”

For some, yes, I had a friend who watched a lot of movies, then, for example, liked a male actor, went searching, read about them. If the actress was married or had any other relationship, she would not like that actress anymore. Of course, it's not that he doesn't like it, he used to say that his enthusiasm disappeared. That's when I realized why idols shouldn't date or tell their sexual orientation, because the number of their fans decreases.

There is something between girls, I don't know if boys are like that or not. When girls like someone, they usually don't go ahead and tell a boy. But they try to show their interest indirectly.

Now, if they find out that the boy has a relationship with someone else or is thinking about someone else, their interest will disappear. Then she gets a feeling that she doesn't like to see or think about that boy anymore. There is no feeling of hatred, that's what I said, it's like an absolute insensitivity.”

“- Based on this, if an idol enters into a relationship, not only will they not fantasize, but they will also stop following him?”

“Yes, yes, if this happens, the number of fans will be very low.”

“- So idols have limitations, right?”

Well, yes, they have a lot of limitations, for example, as I just said, they can't wear makeup in live, they don't have the right to have cosmetic surgery, or, for example, they can't be in a relationship anymore, so their limitations are in these cases, and of course, having a relationship with someone who they like and this is very important, but they are really deprived of it, there are some people who think that BTS is gay and that's why they like them, while others think that they are straight, that's why they like them, or for example, some people who I said earlier that they fantasize to themselves that these are their boyfriends and that's why they love them at all. If they find out that they are in a relationship or, for example, are gay, or the gays fans realize that these idols are straight or vice versa, If the straight fans find out that idols are gay, many of their fans will disappear. So they should not say anything about their sexual orientation.”

In her interview, 18-year-old Shokoufeh mentioned the company's requirement that stars should not talk about their sexual orientation as follows:

“- Is it possible that companies force idols to cover or show a different sexual orientation or hide their opinions in order to attract more fans?”

They definitely do this, for the company to attract more fans, which means more fame and more profit, they have to innovate for this more profit, and one of the ways to innovate is to attract fans from all styles of life and groups. That's why idols don't talk about their sexual orientations and religious orientations, and they may even behave in ways that they don't like, but they are forced to do it.”

24-year-old Zahra, in explaining the company's prohibition of stating things such as the sexual orientation of the stars, notes that the profit of the company is the final determinant and the company does not want, by raising the issue of its stars not being gay, the homosexual strata who are its potential audience. sees, loses:

"- The fact that a person does not talk about his sexual orientation is reasonable and logical, because it is one of the most personal issues of a person. But when a person is exposed to being called a homosexual, with the often negative views that you expressed, why do you think he remains silent and does not confirm or deny?

This is one of the cases where the decision is not with the group and the company has decided it. You see, companies are looking for their own benefit. If any group or person confirms that they are gay or not, there is a very high possibility that they will lose a number of their followers and the company is not willing to lose, so it does not allow its readers to express the truth."

"- Because it is possible for them to lose their followers?"

If they say yes, we are homosexuals, despite the negative views I said, their fans will definitely decrease. If they say no, we are not homosexuals, it will still bring them negative feedback from people who are homosexuals.

2-24- Requiring stars to follow special diets

The company's request from the stars to follow certain diets is one of the other requirements that the interviewees mentioned related to the Big Hit company.

18-year-old Puneh, 15-year-old Shadi and 17-year-old Sonia have mentioned in their interviews the company's recent requirement in relation to the stars, as follows:

"- Can you explain a little about the diets you mentioned during your talk?

See, in Korea, there is a belief that the skinnier and bonier you are, the more attractive you are. It means that it is a bold thing for them. Therefore, without exception, all artists should have these diets. That is, you cannot see that these artists do not have a diet. But companies never say that artists are on a diet. The artists who reveal this fact, will be punished by the company later. It means they are not allowed to talk about it. That's why you can't have much accurate information about this artist's diet. But some of the same Sasangs came to reveal the diets or some artists who came out of the company talked about it. For example, if I want to talk about BTS's diet, once a Sasang said that Jimin only ate two small chicken breasts and orange juice for a very long time. For example, six to seven months or last year, for example, a Sasang revealed that Namjoon is on a strict diet where he only eats nuts. He doesn't have the right to eat anything anymore, and later it became clear that he seriously lost nearly twenty kilos. This now belongs to BTS. In general, there is no official source of who is taking what kind of diet and the fact that none of them have the right to eat sweets. The birthday cakes and the ones they show in their boats, everyone does something on purpose so that the cake, for example, falls on the ground and they don't eat it. I don't know much about the rest of the artists, but I know that's the way it is.

I only know one artist, his name is Ayu Eh. I know about his diet, because I happened to take this diet once. Sasangs said that Ayo only eats three pieces of apple and a glass of protein drink with two sweet potatoes in a day. If you look at the artist's photos, you will see how thin and bony they are, and they seem to be really delicate and weak.

"- Do idols care a lot about their beauty?"

Yes, it means that the company is important to them and he chooses them based on a series of criteria, which include the beauty of their appearance and body, and for their body they have diets that they must

strictly follow. The company is important to him. They cannot even eat chocolate apart from that diet (laughter). It's hard for them to do their job anyway, they said about the chocolate once when they are on a diet and can't eat the fans' chocolate.

“- I mean, companies and K-pop groups decide the smallest things like idol eating, right?”

“Yeah. Although eating may seem small or not very important to us, it is very very important from the point of view of the companies. Because a good and fit body can attract a lot of fans.

Because the limited and glass feeding of the stars may reduce their strength and lead them to weakness and illness, the company in recent cases gives its stars a break so that after their boredom is removed, they can serve to achieve the company's intention again:

"Regarding diets, there are two categories, either the company forces you or you like to be that way. Well, in the first option forced by the company itself, there were many idols who were forced to withdraw from the group's activities for a short period of time due to strict diets, because they were so weak that they could not participate in all the daily activities, participate weekly or monthly, that's why they used to rest in a short period of time so that they can have the necessary energy to do the activities again".

2-25- Requirement of stars not to exceed the prescribed weight

Following the requirements such as the necessity of the stars to follow a special diet and limited nutrition, the company also warned them not to gain weight, and if they gain weight, it forces them to take different diets to reach the desired weight (that is, the weight of a body). bone). 16-year-old Sana says in her interview:

“- Do you think that the company has the right to establish rules to control these people because it played a very important role in the fame of these people and the group?”

“Yes, he is right, but not every law.”

“- For example, what law has he made that you don't agree with?”

“For example, their weight should not be more than one size.”

“- do you agree?”

“I think it is necessary. But the weight they have now is not true, like what I said about Jimin, that his height and weight do not match. They are taking it very hard.”

2-26- Requiring the stars to follow the company's cultural-social policies

As it was mentioned in the introduction, the company has certain socio-cultural and even political and ideological goals along with its economic interests and pursuing methods that lead to more profit. It tries to realize and advance its goals in the aforementioned fields by using the group under its cover, because the company is in the context of a capitalist society, and it should be bound and committed to the capitalist idea, which, while having economic dimensions, also has social, cultural dimensions and the like.

The most important part of the company's culture, which is openly promoted by the BTS group, is the desexualization of love, clothing and makeup, which primarily leads to people and a consumer society (which is the ideal of capitalism).) and in the second degree of importance, it leads to individuals and a society that, in the process of being drugged with whims and desires, throws the idea of being revolutionary and fundamentally revolutionizing against the capitalist system from the minds of individuals.

In their interviews, 15-year-old Shadi and 19-year-old Shaghaigh describe the company's cultural belief in desexualizing love and consumerism.

“- Are boys pro-homosexual too?”

“Yes, well, they are the same as the West, and they respect it and I even say, they have their manners, and I even remember one time one of their members was wearing the color of the LGBT flag, and he said it was because of his love and support for them he wore.

It's a kind of slavery, but they are stylish and picky slaves (laughs), otherwise it doesn't matter, they do, say and wear whatever the company says.”

“- Companies didn't do anything after these problems?”

No, the companies are only thinking about themselves, It's not their business what happens to them. Every company only wants to be famous and the profit will be provided through them. The didn't have to accept to be our singers. The company is like a ruler and they are like slaves to it. It is looking for money; these are its tools. They don't care what's going on with them?

“- Does that mean the company is only looking for money?”

“More, well, it's another capitalist world, but culture building and imposing ideas and these are also in its goal, like promoting homosexuality or consumerism and...”

2-27- Obligation of the stars to have a political orientation according to the opinion of the company

“- In your opinion, what are the differences and similarities between K-pop and Hollywood?”

For example, not that they are not in Hollywood, but K-pop has more restrictions than Hollywood. For example, nothing affects them, dating or such things. But, K-pop idols have restrictions, such as using the phone, making appointments and going on dates. In general, the company has a lot of control over the idols, and they are not free to say directly about specific movements, for example. Hollywood singers easily represent movements like feminists, but not in K-pop. Of course, they say it indirectly and the fans understand, but the company doesn't say it directly. They are not involved in political discussions. But this doesn't make me a fan, I don't understand what my idol's point of view is, because their indirect expression is almost clear, but the company has tightened the screws on the idols” (Diba, 19 years old)

Political orientations according to the request of the authorities is another requirement that is placed before the idols and they are forced to comply with it. For example, the stars should, in accordance with the wishes of the company officials (and at a higher level, the political leaders of their society), accuse North Korea of brutality and indirectly show their support by performing in Israel.

In his interview, 17-year-old Samaneh considers the existence of Big Hit Company and BTS to promote South Korean culture, which is in line with the idea of the Hallyu wave in Korea. In this context, she says:

“- Are the advertisements of BTS members only in line with clothes?”

Well, mostly, yes, but for example, they also make political advertisements indirectly, they are the same as the West with its ideologies and policies.

“- I mean, how do they do political advertising?”

“Look, for example, they go to their streets, take videos of themselves and a few other people, and for example, they smile and say hello to ordinary people in society and take pictures with them to say how well our people are doing and that everything is great in this country and it's a way to advertise the country.”

In his interview, 14-year-old Hadith mentioned the obligation of idols to adopt political orientations according to the company's wishes as follows:

“- How are the members of the group in political orientations or advertising different brands?”

“Everything is decided by the company. All in all, the company itself determines what political thoughts or orientation they have...”

The constant message of BTS members that people should only think about themselves is actually promoting the extreme individualism of the capitalist system. 19-year-old Diba says in an interview:

“-How much have BTS thoughts interfered with your personal life?”

“Well, as I learned from boys, I say that you should always put yourself first and the person you should love the most is yourself and no one in this world cares about you as much as you.”

2-28- Accepting supervision of the company's supervisors on the stars' activities

Acceptance of monitoring by the company's supervisors on the activities of the stars in individual and collective live, virtual space and the like is another requirement that the company has placed on its stars and obliged them to comply with it.

In their interviews, 18-year-old Tarnom and 19-year-old Marzieh mentioned the observers who raised their hands on the stars and hit them or tried to hit them during their internship and even when they were old:

“There are some companies themselves that have a little bit of power in their hands and use their power to harass members, for example, once when the members didn't know exactly what they had come for, the stage was very cold, then Jin wanted to throw a blanket on Jungkook so that he wouldn't get cold, one of the stuffers¹ didn't put it and took the blanket from the cookie. He was so young that he didn't understand what happened, he looked into Steph's eyes with a smile and knew that if he said anything or did something, it was not good for him and they might punish him. Later, he didn't say anything and clapped his hands at the armies and put a fake smile on his face so they wouldn't think something bad had

¹ - The employees of the company who help the members of the group or solve in various issues and are responsible for some planning are called staff.

happened. Once the boys had a manager who beat them, even once when Jungkook was traveling alone for the first time, he was 15 years old and wanted to travel alone and he was scared and worried, but the manager didn't pay attention to him and hit him to get on the plane faster, and this intensity of the manager¹ was always with them for 3 years. Three years later, the company's president, Bangshi PD, realized that the manager was physically and mentally abusing the members. He sued, and dismissed him.”

“Doesn't seeing the strictness of the company make you think that something should be done in this area?”

“Well, I get very nervous about the company sometimes, both because of all the strictness it has and because of its a little indifference to its artists, for example, in some cases, the company came after a few days and defended its idols, when that issue was completely over, and another problem is that the company is dealing with fake armies that use Idol. They make sex slaves, they don't deal with anything, unfortunately this carelessness of the hype is very nerve-wracking, of course we were not passive in this regard, we tried to make a statement, but some of it has remained only a statement, but some have been fruitful, for instance, when Armies noticed that the boys' manager had raised his hand on Kuok and wanted to hit him, they protested a lot, and Big Hit made a statement and apologized and said that the person had been fired.”

In her report, 21-year-old Reyhaneh mentioned that the company's supervisors supervised all the work of the stars and made plans for their various affairs:

"To what extent can companies control Idol, do Idols have any authority over their actions?"

“... In general, a singer in the space of the company and K-pop does not have much of his own authority, and his work plan and planning for his occupation and career are all done by the company.”

The 15-year-old Diba mentioned the presence of the company's observers in the live programs of the members of the band BTS. 15-year-old Shadi and 19-year-old Niayesh, told about the control of the information inside the phones of the stars by the company's supervisors, as follows:

"What other things does the company check?"

“I want to say a word, it checks their whole life, from their sexual orientation and clothing to their opinions, tastes, bodies, looks, their phones and their families, even the information on their phones. It is allowed for them to hear the sound of their words with each other and not to speak outside the rules.”

“- Have you ever heard anything about an idol giving feedback to companies' strictness?"

Look, in my opinion, an indirect reference was made, as an example, there should be a staff or manager from the company in all BTS live shows, and not only BTS, but all the idols mentioned this issue, and we can call this a kind of protest against the strictness and supervision of the companies ”.

“- Can you explain about monitoring the personal lives of stars, for example, what is the red line like in this case?"

Idols are not allowed to have a relationship with anyone, not even a simple date. I heard somewhere that when they are being trained, their phones are constantly checked by their program manager so that they

¹ - Manager means a manager and in K-pop it is said to be someone who supervises the activities of idols.

don't date anyone. The places they go, the photos they post, all this should be under the control of the company so that the idols don't make a mistake.”

“- What do you think about these laws, don't you think they are excessive?”

“really why It can even be said that it is a kind of modern slavery. They are forced to submit to everything and they are not allowed to disagree, the only difference with the old slavery is that it is presented in a more beautiful and glamorous appearance.”

12-year-old Elnaz and 17-year-old Sonia mentioned in their interviews the supervision of the company's supervisors on the stars' posting activities in the virtual space, and the 25-year-old Kausar also spoke of the supervision and intervention of the company's supervisors on the stars' posting of stories:

“- Well, are the stars free to choose their hair color and dress style and so on?”

“No, everything they do is under the control of the company.”

“- In other words, does this mean that even their normal lives are under the control of the company?”

“Yes, even the company tells what to post and what not to post.”

“- Do the stars have a limit?”

“They have a series of limitations. Yes, these are not just seven people¹. There is a very large group behind these seven.”

“- Can you give us an example?”

“For example, they can't dress whatever they want, it has to be appropriate, because the way they dress in live, concert, fan meeting, is totally different. Their clothing varies in different cases.”

They have a collection where they set their clothes for them, because they also do modeling work, they wear brand clothes. Modeling is also a professional job, so it needs professional people to prepare the model.

Another limitation is that they cannot post with anyone. Their activities in the virtual space are completely controlled, for example, the subject of the post they share or, as I said before, the post they are posting, who is in the post, is it being controlled, or when the songs are not of their choice, they may write a lyric about a topic, but the group disagrees with them, so they should change the lyrics as well. They can't feat with any singer they like, this is one of the things they don't have a lot of choice in.”

“- What is the relationship between the singers and their companies exactly?”

There is a lot of awful communication in K-pop. That is, K-pop is an extremely toxic industry that exploits its singers, too many abuses. He gives them a very strict diet, and their every behavior, even their story, is monitored by the company because of the contract they sign.

2-29- Extensive observation of the behavior of stars

¹ Wikipedia encyclopedia estimated the number of employees of Big Hit Company to be around 1000 in December 2020.

Some of the interviewed fans of the BTS group, in their statements, talked about the extensive monitoring of the group members by the company. They believed that the company even monitored the minutes of the collective life¹ of the stars with the cameras installed in their places of residence (in the camp). 19-year-old Shaghaigh said in her interview in this regard:

“- So stars can't sue the company?”

I do not think. I don't know exactly about their legal issues, but first of all, they take a commitment that they come to become members by themselves and no one forced them, and they are completely under the control of the company, and their appearance and behavior are not under their control, and they are controlled everywhere, even their own bedroom (surprise) and so on. If they signed it, I don't think they can file a complaint.”

“- Does that mean there are videos from their bedroom?”

“Yes, everything in their lives is shared, even their sleep (with a mocking tone), there is a camera in their room, and they play movies in front of it, say and laugh, and are intimate to attract attention, and in short, play a role and then the company distributes “.

2-30- Considering side measures for the success of the group

In addition to its numerous instructions, the Big Hit Company, in a psychological action, is trying to take advantage of the imaginative love of teenagers in order to project itself as much as possible and earn more and more profit. In the sense that, according to Freud, the triangular relationship between the child and the parents is upgraded to the relationship between the adolescent and the prominent women and men of his society. This means that girls notice the famous men of their society (such as singers, actors, athletes, etc.) and boys also become interested in the famous women of their society. But these romantic feelings gradually are being forgotten by teenagers after a while as teenagers enter more and more into the society and experience the ups and downs of the environment. But the company, in a psychological move, after understanding the prevalence of the category of imaginary love among teenagers and young people, is trying to exploit this problem, and orders male stars who, in addition to being physically attractive, also have some other remarkable features. In no way should they be seen with any opposite sex, so that the fan girls will notice these stars in the course of their imaginary love experience and by burning in the nostalgia of their love, they will make the atmosphere of the BTS group as hot and exciting as possible.

The fact that stars are not seen next to a girl is so important from the point of view of the company and its psychologists that even in the music video of the song "I need a girl" by the BTS group, which is based on the need of a girl, not even a single girl is seen in the music video.

In his interview, 25-year-old Kausar said the following about fan girls' imaginary love category:

“... when she is on the teenager's side, her unconscious mental belief is to romanticize her mental connection with that artist. It means that she wants to be the artist only for herself even if she knows that it is not just for her. It means that when the partner passes her teenage years and is still a fan of those K-pop groups, that thing is no longer in her mind and he has no problem with her favorite idol to get married to other one. But usually, it is hard for teenagers to accept something like this, because they feel that the

¹ - With the beginning of the BTS group's activity in an unofficial form in 2010, for more than a decade, the members of the group lived in a camp and in one place.

idols does not care about them as fans. Therefore, there is a lot of pressure on artists not to make their relationships public. Because if they do that, they will lose their teenage fans in a very large percentage. Therefore, it is true that they will not be completely fired and some people will stay, they will still have fans, but eventually they will lose a part and the company's income will decrease. That's why the companies usually pressure the artists not to talk about their relationships. Unless the idol enters into a relationship with another artist, that means, for example, two members of singing groups. They enter into a relationship between this group with that group. Usually, companies talk to each other about whether to make the relationship public or not. Of course, if it is beneficial, they will make it public. Because this can be beneficial for them."

16-year-old Rokhsare, in her interview, notes that the stars say things like "Armies, wherever you are in the world, we love you", "I am the moon and Armies are my stars", "I don't want - by marriage - I will break the hearts of so many butterflies - fangirls -", in practice, they create a favorable platform for fueling fangirls' imaginary love:

"Inside the concert, they are Usually very emotional, they really call Armies from the bottom of their hearts."

And he did this a few times and said, you promise to always be here, we really have the best fans in the world. Ah, you are the brightest stars in my world and he says such things and shouts very loudly, Armi, we love you wherever you are in the world (he sent me these clips)."

"- And do you believe their words as you feel?"

"Yep, really.

I feel that someone really cares about me."

"- Ohmmm. Then when they were supposed to go to the army and before their contract was renewed, how did you feel?"

"umm I was sad. All of it, I was thinking of what to do if they get disbanded. I can't do without them, I cried."

"- So it's been a short time since you got out of depression about them?"

"Yeah. Now they are saying that because we went to the army for two years, we will not go in 2027 either. We are with you now. At the moment, it is not known when they will go, but they say that we are there for now."

"- Ah, for the time being, it is implicit, to extend it for two years."

"somehow. But it is not yet clear when and what day they will go. But finally, they go and get married."

"- Does this mean that their marriage will be very nerve-wracking, because if they get married, then the group will definitely be over?"

"Yeah. Even one of the girl's army told Jungkook, it is very difficult to be a fan, because we know that one day you are going to get married and leave us alone. Then Jungkook said in his answer: You know being an idol is also very difficult. Because I know that day I will break the hearts of millions of butterflies."

"- But see why when he gets married, there is such a feeling that he has left his fans alone?"

“Because, he now has someone who he loves more than his fans, loves her, hugs her, kisses her. They have children together. That's why the fans feel a bit lonelier, because it seems John Cook has found someone he loves more than us.”

“- I'm thinking that he is talking in a kind way when they say that I will break the hearts of so many butterflies, one feels that he is a special person, I should be by his side?”

“Um, this is how he talks to Armies like ‘now Armies are in love with you’ or for example one of the members says: ‘I am the moon and Armies are my stars’. This is how they talk to the army. They talk with a lot of love and affection, and for example, if he gets married and leaves, he should tell his wife a hundred times better than this, then Armia will definitely be upset. They get a feeling of being empty.”

15-year-old Nikoi and 19-year-old Marzieh have mentioned in their separate interviews that they have many fans who are in love with the stars, imagine in their imaginations that they will marry them one day, and remind them that if their dreams don't come true, they may not only leave the group, but may also join its opponents:

“- Is there anyone among your friends who, if he hears the news of the members' relationship, would be very upset and show a strong reaction?”

There is one of my friends who is very emotional and sensitive about these things, for example, there was a girl who posted a video and said that me and Taehyung will get married soon and she sent that video to our group. Then this same emotional friend of mine was getting greedy in the same way and for a while she was very nervous. He loves Taehyung very much, that is, she loves him with all his heart and has always been a fan of Taehyung, and she has a romantic view of Taehyung, that is, beyond his being an idol, she likes him and has a romantic feeling for Taehyung, so she reacted very much to this matter and no matter how much we talked to her that this is not going to happen and the girl said that she was a doozy, she didn't agree and was still angry, saying that if Taehyung wants to date someone one day, he should really date someone., what should I do? It is always in her imagination that one day she will go to Korea and marry Taehyung, but it is not really known who will finally attract the attention of BTS members as a lover. In 2013, when they just debuted, they released the music video ‘the boy who is lover’, that song is about girls, what wonderful girl creatures are, and there is a girl in that music video who has to choose between the members and in the end, she goes and jumps into Taehyung's arms. Which means he chooses her and Taehyung hugs him in return, and my friend was very angry and upset about this, even though this music video was old and there was no real feeling in it. She thought that Taehyung had a crush on that girl and there was another video that when I saw it, I thought, if another of my friends who is a fan of Jungkook sees this video, she will be very upset, because it was about Jungkook and at the beginning of his career, Jungkook had a relationship for a while with his make-up artist, which is still there and she was Jungkook's girlfriend, and it was very clear that this was the case, and the company had not done anything about it, that is, it had not covered it up, it had not said anything about whether it was true or not, but it was clear. It was and everyone knew that even Jungkook himself showed this a lot and a series of videos came out showing that these two are in a relationship. I was saying to myself, if my friend sees this video, how much it will hurt her, although the video was old and was from a few years ago.”

“- If you hear the news of marriage or dating with even other boys, what will be your reaction in this regard?”

“I would be very happy, of course I might be jealous (laughs).”

“- Also, you are familiar with fandoms, can you say what kind of reactions are likely to occur among the fandoms?”

Ummm, many of us would like to see boys start a family and see their cute children, but many people who only know boys as their husbands (laughs) cancel everything and they might get nervous and swear and maybe become haters later (laughing”).

46-year-old Fariba notes in her interview that when the discussion of adding a female singer to the BTS group was raised between her and her daughter, her daughter clearly stated that she feels this way, that she has found a rival and may even leave the group too. 21-year-old Narges reports in her statement that she started a website to show her love for Shoga, but seeing people who read her website and expressed their interest in Shoga, "she felt she was so mad at them."

“- Do you yourself want to be added to the girl group?”

“I don't mind, because I don't pay much attention to these things, and I don't care about the emotional aspect, but for my daughter, it's completely different, and even once we talked about this issue, she was completely against it and said, it's going to suck and she no longer supports the group.”

“- Did she say why mixing the group will make her stop supporting the group?”

She always says that it makes me love them less, because she is an honest child, she says that I am jealous and this jealousy of those girls makes me stop following them."

“- How did you feel about Shuga and how much did he influence you?”

Everyone knew that Shuga is my boyfriend. They didn't have the right to call him bad. They had no right to like Shuga. In school, if I saw someone becoming an army, I would convince them so that they wouldn't choose Shuga as it's base. If they chose, they would oppose me. I even tattooed Shuga's name on my chest at that time. Of course, I went and covered that tattoo two months ago. Then I tried hard to find his number. Because many of these channels put the numbers of these Korean artists, of course some of them are fake. Once I was able to find his Snapchat ID. I used to send him messages every day. At that time, there was no personal Instagram and only BTS account. That's why I had his Snapchat direct for a long time, in the first few months when I became a fan, I made a blog for Suga and named it Yoongi's secret lover (laughs).

I used to write about my feelings and some people came and read. In those years, because Telegram and Instagram were not like now, the site and blog had more fans. After a while, I started writing stories about myself and Shuga. For example, we are boyfriend and girlfriend and we are in a relationship, then the fans of my blog increased. Many people imagined themselves in the place of the girl in the story, which was actually me, and they liked it and left comments and thanked me, but some of them made me nervous because they were talking about Suga. Unlike my speech my pen was good.”

“- How did you feel about the comments you made?”

“I didn't say anything to them, but I was very greedy. I hate it if anyone but me talks like that about Yoongi. If I wanted to be close to their snorts, I thought Yoongi was for me and no one had the right to love him like me, I would have said either me or no one.”

Some fans, in the course of their imaginary love, come to the conclusion that if they do not get their lover, they wish that their lover would remain single forever or that he would become gay and have a

relationship with a person of his own sex, not with a girl because bothering of it is less than the pain of the rival's victory:

“- What is the reason why companies, fans or haters are more sensitive to dating idols?”

“There are many fans who love their idol extremely and know it for themselves and even though they do not reach that idol, they say that no, our idol must be forever single and must not touch any girl or he doesn't see any girls and they get very upset about these things and get hit and they can't digest that idol next to his favorite girl” (Diba, 15 years old).

“-How long did your sadness last?”

“It was continuous. I say it wasn't like that, after I found out that Suga has a girlfriend, my enthusiasm will decrease or my extreme interest will disappear. Of course, sometime later, according to the information I got, I found out that the girl is not Yoongi's real girlfriend and is somehow a fake relationship that was spread in the news to attract the audience, but I always had a bad feeling about that relationship. The day I found out that Suga was no longer in a relationship with that girl, I took my friends out and had lunch with them. I was so happy and one thing I always told myself, from a year later, was that I am ready for Suga to date, but never with a girl. I used to say that if he is not mine, then I hope he never has a relationship with any girl. It was painful for me to see Suga dating another girl” (Marzieh, 19 years old).

Finally, there are other people who, understanding that it is not possible to reach their favorite stars, process their love for them in the form of motherly love, see them as their children, and in this way, their romantic feelings go from one side to the other. Others give:

“- I had seen videos where when an ARMY was asked who is your boyfriend, she said Jeon Jungkook and I want to ask this in the fandom, is this how some ARMYs see members as their boyfriends?”

“Yes, there is a group of people who, in my opinion, cannot control their emotions and go to extremes. I think they are usually young armies who fantasize so much.”

“- Now my question is, do you see boys as your potential lover or boyfriend and do you have dreams in this field or not?”

“I say that I myself had calmed down earlier and my emotions were more dominant and I was younger. Yes, I had fantasies about this and I wrote it in my phone note. I am their mother, but I did not give birth to them, it is very strange, you feel like you are the mother of someone who is older than you (laughs). I like them and am in love with them, but I don't look at them as lovers or boyfriends” (Marzieh, 19 years old).”

“- What are you going to do for Taehyung's birthday this year?”

“Of course, it's not just for Taehyung. Jane's birthday was a few days ago. The birth of all of them. BTS debut date. This is also there. Taehyung is a little bit more international, he does a little bit more than the rest of them. Jane's birthday was the same time that she was at the concert in Los Angeles. The fans, especially the American fans, made a lot of things for his birthday outside the stadium where the concert was held, to surprise him that day. They had worked for twenty-four hours. Then you don't know. My child was so happy at the concert when they showed it” (Ghazal, 16 years old).

In other words, the imaginary love that occurs in ordinary young people and falls out of their heads with the passage of time, due to the multitude of remarkable characteristics that the company has created in its

stars (such as the attractiveness of the face, voice, dance, clothing, make-up, etc.) Emotional expressions and the like) occur in fan girls in a more influential and powerful way, during the disintegration of this love, it has heavier and more serious consequences for recent fans.”

2-31- Taking the stars under the burden of debt

During their interviews, some of the interviewed people have mentioned that the company, in connection with the conflicts that arise between it and the stars, often takes advantage of the method of bribery and threats, thus trying to keep the stars silent and negate their protest. 17-year-old Sonia says in this regard:

“- Did the idols themselves do something to protest the company?”

Idols can't do anything, because when they choose K-pop and enter the group, they accept it, if they want to act against it, they will let them alone and there were some idols who committed suicide. It really hurts that talented people become like this.”

“- Why committing suicide?”

“Well, if idols say they don't cooperate with another group, it's not as easy as saying we don't want to work with you, and then they say ok, you can leave the company, because I said that they are a big group that invested a lot of time and money. That's why they are doing all they can to keep the idol, now it may be in good ways, for example, they say we will increase salaries and benefits, I don't know, for example, we will make better facilities for you, or maybe they use other ways such as a threat.”

“- Have these things happened so far and is there any proof of it?”

“These are definitely considered confidential, because you can't broadcast the things like this, there might be a reaction that destroy the whole K-pop up. But when someone commits suicide, it must have been very difficult for him. Of course, of course (with excitement) I was remembering that some of the idols whose contracts have ended are easier to talk about the hardships they are going through.”

22-year-old Shirin, in an interview, has mentioned another initiative of the company in order to keep the stars happy, that the company, by holding a grand birthday party for the members of the BTS group, has in fact killed two birds with one stone. His own indirect promotion puts the stars under the burden of the birthday party that was taken for him globally:

“- What negative effect can this birthday party have on the fans?”

“This celebration of the birthdays of billions of idols ignites the jealousy of young people. These celebrations show the differences more and contradict the slogan of human equality given by BTS. If human beings are equal, why do idols' birthday parties cost billions and some people can't even prepare a family party”.

“- All these contradictions of the slogans and messages of the idols with their real behavior and action, isn't this a warning for the fans to be aware?”

(He pauses a lot and answers thoughtfully) “The truth is, I have noticed many times the difference between their slogans and the performances and behaviors of idols, and if we see everything from the eyes of the company, it is unwise. For example, they shout the slogan of human equality, but celebrate the birthdays of billions. I think it is unlikely that the idols themselves will not like this birthday party and will not be satisfied from the bottom of their hearts.”

“- There are seven members of BTS, which means seven times a luxurious birthday party in one year is not backbreaking for the company?”

“Oh, it costs a lot. If the company calculates the cost of birth for each of the idols, it will be added to the debt amount of that idol, and it will also add additional expenses and expenses to the debt amount of the idols so that it can keep them for years and abuse them under the pretext of settling the account. Idols have bought fame at the cost of being in debt to the company for years.”

2-32- Obligation to make the stars look perfect and ideal

The company tries to process its stars as resonantly as possible, to expose them to their fans as people without any flaws. Therefore, in the first place, the company wants its stars to appear as people without flaws in front of their fans, and if there is any undesirable movement and behavior of its stars, it should cover them in its advertisements. But of course, if the stars disobey the company's orders, threatening the stars will be on the agenda.

12-year-old Elnaz and 19-year-old Marzieh have made the following statements in their interviews regarding the company's order for the stars to appear perfect and the company's efforts to resolve issues that may question the ideality of its stars:

“- Does that mean they don't have any other programs to film their lives?”

“Not in that way, but they have another program called BTS in the Jungle, which is about traveling and resting, where all 7 people go to the forest together and enter the hut and villa with a CCTV camera and so on, and here they are filming moment by moment. It is possible and we saw what they eat, what they wear, where they sleep and...”

“- Well, now the whole world somehow knows these 7 people and they are somehow under the microscope of the people, what effects did this issue have on the members themselves?”

“Well, the company said that they should pay more attention to their behavior and do nothing.”

“- What do you mean by not doing anything?”

“It means that you make yourself perfect and others think that you are too perfect, and it is possible that becoming more famous will make the company's rules heavier.”

“- Well, do you think that being under surveillance did not have a bad and negative effect on them psychologically and did not cause the BTS members to worry and stress?”

“Why is it?”

“- Does being an idol bother them?”

“Yes, in a way.”

“- How did you realize that the members of the BTS group are not playing roles and are completely themselves?”

“I think, if they are not going to be themselves and it is staged, they will definitely make perfect and gentlemanly scenes out of them, which you see a lot with various artists, but in the case of BTS, they don't cover up their flaws, like when they are sleeping and their mouths are wide open or yawning in front

of the camera or a puffy face and messy hair when they wake up and not make-up or Namjoon who sabotages, if they are going to show perfect stars, they will censor these scenes.

I saw Run BTS, I got to know each and every one of them, and in all these episodes, the members have the same personality, and it is quite clear that if they are playing a role, you should see some behavioral conflicts in them, right? Shouldn't they have a consistent character and behavior? But their behavior and words are consistent, so they don't play roles and their eyes show it well:)"

18-year-old Maryam also mentions in her interview that if it is not effective to entice the stars to appear ideal, the company will force the stars to comply with its wishes with threats:

"- What do you think about the great control that the company has over all BTS affairs, and despite this control and interference, how free are the members in their work?"

"One thing I didn't understand in all my years as a K-Poper is why companies have such extreme and unacceptable behavior towards idols. They expect their idols to neither go left nor right, not make any mistakes, not have any connections, not make decisions about anything personal, and despite all this, be physically and mentally upright and energetic. If their expectations from idols are not met, they start to suppress and blame them. During these years, I have never seen the companies adequately defend the rights of their idols or stand behind them. I don't think the members have much will in their work..."

"- Do you think the message to love yourself is not in contradiction with the beauty practices and strict diets that BTS has?"

"It is true that BTS's actions are not 100% the same as their words, and there are a lot of extreme behaviors in K-Pop that are due to the companies' decisions, but if this message makes a difference even in one of their fans, it is still good. The important thing is the message itself, which can create a good effect in the lives of some army people, and as long as it has a positive effect, it doesn't matter how much they can act on it. It has been said since old times, look at what is said, not who says it."

2-33- Determining protective forces to take care of the stars

Considering the fame of the stars and their general reception in the society, the company considers itself obliged to consider the necessary guards for them so that the influx of fans interested in the stars does not harm them in public gatherings.

On the other hand, according to Erikson's theory that people with no identity tend to support radical groups and the like for identification, we can always expect that the stars will encounter people who sometimes do not have the necessary psychological balance. In the meantime, some damage was caused by them to the stars, which of course, the presence of protective forces is also felt in recent cases.

18-year-old Mehtab and 16-year-old Rukhsare, in their interviews, referring to extreme and sometimes toxic fans (Sasaeng fans), mentioned these fans as follows:

"- Does the company allow the Sasaengs to do these things?"

No company is working to stop these devices. For example, one thing it does is that it identifies the sasaengs and does not allow them to participate the concert anymore. It puts them in the cancellation list. The same Iranian lady also went to the same list of cancellations after her work, and she did not have a reputation, she won Iran, or for example, there was another Sasang fan named Lin Yao, if I am not mistaken, she once went to the airport without pants and tried to follow them. She tried to talk them and

became famous because she had come there several times with all kinds of makeup and such to try to win the heart of one of them. I really don't know how they can do these things. When later the bodyguards are going to talk and push them and the idols themselves are upset about this. There was one person who jumped over the fence and wanted to forcefully kiss one of them. How can someone be so stupid? The actions of these sasaengs really make the army feel bad. I want to hit them.”

“Then, for example, what do they request from them and why do they want to see them?”

“All in all, there are fans who mistakenly love them and want to see them closely.”

“- Does that mean they just want to see them; they don't have anything else to do with them?”

“They want to see them, be friends with them, talk to them, communicate with them.”

“- The one who, for example, threatened at the concert that if you don't do what I say, I will hurt you, what did he ask the idol to do?”

“I don't remember exactly; this has been going on for a long time. Oh no, the one who did this was a hater. Haters are also those who hate idols. After all, every idol or every actor has a hater, because he hates BTS, he posted pictures of some animals he killed and said "I'll see you at the concert today" and wrote "I'll see you at the concert" below. That's why many security things have been increased to protect BTS, and then they finally arrested that side.”

“- Ah, does that mean he really came to the concert?”

“yes”

“- Then what rebuke did they do?”

“Throwing him in jail, the company sued him and left a series of bodyguards for them.”

2-34- Applying punishment in case of violation of the company's instructions by the stars

By recruiting trainees from a young age, K-pop companies, including Big Hit, are responsible for their lodging, feeding and training expenses, and the stars must settle their debt to the company after they start performing.

The addition of amounts such as the celebration of billion birthdays of the stars also increases the amount of their debt to the company and the heavy expenses in the future, removes the possibility of any kind of rebellion and protest against the company. In an interview, 18-year-old Sofia says in this regard:

“- Does the company use idol as a tool?”

“Idols are used as tools, and one thing about Korean idols is that everyone says that they chose by themselves. If they wanted to, they would back off. When idols become trainees, the company pays their expenses. Cost of living, cost of food, cost of being an intern. Then when they debut. when they work the money they get from working can be used for the debt they have to the company. Even if they want, they cannot back down for a while. Because he has finally entered that situation. He has seen the damage and there is really no way back for them.”

“- Don't they enter into this case knowing that there have such conditions?”

“well you have seen many people saying, I want to be a K-pop idol. I want to audition. Do you think they know what is going to happen to them? Many of them don't know and most of the people who, for example, just debuted at that time, K-pop was very, very new. Like now, many of them did not have much information. Everyone is like this; it's supposed to be fun. It's going to be fun, but the further it goes, the more severe the restrictions become. The standards are increasing, and I don't know, for example, the party in front of him says that everyone is doing this. For example, I can handle the difficulty. But until you go inside it and see what it is, you can't have a correct impression of it like every single work in the world.”

Of course, in case of protest from the stars, the company will punish the protester in order to put him in his place.

19-year-old Shaqaig and 18-year-old Fereshte, in their separate interviews, mentioned some examples of stars' punishment as follows:

“... they have no freedom of action at all, even about their own bodies and their sexual behavior and interests.”

“- What are their interests like?”

“For example, I remember one of them said a long time ago, I'm not happy with my hair, what color is it, excuse me, now it looks like feces (surprise).

I mean, I want to say that their interests are not respected, what they want, of course, they were fined by the company and they were deprived of several songs.”

"- Are these interventions based on the same contract and commitments that companies take from idols during their internships?”

“Well, yes, when an idol signs a contract with a company, there are definitely some rules that must be followed, if those rules are not followed or the rules are disobeyed, they will be punished again.”

“- So it is different from company to company, and some are strict and they interfere in all aspects of idols' lives, and on the contrary, some companies are involved in superficial and symbolic work, right?”

“That's exactly it...”

“- Among the pressures that the company puts on the idols, were there people who disobeyed the company's orders and were punished?”

“Yes, there were also idols who showed their courage and stood up against this injustice or, for example, did not let baseless rumors about themselves or other idols spread to the public, which were later talked about or said that this idol was with the company has been opposed about this baseless rumor and has certainly been punished. Of course, if the objections become serious and there is an objection regarding what the company is doing, they will definitely consider punishment for that idol, but there have been many places where the idols haven't had the right or the ability to do so. They didn't have the courage and strength to confront the company and not do what they say, and that's why they were forced to do what they did, such as wearing the same clothes that show their bodies.”

“- Do you know how these punishments are, can you tell me some examples of their punishments?”

“For example, these companies that did not allow their idol to do whatever they want. The line that was considered for an idol in a song may not even reach one hundredth of a second, that is, that person did not

even have a second in the song and did not sing, which some fans and people realized that it was a kind of punishment. In relation to the work that the idol did not do, for example, it could be punishments such as reducing the salary, or it could be the excessive pressure of work on that idol, or it could be the idol doing many, many things at the same time, or strange clothes that are interesting. He didn't come and they forced the idols to wear them and show them to the public, which was part of their punishment, and if they disagree with what the company says, there are many other ways to punish them.”

2-35- Acceptance of being dismissed after several years of training

One of the other requirements that people face during the internship period is accepting the possibility that the company will not employ them on stage. This means that although the internship period of some people may reach almost a decade or more, these people may not be recognized as qualified by the company and may not be sent to work. Finally, they play a role in the company as backstage dancers or company executive staff and idol supervisors.

18-year-old Fereshte, in his interview, referring to the recent issue, continued to mention the step-by-step recruitment of idols by the company, and confirmed the many difficulties that exist on the way to becoming an idol:

“- How do companies attract people?”

“Recruiting people for internship is generally done in two ways. Announcement of the company to select interns and take tests from volunteers and recruit selected people in television competitions.

In the first case that I said, the company announces to the public with a news headline or announcement that it is currently preparing a boy or girl group and they need a girl or boy trainee, and the rest of the people and those who think have the standards and enough abilities to participate in that challenge or contest or competition, and first of all, I think they should pass two or three test courses to be approved and start working as trainees in a company. In these different courses, they use the necessary skills to become an idol and show their skills. The judges examine them and after it is confirmed they are contacted and they do other things again for the second test and to be re-confirmed, which of course I don't mean new things, but for example the dance they did again with more and more advanced effort. They do to be accepted by the judges again, after this course is over, they are approved to start working as an intern in that company. In general, internship is a long process.”

“- What are the criteria of Korean companies to find or make an idol?”

“For example, singing, playing music, making music, playing musical instruments for a certain period of time in front of the judges, dancing, singing, which are 5 things in total.”

- How many years is the internship period and if the company needs 20 people, do they accept only 20 people as interns for a group or do they recruit more people?”

“It's not like after the competition everything is done and girl or boy of the companies are selected, for example, in those 20 trainees, they don't debut in one group at the same time, but it may be different for people, for example, when there is a competition. It will be held. Meanwhile, there may be people who entered the company individually two or three years ago, so they continue their training together until the company itself knows that it is a good opportunity to create a girl group or a boy group. After that, they select the interns, create their own group and debut it after a long process, in the meantime, some of the interns are forced to leave due to the difficulty of the work inside the company, and some are no longer

able to pay for it. They also leave the company, some leave the company due to lack of self-confidence and lack of necessary abilities, or the company itself fires them, some leave due to the pressure the company puts on them.”

“- So I think that the people who are selected and approved together in one course are not the people who will be in the same group later, right?”

“Yes, for the group's debut, they are like this, after selecting those people in the competition and starting to work in the company, it is possible to bring a person with, for example, 10 years or 6 years of internship experience into a group where a person has 6 or he has spent 7 months or even 1 year of training, so this is different and when a group debuts, the people of that group are not the same at all, even their training and selection.”

“- How are positions within the group, such as group leader and other people, determined?”

“This group leader is considered based on the ability to control the members according to age and experience and other company standards, and one of their criteria for choosing a group leader is how much training that person has spent. The longer the period, the more chance the party has to become a leader.”

“The second type of intern recruitment is that in competitions similar to talent search competitions that are held among individuals, the company considers the selected people of these competitions and starts an independent program with them.

In this case, when there is a competition between several people, they make a program and put a few, for example, apprentice boys in that program, and they compete with each other, and in the end, a group from that program makes a debut.”

“- Are these television programs? Can you name a group that debuted this way?”

“One program that is famous of this type is the Nhai Pan program and one is the Stray Kids program, which are groups that could debut through a competitive program and form a group, and some groups that do not have a debut program, well, the company didn't think it was necessary to make a program about them, but some people were like, "No, I want to make a program, so that program was made and made available to the public, and they are very famous."

"Island" is a South Korean boy band competition reality show organized by Blift Lab, a joint venture between CG&M Entertainment and Hyb Corporation.

Dismissal of the trainees after the internship period, another requirement that the idols face from the company officials is the dissolution of the group by the company. This means that with the age of idols, firstly, their audiences have become saturated, and secondly, because as idols approach middle age, it is more difficult to choose them as models for teenagers and young adults. As a result, various K-pop companies, by disbanding their long-standing groups, start new groups that will not be affected by the above-mentioned problems for at least a few years.”

20-year-old Masoud and 21-year-old Sayeh have said the following in their interviews:

“- Don't you think the company is thinking of replacing the new stars instead of the current ones?”

“It is one hundred percent and is training many teenagers to replace idols. Because the current idols are currently stars, and the passage of time and old age reduce their charm, and at some point they will be repetitive like other artists and celebrities and this makes the fans to stop supporting.”

“- Do you think the fans have no problem with this replacement?”

“The fans get upset because they all love idols. Idols are not old clothes that can be thrown away after a while, they become mentally and emotionally depressed.”

“- Have all the members made their debut now?”

“No, now their leader is debuting and they are debuting one by one, now they have made a date and until 2025 is dedicated to their solo activities. Until that year, they left for their military and solo activities”

They are currently going to do this until 2025 so that it is clear what will happen. It's hard for us who are their fans.”

In their interviews, 15-year-old Dibay and 18-year-old Shokoofeh have also mentioned the following possibilities of the exclusion of trainees from K-pop companies:

“There are generally strict rules and regulations for them, for example, the Kepler group said that we had to get our first win, otherwise they wouldn't give us our mobile phones. After this, if they want to become an idol, it means that even one may spend all their childhood and youth, but they cannot become an idol and lose all those years. For example, the same groups that are debuting now, their members are very young, maybe 13-14 years old.

Apart from the fact that some people can't become idols, if you want to become an idol, you should come and go easily, you shouldn't make dates or you might be thrown out of the group or the group will be disbanded. All these are among the difficulties.

"- Now with all these strictures, do they have a guarantee for having a professional future?”

“No, there is no guarantee that they will succeed professionally. Many of them may even become famous, but because of small incidents, they will be removed from the support of the fans or they will have a record that will make them lose their fame.”

“- For example, what history?”

“In the group Stray Kids, one of the idols was thrown out of the group because he hit someone when he was a child, that is, he gives up his whole life to become famous, but a seemingly insignificant issue makes him leave it, this issue also causes depression and suicide among idols.”

2-36- Acceptance of non-renewal of the contract (and in other words dissolution of the group) at the discretion of the company

K-pop groups, unlike western pop groups, place great emphasis on the youth of their stars, and since in South Korea men have to enter their military service by the age of 30, companies with boy groups have an opportunity to use the excuse of their members to go to the military. They disband the group and bring a new group to work, whose stars, due to their age, are more suitable for role models for teenagers and young fans, and secondly, they can get free from the stars who are old and due to frequent repetition are in a saturated state of fans.

17-year-old Sonia says in this regard in her interview:

“- Why do they usually replace the members?”

“For diversification. If a band wants a certain style of music with stable people for a few years, there is a high possibility that it will lose its fans, because it may not have a new attraction for fans, then other new bands will take over the rest. They attract, that's why after a while, they replace idols.”

19-year-old Mehlaghai in her interview about the K-pop group EXO and 21-year-old Rihanna in her statements about all K-pop groups say about the dissolution of K-pop groups with relatively high members and replacing them with younger groups:

“-Was EXO really good?”

“Now, even though I don't follow much anymore, I still say that their work is really good and strong. Especially, it's vocal line is unique and they deserve more than this. Because of their company, they have been wronged, they should be seen more.”

“- What do you mean when you say because of their company?”

“very detailed They do not have a sponsoring company. The company only cares about its own profit and hates EXO, and it bothers them a lot that three of the Chinese members left the group within one or two years. In the last three or four years, because it was the end of EXO's contract with the company, the company was trying not to support EXO and not to make itself and its shares too dependent on EXO, so that if EXO lost, it would not suffer a big blow. He tried to bring up his other groups to replace EXO, but it didn't work. Right now, they have two years left until the end of their military service, and then they will probably decide what to do with the group”.

“... even companies may disband a completely successful group and withdraw their attention and support from that group”.

In her interview, 19-year-old Tina, referring to the BTS group, mentioned her and other fans' concern about the dissolution of the group due to the military service of the group members, as follows:

“... But recently, the story of boys' military service came up, for example, they should either go to the military or not. Then, finally, go to these places. Now one of their members is going to leave, and then I was like, well, BTS did a lot of publicity for Korea, their culture, and everything in general, and they changed Korea in the eyes of the whole world, and it had a very positive effect on them. Then I was like, ok, now they have to go and be soldiers because, for example, it seems like it's a bit unfair to the others, ok. But at least instead of what I know, all this trouble for the sake of Korean culture, well, you would have reduced the military time a little bit, if you didn't want to cancel it. Because, for example, BTS recently held a free concert for an exhibition that was held in one of the Korean cities, just to attract people to that exhibition and to enlarge the Korean culture a little bit and show it. hold up ok and then that concert made a lot of noise, and then I was like, well, all these people are doing work for you, when they really don't have to, well, you could also reduce your military time, for example. Because now practically all boys are involved in this military story until 2025.”

Some of the interviewees raised the issue of human progress in the field of cloning (simulation) and talked about the cloning of idols, even opening the company's hand to demolish and destroy the desired idols. For example, 15-year-old Sahar, in one of her interviews, mentioned the issue of cloning idols by the company and, as a result, the idols' lives not being safe, as follows:

“...Sahar, can you explain more what you mean by the fact that these characters may not be real?”

“Look, we have something called cloning, I think they replaced Jungkook with a cloned version. That is, between genetics and hormones, they take that person and make another copy of him.

For example, there is a person who founded the satanic church and had a daughter named Zainalabi. This is Zainalabi, a singer, and now if we listen to her speaking style and her voice and see the photos of her movies, it is the same as Taylor Swift, well, it is clear that Taylor Swift is a cloned version of Zainalabi, but some people say that there are childhood photos of Taylor Swift, but when they can give us a picture of a sausage slice as a close-up of the planet Mars, which NASA did a few years ago, can't they broadcast a picture of a blonde kid and say this is Taylor? I have the same opinion about Jungkook BTS. Jungkook was real for a while, but then he had a bad accident in a taxi. Many say that Jungkook died in that accident and the one who is now in the group is a cloned version of him. I didn't take this seriously at first, but when I saw Zainalabi and Taylor Swift, I doubted that this might have happened. Because Jungkook's condition was very bad after that accident, but he came two days later, stood straight next to the other members and performed, that is, he didn't even sit down to just sing, he was even dancing! Who can dance like this, two days after an accident?”

“- From what source did you hear that Taylor Swift is a cloned version of Zainalabi?”

“One of Taylor's fan pages had posted a series of stories about the strange resemblance these two have and explained that there is a possibility of such a thing.”

“- Does this mean that a reliable source has not confirmed this issue and this is the personal opinion of the page admin?”

“I don't know, maybe you can search the net about it, I didn't follow it...”

“The fact that the companies kill some singers, doesn't it make a problem for them?”

“Maybe before, but recently they found a way and if they kill one of the idols, they will make another one with the cloning method and it will not be a problem for them anymore. Recently, if an idol doesn't listen to the company, they will punish him, now the Mansta X group and the N High Pan group, when they didn't listen to the company, the manager would beat them, and recently a technician who bought pizza for the group found out and went to complain to the company about this issue...”

“Foreigners are more focused on the Illuminati and they quickly realized that the Extension was killed by the company itself, and that's why the company came to make a rumor that He is alive. The interesting thing is that Extension Company was the Sony company that killed him and Michael Jackson's company that gave warnings about the music industry days before his death, and Sony was also the company that killed him. They say that Sony is evil!”

2-37- Lack of attention to physical health and mental health of stars

Some of the interviewed fans believed that the company is basically indifferent to the physical health and, beyond that, the mental health of its stars, and what is the top priority for it is only profit and profit as much as possible. This means that if the stars are physically injured during their hard performances, they are obliged to continue their own program. In the same way, many fans believe that the many requirements and compulsions that the company has placed on the way of its stars, despite the glamor that

the company has prepared for them, but these glamor are the answer to the tired soul and The above limitations are not their imagination. Recent restrictions have started from simple things such as hair color, clothing and (female) makeup of stars, to more severe things such as: displaying behavior against one's sexual orientation (such as displaying homosexual behavior in front of 80-90 thousand people present at a concert) and the prohibition of meeting with the opposite sex and marriage.

The result of the set of limitations faced by idols leads them to depression and in more severe cases to suicide (which has happened many times in Korean K-pop groups).

Another point that should not be left unsaid in this context is the extreme fans of the group or the extreme fans of the opposing groups who may simply hate the idols and with or without reason, suddenly A lot of hate directed at a certain star.

16-year-old Saba, in a part of her interview, referring to the requirements and compulsions that the company has placed on its stars, mentions the realization of new slavery in the Big Hit Company in the new era, as follows:

“- What are the political or cultural opinions of the group members?”

“Well, they don't talk about what capitalism is doing in other countries, or how they use their culture from other countries, and they don't talk at all, or, for example, support the people of Afghanistan or the people of Iraq and Syria, not at all.”

“- Is it the same about their sexual orientation?”

“If the company says?”

“- Yes.”

“Yes, it is one of the others and the company decides, even if it is against the tendency of the party, for example, they are very close to each other and somehow they even behave heterosexually, for example, it is common between them to make out, but not friendly, I mean in a homosexual way. One of the people who popularized that type of match among friends, they are the ones in the world. Now you see it in other places in the West, now they kiss and make out like two couples and it's normal for them, that is, they think it's intimacy, which is strange in our culture, and they get a lot of hits for this behavior, but their goal was fulfilled to make it universal. This was the issue. I think the company is doing this to attract gay people.”

“- Does that mean that the company is actually showing tendencies that are not real?”

“Yes, well, these are not homosexuals, which in reality means that they show like that just in front of the camera. They don't know each other, even they don't know each other's family.”

“- According to the restrictions you mentioned, what is their mental condition?”

“Well, many of them have depression and even committed suicide, but the company doesn't pay much attention to their mental condition, because it is not profitable for them, so it doesn't matter.”

“- Does that mean the company controls every moment?”

“Yes, even in the bathroom they are checked, their calls and words are recorded, there is practically no personal information anymore. In a way, it can be said that they are slaves, excuse me, but in modern and stylish clothes. Because this is slavery, no matter what you say, you have no right to complain, you have

no right to say no, if you want to separate, you will get so much hate that you commit suicide, so this case has become a reality. I mean, how many of them committed suicide, but the company doesn't tell their statistics, they were hate by people so much that they got depressed and killed themselves. Apparently, it happened a few years ago, and since they themselves signed that they do not have the right to complain, they cannot do anything.”

In the continuation of her interview, Saba concludes that the company does not care about the idols' mental health and treats them as a commodity:

“- Does the company do anything for the mental health of the idols?”

“Koreans are generally outward-looking, they only see the body and appearance. They don't care much about spirit and this company is also Korean and is like them. It means that he cares about everything fans and Korean people care about. He works on the appearance and doesn't care about the soul and the fact that they are not in front of the eyes at all, only the appearance and profit are important to them and they see the money only in the capitalist world. Well, that's why I said they have depression and suicide is among them...”

“- Does this mean that they should actually do whatever the company says?”

“Yes, their appearance, their behavior, their words, what do I know, their clothes or even their interests should be what the company says, in general, when they enter this industry, they take a commitment from them that whatever the company says, they must do, even if it is against their wishes and interests. OK, for example, the color of their hair is not in their hands, and it changes, or their clothes, or their style, or what they eat, what they don't eat, or their opinions.”

“18-year-old Sofia mentions in her interview that the pressure exerted by the company on the stars to perform at a high and ideal level sometimes causes the stars to need oxygen therapy after the performance:”

“- Do you think that what they show is real and that your knowledge is also real?”

“Well, some idols may be like this. But there are not many. Well, really. from the bottom of my heart When they see a fan with a notice, their mood changes. It will be fine, they won't hesitate. They don't catch themselves. For example, JHope8 BTS takes a lot of time. He talks to Fans in V-Verse. He answers them. Although he may be tired, after a concert that was very hard and boring. Because their concerts are different from regular concerts and concerts of non-K-pop singers. Because these have a heavy performance. Many of them go under the machine after the concert. They give them oxygen. Then, after all this, he comes back and talks to fans. Well, when you see this, you see how much they care about you, and that's the character. He is kind and caring.”

In her report, 17-year-old Sonia mentions that the stars have mentioned their unhappiness many times in the live programs they have had with their fans:

“- The limitations that exist for idols may cause psychological pressure on them. Have they ever said anything about this?”

“They get hurt a lot, but they don't bring it on themselves. They become famous people, but if we compare their lives with ours or other people who live normally, I see how limited they are. The real right of a person can be limited, like choosing a person to love. Many times in their live broadcasts, they said that we are not very well, but we will get better with you, Armies”.

22-year-old Zahra and 12-year-old Elnaz have stated in their interviews that the stars are still obliged to continue the program or attend the desired programs despite being physically injured during the performance or being unwell:

“... the company's behavior is really inappropriate with idols (with emphasis) and no one can deny that everyone remembers the performance that BTS had in Japan when Jimin's leg was injured in the middle of the performance. The performances are so hard that despite a lot of training, there is still a high possibility of injury. Although Jimin was injured, he continued the whole performance with his injured leg and under no circumstances should the performance be stopped.”

“- Can this failure to stop the performance cause more severe damage to the idol?”

“It is true, but the directors do not allow this in any way, because the performance is destroyed and cannot be continued. Then there is another remarkable thing, usually the company and the program manager try to inform the people about the damages and events that happen in this way in a very small way.”

When three members of EXO separated from this group, one of them said these things in one of his interviews.

“- Well, are the members under the supervision of a doctor in terms of physical, mental and psychological health?”

“Yes, but it doesn't matter that much, for example, in one of Jungkook's concerts, his foot hurt and he had to go to the concert. I think he had stitches on his foot, but he had to go to the concert. He doesn't go dancing, of course, I think it makes him depressed, because he sees everyone dancing and singing, but he can't. It happened in other places that Taehyung was sick and couldn't sing, but he had to come to the concert and he cried all the time because he was upset of the reason why he couldn't sing”

18-year-old Maryam and 20-year-old Masoud have stated in their separate interviews that the many restrictions that the company has placed on the stars (such as the ban on dating the opposite sex, getting married, etc.), cause the stars to be under psychological pressure. taken, their mental balance will be lost over time:

“- Why do you think some armies claim the right to interfere in the personal affairs of members and even hit them in some cases?”

“See, when the interest in someone or something is excessive and unhealthy, a sense of ownership automatically arises in you, which makes you feel that you must have complete control over that person and whatever they do must be pleasing to you. If true and healthy love is not like this, you should give freedom to the one you love, you should give him the right to choose so that he can be happy and live well. You saw that person in the normal course of his life and you liked him, now if you come to take that person away from the normal course of his life and his needs by controlling and restricting him inappropriately, he will no longer be the same person and maybe even your interest is reduced. One should accept and love his favorite person as he is. Armies think that by restricting the members to not dating or marrying, they are increasing their chances of being with the members, when we all know that this is not possible and if BTS are not in a relationship forever because of us, they get a hundred kinds of mental and physical diseases, and they definitely cannot work with the quality they used to, and they will no longer be regular BTS. They have made it this far, because they are still young, but a person will reach a certain point and move from one place to another and his heart wants love and relationship, this is one of the most important needs of humans and cannot be ignored. I wonder how the companies don't pay attention to this point and think they can keep their idols forever single and away from communication

and at the same time expect their work to come out with quality. You can apply pressure to a certain point, from a certain point, your work will fall apart. After all, the idol's mental health is also important, for working so hard. The company tries to match the appearance, body, dance and everything of the idols, but they are always unaware of their mental state.”

“-Masoud, the fact that idols can't get married and in your opinion are not gay, what do you think they do with their sexual instinct?”

“Honestly, there are two situations, either they suppress their sexual instinct or they turn to masturbation.”

“- What are the consequences of suppressing their own sexual instinct?”

It causes a kind of forced monasticism among them and destroys their liveliness and freshness, they become depressed and isolated. There is something else going on inside them and something else on the outside.

“- Idols don't look like nuns and they don't regularly pray and recite, do you think monasticism is the right word for idols?”

“I admit, no, it's not true, no one has ever seen idol worship, so the second option is that they masturbate and it has become a kind of addiction disease among them.”

“- If they turn to masturbation, what are the side effects?”

“If they turn to the second state, which is masturbation, they will have problems both mentally and physically.”

“- What problems do they have mentally?”

“They lose their self-confidence and feel guilty all the time and eventually suffer from weakness of nerves and concentration.”

“- What physical problems do they have?”

“Masturbation weakens the immune system and causes successive illnesses, and also causes hair loss and memory impairment, and masturbation raises the ground for homosexuality.”

19-year-old Tina and 20-year-old Elaheh, referring to some unbalanced fans who deny, and hate the stars for various reasons, have mentioned these cases as a major factor in psychological pressure on the stars:

“- Has their company taken any measures to control or deal with the hates that idols get?”

“I know the BTS company that does this. Many times, in just one year when I was in the army, I think I saw 5-6 times that he made a statement, of course not against hates who, for example, made a comment, even though BTS whose page is closed, only the members themselves can comment. Leave a comment. But now you can get hates in any other way, but many times the members are threatened with death, like now, but I don't know in what way, or someone wanted to abuse the name of BTS, and from these words, I saw that at least 5-6 times. In just one year, when BTS made a statement, about the fact that their lawyers are following up through legal means, and I even remember writing once that there was a fine and so on. It was as if they had really tried a series of them and, for example, they had told the fines that the other party had taken to the court. I mean, at least for BTS, I know that their company will follow up as far as it really has a legal way, I know that it will follow up. But now I don't follow the rest of K-pop, I don't know”.

“- The company sees the idols as slaves, and this issue bothers both the idols and the fans, can't something be done about this?”

“exactly One thing about the company's policy is that if a rumor about boys is true and it benefits him, he stays silent, but if it harms him, he reacts. I can boldly say that at least 90% of the army hates the company, but practically there is nothing we can do.

Not long ago, a series of hates were hit on boys on Twitter and it was the fans who collected the matter and the company didn't show any reaction because it didn't matter to it and those hates and rumors were for its benefit, for example, at the Las Vegas concert, Taehyung was threatened. To be dead and the company did nothing. Nothing”.

18-year-old Shokoufeh, in her interview summarizing the performance of Haib Company, notes that, in addition to the company's "extreme strictness towards idols", "preventing idols from dating the opposite sex", "mental injuries" and “pretending to have unrealistic sexual orientations" and finally "pressures leading to suicide of idols" are among the other measures taken by the company of K-pop groups, including BTS, which affect the mental health of idols that is severely threatened.

16-year-old Sabai, in his interview about the Big Hit company, notes that idol fans, like the company, sometimes have a role in their psychological damage, and 14-year-old Hadith, in a step further, in her interview, reminded that idols are not They are under pressure not only from the company and their fans, but also in the event of an incident, the company also uses the created inflammatory situation to its advantage and by fueling the fire of rumors and marginalization for the desired idol and his possible mistake, tries to increase its profit by attracting more attention of citizens:

"Then the behavior of idols is very important for their destruction?"

“Yes, they care a lot and put them under the microscope and how someone stood and laughed or walked and how he behaved with fans and...”

“- Are these things important to them?”

“Yes, once a person loves someone, everything becomes important to him and he follows them whether he likes it or not.”

“- Now you say that their tendency is opposite to what they are showing; do they also suffer mental damage from this issue?”

“Yes, definitely. Well, many of them have depression and they say they are dying, they even take pills. His film had arrived, some of them had been destroyed, but he had secretly taken one of them. Then he zoomed in on the pills and discovered that this loan is an anti-depressant. This much attention from others and the company's pressure to show something else makes a person psychological, of course not at first, but gradually yes. But again, it is not clear from their appearance, because they are happy and dancing.”

“- I heard that the intensity of the fandom's interest is high and to a certain extent, it is mostly prejudice, from that, they are also very fierce. Tell me a little about the effect that these hates have on the activity process or the group's work.”

“Most of them give biased hates that they have a very unreasonable prejudice against their idol, for example, the first time BTS installed Instagram, Taehyung made a mistake and followed Jenni. On the other side Blackpink's fans gave Taehyung hate. From my side, they ship them together, they photoshop their photos, then the poor, unaware idol gets hates from all over the place. Then, in exactly the same

situation where the idol gets so many hates and is under pressure, the company does not provide any support and even makes the fire of rumors faster, because it is beneficial and makes the idol more famous, and then more money is made for the company. That is, exactly in the middle, the only thing that is not important for the company is the mental condition of the idol. Because sometimes the intensity of the hates was so high that they made several idols commit suicide.”

2-38- Having an instrumental view of the stars

Some of the interviewed fans stated in their statements that the K-pop companies' view of their stars is a tool view and that the company benefits from the stars in various ways in line with its goals and ambitions without paying attention to the consequences of its actions on the stars. 16-year-old Rokhsare reports in her interview that when the stars go to the army, fans send them letters or send them gifts, and the company intervenes, announcing that the fans should not do such a thing. But in sensitive cases, such as when fans plot pornographic stories or produce pornographic works of art centered on the stars, and in practice put additional psychological pressure on the stars, the company makes the procedure of silence, because creating rumors for the stars has led to more attention from the society, the profit of the company will be more and more.

In her interview, 15-year-old Niko has described an example of such cases as follows:

"Sasang fans are very dangerous creatures, for example, there were too many on TikTok and on Instagram. For a while, they posted videos of themselves, for example, we were married to Jungkook for several years, but we kept it a secret, or for example, one of the girls who was a BTS fan and the video he posted on Instagram that I am in love with Taehyung and we will finally get married one day and no one has the right to be with Taehyung, even though Taehyung has so many fans, now you come and convince everyone that only I am a fan, is it possible? There was also one on Instagram who became very famous, his name was Jimmy and he was a gay boy who had done a lot of work and had a lot of feminine operations and he stuck that he is married to Jimin and they are in a relationship, the Armies are complaining and they hate him. The news got spread this news so much that BTS heard about it and Jimin was also informed and knew, but he didn't show a reaction, because companies usually believe that if idols don't show a reaction, it's much better so he would say to himself, why should I try so hard for this matter, but Jimmy continued and still is and he came to a program and held Jimin's banner in his hand and lived with that, he even posted a video and he had kissed the Banner of Jimin or, for example, he had taken Jimin's doll that was his own shape and lived with it, he even put it in front of him and ate with it, he was very delusional.”

In an interview, 13-year-old Sarina expressed her displeasure with the short dresses that K-pop star girls have to wear, and 15-year-old Dibay reports that basically, whenever there is a problem in the world of K-pop, the stars are easily victims by the company to overcome the problem.:

“- What is your personal opinion about the fact that some idols are very young and active?”

“It's very bad, for example, a 13-year-old person should study and have fun at that age, not that she wants to become an idol, because first she stays away from her family, second trainings are very difficult for her, and third at that age she has to suffer the hardships of a perfect idol. Like the hates they give her and the diet and such.”

“- Can you give me an example for the topics you mentioned in your talk about the dark side of K-pop?”

“For sexual harassment, I think it was Irene who was touched by a Chinese man in the show and then Jackson came and separated her, or for example, one of Joy's dresses from Redolot was very short in the performance and she was always pulling it down in the performance.”

“- Can you give an example of why they throw an idol out of the group? What did he do to deserve this?”

For example, Hyunjin from Straykids was once accused of bullying, and because of this, he had to withdraw from the group's activities for a while, or for example, a few days ago, I was watching a video about the bad events of 2022 for K-Pop, and in that video, several groups were disbanded or several members of different groups or they themselves have left or been thrown out of the group. Actually, I'm just passing by and I'm not being precise, that's why I can't say the exact name, but in general, one of the characteristics that most companies have is that when there is a rumor, before there is any follow-up about it, they stop the idol's working temporarily and I think the reason may be that the wave and emotions of the people will sleep and then they can get involved with the issue. In fact, they first erase the face of the problem.”

In his interview, 17-year-old Ehsan listed the result of the instrumental interaction with the stars as their psychological destruction:

“- Do you think that the company does not promote desexualization in love with this work?”

“That is exactly the purpose.”

“- Ehsan, what effect does this company have on the stars?”

“Idols are emotionally and psychologically upset when they hear rumors of homosexuality. Some of them get depressed and start taking nerve pills and see all these rumors from the eyes of the company.”

“- What do you think is the solution?”

“Taking nerve pills has a temporary effect and they forget for a while what happened to them and the destructive effect of this rumor stays with them for the rest of their lives. The only solution is to resign from this group and speak out and start a new life.”

2-39- Expecting stars to ignore contradictions

Some of the interviewed fans, by putting together the slogans of the company and the instructions that it puts in front of its stars, concluded the conflict of these cases, and noted that they were surprised, the stars who supposedly say: "Love yourself", how even the most detailed choices of their lives have been entrusted to the company, or the stars display homosexual behavior in front of a crowd of concert audiences, while having an orientation to the opposite sex.

19-year-old Shaghaig and 22-year-old Shirin, in their own interviews, referring to the conflicts between the slogans and the performance of the stars, say:

"- You said that the members of the group are very close to me, does their own society accept this issue?”

“Look, Koreans and Westerners in general have more free relations with each other, and as a result, they accept many things that we do not accept, but not to this extent, I even said that I had learned their language. In the comments, their people wrote that this move is not very pleasant. And you're not gay and that's even making fun of them. I mean, they are not very ok with these gestures, unless the party is really

gay, which they are not, because they behave differently, for example, you see that the company told them to describe a certain girl who is now famous sexually and say how attractive she is, to attract opposite gender who non-gay people. But it isn't that just Koreans are their audience. They have fans all over the world, in Asia, in the Middle East. They know that they are the ones who tag them all the time, and they behave in such a contradictory way that they kiss each other in front of the camera and then they are not like this in reality, and they are also in a bad mood. It is definitely true, I think this inconsistency between behavior and mind is very damaging to themselves first of all. Contradiction makes anyone psychotic."

"- How do you justify this work of the company?"

"These campaigns are rejected by everyone. Marriage is the natural and personal right of everyone, and this company's work is cruel and tyrannical, and it is an interference in the idols' most personal matter."

"- What effect did this company have on the stars?"

"The despotic actions of the company and the deprivation of the personal freedoms of the group members make them depressed. To the extent that they have resorted to taking nerve pills."

"- One of the slogans of the group is to love yourself. Doesn't the fact that they don't have the right to marry and have relationships with the opposite sex contradict this slogan?"

"Honestly, it is completely contradictory. Both loving yourself and being hard on yourself are opposites. So how long should they suppress their sexual instincts? Where is self-love in this case? This is the only problem that has happened to the group and the company is to blame."

"- Another slogan is to be strong. Well, do you think the group is strong now with all this tension?"

"No, this slogan of theirs contradicts the behavior of the company and the depression of the idols. With the tyrannical behavior of the company, the group does not have the right to realize the most personal issue in their lives, and with the slanders that are thrown at them, they have become depressed and started taking nerve pills, and may even commit suicide. That is, they look strong on the outside, but they are falling apart from the inside."

"- In your opinion, what effect does this contradiction of slogans have on the performance of the stars on the fans?"

"It makes the fans doubt the sincerity of the idols and discourages them from continuing their fandom and indifference towards BTS."

In an interview, 25-year-old Shabnam admits that seeing the conflict between the slogans and the performance of the stars of the BTS group, she really does not know how real and unreal what the stars are showing:

"- This control that you yourself admit that the company has over the stars, don't you think it contradicts the slogan that idols give to be yourself and not be influenced by anyone and not take the rules and principles seriously?"

"Well... now that I look at it from the aspect that you say, it's kind of like that."

"- how is it?"

“According to you, it is contradictory. Saying something yourself, but following a series of strict principles in practice, does not go together!”

“- Doesn't it make you suspicious about the message they are trying to convey? It means that this message is also probably a message that is on their agenda from above and is not something they want.”

“Why, you are right. You completely messed up my system (laughs). Like this movie where the end of the movie shows everything by chance and you can see where it started and what was the plan behind it. Of course, this sentence that you just said is not the only reason, I became more in-depth about everything during these interviews.”

“- And what did it lead you to?”

“I do not know. A bit of belly to everything. To this amount of advertising that exists behind BTS and to what extent is this picture presented to me real and to what extent is it fake and photoshopped!”

18-year-old Sofia, in her report about South Korean K-pop groups, notes that the conflict that can be seen at the level of BTS stars is not specific to this group, but also exists in other K-pop groups and is observed:

"- Didn't you try to emulate their beauty standards earlier?"

“No, never. Never really. From the very beginning, I thought this case was really poisonous. Because in my mind, I can't imagine that someone eats an apple a day and does heavy sports. I will faint if I eat an apple. But I would like to be like Ayu, for example. It is very sad. They advertise very poisonous things and harm girls especially.”

“- you want to be like Ayu?”

“Yeah, she is a singer. It works solo. Then his diet is famous in Kpop. At the beginning of her debut, for example, she had plump legs. Then they force her to go on a diet. Well, now she is really beautiful. handsome I want to be like her. But not with that method and not with that step.”

“- Well, inside what you are saying, sexism is very clear. But one of Kpop's slogans is that it has come to oppose sexism.”

“Yes, and this is a conflict.”

2-40- Inducing robotic identity to stars

"I don't know exactly which member of BTS live was, but it was a birthday live and they put up a big balloon and it looked like a mirror, and it was obvious that someone was writing on the board what that idol should say and do" (Mehsa, 14 years old).

By launching the BTS group, Big Hit Company is trying to realize its economic, cultural, political, ideological and aesthetic goals. Therefore, to advance each of its recent goals, it needs people who will implement its numerous instructions in economic, cultural, and political directions ideologically. For example, in order to gain maximum profit, the company tries to cover people with different sexual orientations (homosexual, heterosexual, bisexual), so the stars of the BTS group should hide their sexual

orientation, and should show signs of a desire for different sexual orientations, of course, this issue (and similar cases) puts a lot of psychological pressure on the stars.

In addition to the various demands of the company, the existence of anonymous people who seek their identification by supporting this or that group or people who have toxic identities and are able to show themselves only by insulting others, stars BTS (and of course other Korean pop groups and other pops) are the target of their insults and slanders, which is still a difficult task to bear the insults and insults of this group of people.

16-year-old Rukhsare and 13-year-old Nagin have exposed examples of the aforementioned cases in their interviews:

"- uh huh. Well, will you tell me about shipping?"

"they ship members with at least one person, for example, the most popular form between BTS members is Kook Bin Taehyung, who is also called Serkook."

"- What kind of shipping is it?"

"They somehow prove that they are together, for example, they relay each other, they are in a relationship."

"- Who ships these with each other?"

Armies.

"- And what do the idols themselves think about being shaped?"

"Well, idols know... well, idols don't have a particular opinion, they don't react to this."

"But their company has already told their armies that yes, don't ship and things like that. But the ARMYs were quiet for a while, but now the ARMYs have started again and the idols are not upset or against this work at all, they don't have any special reaction either."

"- Look, what does it mean to say not to do this for a while?"

"Saying that you are harming the members and while this is not the case, the members themselves have no problem with this."

"Please explain what you mean by torment?"

"You see, if someone gives you hate comments 24 hours a day, well, the person is completely upset, for example, saying how ugly you are, how bad voice you have, how this, how that, many people do not have the strength to bear these hates, but when I see that they can, why can't I? The hatters are mad at them and the company put them under pressure."

According to what was mentioned, the officials of Big Hit Company consider themselves obliged, during the training of trainees who should be responsible for heavy responsibilities in the future, the conflict of roles will lead them to confusion and mental turmoil, to train robot-like people who will assume when he is asked to kiss another band member's lips in front of 80-90 thousand fans against his sexual orientation, he simply does it.

So far, the cases like: holding a test to attract trainees, applying strict beauty standards, requiring stars to undergo cosmetic surgery if needed, using body skin whitening program for stars, considering doing

heavy exercises for trainees, the relationship of trainees and stars with their families is subject to the permission of the company, the requirement that the stars do not date and marry, the requirement of the stars to follow the hair dyeing, make-up, clothing and ornaments requested by the company, the requirement of the star → to users of the brands they advertise, requiring stars to follow media games, not having the right of stars to object to rumors related to themselves, prohibiting stars from collaborating with other artists without the permission of the company, obligation to follow physical contact during performances by stars, obligation of stars to cooperate in preparing attractive moments, obligation of stars not to project their sexual orientation, obligation of stars to follow special diets, obligation The stars must not exceed the prescribed weight, the obligation of the stars to follow political directions according to the company's opinion, the acceptance of the supervision of the company's supervisors on the stars' activities (in the virtual space, live programs -lives- and like that), considering side measures for the success of the group, requiring the stars to appear perfect and ideal, appointing protective forces to take care of the stars, accepting punishment in case the stars violate the rules and regulations, accepting being dismissed after a few years of training, accepting the non-renewal of the contract at the discretion of the company, paying little attention to the physical and mental health of the stars, having a tool-like view of the stars, instilling a robotic identity into the stars¹ were mentioned that in practice it leads to the training of people who put aside their emotions and thoughts, trained like a robot, and become the sole executors of the goals that have been ordered².

The introduction of robotic identity to stars is a serious and important topic that has been emphasized by a significant number of interviewees who have had a critical view of Big Hit and its BTS group. Robotic identity is an identity in which a person is programmed and guided by the company like a robot, and the person does not have the least right to choose to express himself or his life path.

From the perspective of 15-year-old Sahar, a lot of pressure from the company on the stars since their internships causes them to lose their individual identity and accept the identity dictated by the company. The latter identity can be referred to as robot-like identity. Sahar says about the pressure from the company to the stars:

"... When people are going through the training period, they still have time to give up and not continue, that's why companies try to show them there in a better way, that is, they don't take them to even the rooms of other idols that are older to prevent talking between them and to keep them unknow about the reality of the story. The trainees only go to the training room. Of course, they tell the trainees, if you don't want to debut and cancel, you have to pay us, because we spent time and money on your training, but if you debut, you can pay our money with the money you earn from your performances and shows. Let's face it, that's why they give them a small salary for a while to compensate for their internships, that's why most of the interns endure difficult conditions, because they think to themselves, if we want to go, we have to pay a lot of money. In general, they create an environment for them in such a way as to instill the belief that no matter how hard we work, we try to achieve our dreams. In that situation, the trainees are

¹ It should be noted that the recent list is not a complete list and other items can be added to it. For example, 20-year-old Baran has mentioned in his interview with the fans that the star's signature is prohibited in the community.

² Some fans (such as 20-year-old Shidaya and 21-year-old Narges) by presenting other evidences of girls' K-pop groups, have depicted their conditions as much more difficult than boys' K-pop groups. This means that in these groups, sometimes the trainee girls are required to sleep with this person or that one. If the stars in question accept the orders of the company officials and show their pure obedience, their progress will be smoother, otherwise, by leaving them aside, the company will prevent the training of stars who may stand against the decisions of the company officials in the future.

very enthusiastic and before they make their debut, the company does not come to tell them directly that you must have everything under control, and even if the situation becomes very difficult for them, they say that you are trying to achieve your dreams. That's why they don't know about some things before they debut, and only after their debut, they see the dark side of this music industry, that they have to show a series of symbols because of the contracts that the companies make with the Illuminati, that they have to be someone else, to the extent that Jaesung said, do you think I'm really the same Jaesung? This shows that even these characters may not be real.”

15-year-old Sahar says about losing the idol's individual identity and accepting the identity dictated by the company:

"The whole music industry can be a fake, especially K-Pop, which is known as a fake, because, for example, Live Born J (a member of the group N High Pan) was in front of the camera and he was looking at the back of the camera and answering and just he read a series of special comments and gave a series of special answers, and this is how the fans saw from the reflection of the balloon behind him that a girl is writing to him on the whiteboard and showing it to him. All their words are controlled and they cannot disobey these orders. That's it and they have to play a role, for example, Jisung (a member of the group Stray Kids) said in one of the programs, "I am a good actor, and then they told him, 'Are you a good actor?'" He said yes, I'm playing a role right now and everyone took it as a joke, but Jaesung's tone and face were much more serious than a simple joke. He said I'm acting right now; do you think my real name is Han Jaesung? Do you think it's me? Another example is that many times when it is the birthday of one of the K-Pop singers and they film the birthday party, they make a fake scene in which the cake falls to the ground and this incident has been repeated in several birthdays, so it cannot be a coincidence, the reason is because of the hard diets they are not to be allowed to eat sweets and cakes. It's very sad that you can't eat cake even on your birthday."

15-year-old Sahar, in his interview, mentioned the identity of robots like idols as follows:

"- Don't you think that BTS's beauty treatments and strict diets are contrary to the love yourself slogan that they are trying to promote?"

“In my opinion, it is very contradictory, because the person who has the surgery dislikes his/her own appearance, but it is not what they want by themselves, this is what the company wants them to do, and the BTS members do not do it by their own will. For example, J-Hope didn't even wear earrings at the beginning of his debut, only sometimes he used sticky earrings so that he didn't need to pierce his ears, but recently he pierced his ears a lot, and it's clear that it wasn't his will, it was forced by the company.”

In her interview, 17-year-old Rihaneh notes that the idea of increasing profits has caused the company to define a robotic identity for its idols and treat them like a chess piece:

"- Well, the fact that the company has so much influence and control over them, do you think it's possible that the personality and behavior they show on idols is different from their real personality?"

Ahem, maybe.

In his interview, 17-year-old Samaneh, after emphasizing the loss of individual identity of idols and accepting the identity dictated by the company, points out that considering the changes that the members of the BTS group have made in the company You see, he mentioned the formation of an identity called robotic identity:

"- But do they show themselves well in front of the camera?"

“Yes, they show themselves very well, happy and energetic. A person hates himself, feels depressed in front of them, (laughs), they say and laugh and everything is great and everything is so peaceful.”

“- In their songs or clips?”

“Both of them, they just jump up and down in their songs.”

“- Do you think something called robotic identity can be applied to them?”

“Yes, you can say. Because they are really the same, they are no longer the ones I explained.”

According to the robotic identity plan, Samaneh mentioned the company's abuse of idols on the following basis:

“- Well, these are their own countries in Asia, so what do they have to do with the West?”

“Yes, they are in Asia, but their structure is in line with the West, even this desexualization of clothing or trying to attract the audience in any way for money, well, it's all for the West and even trying to show themselves attractive in terms of appearance. The company itself is Asian, but it is based on western thoughts.”

“- On behalf of the company, they don't let them tell their gender identity?”

“Yes, exactly what the company says, these actors do it. Even their hairstyles and other interests are with the company and practically they have no choice of their own.”

“- Do company officials actually abuse them?”

“Yes, it can be said, but they went there with their own consent, no one put a knife under their throats, they pay good money and give them fame and all facilities. They say that, now that there is everything accessible, if I don't have the option, it won't happen, okay, they will somehow give their body to the company, and their soul as well, whatever happens, it doesn't matter.”

In other words, because they only show their bodies, colorful clothes and colored hair, their souls never have a chance to be revealed.”

The 17-year-old Samaneh further mentioned that his opinion indicates "new acts of slavery by the company" and believes that the idols in the company should eventually lose their individual identity and give in to the identity dictated by the company:

“Is the company involved in the idols' personal lives?”

“100%, I say that they have to do whatever they pledge to do, otherwise they will be labeled and thrown out and they will be defamed or whatever they say, they will even be told that their hair color is not their choice and now even the fans close to them are saying this. And they don't wear accessories of their own choice, they don't pay attention to their interests, they dress them up like dolls, they send them in front of the camera, but they still have the charms I said, that's why they attract them.”

“- How do you know that they don't choose the jewelry they use?”

The news of Fans,near them, is coming, they are telling reliable news, they have always said this many times, it has leaked from them... .”

“- Doesn't too much interference from the company cause mental problems in idols?”

“It definitely creates, yes, who stays healthy with this pressure? To always make them look great and to say whatever they want to say, to wear and to eat, etc., all of them are stressful, and I don't know if you know it or not, two or three of them committed suicide when they came out. It happened, but it didn't become global, because not letting it be reflected, it was harmful to them, but there was suicide between them, because for any reason, when they left the group and were stigmatized and labeled. mental illnesses like depression, yes, many of them have it, but they don't show it. A fan close to them also revealed that they take nerve pills a lot, that is, they give them to eat to keep their spirits up and calm down, and in fact their problem will clear up.”

3- Providing attractive content

Considerable sections of interviewed fans have noted in their interviews that the contents provided by BTS are interesting and thought-provoking contents, and this important feature has created a significant difference between the songs of BTS and other K-pop or Western pop groups. Things like: discussing some youth issues, giving hope and motivation to the audience, trying to improve the life skills of the fans, increasing the self-confidence of the audience, using some philosophical and psychological content in the songs, presenting more polite content than Iranian and Western pop songs, in some cases presenting sexual content, puzzle-like design of some concepts in different songs, performing some songs in historical and artistic places, pushing fans towards dreaming and the happy approach of many programs are among the things that the interviewees mentioned in describing the attractive contents of the BTS group, which will be discussed further.

3-1- Plan some youth issues

“- Have you ever seen the music you are listening to, how well it matches your situation?”

Yes, Jimin and Taehyung's Friends song, exactly every sentence he says, is like my friendship" (Fateme, 19 years old)

Significant fans in explaining the reason for their inclination towards the BTS group have emphasized and noted the issue of teenagers and young people by this group, while in many other groups vulgar issues such as superficial and emotional love and the like are raised. the BTS group started his work by discussing the problems of teenagers and young people, and then by addressing some of the issues and problems affecting teenagers and young people, it showed in practice that the problems of young people are important for the members of the group (and in fact, the company) and in this direction, they try to be effective in mitigating and adjusting the aforementioned problems by paying attention to people's valuable characteristics and capacities on the one hand and by providing guidance to them on the other hand.

15-year-old Dibay and 25-year-old Kausar, in their separate interviews, described the beginning of the work of the BTS group and their abundant interests in the issue of teenagers and young people.

"The first BTS songs, like No More Dream, were all about school, for example, the music video was in a school bus and all the members were dumbfounded, as if they were being sent to school by force. The generation that was attracted to this concept struggled with these issues themselves and somehow got used to these issues that were sung in the song."

"The concept of BTS songs was different from the concept of all K-pop songs. Before BTS released its song, K-pop was mostly limited to romantic songs, that is, for example, wow, I lost you, my girl, etc., even BTS itself has a series of songs like this. But the foundation of BTS songs was based on the problems of teenagers."

“- uh huh."

“Not only teenagers, both also all youths. The problems that existed in their society, difficulties they had for example, they have an album that is generally about how much kids are bullied at school, or they recorded the music video at school.”

17-year-old Sonia notes in her report that by addressing young people and presenting their problems, the BTS group is trying to pay attention to the young generation and their needs, hopes and dreams:

"- What is the subject of BTS songs usually?"

"Because these seven people are not very old, they seem to know what problems are happening to them when they are young and old. For example, someone is depressed, someone is not satisfied with their appearance and wants to change themselves, someone lacks self-confidence, someone likes to do something they are interested in, but they are in a controlled environment. That is, he does not have the right to go towards the things he likes, and I see that there are things like this among my friends."

"-When you listen to a song that contains your own problems, you get that good feeling with it."

24-year-old Zahra and 15-year-old Dibay stated in their interviews that, while presenting a list of issues and problems of the youth, the BTS group is trying to give them attention and guidance, and they ask the teenagers and young people, despite the problems they are facing, They should not forget that, first of all, they should love themselves, and other issues raised by adults are their next priorities, and secondly, they should know that despite all the difficulties in their lives, they should not neglect the pleasures and beauties that exist around them and by ignoring these positive aspects, leave themselves only to the adversities of the society:

"- What are the concerns they talk about in their poems more related to?"

"I want to say very generally that the meaning of their poems is good and the concerns they talk about are about everyday life and realities that exist in many societies."

"- Is it possible, give an example about it?"

"Yes, for example, in some of their poems, they talk about the interference of the elders in the decisions of the younger ones, about the fact that the elders put pressure on the younger ones to choose their future path as they want."

"That is, don't be a child according to your own desire, and at the end, he says that you should follow your passion and something you don't like, shouldn't be imposed on you, or for example, having self-confidence, or the meaning of a famous lyric is that you just don't see the goal and get off the path. Enjoy the goal or that life goes on."

"- Regarding these three cases, I mean self-confidence, continuing to live and enjoying the path to reach the goal, can you also explain the same as the first case?"

They talk about self-confidence in different songs, the most famous of which is Love Yourself, which says that we should love ourselves, apart from all the differences between people, for example, one is fat, one is thin, one is tall or short, well, these characteristics, good or bad, should be accepted and we should love ourselves.

Life goes on, that's what it means, with all the hardships, life has its own beauties and you should enjoy it as much as possible."

"- Apart from the concepts of loving yourself and living life, do BTS refer to other topics in their songs or not?"

"Usually, RM reads about such issues as, for example, who am I, that is, the same thing that most teenagers or even young people are involved in, what is my duty now, what role do I have in society,

what kind of personality am I, how much I am accepted by society. I get what people think about me and things like that. RM himself said that he was involved with such issues, that's why he reads more about this issue, for example, in the song Persona, he says, "Who am I?" This is a question I always ask myself."

"- Apart from the relative influence that BTS had on loving yourself, did it have any other effects?"

"I used to blame myself a lot and I always told myself why I am like this or that I need to have my nose operated, but now I am not like that at all and the intensity has decreased a lot. I'm going to school, I feel like I'm taking life much easier and I see more positive things about myself and life than others."

The 18-year-old Taraneh has mentioned in her report that the intervention of the BTS group in the issues of teenagers and young people and the enlightenment and hope of this group has led to positive effects at the level of the South Korean youth community and has reduced the high rate of suicide in this community:

"-How did BTS open up in Korea?"

"Among the people of Korea, the suicide rate was very high, especially among teenagers, because there is a tough competitive way of studying. Studying in Korea is very difficult and there is a lot of nervous pressure on children from parents, in the field of work. They also have a lot of pressures, in fact, not everyone can live in Korea, a special life with a special order and system. He had to pay damages and return. K-pop has a teenage style and the most who gave wings to this branch was BTS and it was very effective in reducing depression and suicide among teenagers."

In fan meetings, many young people came and said that "we wanted to commit suicide and we came back because of BTS or because of what they say, now we are alive".

3-2- Giving hope and motivation to the audience

The officials of Big Hit Entertainment company, on the one hand, understanding the more or less confusion of teenagers who have entered their maturity, and on the other hand, understanding the psychological, cultural, social, ideological, and political changes that people face at the beginning of their youth, have tried to answer to the recent needs of teenagers and young people, to guarantee the success of their musical group in practice. Therefore, not only the direction of some of the songs of the BTS group is aimed at giving hope and motivation in response to the confusions of teenagers and young people in the society, but also the members of the BTS group are obliged to act with support in their social positions. Teenagers and young people should put a stamp of approval on the topics raised in their songs. In addition to this, the members of the BTS group show their practical attention to the teenage and young audience by presenting the hardships they have endured to reach their current fame and status and by using motivational statements and supporting slogans. The set of aforementioned cases provide encouragement to significant sections of the audience of the BTS group.

20-year-old Baran, in his interview, referring to the songs of the BTS group, which are sometimes full of hope and motivation for his audience, from the hope that the songs give to "change", "starting over" and "getting behind sorrows and failures", has mentioned and emphasized, these themes have been effective in improving his bad mood by reducing his discomforts, they make him feel good:

"- Say the lyrics of your favorite song and explain your feelings about it."

Kuki's Still With You song, Jimin's Wait You song, Magic Shop song, Bulletproof song, Kuki has covered two songs that I listen to when I'm sad. It is very important to me, I will send you the text, be sure to include it in my interview. I like it very much, because it says, you can always start.

"There is a day,
The days when you are sad for no reason,
A heavy body
A day when everyone except me
They are busy and greedy.
My steps don't fall,
I think I'm already late, you see?
The whole world hates,
Accelerators everywhere.
My heart is torn to pieces and words fail me.
Why was I running so hard?
oh why me
I'm going back home
I lie on my bed,
I think,
Was it my fault?
confusing night hess
I look at the clock,
almost twelve
Does anything change?
Surely that's not going to happen.
But this day
Finished,
when the counter
It is the same as the minute counter.
The world holds its breath for a short moment,
twelve midnight
And you're going to be happy,

And you're going to be happy,
Like the snow that is sitting on the ground right now,
Let's breathe like the first time,
And you're going to be happy,
And you're going to be happy,
Turn all these around.
everything is new
At twelve midnight..."

I think that the song "Life Goose" was released during the corona era to make everyone feel better.

The text is extremely excellent, leave this as a part of my words:

"One day, the world stopped,
without any warning,
Bahar did not know that he should wait,
Not even a minute late,
The streets are empty.
I lie here lying on the ground,
Time passes by itself.
Without even being sorry, yeah

...

My legs don't want to move anymore.
Close your eyes for a moment.
Close your eyes for a moment.
take my hand
like an echo in the forest
That day will come back.
as if nothing happened
Yes, life goes on."

Referring to the topics mentioned by Baran, 21-year-old Mohammad Rezai points out that some people who have even decided to commit suicide have stopped their decision based on suicide after listening to the songs of the BTS group:

"Many of the depressed people who are now in the army say that if we had not met this group, we would have committed suicide, or many committed suicide, but for example it was unsuccessful. After they met this group, then more They are more girls when they meet these seven people or the rest of the idols, but the most information I have about BTS, when they get to know them, they go back to their normal routine. Dynamite, Idol, Butter, this is their best music, if anyone listens to it, they will really hope for life.

In another part of his interview, referring to the statements of the members of the BTS group, Baran mentioned the different view of this group compared to the society's not so positive view of the youth:

"I am sending you the translation of a part of BTS's speech at the United Nations General Assembly so that you can see what positive view the group members have about the youth:

We heard that young people in their teens and twenties call themselves the "lost generation of Covid-19". They are called the "lost generation" just because they lost their way when they had to try new challenges and it was important and decisive for them. Anyway, it is fair to say that they are lost, because they grew up in the eyes of a human, they still could not do anything...

Jimin: Now, if we look at these photos, we can clearly see that there are people here who are trying hard to maintain their friendships online and in new ways and trying hard to live a healthy life, we We must understand young people, those who find courage and take on new challenges.

Jane: We take this bold step and instead of using the term "lost generation" we use the term "generation of welcome" for this generation, specifically, this term is used for the younger generation because instead of Being afraid, they welcome the changes with a warm welcome and move towards the future.

Namjoon: Absolutely correct. We believe unconditionally that by believing in hope and possibility in unexpected times, people who have been told to lose their way, have the ability to create and pave their own new path."

In his statements, 21-year-old Mahshid notes that the members of BTS, by drawing the hardships they have endured on the way to their current position, have mentioned them as practical role models for the youth:

"Sometimes they say about their own lives that, for example, how they got to this position, not everything was perfect, not everything was perfect, and there were hardships that they had to endure and reach where they are now. The criticisms they receive are sometimes a series of music that they say are for hitters. Hitters are the ones who always start giving hits... this group is bad... this group is not strong... it is weak... this is a problem. Some of these musics are criticized in response to these pages and discussions, and they give their answers, ban them, or give explanations about them.

Finally, 16-year-old Rukhsare compared the soothing and motivational effect of BTS members' statements to the feeling of being hugged from a distance:

"- Did the fact that you feel that you belong to them cause something special to happen in your life?"

When I'm sad, I watch their videos, I watch their motivational words that calm me down, I listen to their songs.

Then, in a clip, Jimin said a very calm word to Armia with the sound of a song, which I watch whenever I feel sad, it really gives me a sense of peace and calm.

- Did you say because of his tone, just his tone or what he is saying?

Look, he is very calm, for example, he says, "My army, I don't know my suites, you are fine, there is no problem." Maybe you have a bad day, but that doesn't mean it's always like this. He says such things.

- As if you are hugging from a distance?

Yeah.

- Do you like to listen to this a lot?

Yeah".

The members of the BTS group, in another phase of their actions, have discussed topics such as "If the whole world is not behind you, I am", "We are watching over you", "We are by your side" and the like, although the cases The latter are nothing more than slogans, and a person who is in South Korea and has never met his Iranian fans, for example, cannot really take any national action for them, but spending some motivational and hopeful words can sometimes Affect (or at least temporarily affect) excited teenagers and young adults. 25-year-old Mehtab, 14-year-old Golareh and 25-year-old Kausar have made the following statements in their separate interviews:

"For example, the band would come to his song and raise the problem first. Then he said I understand you. Then he would come and give hope or for example they have another song that has a very famous part that says (Korean singing) which means It's OK!.

Then say one, two, three. Count with me, come with me, for example, like this. Then it gives hope and a companion state that yes, I am, even if the whole world is not behind you, I am and by my side, and at that time, now in K-pop, many singers do this and there are many songs like this, but at that time, BTS was the first There was a group that played this type of songs and established a deep connection with its fans and came to talk about the problems.

"I think that almost 90% of ARMYs have this condition that during their adolescence and puberty, when they were growing up, they were upset or in a bad mood, and it was during this period that they got to know BTS and their mood became much better.

Instead of teaching us how to be for others, BTS teaches us how to be for ourselves and how to love ourselves and how to live, and this is very impressive. I don't know if it's right to say this or not, but at one time, even when I was young, I always cried at night before going to sleep and I was not feeling well at all, and no one noticed this, but BTS not only in their songs, they say life.

It continues, but in everything, like his runs, programs, and interviews, they give us hope and say that they love us, and this had a great impact on me and makes me feel better."

25-year-old Kausar notes in her interview that the Big Hit Company group has established such deep relationships with its young audience that some fans have even replaced the members of this group with their families and call them their new family:

"They gave a caring message in the text of their songs, that yes, we are here, we are taking care of you, we are by your side, and another thing was that BTS knew that a lot of their fans came back to life because of BTS.

Maybe I can say that more than half of BTS fans feel like they feel better about themselves after this album. His album was called Love Yourself.

Love yourself. There were three albums in the Love Yourself series. That is, the series Love Yourself lasted almost two years. Then, the whole focus of this Love Yourself album was on loving yourself the way you are, and I saw a clear example of it, for example, someone said that I really wanted to end everything and kill myself, but after listening to this album I gave up on this...

When I was a teenager, if it wasn't for BTS, even for this Love Yourself album, if BTS didn't release this album, I would never accept myself the way I am. Because it was as if I needed someone I loved to come and say this to me, and it was much more effective than hundreds of books for me to come and read to tell me that...

- Am I correct in understanding that this group was a substitute for the families that you felt were missing?

Definitely, of course, he was more like a close friend to me that I didn't have. But for many, yes. It was also a substitute for the family. Instead of a place that can even be called home. Then, for example, they become members of that family, for example, fans who like that group like you. The same thing you like, they like the same thing.

3-3- Increasing the self-confidence of the audience

While adolescence is a period of psychological, social, ideological and aesthetic changes, it is also a period of brain changes in the sense that, first, due to the difference in the myelination of nerve cells in the cognitive and emotional parts of the brain, adolescents who are still the cells of the emotional centers They are not myelinated, they show more intense emotional reactions, and secondly, due to the fact that the gray matter of the brain in the adolescent period, before the cell pruning process occurs, is more than the gray matter of the brain of adults. They experience emotional issues with much more intensity.

The intense emotions of teenagers and young people on the one hand and their other developments on the other hand, in general, cause teenagers and young adults to act more quickly than adults, and in dealing with the least adversity, they simply accept failure and defeat.

It will lead to a decrease in the emotional and emotional self-confidence of teenagers and young people.

Some of the fans interviewed in the course of their discussions have pointed out that they blamed themselves or did not like themselves in the face of some of their weaknesses, but in dealing with the songs of the BTS group, they have observed in practice, the members of the BTS group are also the same. They have experienced similar experiences, but with persistence and resistance to them, they have achieved beyond horizons in practice. Therefore, recent people, by putting aside self-blame, negation, and self-denial, by choosing the path of self-love and finding great dreams, have put in extra effort to reach higher horizons.

15-year-old Nikoy, 19-year-old Marzieh, and 18-year-old Parinaz, in their separate interviews, have mentioned the following about the improvement of their self-confidence while using the BTS group:

"- What effect did listening to these songs have on you and did the messages in their songs have a direct impact on your life and did it change something in your life or not?"

Yes, for example, when I was still not their fan, I had never heard this message of love yourself, and after I met BTS, I just got to know the importance of this issue and understood my problems better. Of course, despite my flaws and imperfections, I still couldn't love myself completely, that is, I became better than before, but not perfect. After hearing this message, it had a great impact on me, for example, to like my appearance, to like my body, to accept my personality to a certain extent, but, for example, on my friends who are BTS fans, it had a great impact on some of them and people. It is nice to understand that their self-confidence has increased, or for example, for a while I thought that sometimes I was sad for no reason or that there was a small and silly reason for me to be sad and cry, it means that I am weak, when it was not like that at all. And this was a mistake, and this is when I realized that in a program whose name I don't remember, Sugai BTS was saying that it is completely ok and normal that sometimes you are not feeling well, even for no reason, this is a normal thing and at all. There is no problem, and we must be strong in the face of problems, about the defects we have and the bad things that happen. For example, a series of terrible things happen to good people, and this is a part of life, and it is human nature to get upset and cry sometimes, and this is completely okay and not a sign of weakness, this message had a great impact on me.

- What things do you learn from BTS?

They taught me to live and continue, even when I felt empty and hopeless, to continue as Nami said, if you wanted to do something, but it was difficult or you didn't have the motivation to do it, because Do it, they taught us lessons that we don't see in our books and family, they inject hope for better days into our veins, so we hope for a future that maybe even from our own and those around us. They are far from reality, like Jung who said that I reached a place that my family did not think about, I deeply understand it and we are deeply understood by them, I who tell my family about my dreams and they see it as unreal and far from being realized. I will show them one day, I saw them trying and I became fascinated with trying, to achieve my dreams, show me that you can not be from Seoul, but you can grow, you can break the limits and rise,

even if the standards of beauty that govern If you don't have the world, you can be successful with an oriental face, this is encouraging to me, shyness and timidity are such adjectives, none of them lead to excellence, I was always shy, but I denied it, others called me too shy. Yes, I didn't want to accept it, because I considered shyness to be bad and negative, but then when Taehyung said: "I'm soo-shai", I accepted it, or for example, when Taehyung said, I don't like myself and I feel that I'm not beautiful, that's why I took selfies for a long time. I remember one time we were in a group of three, one of my friends said that the worst period of my life was when I didn't like myself, then one of the kids turned back and said, "Is that possible? How weak people are you all?" It's better to die, well, I also experienced a feeling in one period of my life, but I couldn't say anything anymore and I poured into myself, I just said that I think everyone experiences a similar period in their life, which came back again, he said no, I I wasn't like that at all, I always loved myself, I didn't feel good at all, but when I see someone like them, how similar they are to us and our feelings are the same, I feel happy.

- Did you feel that you were similar and understood by each other?

Exactly in the program 77 questions, a question was asked to each member, the question was, what is the most valuable feeling in your life? I paused the video and answered this question myself, and the answer I gave was exactly the same as Taehyung's answer, but maybe his words and language were a little different, and a series of sentences and words that comforted me and still are.

- Do you still have that excitement and novelty that boys have for you from the beginning?
off course".

- What positive effects did the BTS group and following them have on your life?

BTS really, really had a big impact on my life, one of the biggest ones was the transformation of me and my life, that is, it totally motivated me to have big dreams and strive for them, and that each of us can be a special person, just have a goal. to be and fight for that goal and not to give up and be strong. I'm living by BTS quotes, I used to blame myself for my flaws, but now I accept that no one is perfect and it has changed the way I see people around me, like someone whose vision is blurry, but when he wears glasses, it's clear. You can see, it was really like that for me. This group made me think more clearly about my future and even my present, to become an intellectual somehow."

3-4- Trying to improve life skills¹

Teenagers and young people need to learn many social skills at the beginning of their lives. Establishing healthy relationships with others, decision-making, problem solving, managing tension, managing emotions, empathy, critical thinking, creative thinking, relationship

¹ The World Health Organization has defined life skills in such a way that "life skills are a set of psycho-social skills that help us face the needs and challenges of daily life in a constructive way and cope with them better.

management skills, self-awareness are some of the essential skills for every young person. The members of the BTS group, in line with the realization of their company's economic and political goals, have tried to be effective in improving the life skills of their audience by raising some of the problems facing the youth and enlightening them. In an interview, 21-year-old Mahshid mentioned a sample of BTS songs, which aims to improve the life skills of his audience, as follows:

The report mentions a sample of BTS songs that aim to improve the life skills of its audience as follows:

"- What is the type of music they sing?

They sing in all kinds of ways, but even the sad ones have a message at the bottom. The mood of their music is not always sad and not always happy, they are all energetic in a way, but even if it is sad, it has some kind of message in it, for example, there is a very famous song of theirs called Fake Love¹, a sad song, all about He talks about fake love and false love. In an interesting part,

¹ The text of the song Fake Love, which was performed with a combination of Korean and English, is as follows:

I can pretend for you
that I'm happy, when I'm sad,
Because of you, I'm willing to act like this,
I am strong, when it hurts,
I wish love was as perfect as it is perfect,
I wish all my weaknesses could be hidden.
In a dream that does not come true,
I raised a flower that could not bloom,
I am sick of this false love.
I'm sorry, but it's a fake love.
I want to be a good man just for you
I messed up the world
I changed everything for you
Now I don't know myself, who are you?
In my own forest, you were not there, I forgot the way I came here.
I'm not even sure who I was.
So I try to ask the mirror, who am I?
i love you so much i love you so much
I made a beautiful lie for you,
love so crazy
I remove myself to be your puppet (I act like a puppet to have you),
Why are you so upset? I don't understand, I don't understand
smile, say you love me
Look at me, I threw myself away
Even you can't understand me
You say I'm a stranger, I've become the person you used to love
You say I'm not the person you used to know
No? What do you mean? am I blind
Love? What else is love? Is this all false love?
I don't know, I don't know, I don't know, why

he says: "I wanted to be the best man in the world for you and I wanted to change myself so much to become what you want, then I changed so much that even when I went in front of the mirror, I didn't recognize myself. This is really me, then I realized that if you really loved me, you would have wanted me with all my good and bad qualities, not to become the person you want me to be, so that I forget my original identity. It's true that the song has a sad aspect... but the bottom line is that you don't want to change even for the person you love, even the person you're in love with, that is, turn yourself into the person he wants. It's true that change is good, but change that has a positive result, not change and change to become another person, another person that others want, not who you are. Many other songs, even if they are sad, have a message of something else... they are talking about something else."

3-5- Using some philosophical and psychological concepts in songs

Some of the interviewees, describing the reasons for their interest in the BTS group of the Big Hit company, have mentioned and noted the attractive content presented by this group, the recent content that includes things such as: the use of some philosophical and psychological concepts in the songs And like them, the reason why BTS is ahead of Korean K-pop groups and leaving behind Hollywood pop is the reason why they noticed Big Hit Company group.

21-year-old Rihana compared Hollywood music and K-pop, K-pop music for the reasons of "deep philosophical and psychological content", "use of myths", "addressing youth issues" and the like. He knows a different and remarkable music. In this regard, he stated:

- Well, Rihanna, what was the reason why you were attracted to K-Pop?

"Honestly, I was really interested in American music before and currently I am but I had no interest in k-pop music videos and lyrics before. In my opinion, most of them did not have interesting meanings and they seem very superficial and without any special concept or complexity. After watching a few short clips of Korean music videos, I was first attracted by the atmosphere full of variety and color and their expensive and eye-catching music videos, and the fact that in these few-minute music videos, there is a story, a theme, and several theories. And the inclusion of good analysis and depth was very attractive to me. Because I was used to listen the content less and mostly sexual and low-cost Hollywood music videos, and this amount of attention on their content was very new and interesting to me, and I was interested in watching them, reading about them, and knowing the story behind these scenes and images and their analysis. The next thing was the notion of the songs. Most of the lyrics of BTS songs were very far from the atmosphere of sexual and romantic songs with only bass American-European musics, and a philosophical or psychological concept was included in the lyrics of the songs. This was one of the most important reasons why I was attracted to BTS. Because the lyrics of the songs are very strong and they progress on a very consistent and well-organized storyline and content, and in every presentation and period in their music work, they deal with a deep content, such as youth, the problems of young people, the problems of the education system, self-acceptance, loving ourselves and all our dimensions". In

Even I, even I don't know myself.
I just know, I know, I know, why
because this love is a lie
I made a beautiful lie for you.

another phrase, Reihane mentioned "finding BTS music videos towards a story or a movie" as one of the strengths and brilliance of this group and of course it's company:

“- Do more BTS music videos have some theories? “

Most of them have their own theories and analyzes. They tell a story and a special narrative, which makes the music video look like a movie and a story to make the content more attractive or they are some analyzes that are related to the general concept of the album. 17-year-old Rihaneh (who is another interviewee) points out in her interview that the company has made this group more visible to the audience by increasing the appeal of the content provided by its music group along with extensive advertisements:

“- My dear, I couldn't understand exactly why they publish these, do they want to convey a certain concept?”

“In general, each of the music videos has a theory behind them. Everything used there and every accessory, there is definitely a meaning in the middle, so now some of Armies have their own views, very different theories, for example, in the music "Film Out" they say that children in the parallel world and Jane are doing something and now he is looking for them and all that, but in general everything has a meaning behind it and maybe we don't understand it in a right way and they are just guessing.”

“- Do you want to send a message? Yes, for example, in the lyrics of their songs, they also send messages to their fans, for example, in "New More Dream", they say go your own way, even if you only have one day to live, and leave your weaknesses aside, which motivates us to try for our own lives and now. It makes us feel good.”

25-year-old Kausar, in her interview, considers things like ‘Using philosophical and psychological concepts in the songs of the BTS group’, ‘Presenting conceptual songs’ and ‘Creating a conceptual puzzle in the songs of the BTS group’ to be one of the noteworthy features of the Big Hit company, which were realized by its group:

"When BTS released their music video for the first time, it was the first group to come, they used a very deep storyline in their music videos. In such a way that, for example, the contents of music videos, it gave in one year, were related to each other. For instance, there was a story mode where the other party was waiting to see what would happen to the rest and finally gave the main message, which was usually a very conceptual and deep message. Then it used to make characters in his music videos. They used philosophical books in their music videos. They were the first to do this. It means being the first to start making conceptual songs and being the first to start making deep music videos, and after that other groups tried to do this, but they couldn't get that result that the BTS got. Because people were already familiar with this matter and it was nothing new for them. But at that time it was new for them and this being new, it clicks in your mind. It establishes the connection". 18-year-old Mehtab notes in an interview that some members of the BTS group, such as Namjoon and Suga, attempt to do this during the preparation and editing of the lyrics of some of the group's songs according to the records of their philosophical and psychological studies or referring to sources such as the book " Jung's Map of the Soul".

"The thing that attracted me to him was, first of all, their performances and concerts, and the passion that exists in their concerts, and the second thing that attracted me to him was the message that they wanted to convey with their songs and they are conveying. - What message or messages? First of all, BTS members themselves usually write and compose lyrics. This causes them to write about their own youth and youth experiences, which in itself causes teenagers to be able to relate with the message of the song.

He wants to communicate. Like Suga, who in one of his songs called De Last, talks about the problems he had in his youth, and many youths may feel better about themselves after hearing those experiences. This song is one of my favorite songs. Because you know, one finds a sense of identification, because the problems mentioned can be your problems too. At least it was for me. Another thing is that BTS' level of work is deeper than the rest of the groups, or maybe I can say it is wider. They get inspiration from movies and books for their work and use different symbols. Even Namjoon and Suga study psychology and philosophy and use it to write lyrics. For example, using Jung's Soul Map book for the Map of Soul album. That's why I say, the message they send makes us sit down and think about the meaning of their song, which is usually about loving yourself, hope for life and these things. These are important concepts that, in my opinion, need to be paid attention to in today's society of the world, whether in the West or in Iran, because lack of hope or anger and hatred are notions that are increasing in the modern age and this is the reason for the increase. The statistics of crime, violence and mental illnesses are going away. In this case, we can refer to the song 'Life Goose', the message behind this song is that life never waits for us and always continues, even in difficult situations, life continues and we should struggle even when we feel despair and sadness. Let's try for the future. The message behind the song "Butter" is not to be soft and fragile like butter in difficult life situations and not to break easily in the face of problems. The Love Yourself album, whose message is to love yourself, and this is the main message of the BTS group, which has always said it everywhere. It means to love ourselves the way we are and not to change our true selves for the sake of others.

20-year-old Shida has mentioned in her interview that in the songs of the BTS group, even concepts from the Christian Gospel have been used. She says in this regard:

“-Why is it interesting to you that BTS uses the words of the Bible in their songs?”

Well, because they say that religion is peace and love. Then the sentences that I heard used from the Bible are all positive sentences. - Can you tell me a few that you remember? For example, don't retaliate. Do not return a bad answer with a bad one. Love everyone."

3-6- Keeping a relative distance from the rude contents of other pop music

Since pop music is known as a protest music, it expresses some bitter social realities and as a result anger, resentment and hatred, it is not without obscenity.

Some of the interviewed fans, referring to the text of other pop music (such as Hollywood pop), have mentioned that they do not accept the obscenity and profanity of conventional pop music, hence the K-pop group BTS that did not use obscene words in their music or it has little use, it is preferred over other pop groups.

In their interviews, 24-year-old Zahra, 21-year-old Mahshid and 14-year-old Galareh, referring to the obscenities in other pop groups, have considered the politer statements of the BTS group as an advantage for this group: “- So in the first encounter, their wit made you attracted to them.”

Yes, being fun and also good-natured and happy.

“- When you went to the band's music, what made you interested in the band's songs?”

The meanings of their poems are interesting and, unlike Persian rap, they often do not use simple words, and most of the time, but not always, they talk about concerns.

“- In what way do you like BTS music, their rhythm, lyrics or other things?”

“I like the difference in their voices. The law of K-pop is that in a group there should be several singers, several rappers... that is, several people who sing rap or sing vocals¹. The music we hear is not like that. For example, in America and later in Iran, it became popular that a rapper should be a special person... half of his music should be cursing... half of it should be yelling, this means a rapper. The definition is different in Korea, it is very rare to say swear words in music, in general, this is really condemned in Korea. Since their music is broadcasted on TV, the dances and lyrics that have problems are deleted and they are preferably told to comply, not to say anything ugly or cursing. Let's look in America, a series of music in rap or jazz style starts cursing and yelling frequently and this is one of the reasons why I like BTS”.

“... For example, they should not use cursing and rude words that are common in the world and English words, and they do not even use Korean cursing words. Of course, their restrictions are decreasing little by little, not that they want to be removed completely, but little by little because they are progressing and becoming more global, some of their restrictions are becoming normal.”

3-7- Presenting some sexual content from time to time

Although the BTS group, as a protest pop group, does not use inappropriate words to the extent of other pop groups, but due to the fact that the Big Hit Company pursues other goals, including cultural goals, in addition to its economic goals, and one of the Its cultural goals are the desexualization of love, so in some of the performances of this group, we can witness some sexual concepts (and movements). 18-year-old Tarnam has said the following in her interview:

“... For example, in the Dynamite song, at the beginning, Jungkook says that I get up in the morning and drink milk. Not like this girl group Blackpink that Lisa says in one of her songs, booze and alcohol, since 1895, even when I wasn't there, and somehow they encourage their fans to consume this kind of stuff, I don't like it, because whether it's BTS or any other group, they become fans from the age of 12 onwards and they grow up imitating their words and do the same thing. In general, one of the reasons why I pay attention to BTS more than K-pop is their work style, which is different from K-pop music.

14-year-old Hadith and 18-year-old Tarane have mentioned some of the company's criteria for its stars, such as boys having a six-pack and big eyes and a bony face and body.

Finally, the 18-year-old Fereshte mentioned idols' crop tops² or feminine makeup and Jimin's efforts to make his voice girlish as surprising things for themselves.

In an interview, 18-year-old Ray mentioned the romantic looks and very close behavior that the stars had together on stage and gave the color of homosexuality:

“- You said that some of the stars' behaviors are intentional. What did you mean?”

It's like, well, for example, the company tells them, for example, in a concert or in a certain program, look at it blankly. Hold his hand (laughs). Then the shapers cut between these moments. They believe that

¹ - Vocal in k-pop means singing. The main vocalist is a person or people who have a better voice than other members and sing for a longer time.

¹ Crop clothes are clothes whose length is shorter compared to t-shirts and other clothes of the person and usually cover the upper half of the person.

there is something and that they are together. Then these things bring the whole attention to the group. It means for the benefit of the company.”

“- how?”

“For example, look at the romantic look when it is accompanied by handshakes and hugs, it makes one doubt. Not a normal handshake. These are sneaky glances, while the cameras deliberately capture them and so on. I mean this.”

“- So far, the idols themselves have not openly talked about their sexual orientations?”

“No. the Korean society cannot accept this and it will be a problem for them. For example, some idols are very serious about saying something that makes people doubt that the man on this side really likes boys too, or only girls, or any pair of them, and so on. But they can never talk about it directly. If they talk, the group will either force them to leave, or I don't know, the whole group will be canceled and so on. That's why it's not worth the risk to do this.”

In separate interviews, 24-year-old Zahra and 21-year-old Mohammad Rezai stated that the cultural reason for the homosexual behavior of BTS stars is the adjustment of negative reactions towards the sexual minority and support for this group.

However, some of the other interviewed people consider the reason for the recent behavior to attract audiences from all walks of life (non-homosexual, homosexual):

“- What do you think about the homosexual views that exist around the group?”

“Are the members gay or do they promote homosexuality?”

“- According to what others say, there are rumors about both cases. If you give your opinion about both, it will be very good.”

“I personally don't have a problem with homosexuality, now some say they are promoting this issue. So far, supporting these people, but not saying whether they are members of this society or not.”

“So I can't say whether they are promoting or not and what is my opinion about it, when there is no discussion about this at all. It's true that some of them ship them together according to our words, but they themselves did not confirm this. I don't deny their support, because many times they directly support like many other groups or other K-pop singers.”

“- So having support for people who are gay, but not confirming or denying that they are gay themselves.”

“Yes, not talking about themselves, but supporting this segment of society. In addition to BTS, other people and groups also show their support, that is, it is not only BTS that does this, but there are other activists in K-pop that do this.”

“- I want your personal opinion regarding homosexuality and efforts to normalize homosexual relationships, of course if you don't like it, you cannot answer.”

“No, no, there is no problem at all, I must say. First of all, yes, what you said is absolutely correct, that is, the group's activity is indirect, if I want to express my opinion, well, in my opinion, what they are doing is positive, absolutely positive, look, I am not saying BTS or Like any other group, because K-pop idols

generally seek to make everything seem normal, to make things that people find very difficult to seem normal.”

“For example, the fact that his sexual orientation is towards his own gender, and they are trying to normalize this, which I think is really positive, because he is not at fault, he became attracted to his own gender, if it was his own fault, this is definitely it didn't work, in my opinion because there are a lot of negative views about homosexuals in the world, then now when a few people support you on a series of issues, well, it's really good, because like I said, you the world does not have a positive view of homosexuals, and mostly these people, whose sexual orientation is like this, really get hates.

3-8- Puzzle-like design of some concepts in different songs

Some of the interviewed people, saying that the BTS group in their songs, sometimes put forward some concepts in a puzzle-like way in a song, and continue it in their one other work or some other works. This matter has been mentioned as an indicator for BTS music.

In her interview, 25-year-old Kausar says:

“The music videos of one of the albums, for example, were about seven characters who were friends with each other and each of them had a life. Then, for example, the sister of one of them was harassed by his father or his stepfather, then this one, for example, was involved in such a situation, and one day he had a very violent fight with his stepfather, then he came out with a very chaotic situation, after that, for example, he picked up the phone and called his friend. which is another member of the group.

Well, have this here. Then, another one of their members is shown in the bathtub and the shower is open, and has suicidal thoughts.

Then, his conflicts are shown, for example... or it shows another character that is in his room and his room is on fire. Then you have these scenes and then in the next music video it shows what happened. For example, it shows what happened when this person set fire to his own room. It shows that he was in a mental hospital before, or the one who was in the bathtub, in the music video two years later, it shows his story, for example, something happened that this bathtub was showing the thoughts of this side, not that he was actually in the bathtub and many other things, many aspects of what they say philosophically, it is satisfying for the viewer. For example, if you sit down and look at these from the beginning, the way these stories are connected in your mind makes the music you are listening very enjoyable.”

“- Then there is also a sense of belonging that, for example, this music video has been playing for years and it involves you more and more each time. It's like a series where you're waiting for the next season and, for example, the sensitive part is over.”

18-year-old Tarnam, in similar statements, notes that presenting puzzle-like content is a policy on the part of the Big Hit Entertainment company, which attracts the audience's curiosity and invites them to more seriously follow the works of the BTS group:

“- Can you explain the chapter in detail?”

“I don't know exactly how I can define it, but I will give an explanation about it, I hope you understand. A chapter is like a season. For example, a work season. It's as if when they enter a chapter, they enter a new chapter of work. Like school, think of going from first grade to second grade. You get a little promotion, the first chapter with the album Love Yourself, started in 2018 when the members write and sing songs

about the future and the past together. With the release of the Proof album, they opened the way to enter the second chapter. In the second chapter, they write and sing songs with solo albums and solo singles from their personal lives and the difficulties that have happened to them in the past period, just like pieces of a puzzle that fit together. It gets complicated, they sing a small part of their life in one song and other parts in other songs, and every time you hear a new song, you eagerly wait for their next work. BTS is the only K-Pop group that has started this story of the season, after BTS, many other companies wanted to do this with their idols and create a group like BTS that is compatible to this extent and can talk to the audience with their songs, but they could not because no one can plan as well as BTS, BTS shows that if I had not suffered these hardships in the past or even if I had forgotten the hardships of the past, I definitely would not have reached here."

3-9- Performance of some songs in historical and artistic places

One of the remarkable features of the BTS group is the performance of some of their music videos in historical or artistic places, which gives a double attraction to the group's performances due to the sometimes psychological or philosophical concepts in their songs. In an interview, 15-year-old Dibay says:

"- Can you give an example of how much thought goes into music videos?"

For example, the music video of the song "Blood Sweet and Tears" by BTS was full of different colors and was filmed in a place like a palace, and I don't think their dances are easy and require a lot of practice. Now that I'm thinking, their dances were one of the aspects that attracted me, because they were really beautiful and special.

3-10- Pushing young people towards dreaming

If we consider a continuum where one end is birth and the other end is death, since teenagers and young people have a small age, they are far from the pole of death, while adults, since they have lived a life of they have passed away, they are far from the pole of birth, they are closer to the pole of death. In other words, the latter characteristic causes teenagers and young people to live more in the future, while the adults who are closer to death, rather than thinking about the future, ponder and investigate the past.

The characteristic of teenagers and young people living in the future makes society consider its young people as dreamers who live in dreams.

Because BTS started from nothing and achieved worldwide popularity and fame in less than a decade, it has become desirable for the majority of teenagers and young people, it has led them to a dream world and will continue to do so in a way that each of these audience members may simply see themselves as BTS members in the future.

In his interview, 15-year-old Nikoy, referring to the latter meaning, states:

"- Did you have an interest in singing before joining the army or did it develop after you became a fan of BTS?"

"No, I was also interested in singing before, but it was less until I became Armi, at this time my interest increased. We even had a group of friends, there were four of us, and we were thinking a lot that when we grew up and turned 18, we would go to Korea and until then we would only do covers, and after we were 18, we would audition there and become a K-pop group. This was our dream and we wanted to become

singers. Of course, this decision was more due to Black pink, not BTS, because Black pink were girls like us and that they had something similar to us, like their friendship and how they met and that they are like us. Of course, things have changed a bit now and two of us no longer want to be singers, and only one of my friends and I have decided to become singers, and that friend of mine wants to be a K-pop singer more and is a fan of many K-pop groups, more than me. But I'm not interested in becoming a K-pop singer anymore, I like singing myself, because I've been interested in this since I was a child, and it doesn't matter to me whether it's in K-pop, Hollywood, Iran, or anywhere."

"- You said that two of your friends don't want to become idols, what was the reason for their decision?"

"From the beginning, they were not very interested in singing, and one of them told me that the main reason I was in the group and accompanied was because I wanted our friendship group not to disappear and that I liked the atmosphere between us. I was not interested in singing and if I was going to be a singer, I would like to be a solo singer. Of course, I would like to add that now my friend and I have come to the conclusion that we would like to work individually for singing, because it is not possible to go forward as a group, there were many disagreements and fights between us."

"- What was the reason for the disagreement between you?"

"You see, we used to fight for almost everything, from choosing the name of our group to choosing the song and even who should sing which part. We didn't get along much."

3-11- Implementation of happy programs

Many fans of the BTS group, their songs and side entertainment programs, which entertain the fans in the interval between two performances, have listed and considered them as happy and energetic programs.

In an interview, 14-year-old Golnoush says that the BTS group in the song "Invitation to Dance" actually invites its audience to dance without this and that's permission.

"- You said that you read the lyrics of the songs, can you explain about the content of the songs and tell what you like the most in their content?"

"The meaning of the songs is mostly positive and hopeful. Sometimes it teaches a lot of things, it guides, it is refreshing and simple and easy to understand and pleasant. He always advises you to be happy and dance and not worry about anything. Somewhere it says that we don't need permission to dance, there's no need to worry, or for example, it says that you shouldn't be afraid and there's no reason to be afraid of anything, if you fail, you should continue stronger."

15-year-old Sahar considers the songs of the BTS group to be basically anti-depressant songs that make people want to dance when they hear them. 17-year-old Sonia also notes in her interview that the songs of the BTS group, unlike the protest rap songs that are associated with some kind of violence, are accompanied by peace, joy and happiness:

"- What do you like more about BTS music, their rhythm, content or performance?"

Both rhythm, lyric and performance. I have never seen any other country's music where everyone is like this and everything is good together, that is, you see the singers of other countries, they sing, but they don't dance, but there are many dancers around. But they dance by themselves and sing at the same time...

“- There are some Hollywood singers like Lady Gaga or Jennifer Lopez who sing and dance at the same time, what is the difference between K-pop groups and them?”

“The difference is that K-pop is free from depression and they don't promote depression like singers in other countries. In general, we never had a depression style in K-pop, that is, the songs were all happy and everyone was dancing, but BTS was a group that came, made a completely anti-depressant song and said, love yourself. I really liked that their songs have a good feeling and do not show depression, and even if someone is not Army, when they hear their songs, they want to dance.”

“- Do you get a good feeling from their songs?”

yes

“- How long does this feeling last, is it long lasting or transitory and limited?”

“Some of the songs I listen to from other singers really have a good effect on me. I get a good feeling, but it finally disappears after a few hours. But BTS is not like that, the feeling I get from their songs stays on me more. Then I listen to their songs a lot, that's why they always make me feel good.”

“- Can you explain this feeling and good mood a little more objectively so that we can understand more, what is this good feeling like?”

“For me, it has a feeling of peace, of course, it depends on the style of music we listen to, for example, someone who listens to rap, well, it is very far from feeling peaceful, because rap is protest music that has problems and difficulties. Shit One who listens to heavy metal, the only thing he does not feel is peace (laughs).”

“In terms of the atmosphere of their songs, if I want to say, BTS songs have almost two moods, either they are happy and full of energy or there is a good calmness in the song. When I listen, the feeling I get is the same feeling that It is in the song.”

from another point of view, the 21-year-old Sayeh introduces the recent programs as happy and humorous ones that bring joy to the fans, referring to the entertainment programs of the BTS group which tries to fill the gap between the two BTS performances;

“- You said that the company gives them a daily schedule. Can you explain this further?”

yes, It's kind of around the clock. They themselves have no life anymore. They will live in the company dormitory for at least another 7 or 8 years. That is, for example, all their media is owned by the company, all their daily programs, as an example, there is a famous program called Run BTS, which I think has 140 episodes so far.

“- Is it a series?”

That's the point. No, it is not a series. It's a kind of entertainment. For example, what do they do? There are seven people left. For example, they sit and play mafia in one side, or they sit and cook, or they go to car pool in the other side.

In this way, they do something in each episode. When you are a fan of a group and you are interested in it, you also enjoy watching its activities. You spend some time with them every week for several years in a row. For example, BTS debuted in 2013. It's been almost 10 years now. It has been two years now that this program has not been broadcast, but suppose that this program was broadcast every Tuesday for 8 years in a row, and naturally, if no new music had been released from the group, the fans would have

followed this model of programs and followed them. Like the Friends series, which they say the reason for its success was that it was broadcast every week for consecutive years, this is also very common in Korea and this model of long programs is very common.

4- Exciting and magnificent processing of the performance scene

Big Hit Company, after trying to transform the contents of its K-pop group and dealing with issues such as youth issues, deepening the content of its music by introducing philosophical and psychological concepts and the like, is also trying to perform to present the BTS group with indescribable excitement so as to direct more eyes towards the seven-member BTS group. Therefore, the Big Hit company made arrangements such as: combining the performance of songs with dance, paying attention to the physical attractiveness of the stars, the variety of clothing and hair color of the stars in each performance, the reception of male stars with makeup, the presence of backstage dancers, creating exciting and dangerous scenes during the performance, variety of performance and use of different musical styles, performing international concerts of BTS in stadiums with 80-90 thousand people, using traditional costumes of Korea and other ethnicities, the use of light sticks and light dance during the performance, creates an arena for the mental and emotional release of the fans and provides a complete visual and auditory set to enhance the excitement of the K group's performance scenes.

As it can be seen from the presented titles, things like the variety of clothing, make-up, the addition of dance to the performance stage and the like excite the audience and of course the fans by providing hand-held flashlights for lighting. They take them with them to the performance stages, or by being immersed in the excitement of the stage, in stadiums with 80,000-90,000 people, they stand and follow the stage and at the same time start singing and stomping with the stars, they create a peak of excitement on the stage. And in this way, the BTS group has managed to attract the attention of many audiences. It has won many awards in many music festivals and popular choices.

4-1- Attention to the physical attractiveness of the stars

Due to the emotion that dominates young people and especially because teenagers may not have moved from their objective thinking to abstract thinking, they show too much attention to objective and external dimensions. Therefore, almost all the music and cinema industries pay attention to the appearance and physical dimensions of the people who appear in the music or film industry, and pay attention to their physical characteristics and basic attractiveness, so that if the content presented by them is also satisfied in the audience. It doesn't create, at least the external features of the stars used are a way for them, the audience shows relative satisfaction with their visual satisfaction.

In her interview, 16-year-old Rukhsare mentioned her initial attraction to the K-drama industry through seeing Korean movie stars (who sometimes may be K-pop singers), and 12-year-old Elnaz and 14-year-old Bahare, in their report, have called the primary reason for their attraction to the BTS group considering the big eyes, bony body and other physical attractiveness of the stars of this group.

Therefore, the physical attractiveness of the stars is one of the important and significant things that many teenagers and young people have been attracted to the Big Hit company's BTS group by relying on it.

4-2- Combining the performance of songs with dance

Considering the dominant performance of the famous singers of the world, it can be seen that they are mainly trying to present their voice in the best possible way. Of course, some have tried to increase the attractiveness of their performance by using stage dancers, but few singers, such as the stars of the BTS group, also dance while singing, which is a matter of concern to many. It is aimed at teenagers and young people who are looking for more excitement. 15-year-old Dibay says in her interview:

“... Another music video that came to my mind now is Black Swan, which was made on the basis of someone who was doing ballet and was very damaged by this issue along the way. In general, the fact that they use many different concepts shows the thinking that is behind the case, and it attracts people. In Iranian music videos, the singer stands and sings with a normal scene, and it's very simple, but in K-pop music videos, it's not like that, and it attracts people.”

15-year-old Sahar and 18-year-old Fereshte, in their separate interviews, mentioned their surprise in this connection, referring to the ‘simultaneous singing and dancing of the members of the BTS group’ and ‘the power of singing, the speed of rapping and the endurance of dancing idols’.

Another thing that needs to be remembered in this connection is the use of backstage dancers by the BTS group. This means that in some of the group’s performances, while the members of the group are playing their roles on the stage, the backstage dancers also accompany them with their dances, thus adding to the excitement of the group’s performance stage.

4-3- Variety of clothing and hair color of the stars in each performance

Teenagers and young people who are excited, looking at the sensational creations of K-pop stars, become ecstatic, especially for teenagers who have not had much time to think objectively, the variety of clothing and makeup of the stars is a very important and crucial issue.

In an interview, 18-year-old Parinaz mentioned the following about the requirement of stars to accept a different hair color in every performance:

“... because BTS is a famous and well-established group, its strictness has decreased a little. there is a series of strictness on the diet and this is still there, I remember once Suga did a live and said that I can't eat well. Another issue that Jane complained about was her hair color. Well, for each of its music videos, the company forces the members to change their hair color, and if you look on Google, you will see it.”

4-4- Acceptance of makeup by male stars

Although in South Korea, men’s make-up is almost accepted, like women’s make-up, but the make-up of BTS members sometimes becomes so extreme that it is difficult to recognize that the stars are men, unfamiliar people may imagine when dealing with their pictures. These stars are women.

17-year-old Samaneh and 18-year-old Taneh also expressed their surprise in their interviews by expressing their surprise at the make-up of the members of the BTS group and that boys are just as sensitive to their skin care as girls.

4-5- Creating exciting and risky scenes during the performance

Excitement-seeking teenagers and young people are looking to satisfy their intense emotions, and film and music companies, taking into account this demand, try to respond to this demand in various forms in the preparation of their productions. This is why, for example, in the performance of the song Fire, 13 cars are set on fire at the same time, or at the beginning of the music video, the person on the stage is also set on fire.

14-year-old Mehsai and 13-year-old Sarina in their interview, referring to the exciting scenes they witnessed in the K-pop group BTS and other K-pop groups, in this regard, says:

“... I'm sitting on the TV watching the 2022 ‘Yet to Com’ concert, I really needed this excitement.”

“- What are the characteristics of their concert that can convey excitement to you?”

Really everything.

“- Well, tell me, of course I know that not everything can be said.”

All that army, lighting, back-up dancers, the combination of their voices and harmony and listening to the songs I love live, it really conveys to me the excitement in the concert hall, the fire of their dancers, the energy they give or hearing their words of thanks and appreciation. I know a little bit of Korean, so I can understand what they are saying."

“- What was the characteristic of Butter's song that made it so loud?”

“Butter somehow changed the style of BTS and took that dance and exciting phase into a colorful phase...”

“In the MV (music video) of Kill Dis Love, Blackpink was forced to use a gas in its main scene that even causes blindness in large amounts, or for example, in this same MV, Jenny had to sit on swans that have very little strength from a great distance. For example, in BTS’s MV Fire, they had to really set someone on fire in the first scene, and that's what makes K-pop different from the rest.”

The use of light sticks is another measure that the company has thought of in order to create as much excitement as possible for the programs of the BTS group, in the sense that the hand-held lights that are equipped with the Bluetooth system can change color with the necessary command, in conjunction with waves of crowd of fans, create passionate scenes.

4-6- Variety of performance and use of different musical styles

Humans, constantly dealing with the same stimulus, gradually become saturated with that stimulus and that stimulus, despite all its initial charms, falls out of their eyes, hence different companies to keep the stars alive in the music or cinema industry, consider various marginalization and create diversity in the style and context of their artistic presentations as one of their work requirements.

13-year-old Sarina and 21-year-old Rihana consider ‘presentation of songs with different styles’ as one of the advantages of the BTS group (and therefore Big Hit Company):

“- Can you give an example of what the style of BTS songs is, you can say that they can have songs for every feeling and mood?”

“For example, sad like Louder Dan Bombs and Fake Love, happy like Idol, exciting like Fire, colorful and cute like Butter.”

“- Do you think this is the strength of Kpop and BTS compared to Hollywood artists?”

This is also but it is not the only strength. K-Pop and BTS operate in different styles of music and in terms of filming and images, they produce content in any style, and this makes any taste attracted to them.

In addition, BTS not only has a good concept, but they have good talents in various fields such as singing, modeling, visuals, and even acting, and this again makes their field of work more diverse and wide.

“Good promotion, strong management and company policies cannot be ignored.”

19-year-old Marzieh, from another point of view, by admitting that the rap protest music in the BTS group is also presented as soothing music for children with autism, mentioned the flexibility of the songs of the BTS group:

“- What do you think are the effective elements in a good music?”

The melody should be good, beautiful and soothing, and of course, there should be professional musicians behind it, like the works of dear Rostak Hallaj, and about BTS songs, I often don't remember the lyrics, but the melody and rhythm keep repeating in my mind. I repeat their dances, the harmony between the melody and the song should be observed, I have seen it many times, a sad song has a happy rhythm, and well, this is not beautiful at all and I do not understand it at all, I am not familiar with music, but many songs make me dizzy. If I get pain and this is important to me, the song I listen to does not bother me because BTS songs are not like that and even children who have autism calmed down by listening to BTS songs, in general, anyway, singing techniques that I do not know about, along with the singer's pleasant voice, has an effect on the beauty of his work and his professionalism”.

4-7- Presenting K-pop music in several different languages

Although at the beginning of its work, BTS sang only in Korean, but over time and in pursuit of the idea of globalization, BTS started to combine Korean, English and Japanese languages in presenting its songs, and sometimes the entire song presented the target in a foreign language.

Showing the song in a popular language in Asia in order to expand the borders of the BTS group from Korea to the Asian continent and presenting the song in English was an effort to expand the borders of the BTS group to all the continents of the world.

In their interviews, 19-year-old Rihana, 18-year-old Tarnam and 25-year-old Shabnam consider singing BTS songs in three languages as one of the important and effective reasons for their globalization process:

“Most K-pop groups, most of their songs are Korean-English. That is, in some places they read Korean, then in some places they read English. It is true that many groups, for example, give a version of a song, only all English or all Korean, and they even release Japanese albums.”

“- What is the difference between BTS's music style and other K-pop groups?”

“It is motivational, it is romantic, it is sad, and there is also every taste in it. There is rap, there is hip-hop, there is classical, there is rock. They put all kinds of music in one song or album and make a masterpiece. On the other hand, the combination of Korean music and songs with English songs is another reason for the popularity of BTS style.”

"- Shabnam, in your opinion, what kind of effects does the BTS group have on its fans and why is it so popular?"

"Because of their dances, hairstyles, hair color or cuteness, these groups make their fans very impressed and imitate their behavior a lot. More than that, eighty percent of their fans are young people, and their popularity is mostly due to their dancing, coordination, and face, and because they sing in three languages. Then, one of the things that is very important for the fans is the unity of the group. They don't like the group to break up."

4-8- Performing international concerts in big stadiums

One of the important goals of the Big Hit Company from the beginning was the globalization of the BTS group, and the company has sent the members of the group to various countries in the world to hold concerts.

Performing concerts of the BTS group in large stadiums with 80,000-90,000 people on the one hand and singing songs in different languages on the other hand, brings more charm to the group members and plays an important role in their globalization.

4-9- Using the traditional clothes of Korea and other ethnicities

One of the other arrangements that the company has taken into consideration to present the BTS group as attractive as possible is wearing the clothes of the past historical periods of Korea and performing the desired music (which is also in harmony with the historical clothes). Wearing special clothes from other countries of the world, which adds to the appeal of the BTS group in the eyes of the fans of those countries, is another action of the company in this direction. 20-year-old Banafsheh and 17-year-old Reihane have stated in their interviews:

"The style that was in BTS music videos three or four years ago, all of them were new and modern styles and they used famous global brands, but recently new clothes have been added, which are called modern hanbok. As you know, hanbok is a traditional Korean dress, from the same shirts or men's blazers and loose pants or long shirts for women, and they modernize it and use it in their music videos and a kind of compilation, even in Dechita's song.

"- You also explain about Dchita Shuga's song because you mentioned that both their music and their traditional clothes are used in it."

"Yes, in general, this music and its theory are very related to Korean culture and tradition. First of all, Dechita is a Murching music. That is, they beat for the king's entry and when they wanted to welcome the king, or when the king was entering or when the king had a party, they would knock at that time. In the first music video, when Shuga is walking through the market, it shows the main layers of the character, in fact, it conveys the concept of an ordinary person from the bottom of the society, which is chaotic and a lot of things are happening in him. He is indifferent to his surroundings. He goes his own way and he doesn't care what is happening around him, his goal is important to him. Overall, this episode tells a good story."

There are three points in the lyrics of the song. It says put your past in a box of rice, it refers to a story in Korea. There is a prince named Sado whose father was a king. For some reason he decides to put this in a

box of rice and this sadhu dies of hunger and thirst after a while. His second point is that he says I was born in a pit, but I became a big dragon. There is a Korean proverb that says it takes a snake 1000 years to become a dragon. This is referring to Shuga's hard work. The artistic path he traveled, that is, with all his efforts, he was able to turn from a low-level person into a king, the third one refers to a king, the 15th king of the Chosane dynasty, when a subject comes and takes the king's place, and there is something in you. In Korea's history, whoever has a scar on his face cannot be a king, but August Day has a scar on his face in the music video and yet he became a king, just like the picture I sent you.

The theory that comes completely from my mind and I like it very much, I pay close attention and see that it is true, because when I sat down and thought about it later, this matter came to my mind. There are three companies in Korean show business, the biggest labeled companies are Korean music and most of the artists and music bands that are working and became famous, especially at the international level, are under the label of these three companies, that is, what should we consider in this way that they are royal family and anyone who wants to be a king, anyone who wants to be successful should be in this group, but this will not happen to BTS. BTS is a group that started with another label, except for these three, and at the same time when they started their work, they are told that you are a loser, the bottom line is that you lost, because you are not one of the three companies, you have these corners, you work for yourself, and you stay here, but it didn't take long for them to become the biggest stinker in the world. Becoming King Augustus Day, who was a commoner, was not part of the royal family, but he came and became a king and then he became famous, so famous that the whole world called him the biggest stinker in the world.

Then what is the wound on the face, in my opinion, those wounds during their work and especially at the beginning of their work, haters and other people in media brought to BTS members, that wound remained, but the group succeeded in a situation where they were not supposed to succeed, no vassals and no one with a scar on his face is going to succeed, but BTS did it and succeeded.

There is another thing that says this in music, it says to stop this ridiculous talent show, whoever has talent will rise on his own and there is no need to do this. Whoever knows what he is doing will rise on his own, that will happen to him. It gave an answer to haters and to the other powerful labeled companies of Korea and it continues. My personal opinion is this, you can't say it's 100% correct, but I put it in the middle and I'm happy that it shows exactly that a person can be successful in any situation, if he has the talent, ability and perseverance, and this is the hope that they will give to all armies.

17-year-old Rihaneh also stated that in one of the programs of the BTS group, the members of the group were wearing clothes with the design of the Iranian flower, it is reminded that this kind of behavior has attracted the attention of the international fans of the BTS group.

“... I think it was at the LA concert, and the perm in the dance was also wearing Iranian collars on their clothes. Now I have a few photos, but there is an idol performance, I think, in Music Bank, where all of them were wearing Iranian clothes.”

“- I think this type of style is attractive for Iranian fans. Definitely”.

4-10- Creating an arena for fans' emotional and psychological relief

The performances of the BTS group can be considered as a suitable arena for emotional and psychological understanding of the people participating in the BTS concert. This means that excited and excitement-seeking teenagers and young people, by attending the performance, which is accompanied by dance and lighting, in the collective space of the stadium where the performance is performed, slowly

express their emotions and feelings. On the other hand, the passion and excitement that BTS singers create in the crowd, make some of the attendees clap in their favorite mode and thus create an artificial earthquake that may be created in the audience for tens of minutes. The environment is suitable for emotional or psychological pressure on people.

4-11- Presenting a complete visual and audio collection to the audience

“- Well, you said about BTS, their music was different. How do you prefer their music? Their rhythm, their lyrics, or their performance, for example?”

“I am a lyric-oriented person. Lyrics are very important to me. Then, in general for example, K-pop is glamorous a lot. It has a color space, some of music videos for example. Then, for example, they try hard to perform them. For example, he has a loud and fun performance, he has a good dance. All of them seem like a complete package” (Nestern, 23 years old).

When describing the performances of the BTS group, many interviewed people have considered the performance of this group to be a complete visual and auditory package, from the attractive appearance of the singers to the color of the hair, the type of clothes, the dance and the different performances of the group and the theories behind some of the songs. The group exists, they have given a special attraction to the performances of the BTS group to the point where sometimes the audience has watched the music videos and performances of the group dozens of times in a row.

In her interview, 14-year-old Golare mentioned watching Butter's music video 40 times and emphasized that he really enjoyed watching this music video every time:

“It's not watching out of compulsion and supporting BTS either. I might watch a music video 50 times, just because I enjoy it. I never go to take my time and watch the video because I want to support BTS, and I really enjoy watching their videos from the bottom of my heart. I think I have seen Butter's music video more than 40 times or even other songs of Baysom.”

15-year-old Rihana also mentioned in her interview that on the first day of watching Idol's music video, she watched this music video only 20 times. Rehane attributed this to the attractiveness of stars, smooth and tender skin, fitness, thinness, white skin, hair color, clothes and similar things in stars:

“- What exactly do you like, Reyhane?”

“Well, he has a special style, both the people in his group, their appearances, and their movements are in harmony with their songs, you know. Their movies are very high quality, everything is top notch. Don't miss anything. From their appearance to the stage and everything.”

“- Can you give an example?”

For example, the color of their hair or their hairstyles, the special clothes they wear and sets, they are very sporty and distinguished, for instance, they have a music video called Idol, I really like it. Just watch their movements or the behind the scenes of the movie. As a sample, at one point in the movie, Jimin opens his mouth with a computer, and then it comes out of his mouth in another scene. Do you want me to show you? You will fall in love with it. The first time I saw it, I saw it more than 20 times that day. Or there are many designs like this in the movie. In his song, he says, ‘I love my fans’ or that they are always fit and thin, their skin is white and beautiful, think that even though they are boys, but their skin is better than a girl's, they are very self-sufficient and care, in general, they are very nice. There are brigades.”

In her interview, 19-year-old Nastern mentioned that the beautiful text of the song, the good performance and the performance combined with the dance of the stars, created a complete visual and auditory package for him:

“- Well, about BTS, you said their music was different and you preferred it. In what way did you prefer their music? Their rhythm or lyrics or about their performance?”

I myself am a lyrical oriented person. For example, lyrics are very important to me. Then, in general, as much as, for example, K-pop is more glamorous. For example, it has a color space. For example, a series of music videos. Then, for example, they try hard to perform them. For example, he has a loud and fun performance, he has a good dance. All of them seem to be a complete package."

In their report, 15-year-old Dibay and 21-year-old Sayeh also mentioned things like the theory behind the songs, the beautiful voice of the singers, their dancing, the different clothes of the stars and the different processing of the stage, which made the work of the BTS group to the peak for them. has reached and emphasized that the stars have created a complete visual and audio package for them:

“- My dear, what are the characteristics of BTS songs that make you like them or want to listen to a song several times, for example?”

“I am not at all one of those models who is busy with BTS 24 hours a day and watch their music videos or listen to their songs several times, but in general, BTS songs have a message and I like to know the meaning behind their songs. And I understand that this is why the lyric can be said to be important to me. The concept and theories behind the music video are also interesting to me sometimes. The melody of the songs attracts me a lot, and I also like the members' voices very much.”

“BTS stages are a very attractive thing that is worked on second by second. Now that I see American stages, I find them boring. More of a musical show than a concert.”

“- Does it have a story?”

“No, it doesn't necessarily have a story, but it has a dance that conveys a concept. Each member finds a harmony according to the concept they want to convey, and finally you get an overall picture. Apart from that, if the dance range is more, you will see that the level of work is different, even if they perform an average music. The clothes they wear, their style, the stage, and everything is different, and this gradually attracts you, even if you don't say it at the first moment, well, from now on, my life revolves around these things. Then I used to watch the stages and he also brought funny videos of BTS and I sat like that and saw, saw, saw, saw until I don't know what happened when I came to their own comeback Fake Love which was in the same year 2018, I saw 24 hours I didn't sleep to increase the number of views and Spotifys on YouTube.”

4-12- Preparation of the song by the stars themselves

One of the notable features of Big Hit Entertainment Company is the ability to prepare song lyrics by group members. The possibility of the latter action does not exist in many other music groups and the preparation of the lyrics by the stars themselves, from the point of view of their fans, adds to the attractiveness of their songs and music videos.

18-year-old Mehtab says in her interview:

“What is it about BTS that made you a fan of this group?”

“Honestly, the thing that attracted my attention about BTS and made me become their fan, one is that I get a very good feeling from their songs and they give me a positive energy, and another thing is the excellence that they have. Compared to other groups, they have k-pop, the fact is that from zero to a hundred, their songs and performances are all their own and so-called originality, I think it is a very important point about the group when you know that the text or dance or anything else of this group is not their own. And you don't like the fact that the members of this group didn't create it and are given it by the company or something else. What else is it worth? So one should become a fan of that company and not this group”.

5- Company advertisement for BTS group

As part of its efforts to promote the BTS group, the Big Hit Company is doing extensive advertising in relation to this group, in order to increase the audience's attention to the BTS, in practice, to improve the efficiency of the group in various economic, cultural, and political dimensions. and aesthetic and more like them.

The interviewees of the present study, in relation to Big Hit Company's advertising methods for the BTS group, have mentioned the following in their interviews: extensive, all-round and comprehensive advertising, paying attention to the issue of women's rights, holding grandiose celebrations related to the star, efforts for the international appearance of the BTS group, the launch of a dedicated news agency and interaction with other media, the multi-ability plan of the members of the BTS group, helping medical centers and charities, building a culture towards Pushing the gifts of the stars' birthdays from the fans towards helping medical and charity centers, providing all kinds of jewelry and BTS equipment, providing educational videos of each star's dance performance, welcoming various marginalizations, ransoming the media and people who can potentially threaten the stars.

In the following, each of the aforementioned topics will be discussed.

5-1- Carrying out comprehensive and extensive advertising for the BTS group

“The BTS group has recently announced in a message that Disney Plus is making a documentary titled BTS Memorial: Beyond the Stars, about their lives, which will be broadcast this year” (Mehsa, 14 years old).

It is important to carry out advertisements in order to introduce the desired topic at the level of the society and the global community, which can attract the attention of the audience to the advertised topic.

After the formation of the BTS group, Big Hit Company first performed concerts for free in order to introduce this group to the people of South Korea, and then to become global, it tried to draw attention to itself by performing a free concert in America.

In the following, the company has increased the scope and depth of its influence by mobilizing fans and giving them some direction. In the same way, Big Hit Company, in an effort to promote the BTS group even more, has contracted with Mattel (Barbie doll franchise owner) or third-party gaming companies, by presenting the characters of the BTS group to prepare their dolls next to Barbie or to display them. In digital games, they try to put their stars in the minds of children and teenagers as much as possible, and make them become fans of the BTS group.

Step-by-step advertising of the company by stars is another facet of big hit advertising.

In her interview, 12-year-old Elnaz mentioned the following about providing free tickets to the initial performances of the BTS group at the level of Korean society:

“It took 5, 6 years for BTS to become well known and famous.”

“- After not being so famous in the first place?”

“No, they weren’t, they tried for a few years and in the beginning they gave away their tickets for free to people and told them to come to our concert and our concert is also free. It was like that in the beginning and they grew little by little and now they are very famous.”

21-year-old Mahshid gave a similar report in her interview about BTS after traveling to America, the BTS group tried to present themselves in the minds of the American people by providing free tickets to their concert, just like their own country:

“Another issue is that the members of the group are very interested in participating in American competitions. When they participate in American competitions, they are introduced to the world. This is another reason why they became famous like this... Other groups couldn't or that BTS was the first. BTS themselves say, we were the first, later no one will be like BTS, they are in their own place... just as BTS was not in the place of anyone or any other group. Then it can only be said that they were the first one made the way easier for others. Now many other Korean groups are appearing in American shows and becoming famous, but the first group was BTS and they loved themselves, to become famous at the world level. It wanted to come and see itself at the American level. I was a key to become famous in the world.”

20-year-old Baran mentioned the indirect praise of the performance of the BTS group by the members of the group as follows:

“- Do you have a photo of this proof album?”

“yes”

“As in the photo of the album, there are many bullets behind the members' heads, this concept shows the bullets that were thrown at the members, but the members have resisted them and are bulletproof, in fact, these bullets are the hardships. There are those who have drawn members. Like the words, rumors and hates that you endured for 9 years. Also, you can see the bullet holes in the photo, which shows the same thing, well, during this period, BTS had many problems, like their company was not rich, well, it was not popular and famous.”

“The company was new and had little money, and there were seven people in a small room, or for example, they were giving hates to the members a lot, telling Namjoon that he is not pretty enough, saying that your voice is not very good, they would tell Jimin that he was fat, in short, they would bother them and these bullets are also their signs that, for example, it is as if they survived and reached here, and if you look carefully, the bullets that hit the back of each member are different. If I am not mistaken, the cover behind his head was much more damaged. Until it was torn.”

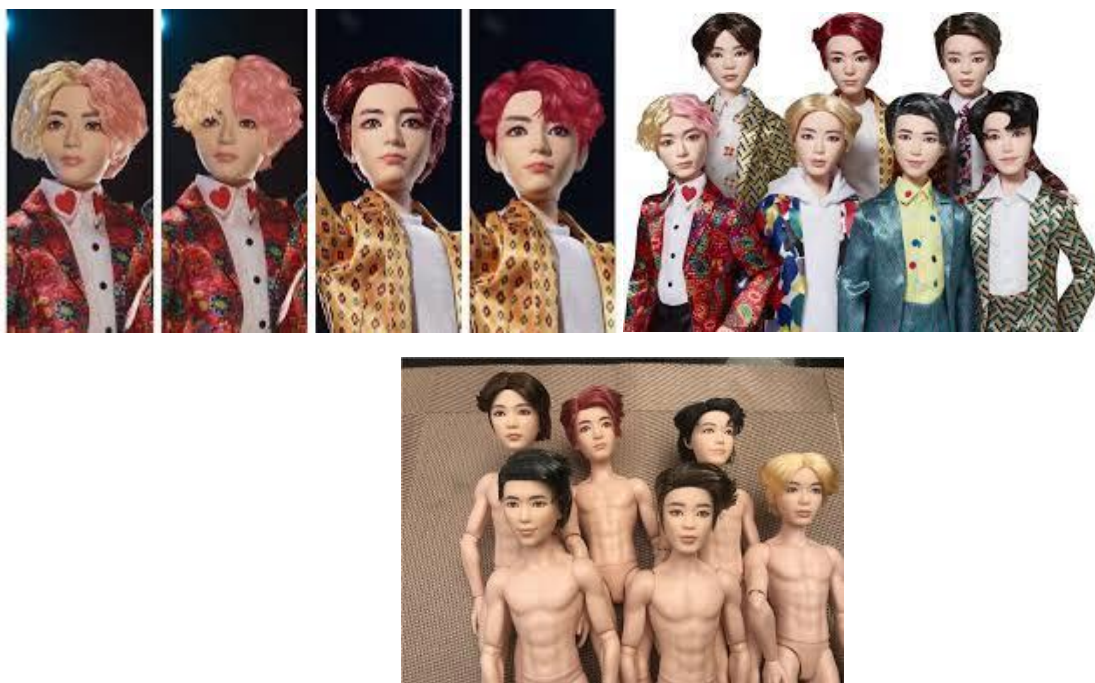
21-year-old Mohammad Rezai, in an interview, notes that Big Hit Company introduces its favorite items to fan organizations (fandoms) in line with its indirect advertising:

“- Don't you think this issue is one of the company's own ways to increase the popularity of idols?”

It can be, but it is indirect, because there are some fans who have a lot of followers and are very active. For example, they come to the company's main page and like a post from that fan page, then the fans go to you. Those fans read more and more about this and think that this posting is real, because the company's page has already liked that post, so if the company is behind these stories, it would be very beneficial, but this kind of work is totally indirect.”

In another phase of its advertising to institutionalize its stars in the minds of children, Big Hit Company has tried to institutionalize the members of the BTS group in the minds of young audiences by signing contracts with prominent companies that produce dolls, toys and digital games. In their adulthood, they can more easily turn to BTS stars.





During their interview, 17-year-old Rihaneh and 24-year-old Zahrai have mentioned the use of extensive advertising and exciting plans that the company makes at the beginning of presenting a new performance, as follows:

“... In general, whatever song wants to come, they specify in different dates, for example, 3 or 4 weeks before. They say that in a certain date some photos, a teaser and a music video are going to come, its original teaser is going to come in certain date, and a certain date with the music video itself. Then a series of concepts, photos related to that song. After these photos, one day, for example, they will post their group, one day they will post single group members, from each member with the same style, and this will be the theme of that song or the theme of that music video, the theme of that vibe, and they will give few photos to say that these photos are with the music. In the albums, they have photobooks of this and these. This is called a concept, which means that it has a special theme, each song, dress and style has its own style.”

“- What things are shared on the pages of the group or the members themselves?”

“Usually, there are their own photos, either single or group, but sometimes they are, for example, of three or four people. If they release a new song or music video, they will announce it on their pages. Concerts are the same, then it's not like only one person posts, but they don't post all together. For example, first Jimin posts, after three or four days Junkook posts, four or five days later he also posts, specifying the exact time of publication. In addition, they also share the advertisements they do, especially related to clothes and clothing.”

5-2- Attention to the issue of women's rights

In one of its promotional activities, Big Hit Company announces that in order to respect and respect women's rights, the company provides the text of its songs to experts on women's rights before

publishing, so that if women's rights are not respected in that text, the desired text can be changed. find 20-year-old Baran, in her interview, has said the following in this regard:

“- From your point of view, does being a fan of Kpop raise the standards? For example, some people are seen in the media whose boyfriends are complaining about these cases.”

“For me, yes, most of the ARMYs that I have seen pursue their studies and work and their standards have increased in choosing friends and partners. For example, BTS is so respectful of women that they check the lyrics of their songs with a women's rights expert, which is disrespectful to women. Don't have it. These are the issues that make our standards rise.”

But it is necessary to remember, as it was mentioned in the first chapter of the book, the company, in practice, by abusing the phenomenon of imaginary love that happens to many teenagers at the age of puberty, which disappears over time, presents its stars in a dreamy way for Fangirls suggests that in the recent situation, mostly female fans fall in love with BTS stars.

The sensitivity of the company in this direction is so high that even in the music video of BTS's ‘Girl I Need You’, it is not even willing to show a girl during the music video, so that the fans girls, without feeling any competition, the love of the stars. cultivate in their minds that of course failing in this path will have serious psychological consequences. In other words, the company imposes additional cruelty on its female fans in order to achieve more profit, but in its advertisements, it tries to assume a humane and democratic face by proposing things like "efforts to protect women's rights".

5-3- Grand celebrations related to stars

In another step of its advertising, Big Hit Company tries to draw people's attention to the stars and their company by holding big celebrations on various pretexts, such as the birthday of the stars or the date of the formation and launch of the BTS group.

During the year, the company has celebrated 7 magnificent birthdays for 7 members of the BTS group, not only filling Seoul and other South Korean cities with the images of the desired stars, but also in the far corners of the world with the support of fans, they have started to organize birthday parties for their stars. and, for example, on the Burj Khalifa in Dubai, it starts lighting and throwing the image of the desired star. In the same way, in the Festa celebration, which takes place on the occasion of the launch of the BTS group, the company celebrates for almost 13 days, keeping the memory, name and memory of the stars alive in the minds of the people and its fans.

In their interviews, 21-year-old Irfan and 17-year-old Ehsan have mentioned holding a grand birthday party for the idols as a preparation for further planning the BTS group and gaining more benefits for this group:

“- Does the company spend a lot of money on other celebrations?”

“Yes, it costs a lot for all the celebrations.”

“- Can you give another example?”

Yes, for example, the expenses he spends for the birthday party of each of the idols are ten times that of the Festa party. Idols' birthdays are celebrated not only in Korea, but in most countries, banners and posters of idols are pasted on doors, walls, and famous towers in the world. For the birth of each of them,

they use a color, for example, for the birth of Taehyung, they use purple color and for the birth of Jin, they use pink color.

“- Irfan, where do you think the company gets all the money for the celebrations?”

“If the company spends money on any festival, it advertises the festivals so strongly and prepares songs in advance that not only the expenses are returned, but also the profit is multiplied.”

“- How is such a thing possible? You give an example.”

“For example, when Taehyung's birthday was celebrated, Taehyung's photo and banner were shown on the most famous towers in Dubai, Japan, Vietnam and dozens of other countries with purple light. It means introducing Taehyung to the world so much that it was enough for Taehyung to go to each of these countries and perform his own album. At that time, they would sell the tickets at a low price, or they could even sell the tickets for two or three times their real price. As a result, whatever they spend, it will return to their pockets tenfold in other ways.”

“- Ehsan, do you have any information about the expensive birthday celebrations of idols by the company and fans?”

“Yes, every time it is the birthday of one of the members of the BTS group, the group's production company starts a wide advertisement in Korean news agencies and national media of this country weeks before the birthday, and this news of the birthday is shared by the fans in their fan circles. Then, on the occasion of the birthday of each of the idols in many countries where BTS is popular, the company starts to install birthday banners and posters of the desired idol's photo, and uses one color for lighting each idol.”

“- What is the purpose of the company for expensive birthday parties?”

“Its first purpose is an excuse for extensive advertising for the group and to generate more income, and the second purpose of these celebrations is to keep the name of the group alive in the minds of the people.”

Big Hit Company, in a similar symbolic move, has paid attention to the beginning of the work of the BTS group by holding a celebration called Festa during July 1st to 13th every year, trying to bring the BTS group up again with this excuse. Emphasize its creation as an important event.

In one of his interviews, Irfan has stated the following with reference to the Festa celebration:

“... Festa is held every year from June 1st to June 12th and 13th. During this thirteen-day period, the members of the BTS group give gifts to the ARMYs, such as funny profiles and photos, or beautiful songs or their own covers, which are really cool, and on the last day of the Festa, the members get a birthday party for BTS, who prepared all that content themselves. they do it Every year. Different hashtags such as Festa, BTS, ARMY, etc. become a trend. In general, the festival is something between ARMYs and BTS who celebrate together and the members talk about their memories and joys, which really every ARMY waits for this day every year. The company broadcasts this Festa celebration in the media all over Korea so much that people and fans look forward to its celebration every year on the first of June and all over the world this time is celebrated among fans every year and the company donates some of its income to charity and helping the needy people.”

“- What effect does Festa have on the fans?”

“Because this celebration lasts for twelve to thirteen days, the fans have a lot of fun. Usually, during these thirteen days, BTS idols communicate with fans and create happy moments, for example, they tell funny memories and sing beautiful songs, which are sometimes accompanied by dancing, and fans get positive energy.”

5-4- Trying to make the BTS group appear internationally

After establishing their BTS group as a successful K-pop group in South Korea, Big Hit Company wanted to launch this group globally. The recent action has been carried out by holding performances with western singers, participating in prestigious world music festivals and holding world tours.

Wikipedia writes about BTS' collaboration with Western celebrities:

“BTS released their Idol album in collaboration with Nicki Minaj in 2018. In the same year, BTS collaborated with the American singer Halsey in the song Soul Map: Persona.”

In June 2019, BTS released three collaboration single tracks, "Shining Dream" featuring English singer Charli Xxx, 'A New Day' featuring Swedish singer Zara Larsson, and "All Night" featuring American rapper Juice World.

Big Hit company, with various notifications and mobilizing its fans, invites fans to participate in various polls regarding the selection of top songs by reputable music sites (100 hot songs and 200 global songs of Billboard) and the selection of top songs by people's choices. He calls to consolidate his globalization even more by winning the recent cases.¹

25-year-old Kausar explains the relative change in the presentation style of the BTS group with Big Hit Company's effort to win in western music festivals. In his opinion, the project of a group at the international level, while it evokes the importance of the group, involves attracting more fans and as a result, gaining more profits and benefits and further advancing the various goals of the company. Kausar says in this connection:

“Their first music video is as good as the rest of K-Pop's music videos. Their latest music videos are Hollywood style. It means to make it so that Hollywood fans like it and can win Grammy and Billboard awards...”

For the last one or two years, BTS has taken the style of their songs to the style of Hollywood. For example, they sing Hollywood songs. As they like it and they win awards with it in their festivals, and they don't have that feeling anymore... they don't have that concept in the

songs as much as before... they didn't have the deep story in the music videos and in fact it was less attractive to me, and this was again the company's policy, which is like this. Sing a song that won the awards of foreign festivals. Because there were no awards left in Korea that they had not won and they had reaped all the awards. Somehow, they wanted to take the path of progress, which they did to a great extent.”

¹ -How to mobilize fans for different votes is mentioned in the chapter of creating a deep connection between stars and fans.

Another thing that needs to be mentioned in relation to the survey category is the participation of fans in polls related to stars but not related to their singing, and that is to comment on things such as choosing the most attractive men. In his interview, 17-year-old Ida refers to the recent case as follows:

“- Aida, what is the story of this voting on Insta for the children of the BTS group?”

“A contest called Asia's most attractive man of the year has started on Instagram and other sites, and some of the BTS kids also participated, including Taehyung, Jungkook, Jimin, Namjoon, and Jihope. That's why all BTS fans consider themselves obliged to vote for one of their favorite idols to be the most attractive man of the year in Asia. I personally promote Taehyung. Because Taehyung is more attractive than all of them and I love him.”

In another phase of its activities, Big Hit Company is trying to establish the international image of BTS group even more by holding world tours.

At the beginning, after establishing the BTS group in South Korea, by sending the BTS group to America and holding a free performance by them in this country, the company tried to introduce the BTS group to the Western world as well. Next, by holding world tours, Big Hit Company takes measures to gain material benefits and advance its other goals.”

19-year-old Mehlaghai, in her interview, believes that the superiority of the BTS group over the K-pop group EXO, which was more advanced than the BTS group, is due to the group's world tours:

“Why do you think BTS became so famous in the whole world compared to EXO?”

BTS company supports him a lot and says yes to all requests. If EXO's company does not allow EXO's music to be played on radio stations in America, for example, or does not give them many tours outside of Asia, and restrictions like this will ultimately make EXO not very popular outside of Asia. BTS didn't have such restrictions and entered western music and then made a match with some prominent celebrities, and it's a completely natural thing to become so famous. It's all commercial policies.”

5-5- Setting up a dedicated news agency and interacting with other media

Big Hit Company has launched its official news agency to inform about idols, their activities and future plans. In addition, according to the statements of several BTS fans, the company has close relations with yellow media such as Dispatch, because sometimes Dispatch publishes idols' text messages, which is only possible with the cooperation of the company. Then, on the other hand, in cases where the company can't clearly achieve its goals, Yellow Dispatch media rushes to help the company and fulfills its wishes and goals.

16-year-old Rukhsare, in her interview, describes the news agency of the Big Hit Company, which informs fans about various programs of the BTS group.

“... Then there is a program in which BTS is very active and answers all the army questions and posts pictures of these things.”

“- How?”

“V-Verse is a program where K-pop idols respond to army comments and share their daily life there.”

18-year-old Fereshte mentioned in her interview the interaction between the company and Zard Dispatch media as follows:

“- I saw things about the Dispatch site accessing idols' chats and personal lives, right?”

“Yes, Dispatch is actually a collection of people who either work for the company or publish first-class news about idols on their own behalf, and most of the time Dispatch are people who receive money from the company rather than with documents. from an idol to have it available in order to put him under pressure in special situations or use it that sometimes even without the idol himself knowing, they put the news of his dating with real proof to the public so that everyone to see him...”

“- What news do dispatchers usually publish and what information is important to them?”

“Dispatchers broadcast important news such as dating news, and they work a lot on this matter, and they are very focused on the dating of idols, because unlike Westerners, for Koreans, it is very important who is dating whom or even they themselves. They know how to comment on that idol and say, for example, this is not good, this is better, why did you go on a date with him at all, you don't like your body or your height at all, or some other things. It makes it closer to reality and believability, for example, the rumor of bullying last year had a lot of damage and it was a very hot topic that they publish, for example, an idol's chat with another person or anything related to that idol, or they go from company to another company. They publish anything related to the authenticity of the news and increase its credibility...”

“- Do you know about the punishments during their internship?”

“If the violation of the rules is related to the internship period, it can include harder and more intensive training than others, or it may be banning them from debuting with a group or delaying the time of their internship, or even not providing them with the necessary and emergency equipment. Like place, dormitory, clothes and anything else, or for example, taking more money from that intern, because he disobeyed a rule, and in general, the companies have much more power in the internship and the punishment they consider for the idol is harder in this period. But after the trainee period, when they become an idol, the company is more open when it wants to punish the idol, because there are more options to pressure the idol, and even these punishments may inform a baseless rumor or even a true rumor about a date between an idol and another idol and it is done with the help of Dispatch, which definitely puts a lot of pressure on that idol mentally and emotionally, because destructive comments and conversations clumsiness or anything else definitely has an effect on that idol.”

5-6- Multi-ability plan of BTS members

In everyday life, most of the people who are skilled and excelled in a field can only show the experiences of the same limited field, but in cases where a person or people are seen who have multiple abilities in different fields at the same time, Of course, this person is more noticed than people who have only one significant characteristic. Therefore, by pushing the stars to other fields, such as the preparation of artistic handicrafts by the idols, Big Hit Company fulfills this importance, and by emphasizing the multi-ability of the group members, it raises them more than before in the minds of its audience.”

21-year-old Mahshid, in her interview, recalling the trainee period of BTS stars, noted that except for one of the 7 members of the group, the other members were facing poverty in their personal lives, and after the formation of the group, they worked and earned money at the same time. In order to make a living,

they did intensive exercises to perform music until they reached the stage of practical implementation of their programs in the society:

“They say that the members of the group become very rich in the world. If only one of these seven members has a very good financial condition, the oldest member called Sook Jin or now Jin Then, Jin. His father is among the top 20 richest people in Korea and has a unique financial situation, for example, he went to piano lessons in his childhood, but the interesting thing is that even though his father had such a great financial situation, as they say he is among the top 20 in the country who has excellent financial conditions, yet he lets his son go to work in a restaurant, as a waiter or waitress... as... I forget the term now... those who decorate the restaurant... worked to earn money. He himself said ‘my father said that you should go and learn to work hard to earn money...’ and it is not like to say that he had very good conditions because of his father... However, it seems that they have accepted this fact that you should struggle in order to have excellent conditions. You have to try to be great... you have to work hard to get somewhere. Now his financial situation is even better than his father. For example,... I don't know... whether it was for his parents' wedding anniversary or for Father's or Mother's Day, he prepared a house worth several billions of our money and gave it to his parents as a gift. Think that this is the only gift. That's why it's not like... the way the TV says, it's like very selected people with very good conditions and so on, no, by the way, only one person is like this among these seven. The two of them whose financial conditions were really... really bad, that is, one of the other members after Jin... his name is Yoongi, he is in a family of four and he has an older brother than him, his father had a very bad financial condition, at that time He also said that I want to become a rapper and go to Seoul... because he was in one of the cities of Korea, when he wants to come to Seoul, his family tells him, no, what's that, you should go study the right way, then go to work... Despite having a strong opposition, he writes poetry, but his family tears some of his poems. One day, he comes to Seoul, starts auditioning and applying for a company... he auditions until he is accepted in one of the companies, which means he has a bad financial situation. Or another of its members, Taehyung, he also started his career from a busy family, with three siblings, Taehyung was the eldest child in this family of five, his financial situation was not good at all, his father was a farmer and had a low financial level. This is how he becomes so rich... For example, a few months ago, because he is the brand ambassador of Hyundai, he bought the same new Honda car that he had advertised and gave it to his father as a gift. So it's not like there is a very special person who chooses him, no, it's not like that at all, people gathered from all over the country and now these 7 are together, now these weeks they are so bold, when you go to Their life, you can see that each of them had a lot of ups and downs until they got here, Yoongi, when he debuted, he started working as a restaurant courier to make ends meet so that he could live. As he was a restaurant courier, he had pizza one night. For one, he gets into an accident and in this accident his shoulder is injured and he needs surgery, but he doesn't say anything to the company.

The group will be removed, because they just debuted and a few years later... it was only last year or one or two years ago that they performed, of course, the company said that they would perform, but their work schedule was so busy that they didn't have time to do this. During the time of Corona, their heads were quiet, they just started acting, and this does not mean that everything was perfect even at the beginning, that they were only seen a little bit after 4 years after debuting... four, five years after debuting.

“

21-year-old Sayeh also stated in an interview that K-pop stars, unlike Hollywood stars, are expected to do several things at the same time, such as singing, dancing or even acting in the movie industry (to gain fame and to be raised more than before) is expected:

“- Would you like an explanation about the concept of idol? Do they call K-pop singers who have become famous idols?”

“No, it is not necessary to be famous, it is considered an idol and not a singer. It's not like Hollywood where you can necessarily say this is a singer and so-and-so is an actress. Because their only job is not to read. For example, it is very common among Koreans that singers act in movies and actors sing two songs. Apart from that, they don't just sing. In addition to singing, they also have a dance and a performance, and it is the collection of these that makes their work. Then all of these features together make us call them idols instead of singers. So, if we say that someone is an idol, it means that he can sing, dance, and his style is determined by a professional team, and each one has a meaning, and each music video has its own story, but Koreans are also singers. They are not idols. For example, their rock bands are very famous in this field, they only sing and do not dance, or anything. They are also called Kirak. There are other singers who did not join the dance and such. Then, most people who are idols debut in a group. Of course, not all of them, many of them make their debut individually, but most of them make their debut under the group.”

In her interview, 21-year-old Irfan notes that while singing, Jane also composes music in the group:

“-What personal information do you have about Jane?”

“Jin is one of the singers of BTS who was born in 1992 in South Korea and works in this group. In terms of age, he is the oldest member of the team. He entered this field at the age of twenty, at first his dream was theater and acting. Before joining this group, he didn't know how talented he was in singing. He worked hard and completed his studies in music and singing.”

“- What do you think about Jeans?”

“In my opinion, he is the best idol who is unique in all aspects. It means that all the good qualities are gathered together in this idol. It is attractive, its voice is wonderful and it is the best singer.”

“- Irfan, among the members of the BTS group, which one are you a fan of?”

“They are all good, but I love Denim. To the extent that the walls of my room are full of posters of Jean with those beautiful poses”.

In another part of its actions to showcase the multi-talent of BTS members, the company has encouraged them to do some handicrafts, which the group members produce and sell.

In dealing with the multi-ability of the stars in the historical course of the formation of their group and its continuation in the present, the fans have found a sacred look towards the stars of the group, and start praising them more than before.

5-7- Assistance to medical and charity centers

Helping medical and charity centers is a philanthropic act that every person with every thought and belief approves. Therefore, according to classical conditioning models, which states that the presentation of a positive (or negative) stimulus with a neutral stimulus at the same time transfers the positive (or negative) value of that natural stimulus to the neutral stimulus, the phenomenon of conditioning occurs.

The Big Hit Company, which knows that engaging in charitable and therapeutic actions leads to finding the positive side of the people involved in this relationship, by encouraging the stars to do various

charitable works, it tries to give a double positive side to its group and make them to put forward in the form of models that are superior and beyond other models.

16-year-old Rukhsare, 21-year-old Mahshid and 24-year-old Zahra have described the members of the BTS group as benevolent people who do charitable work on various occasions:

“... the members of the BTS group, in the meeting with the president of the United States at the time, said that race is not important to them and that they are thinking about the armies everywhere, their priority is the armies first, then their honors.”

“- From what they do, do you understand that their priority is the army?”

“Doing a lot of things for the army, for the children, I don't know the exact amount, but a very large amount of helping orphaned children or building old people's homes and such things for old women and men, generally a lot of helping the homeless and those with cancer. They have done things like that.”

“- Does the group organize a campaign for charity work?”

“Yes a lot, this is a very normal thing among Koreans, basically famous people who are rich donate part of their money once in a while, especially on their birthday for a disease or welfare of a certain group or building a place like a school. They do it at least once or twice a year, they try to keep it secret, but people spread the news.

BTS provides a lot of financial assistance, now this can be in different fields, for example, during the period of illness, many famous people and groups come to different countries to help provide sanitary equipment, produce vaccines or even food and clothes for people who don't have financial ability. For example, Guardiola donated one million dollars to Spain. About BTS, there were talks about giving financial aid to deal with the disease, but it was contradictory. But when that happened in America, when the police came and killed that black man, I forgot his name, but now I remember it.”

“- George Floyd.”

“Yes, when that happened to George Floyd, the whole world was shaken. People in different countries protested and famous people also reacted badly to the fact that BTS members were among them and did not remain silent. Even providing financial assistance.”

16-year-old Rokhsare notes in another part of her interview that the company and group members do not personally announce their charitable donations to others, rather, it is the recipient institutions that personally inform about the BTS group's charitable works (and in this way, Rakhsare tries to deny the suspicion of any kind of hypocrisy in the meantime):

“- Does the company say to go and help?”

“no”

“- Then will the company announce?”

“No themselves The company doesn't have much to do with them in this kind of thing, they do it themselves and even on behalf of the institution they help, the institution itself informs that, for example, yes, BTS has helped me so much.”

In some of their interviews, 15-year-old Razieh and 18-year-old Shokoofeh mentioned the participation of some group members in charitable works and the company's encouragement that, for example, on the birthday of a certain idol, fans send their gifts to a charity center:

“- Can you tell me what's different about BTS that attracted your attention and made you a fan?”

“They were the first ones that I met, they were the first people who said that you should love yourself, value yourself, no matter what race you are, and the translation and content of their songs were full of meaning for me. There are only people who are always with me and without knowing me, they say they love me and it is beautiful for me that without knowing who I am, they respect my interests and encourage me to be myself and not be ashamed of being myself. which is between ARMY and BTS. BTS donates millions of dollars to different places every year, and this is an incentive for the ARMYs to collect money together and help a charity.”

“- Are the income of BTS members entirely in their hands?”

“No, all their income is not their own, and because all their activities, even their individual activities, are under the supervision and permission of the company and the company helps them in these areas, in fact, the members are paid, and in addition, a part of this they spend their earnings on poor people. They have a rapper named RM, he helps a lot, he spends half of his income on charity and things like that.”

5-8 - Culturalizing in order to push the donating of stars' birthday gifts to medical and charity centers

In an action similar to helping medical centers and charities, the company sometimes advises the fans of BTS stars, instead of preparing and sending various gifts for the stars' birthdays, they should donate the cost of preparing their gifts to medical centers and charities.

The recent philanthropic action is a suitable and acceptable cultural creation, which, while showing the company and its group as much as possible, leads to the partial movement of the fans' emotions towards the needy people of the society.

In their interviews, 19-year-old Rihaneh and 22-year-old Shirin say about the valuable culture of sending birthday gifts to help the BTS group's medical and charity centers:

“In 2021 or 2020, on Jungkook's birthday, he himself said, for my birthday, instead of bringing money or gifts, spend it on charity. You know what kind of positive effect Jungkook's words might cause, because there are a series of programs, called Fansign, where fans can see the idols in person and talk to them, get autographs from the idols, and give them gifts.”

“Jungkook had said that instead of giving me a gift and buying me something, spend your money on charity, and this Jungkook's words made me think for the first time in Iran that his birthday was 23 years old or not. On his 24th birthday, when the ARMYs decided to collect funds to buy medicine for children with cancer, they also took pictures of his letter of appreciation, which was donated by the ARMYs of BTS, and collected 14 million tomans, and it was a very nice job.?”

“- Shirin, what information do you have about idols' birthday parties?”

“The birthday celebrations of idols are very dreamy and legendary, even princes do not dream of their celebrations. Celebrations are not only held in Korea, but also in most countries of the world. Every idol's

birthday is celebrated with one color, for example, for Taehyung's birthday, the whole world turned purple, for Jin's birthday, the whole world turned pink, and for luxury and with the splendor of the birthday party, the company spends billions and because of the birth of each of the idols, the company spends some of its income on charity.”

“- What effect does this birthday party have on the fans?”

“According to the company, wherever they are in the world, the fans are full of excitement and energy, they count the moments to hold these celebrations, and in the virtual world and the media, they follow these celebrations moment by moment all over the world, imitating the idols and The BTS group takes the lead in charity work and helping cancer patients, and they invite fans to a challenge.”

“- What do they want from the fans in these challenges?”

“For example, they say, let's celebrate this birthday differently from other birthdays, in addition to our spiritual support for our idol, we will be ambassadors of goodness and health with financial support and help to those in need. For example, this time, let's help the Autism Support Association and in this way, the fans also provide their financial aid to the needy with the help of fan pages' managers.”

“- What cultural impact do these celebrations have on the fans?”

“It cultivates the beautiful culture of helping the needy and special patients. The fans enjoy the celebrations and they are doing a humane and philanthropic work.”

5-9- Supplying all kinds of jewelry and BTS equipment

One of the well-known methods of using commercial opportunities is the supply of jewelry, images, and items that are supposedly shown in a movie or series, or that the desired celebrity brought it along during the execution of a program.

The recent issue has also been included in the Big Hit Company's set of arrangements, and along with the economic use of the jewelry and equipment that it provides with the logos of the members of the BTS group, it also keeps their memory alive in the eyes of their fans.

Referring to the recent tradition, 21-year-old Mahshid mentions in her report that in accordance with the release of a new song, related items are offered to the fans so that by purchasing them, the fans will also fulfill his cultural goals while securing the interests of the Big Hit Company:

“BTS has a series of mortal programs. That is, the company provides them with a series of programs that attract even the audience, for example, in Iran, it goes once a month, that's it, well, they don't, they have a lot of plans, one day there is a teaser, one day there is a music video. is coming Albums are sold along with photo cards, a series of things... they have dolls... again, there is a Japanese company with whom they have a contract to turn music videos into cartoon characters.

But I really like their musics because of their lyrics, melodies, and because of the difference in their voices.”

20-year-old Saeedeh states in her report about the use of BTC devices:

“My room is full of gifts that my friend Negin bought for my birthday. (Laughs and says) What else could Negin's gift be, other than something related to BTS?! Only things related to them can make me happy to

death. I put it all where it is in front of my eyes. Sometimes I draw from BTS. Or I always go to digikala and search for BTS products, whatever they want, just have the BTS logo. There are BTS photocards in that bookshelf. There are two types of photo cards, which are better for music videos. Then two panels from BTS. The rest are pixels, notebooks, masks, clothes and other things about BTS. I also made a notebook in which I put BTS photos or draw pictures.”

In her interview, 15-year-old Rihaneh, referring to the hot market for buying and selling jewelry and accessories attributed to the BTS group, mentioned the preparation and distribution of some recent items in Iran, and emphasized on her and her friends' use of these items:

“- Have you ever bought products with the BTS label?”

“Yes, I have a pencil case, it is the symbol of BTS on it. I have a pair of socks like this.”

“- Where did you buy them?”

“Pencil case from Digikala, but socks from a shop. There are also a series of pages that sell BTS style items.”

“- Do you have those pages?”

“Yes, I have one.”

“- Can you show me?”

“yes now of course, I just followed it, I haven't ordered anything from it yet, but I saw a series of photo cards, they will show you the photos of any BTS members you want, and you can order them and make a phone case with them. I want to order with Jimin's photo. Another interesting thing is that each of the idols has their own lip balm, for example, one is Jimin's, one is Jungkook's, and you can order it and send it to you. It's German. There are also a series of necklaces with the names of idols, you can put them on your neck if you are interested in them, my friend buy them, they say that anyone who is a fan of BTS should buy from our group, otherwise, it shows that they are not real fans.”

In the continuation of her report about the use of the so-called BTS devices among her friends, Rihane notes that her friends accept an individual's support for the BTS group if she uses the devices attributed to the BTS group has put it on their agenda:

“- Do your friends know BTS necklace as a sign of being a true BTS fan?”

“Yes, I have to buy too. I want to buy Jimin's. My friends even bought BTS bags and stickers. Fatemeh says that if someone does not have these, they should leave the group. I once told my mom that I should buy one too, my mom said that I have a bag and I bought a new one, we fought with my friend over the same bag. I promised, I will buy next year.”

“- Well, if you don't buy, will they kick you out too?”

“Yes, it is possible.”

“- You mean just because you didn't buy the BTS bag?”

“Well, they say it is a sign of a real army. Anyone who is not a real army is thrown out of their group. Even if it's a birthday of one of them, they go out to celebrate together and buy this cake. They also have most of their equipment.”

“- Do they buy from the same page you said?”

“Yes, this is the photo.”

20-year-old Hasti, in her interview, while she referred to preparing a collection of BTS boys' pictures, she also told about the great pleasure of opening an order for such products (unboxing), as follows:

"- So you said you are making a collection now?"

“Yes, a collection. Like collecting old stamps. I always wanted my books to be the same size or the same color. You know what I enjoy? When I see that the gesture is exactly the same, I like it even more. I will not be happy if it has a new pose in its photo cards.”

“- Do you buy other things besides photo cards?”

“I also buy albums. I buy it just to open it. I remember when we were kids. When I was a child, I loved lop-lop. Of course, I always liked music, before K-pop I used to buy other artists' albums. I used to buy a lot of albums. That means 90% of my albums are non-Kpop. To tell the truth I even like to buy albums in advance. When it is not clear what that album looks like and what it contains. I would like to buy it and open it, like a loplop. For example, there is an album in which I bought all the photocards in the bag (he says strongly), but I bought the album in advance from the website so that I can unbox it.”

5-10- Supplying a dance training video for each group performance

One of the important features of BTS that many fans have reported is the way the band members dance while they sing.

The company asks the band members to prepare a dance suitable to the text of their song and perform it at the same time as they sing, in order to make it even more diverse in each of their performances.

Although the members of the BTS group fulfill the company's request in this direction, the important and noteworthy point in this part is the presentation of the training video of the dance performed by the company for the fans, so that if the fans want to copy the group's new dance, they can. It is easy to learn.

In this regard, 17-year-old Nasim stated in his interview:

"After each performance, there is a training video of the idols' dance, and the fans learn and perform the idols' new dance from that video."

5-11- Welcoming various marginalization

One of the problems that most actors and singers face is that when a few days have passed since they played in a movie or series or sang their new song, the excitement of playing that movie or series or listening to that song is gone. Eventually, the desired celebrities fade in the minds of their audience, therefore, the companies of the recent celebrities, considering this problem, try to personally or with the cooperation of others or by accepting the rumors of others. They should create an inflammatory atmosphere that will prevent them from learning about maps under their own cover, in the minds of the audience, because this will lead to a decrease in their profits.

Examining the statements of the interviewed fans indicates that in most cases, the independent company engages in marginalization for its stars in order to advance its obvious and hidden goals in this way. But in other cases, the company benefits from the created conditions in order to advance its goals by using the circumstances and taking a position in line with its goals.

In other cases, the company marginalizes its favorites through fans and creating rumors or indirectly directing fans.

The company's use of yellow media is another way to create a margin about the company, its opposite companies or its stars.

The aforementioned set of conditions causes the fans to always face a significant amount of confusion and in the meantime they do not know which company's words are true and which are false.

In her interview, 15-year-old Niko mentions that the company sometimes tries to get more profit by its own marginalization:

“- Do you think these relationships that are being broadcasted are real or fake and for the promotion of BTS?”

Well, in the year when this news was broadcast, the romance genre in general, especially high school romances, had become fashionable and most of the singers had gone to this genre. The story of her relationship with her makeup artist was spread everywhere, so if you look at it from this angle, yes, it could have been a kind of advertisement for their new song, especially since it was the beginning of their career at that time and they really needed to advertise and promote themselves. Do it, it was not like now that the whole world knows them."

17-year-old Samaneh, 18-year-old Fereshte and 18-year-old Parinaz have mentioned the company's active role in marginalization for BTS members in their separate interviews:

“- Samane, do the stars also marginalize in order to stand out?”

“Yes, even a lot. Well, this is the law that they should not get married. I remember once a long time ago, for example, a scene was made where one of them went out with one of the Korean actors and even to a cafe, but there was no picture, but the company itself had spread this rumor to create a border, and then the company itself came and said, This is against the law and will be fined and fired, but after some time we saw that that person is still in the group and after the news got out and they spread it everywhere, the company came and denied it and said: No, there was someone like him. And it wasn't real, I want to say that it was their plan, now they said the same thing in their fans, that is, it was leaked from the group itself that it was a game, or for example, they say that this person had a fight with that one and they are playing a movie in between. And everyone believes, then (surprisingly) his movie came out and it was revealed that the two of them are so good together behind the scenes and that they have no problems”.

“- Do you think stars are independent in their work or do they behave as the company wants them to do?”

“This is a very long and debatable issue. Yes, look, it is possible that some or sometimes idols and famous people will lodge with the company, because some companies force idols to do things that they don't like, even though they are idols, for their own financial gain. He refused to let the rumor of his date with someone leak out, but the company used rumors to draw attention to itself, while the person who was abused was not satisfied at all, but Well, they did it regardless.”

Two things that are discussed in the company are that if the members make a mistake, the company quickly throws that person out and replaces them with another person, and another issue is that through negative marginalization, sometimes they want their idols to be famous. While these hates may hurt the members, but he does it. It does these two things a lot, which is one of the disadvantages of this company.”

As it appears from Samaneh's statements, the company easily decides to marginalize its stars. Ferishte points out in her statement that the company is so serious in its decision about the marginalization of Egypt that even the opposition of the stars does not influence its decisions, and Parinaz emphasizes in her words, even if the company's marginalization has destructive effects on the star's mental health, it will continue its work in the direction of marginalization regardless of the psychological damage it causes to its star or stars.

In some cases, the company has taken advantage of the conditions faced by rival companies or the society, and tries to achieve its goals by using the existing conditions, as an instance, the company is often makes silence in front of the number of fans who write stories for their stars, while it is humanely necessary for the company to reject those who make fake stories or unreal speech centered on stars¹ to have acted primarily to maintain the mental health of their own stars and secondly to maintain the mental health of the society.

17-year-old Rihana and 15-year-old Razia have mentioned the following statements in their separate interviews:

“- You mentioned the difficult conditions that the company creates for people, I also heard a little about it that they give them difficult diets or force them to show their orientation to something else.”

“- Yes, that's right. Now I'll give you an example, for example, if you've seen Twitter, hit BTS and search for this title, you'll find a dirty space in the middle. One jumps at the other, swears and curses, some fake pages come and make rumors and other things. Then they kiss the boys with each other, that is, they say that these two are gay together, and they are even so prejudiced that they end up cursing and cursing, and in the middle of this, they create moments where they see a mistake and say that they are kissing each other. Even though no one has announced that yes, I am gay, but there is a fight for a trend that belongs to an idol and has nothing to do with us, or for example, a foreigner came a while ago and spread the rumor of Taehyung smoking and in the ceremony There is a heated argument between them for something that has not yet been announced and it depends on the party to kill or not, or dating boys with many people, or fights and arguments, even though these issues are related to the personal life of the idol.

The company was very kind and kept silent about all of this, because it was good for its own shares and profits, and for the opposite company, whose dating rumors have been spread. After a few months, he comes every once in a while and says that all this will be followed up legally, he doesn't say anything. Once in a blue moon, he said that the rumors would be followed up, but then again, we weren't there to find out if it would be followed up or not. In general, the issue of orientation and such has been left to God and no one can manipulate it. If someone is gay, I think it is respectable for them to choose this because it was not in their hands. Let's say, yes, they are definitely related, but it is possible to ship them, but not properly so that it is dragged into obscenity.”

¹ - Sometimes it can be seen that some fans cut the conversations of a star and put his cut statements next to the cut statements and sounds of a porn star, in a way they create a conversation and a relationship between two people, centered on them. They publish obscene topics.

“- My dear, are you interested in fanfiction or do you write it?”

“Sometimes I read, but I don't write myself.”

“- I had seen that there are several categories of fanfictions, can you tell me which type you are interested in?”

“It depends on the author, if I see that his pen is beautiful and he uses good words and it is worth reading, I will read it.”

“- It means that you don't follow a certain style in general.”

yes

“- Does it mean that it doesn't matter if the style is crime or romance?”

“That's right.”

“In some cases, the company may abuse the fans and their organizations, transfer the desired marginalization to them, and try to advance its goals by creating conflicts between its own fans and fans of other K-pop groups. “

In her interview, 16-year-old Saba mentioned the fights and arguments between the fans of different groups, noting that the company looks at this marginalization with a positive view, because these conflicts attract more eyes. The company and his group have done; this is synonymous with increasing the company's income:

“- Saba Jan, is it possible for them to have marginalization for example?”

“Yes, a lot, sometimes they even do it themselves or the company does it. For example, they themselves start a fight between the fans, they insult their fans with a bad word that someone else said to them and they are upset, for example, they blame others, which is all their own game to attract more audience and followers. Sometimes the fans are in league with them, even those big heads. For example, they marginalize so-and-so who has been hit by others, or say this to us and give us hits so that they will fight with others. I myself am their fan, but I'm not bigoted, I'm not extremist, but most of the fans are extremely extreme, you can't say at all, for example, BTS have such a bad thing, they report you and curse you so much that you will not believe.”

In an interview, 14-year-old Hadith mentions the cooperation of the company and yellow media to marginalize idols:

“- What is Dispatch Hadith?”

“Dispatch is a site that posts all news or rumors and no one knows who is the manager of this site. Probably, its manager is one of the managers of the company.

In cases where the company directly or in cooperation with other institutions does not start rumors and create sidelines for the members of the BTS group, not only does it not deal with the rumors and sidelines created for its idols, but also takes action with its meaningful silence. It allows the fans to inflame the situation and somehow welcomes the created margins.”

The conditions that have been listed so far cause some fans to state clearly that in the chaotic market created by the company and competing companies and their fans and the yellow media related to them, it is not clear for them to distinguish right from wrong.

“- Do you think the news of the relationship between the members and other celebrities is real or fake and planned and has an advertising aspect?”

“Both of them are possible. It is very likely that the purpose of the companies in publishing this kind of news is to put those idols in the limelight and make a lot of hashtags and fringes about them, because relationships in the K-pop industry are not as common and normal as relationships in Hollywood, usually in K-pop. The companies are very careful that such things do not happen and the news is not spread, unless it is in their own interest and they themselves want this margin to be fixed, so it is very likely that when the story of the relationship in K-Pop comes up, it is fake and the companies' plan. There is, but on the other hand, there may be some real relationships in the middle and they have been leaked and spread outside of the company's control. In my opinion, any thing is possible" (Maryam, 18 years old).

5-12- Paying ransom to the media and people who can potentially threaten the stars

The environment of economic competition is often not a healthy environment and each of the actors in these scenes tries to push back the competitors and surpass them in gaining their own interests. Of course, due to the lack of morality in the competitive relations of companies, one should not expect bold moral behavior in this.

In their interviews, 15-year-old Niko and 18-year-old Mehtab discussed the following issues that K-pop companies use in various ways, including blackmailing people and yellow media, to control the opposition's atmosphere against them:

“Dispatch is a very famous site and it has even said many times about celebrities that they are dating or are together or getting married, if this is not the case at all, of course sometimes it turns out to be true. Regarding BTS, he spread rumors several times and the company came to cover up these rumors with money and told them to stop this rumor and not to continue it and not to make it crowded, and with this money he collected these stories so that his stock is not in danger. And don't lose his fans.”

“- Do companies and the K-pop industry in general make a lot of personal information about idols' lives public?”

“No, they don't. On the contrary, they try to leak the least amount of the idol's private information. Because both for the idol himself and for his family and those he knows, trouble may arise. Even sometimes, idols who get married or date, if their spouse or partner is a non-celebrity, they do their best so that no picture or name can be found. Because sometimes there are crazy fans who attack these people. Especially if they find that person's virtual space account. This leads to sending curses, insults and, in the worst possible case, death threats. They may even find their address and number and go to them, of course, this is almost a zero percentage, but it can happen. For this reason, when a rumor about an idol's private life is spread, companies usually deny it quickly, or even if it is true, sometimes it may end up with the idol's dismissal from the company. But there are news agencies such as Dispatch and AlKpop that, by constantly following idols and obtaining rare information, confirm these rumors or create a new rumor. For example, the Dispatch news agency announces a couple of idols and actors every New Year. In the case of more famous idols and richer companies, in order to maintain the idol's reputation and not lose fans, they may pay these news agencies or blackmail them not to publish any information about the idol.”

6- Giving social and political image to the group

Various art groups that exist in the world often operate within their own artistic boundaries and do not enter other different fields, such as political-social, charitable activities and the like.

In another part of its efforts to promote the BTS group, the Big Hit Company has tried to give the members of the BTS group a social and political aspect by cooperating with the political system ruling South Korea, so that the members of this group from the point of view Audiences should be presented with more grandeur, authority and attractiveness.

"Meeting with the president of the United States at the time", "attending the United Nations", "accepting the UNICEF ambassadorship" and "paying attention to some social and philanthropic issues" are among the political and social issues that are in the record of the activities of the BTS group. It is active under the leadership of Big Hit Company.

The recent activities of the BTS group have been drawn in several dimensions, making it easier to overtake other rival groups.

In the following, the aforementioned topics will be discussed.

6-1- Meeting with the President of the United States

21-year-old Irfan, in his interview, mentioned the meeting of the members of the BTS group with the President of the United States, and noted that this type of behavior is considered a great advertisement for the attention of the group, based on their popularity in the minds. The audience will increase.

21-year-old Irfan mentions in another part of his interview that the company has given a socio-political face to the group by "giving a socio-political image to the group" and "showing the peaceful and anti-racist face of the BTS group", shows them as multi-dimensional people:

What is the relationship between BTS and the government in Korea and America?

BTS was established under the supervision of a company affiliated with the Korean government and continues to grow, and the group conducts every meeting under the supervision of the company. to celebrate heritage and discuss with President Biden the alarming rise in anti-Asian hate and discrimination crimes in the United States. You may have heard that Americans' hatred for Asians living in America has increased to such an extent that on March 16, an American gunman killed eight people, including six Asian women.

“- Irfan, the presence of the BTS group in the White House and the meeting with Biden, what effect did it have on the world in terms of culture and society?”

“It has been very culturally influential. A group of handsome and charming Korean boys made the headlines of magazines and newspapers in America and around the world with their meeting with the President of the United States at the time, and this is considered the biggest advertisement for the BTS group.

With this work, BTS group was introduced as young ambassadors of peace around the world and their popularity and fame increased”.

“- What is the benefit of this meeting for Biden's presidency?”

In all the past years and during the presidency of Joe Biden, the American people repeatedly showed their anger and hatred towards Asians living in America. They showed their disgust both with racial discrimination and by killing Asians living in America and by humiliating them. This move by Joe Biden shows the message of peace and equality for all people living in America. This move has had very good political repercussions.

“- Politically, what was the reflection for Joe Biden?”

By doing this, President Joe Biden was able to win the opinion of many of his opponents and introduce himself as a peace-loving person who fights against racial discrimination and human equality, far from color and race. This is very effective for Biden, if he wants to be a presidential candidate again after his presidential term is over."

6-2- Presence in the United Nations

With the support of South Korea's ruling political system, in order to promote the multi-dimensional nature of the BTS group, Big Hit Company has sent two episodes of this group to the United Nations, and the members of the BTS group have made speeches in the United Nations in some social and philanthropic fields.

17-year-old Sonia, referring to the statements of the group members at the United Nations with the implicit acceptance of the multidimensionality of the group, mentioned the concerns of the group members:

“Do you think BTS is active in politics?”

“No, I don't think they are active in politics.”

“- According to the content we saw, such as the speech at the United Nations or Biden's meeting inside the White House, do you think they are not politically active?”

“Yes, I saw them too. But I don't call them political activity. It's mostly a social activity, because when opportunities like the one you mentioned come up for them, they talk about peace and non-discrimination. In my opinion, they are active socially, but not politically, because there is no place for politics in K-Pop. That is, Kpops usually have nothing to do with politics. I have the text of BTS's speech at the United Nations, I am sending it to you so that you can see how much social concerns¹ they have.”

¹- R.M. who started the speech (at the United Nations General Assembly):

His Highness Abdullah Shahid, President of the 76th General Assembly of the United Nations, Honorable Mr. Antonio Guterres, Secretary General of the Assembly, President Ma Jae-in and prominent leaders around the world,

¹ But I think I said that it is an exaggeration to say that they lose their way just because the path they walk on cannot be seen with the eyes of adults.

It is an honor to be here.

We are BTS. As a special representative of the South Korean presidency, we are here today to share the stories of future generations.

Before coming here, we asked teenagers from all over the world and people in their twenties about the past and the world they see themselves in today. Jane shares with you some of the responses she received.

Yes, take a look. You can see the good feeling these answers have. In the past two years, there have been times when I felt very confused and anxious. Nevertheless, we still have people here who cry out to live, let's make the most of the moment.

Because when we are in the most ideal time of our life, we cannot not work against new challenges. No one can be blamed and all of you must have felt hopeless. I am the same as I was yesterday, but the world changed as if we were transferred to a parallel world very quickly.

I was very sorry to hear that the entrance and graduation ceremonies had to be canceled. These are moments of life that should be celebrated and it is very sad to lose them. We were heartbroken that our concert, which we had planned for a long time, was canceled and for a while we longed for the moments we wanted to complete.

Yes, this was a time to feel sorry for the things that covid took from us. Time to understand how valuable every moment we don't appreciate is.”

Yes, take a look at the photos. These are people who try hard to continue their friends' relationships virtually. They start learning new things in new ways to live a healthier life.

Excuse me for a few moments, yes these children are trying to learn and discover new things. They don't seem lost, they become braver and face new challenges.

This is why we think that instead of the lost generation, it is better to call them the welcoming generation, because instead of fearing change, they welcome it and continue to progress.

It is true that if we believe in possibilities and have hope even when unexpected things happen, not only will we not lose our way, but we will discover a new way.

The choices we make may not be perfect, but it doesn't mean that we can't do anything. What is important in my opinion are the choices we make when faced with changes. Some of you were very surprised when you heard the news of our presence at the United Nations and asked if we were vaccinated or not. I use this opportunity to say yes, all seven of us were vaccinated.

Vaccination was a kind of ticket for us to see our fans who have been waiting for us for a long time and to stand here. As we said in today's message, we are doing what we have to do.

Like vaccination. Efforts are being made to move this reality forward, and the day when we can see our technology up close is not so far away. Until then, I hope that we can fill our every day with positive energy.

We thought that the world has stopped, but it is moving forward, I believe that every decision we make is the beginning of a change, not the end. I hope we can all welcome each other in this new world.

And now we are waiting for such a future. permission to dance is the result of our welcome that we want to share with everyone today.

Shoga pointed out that we did not appreciate the moments and many people answered our questions by sharing photos of the precious moments of their lives. Many people show how they spend time in nature. I think that during these two years, they understood the value of the time they spent on taking care of nature.

Yes, but maybe because we feel afraid because our life time on earth is limited, we only talk about the things we lost and thinking about mourning for the earth makes me shudder with fear.

Everyone agrees that climate change is an important issue, but it is not easy to talk about what is the best solution, it is difficult to come to a conclusion.

Yes, it's a difficult discussion, but while preparing for today, I realized that many young people are interested in environmental issues and choose this as their field of study. The future is an unknown land and it is a place where we spend more time than anyone else, and these young people are the ones who are looking for the answer to the question of how to live such a future.

So I hope we don't consider the future as just a cruel darkness. We have people who are worried about the world and are looking for this answer. There are still many pages left in our life, so we should not talk as if the end is already written.

Of course, sometimes the situation is as if the world has stopped. Even if you are ready to go, sometimes you feel lost. There was a time when we had the same feeling.

I heard that young people and people in their twenties are called the lost generation of Corona. That is, they lost their way when they needed the most diverse opportunities and had to try new ways.

In an interview, 20-year-old Mahdieh mentioned the following about receiving diplomatic passports by BTS members and being sent by the president of South Korea to speak at the UN meeting:

BTS members went to the United Nations in 2021 as ambassadors of Korea and received diplomatic passports from the president and were officially represented by the president to represent and deliver their own speech to the United Nations.

The topic of the meeting held in 2021 at the 76th United Nations meeting was youth. Every year, representatives of most of the world's countries, that is, about two hundred countries from all over the world, gather together and talk about the exchange of cultures.

In this meeting, all seven members of the group gave their own speeches and talked about youth and the lives of young people, as well as the effects that Corona had on the young generation, and the most important part of these speeches was that we and the young people are the burnt generation. We are not, but we are the generation of change".

6-3- Reception of the UNICEF ambassador

Big Hit Company has created a relationship between this group and UNICEF (the largest international organization to deal with children's problems) for the project of BTS as a different and superior group.

21-year-old Mohammad Rezai notes in his interview that if the BTS group takes direct support of a political policy, then it will lose a section of its fans, but the connection with an organization such as UNICEF, which seeks to remove deprivation It is from children, it is desirable for everyone and it will lead to more attractiveness of the group (and consequently the Big Hit Company):

"- What is your opinion about the political policy of BTS?"

"They can't openly express a negative line, because their fans are falling, look at the surface, let's look at the surface first, then let's go to the depth, they have nothing to do with other countries, I mean. For example, they don't say bad things about a country or are not against a country. In general, they do good work, for example, they consider racist activities very bad, to the point of giving financial aid to these organizations that are against racism and discrimination.

Or the matter of Love Yourself is a plan that I think is implemented by UNICEF, I don't remember, UNICEF or the United Nations, but I think it is UNICEF, well, they are the ambassadors of that plan in the whole world, that is, they are very justified on the surface. They do a lot of positive activities, which is what made their fans grow more and more."

25-year-old Kausar, 19-year-old Niayesh and 21-year-old Irfan also mentioned in their interviews describing the type of activities of BTS in UNICEF, such as: children's rights, prohibition of violence against children and participation in the anti-violence campaign:

"- After that, do these K-pop groups have political or political-social activities?"

"Well, I don't know about other groups, but BTS is a member of UNICEF (the largest international organization for dealing with children's problems). They worked a lot for them. Then a series... I think several series of speeches at the United Nations and most of his speeches were about the rights of children and the rights of the oppressed and these things. For example, protecting children, prohibiting violence against children and things like that. Their activities were mostly in this field."

"... They actually have an album called Love Yourself, which they collaborated with UNICEF and chose the name of the campaign as the same album. It was a campaign against violence. The group allocated a part of the revenue from album sales to this campaign."

"-What else do BTS do outside of music?"

"BTS cooperated with UNICEF in the anti-violence campaign and spoke at the 73rd and 75th UN General Assembly, as well as their trip to America and meeting with Joe Biden outside of music."

6-4- Dealing with some social and philanthropic issues

In order to give a different and more popular face than BTS, Big Hit Company has directed this group towards things like participating in global campaigns, supporting the environment, helping to produce needed vaccines and improving people's health, helping foundations It has led to anti-racism and the like and promotes the actions of BTS members in the mentioned cases. Of course, because according to the classical conditioning model, the juxtaposition of a neutral stimulus with a positive stimulus transfers the value load of the positive stimulus on the neutral stimulus, the BTS group will be evaluated in a much more positive way by the observers in the recent situation.

In an interview, 20-year-old Mahdia mentioned the participation of the BTS group in the "Love Yourself" global campaign, and 17-year-old Ehsan also spoke about the group's charitable activities and environmental protection in his report:

"- Can you tell us about the presence of BTS in the United Nations?"

BTS has gone to the United Nations twice so far. Once in 2018 and once in 2021.

In 2018, BTS went to the United Nations to give a speech, but only the leader of the group gave a speech in English. The text of the speech was first about themselves, the path they took, and after that, they had a series of messages for the people of the world, and the purpose of this speech was to advertise the Love Your Self campaign, which is a global campaign that UNICEF organized. And the ambassadors of this campaign are BTS. Since 2019, they have held a series of world tours with the title Love Your Self and have three albums with these titles. In these albums, they talked about loving themselves, caring about themselves, having self-confidence, not having stress and anxiety, and things like that. And in the end, that part of Namjoon's speech that became very bold was that it doesn't matter what skin color you have, what kind of life you have, what kind of body you have, what age and gender you are, or what country you are from. It's important to love yourself and take care of yourself."

"- How many slogans of the BTS group can you name that have more impact on the fans?

Certainly, there are slogans about mental health, problems during education and youth, losing someone, traveling, loving yourself, individual independence and self-empowerment.

- What other activities do BTS members have?

Charitable activities such as helping refugees and the needy and special diseases, fighting against racial discrimination, defending children's rights, ways to prevent global warming and vaccination to fight against the Corona epidemic.

In their interviews, 24-year-old Zahra and 18-year-old Ray have mentioned the social activities of the BTS group under the headings of helping to produce vaccines, improving people's health and helping the George Floyd Foundation (a black man killed by the American police):

"BTS provides a lot of financial assistance, now this can be in different fields, for example, during the period of illness, many famous people and groups come to different countries to help provide sanitary equipment, vaccine production, or even food and clothing for People who do not have financial ability. For example, Guardiola donated one million dollars to Spain. About BTS, there were talks about giving financial aid to deal with the disease, but it was contradictory. But when that happened in America, when the police came and killed that black man, I forgot his name, but now I remember it.

- George Floyd.

Yes, when that happened to George Floyd, the whole world was shaken. People in different countries protested and famous people also reacted badly to the fact that BTS members were among them and did not remain silent. Even providing financial assistance, of course, the financial assistance that I think was provided before this happened.

"- Well, I saw a series of things from the fact that fandoms come together and trend a series of hashtags, they somehow have an alliance with each other and a series of activities that lead to a series of positive events. Do you know exactly what kind of activities they do?

yes Look, for example, when that black man was killed in America, George Floyd. BTS donated \$1 million to the George Floyd campaign. Then the ARMYs came and trended a hashtag asking us to donate 1 million like our idols, and really, all over the world, the ARMYs came and collected 1 million and donated it on their behalf as BTS fans.

In her interview, 20-year-old Banafshe mentions the song Spring Day by BTS, although the song refers to the sinking of the ship and the death of more than three hundred people, and the day of the sinking of the

ship has remained in Korean society. But this song tries to promise the coming of better and more beautiful days in the heart of the sadness created for the Korean people:

"... I think you should know better that rap songs are mostly sung about social situations, and I can say that for me, BTS were the first pop groups that talked about society and the world, for example, a song They are called Spring Day, which was sung for the sinking of a ship where most of them were students, 90% of them were students, the song Spring Day was sung for them and it has become like the national anthem of that song.

- Can you explain more about Spring Day?

There was an accident that I don't know exactly. I think there were around 200 people on a yacht that was a camp for students, and they informed them that the weight of the boat was heavy and there was a possibility of sinking, but well, it was left unattended and the whole ship sinks, except for a few people, all of them die, and that's when DBTS' Spring song is released, one or two months later, and everyone says that this song has a beautiful meaning for them. Now, if I find the texts, I will send them to you.

On April 16, 2014, Donovan High School decides to take its student to a cool camp, now where? Jeju Island

The way to reach Jeju is by ship or plane, which the school chooses to travel by ship for the student camp.

The ship leaves for Jeju in the morning to make a memorable camp for the students, unaware that there is no destination. The sinking of the Seoul ship is the most important and worst incident in Korea, because among the 476 people who were on the ship, 304 people lost their lives, 250 of whom were unfortunately students of Donovan High School from Anseon. About 172 survivors were rescued by fishing boats or other vessels nearby.

“- What was the reason for this terrible incident?”

“The main reason for the sinking of the ship has not yet been determined, but the experts and researchers who researched it, concluded that the illegal increase in cargo caused the ship to lose its balance.

The inexperienced captain of this ship turned the ship 15 degrees when the ship lost its balance, and the changes that were made on the ship for no reason are also considered as another cause of the ship sinking.

Later, even though the captain had enough time to evacuate the passengers, he told the students that nothing will happen and they should stay on the ship and he only saved himself.

The tragedy of the story is that the students are locked in their cabins for a while and they understand what is happening, so they start calling and sending a video to say goodbye to their families, which is available on the net, but it is very painful and it is better not to see it.

Even though the children knew that they were dying, they were laughing and some of them were crying and telling their families that we love you and we can't see you anymore, some were saying that I have a dream, I want to stay alive and...

In Korea, every year on April 16, they show the symbol of the yellow ribbon and hang it everywhere... to keep the memory of those dear students alive.

The last film that the students took and their last words were published in a video, I wish I could share it with you, but it is a bit long and sad. On the other hand, another video was published, in this video, students who were saved, went to see families who lost their children and comforted them. In this

incident, a woman who was a first-year teacher accompanied the children in this camp, saved the children as much as she could, but eventually drowned herself, and then there was a boy who could have survived, but in order to save his friend, he returned to the ship so that he and his friend left the ship together and eventually both of them drowned together. In the end, the captain of this ship was sentenced to life imprisonment, as well as the pilot and three crew members were accused of murder and 11 people. The crew of this ship was accused and arrested for the crime of abandoning the ship. Needless to say, the principal of the school also committed suicide because he felt guilty about the incident and felt bad about the death of his students.

Here is a part of the text of the song Spring Day:

How long do I have to stay up at night to see you again?

Even though I look at your picture,

I miss you again

You let me go, but not a single day goes by that you don't remember me.

I really miss you

The cherry blossoms are blooming; the winter is gone.

I want to see you

If you wait a little longer,

If you stay up a few more nights,

I can come and see you, until spring comes again,

until the flowers bloom

Wait for me a little longer...♥".

In his interview, 21-year-old Mahshid tries to sanctify the members of the BTS group, describing them as people who are not only unwilling to be rent-seekers, but also unwilling to enter into political games and only willing to participate in social and political issues that involve the benefit of the general public (even though the promotion of extremely expensive brands or things like desexualizing love, make-up and clothing, is nothing but supporting the economic and cultural system of the capitalist society).

“- Have you ever heard anything about the scandals of BTS or K-Pop being used to cover up political corruption?”

“In general, I will tell you this about political issues, if you have heard anything from anyone. If BTS was going to involve itself in political issues, now Jin would not have gone to the army. Look, for example, there were elections in Korea this year. Korea has elections every five years, unlike us and America, which has elections every four years, Korea has elections every five years. The previous president, whose name was Monje, realized with his detailed investigations that BTS brought in so much capital and was useful for the country. He proved this with figures and numbers. He is really a full and knowledgeable person. What did he do after he came...? During his time, he helped BTS a lot in every way. He did a series of actions that were really great. He only made one mistake, and that was that when he was the president, he said that BTS was exempt from military service, and this was close to the election, and he did not come to make it official. If he made it official, now none of the members would have to join the

army. What happened now, two years of military service means two years of no activity, two years of not doing anything, these two years are part of the contract of this poor boys, these two years are really damaging, really, how many groups will start working in these two years.

This guy did not make it official and left. When the next president came, he saw what a group is, how good it is to generate income, how many positive points they have for the country, how good they are and how many fans they have. During the time of Monje-In, they were invited by Biden, once went to the United Nations ceremony and once again were invited by Biden and went as ambassadors from the Asian continent to talk about various issues such as racism and such and such. Then he saw that Biden himself had invited it from the embassy and they were going to UNICEF and the United Nations. When they found such an aspect in the world, then the new president said, instead of going to the army, you should participate in political events. That meant they didn't have to go to the army, but in those two years, they would participate in the political events with other countries, with the ministers and the president, and then BTS stood up and said, I don't want, I don't want to get involved at all. I will not play political games and we enter into political issues when it is beneficial for the people. It should be about children, it should be about patriotism, about anti-racism. Concepts like this, but we don't want to play role in politics and power.

It happened exactly after the concert they had in Busan. The concert that was held in Busan was because a very important art festival will take place in the world by the year 20, 30 if I'm not mistaken. I don't want to speak about it now, but Korea is also one of the countries in that art festival. They give a concert for free so that it will be advertised in the world because of that festival of 20, 30. The president said yes, let this concert pass, we will determine this decision later, when the biggest member of the group, whose birthday is in Azar, will be thirty years old, after the Busan concert and before the president wants to speak went to get his sentence and go to the army, because they knew that in the end they would somehow be connected to political games.

7- Creating a deep connection between idols and fans

Big Hit Company knew that ordinary stars and celebrities will have ordinary fans, and in order to have fans who treat their favorite stars twice, it is necessary that the members of their K-pop group also can deal with their fans as much as possible. Therefore, the company has made arrangements to provide deep connection between its stars and their fans.

The field study of how to deepen the relationship between stars and fans by the Big Hit Company gives the following titles:

- informing and guiding the stars to the fans,
- Stars respect their fans and their opinions.
- entertainment,
- Deepening the relationship between stars and fans.
- Trying to bring stars and fans closer to each other,
- drawing a mysterious, imaginative and dreamy world,
- Meeting the stars,
- Giving identity to the fans,
- Creation of fan organizations by fans,
- Supporting the stars,
- providing services to fans,
- Launching some entertainment programs by the fans, centered on the stars.
- Holding celebrations related to the members of the BTS group.
- The reception of fans of BTS fashions.

The title "Informing and guiding the stars to the fans" shows the company's great attention to the fans, and shows the company's serious investment in feeding the fans with information.

The title "Stars respect their fans and their opinions" means respecting the principle of tolerance in dealing with fans from different cultures and races.

In order to provide means of "entertainment, excitement and diversity for fans", the company has put some programs on its agenda such as: Run BTS, Ben Voyage and BTS in the Soup.

The company has done this in order to "deepen the relationship between the members of the BTS group and the fans" by planning things such as: providing fans with items designed by stars or designing items for BTS 21.

By launching programs such as: making vlogs (video films) of the lives of stars, holding individual and collective live programs, and publishing the biographies of stars, Big Hit Company has tried to “bring closer stars and fans more than ever.”

In another part of its efforts for the stars, the company “drawing a mysterious, imaginative and dreamy world” follows the relationship between the fans and the stars in an imaginary world by planning things like the magic shop, BTS Island, Bangtan World, Webtoon and preparing photobooks.

Holding conventions such as fan meeting and fan sign is one of the other cases that provide the possibility of “direct meeting of fans with stars”.

In another part of its actions to “deepen the relationship between stars and fans”, Haib Company does this by taking programs such as: honoring fans by stars, defining a day called fans' day and giving fans a group identity.

The fans of the BTS group, considering the serious investment of the stars for their fans, have mutually entered the stage and started to support and support them by “creating fan organizations”. Carrying out programs such as: holding mention party, stream party (streaming), paying for streamers, trending (hashtag on Twitter-x-) and “fans' practical support of stars” will be exposed.

Some fans, believing that the BTS group has actually acted like a family for them, have a positive feeling towards each other on this basis, and have tried to start programs such as fan service and love center and positivity, in practice “provide service to other fans”.

“Launching some entertainment by fans centered on stars”, such as preparing stories (fan fiction or fan fic), preparing one-shot stories, arranging (shaping) stars together, participating in role-playing programs, preparing fan art, preparing tests to measure the level of recognition of BTS stars, holding challenge competitions at the level of fans and naming stars are important steps. It forms another in the set of actions of the fans.

Finally, "holding parties related to BTS members", such as celebrating the birthday of stars or holding a Festa party, and "paying for the group" and "receiving BTS fashions", constitute other parts of the actions of Big Hit Company fans.

In the following, the mentioned topics will be discussed based on the statements of the people under investigation.

7-1- Informing and guiding the stars to the fans

In addition to its efforts to deepen the relationship between stars and fans, the company has started to launch its own media organization, and by launching the V-Verse organization, it has transferred the necessary information about the company and the BTS group to the fans. He also provides them the possibility of communication with stars. 16-year-old Ghazal says in his interview:

“- What exactly do you follow K-pop for, the style of their songs or the stars themselves?”

“First of all, I had not seen these programs at all. It was only their performances and songs. Then I liked it very much. I followed them again. But now I still like those performances. Their songs are my favorite. I really like to listen to other songs much less unless they are very famous. But now they are very important to me. They are really more important to me than their songs. I can tolerate them not releasing a song for

a few months, but I can't stay a few days without them giving an update. They always announce themselves in V-Verse 7, Twitter. Now they are posting pictures on Instagram. They just joined but they talk more with fans on V-verse and Twitter. More V-Verse”.

On the other hand, in order to deepen their relationship with the fans, the stars of the company sometimes give guidance to the fans to show their intimate relationship with them. 15-year-old Dibay says in her interview that one of the group members, during a song, instructs the fans not to spend too much time on BTS and to spend some time on their personal life:

“Just a few days ago, I listened to a song called Pied Piper¹ by BTS, which I didn't know the meaning of, and it had an interesting melody, but when I went and saw its translation, I realized that it is one of these songs that you shouldn't see its translation (laughs). As a sample, in the text of this song, they said that we know that you spent your whole life loving us, or you are watching Run BTS, BTS in the Soup or BTS Bon Voyage² programs, but when will you get to your life? Or for example, he would say that I know I'm attractive and you're always looking at me. In a way, this song gives you a push to not get too involved with BTS and other things. They slap you in the face with reality. I really liked this lyric.”³

7-2- Stars respect their fans and their opinions

Many interviewees mentioned during their interviews that the members of the BTS group, unlike many western celebrities who do not pay much attention to their fans and may even stop their performance and leave in the middle of the concert, the BTS stars have a lot of respect for their fans. The beliefs of this and that fan do not matter to them and they are not willing to be discriminated against.

In a part of her interview, 19-year-old Rihaneh says, referring to the respect that the company and its stars have for the fans:

¹ -2017

² BTS Bon Voyage is an online program of the BTS group that has been broadcasted through Vlive and Weverse since 2016 with 4 seasons of 8 episodes.

³ The translation of the Pied Piper song is as follows:

“Give it, then it will make you love him more,
You know this from the bottom of your heart.
You can't stop now.
Be more honest with yourself (enough),
Stop looking here and there and get right.
Your family and manager hate me.
videos, photos and tweets,
Did you check Viap and Bin Viap?
I know it all, it can't be done when they are so good.
That's it, sit down later and write theories for music videos.
Right now, there is a world of pictures of me in the room.
An hour is easy, two years pass in the blink of an eye.
This song is my reward to you.
Be good.”

As it can be seen from the text of the song, the members of the BTS group, while advising the fans not to spend too much time on the group, have indirectly praised themselves and encouraged the fans to pay more attention to the group.

“Do you think BTS members have enough knowledge of their audience's emotions?”

“yes”

“- How do you know this?”

“Fans, concerts, they see each other on the street. in virtual space we can see members chatting with Armies. There is a two-way feeling. Mutual understanding approx. In concerts, for example, their behavior with Armies.

BTS concert is not really a concert. It means that you will enjoy every moment from the moment you put your foot in it until the time you leave it. There is an Iranian army living in Korea, by the way, it was interesting to me that she is veiled, she took a clip of herself, a 30-minute clip of going to a concert. For example, she used to say how she got a ticket, then she won a race, she got stuck in the front rows, and how Army's behavior is, this piece is very interesting. When they go to get tickets, they give them something like a wristband, they give them something that they can enter with on the day of the concert. They go to register for the army. There they give each other gifts, for example, they give each other chocolates, they give each other photo cards, they give each other cute BTS items, they see each other there. There is someone you have never seen before, you give him a gift, you get a gift from him. It's a very beautiful act, and by the way, she posted a photo of a series of things she took from the Army, it was very beautiful. After one day she said that she wanted to go to the concert. She said that I had arrived at 4 o'clock, there was a strange long queue that I had never seen in my whole life, she was in line for several hours just to enter a hall. That hall is for everyone in the Army, that is, whether you have bought a ticket or not, you can use that space and see how beautiful it is, without charging money, these facilities are provided for the Army to use, even those who do not have a ticket. Then there is a section for those who have tickets. He said you were going to that part. Then the atmosphere was so beautiful, I had no idea of a concert like that at all. When I went and saw it, I was really shocked, wow, there is such a thing. For example, there were a series of shops where you could buy BTS equipment, then they designed a series of contests for Armies. Armies went to some places to play games, to get prizes, she even posted a picture, saying that I went to play such and such a game, for example, I turned the wheel of luck, I got this, she had taken skin care. she went and played another game without paying money. This means that these facilities are available for all armies. After that, this part belonged to those who had tickets. Then, going through a tunnel, when you passed, the signatures of the members were on the wall.”

“- So the signature of the members is so important?”

“The problem is that this is a recreational place, don't be an army, go here and you'll really have fun. Maybe you don't have that love for these things, but it's very interesting. Then it was up to them. It was a statue, a statue with an empty place for a hand, you would put your hand in it. Then it had a cafe, a service, of course, it had a lot of things. There are very big banners in the area. After you go to the concert hall, you walk there and spend time for a few hours there, she said that the floor of the hall started shaking, the practice before the concert, you can hear the voices of the members next to the concert hall. Or they start singing aloud, you can't see them, but their voices are beautiful. They practice over there; you can hear their voices over here. Then there are other people besides the hall, of course the hall is not a very big space for those who have tickets, there is another very big space. Armies goes there without having a ticket, they can hear the concert there. Then it had all the facilities. That is, he had a 30-minute clip, then she explained very thoroughly. After going to the concert hall, they used to sit, a special blanket was placed on the seats for Armies, because the weather was cold. She said, I went and saw a blanket on my chair. I said, "Who left this here?" and I saw everybody was taken one. Then they connect their light stick with Bluetooth to coordinate their colors. The concert hall itself is fun. It's not like come listen to a

song and leave. In such a way that the members there make jokes. They joke with each other, they talk to each other, they talk to the army. It's like an atmosphere outside of a concert, beyond a regular concert. This is the case with all K-Pop groups, but I will give BTS as an example, and at the end of the BTS concert, there are fireworks, do you know why?"

"-No."

"When fireworks play, Armies get distracted by fireworks and they say goodbye and leave, but Armies don't feel sad about them leaving."

19-year-old Marzieh also mentioned in her interview that BTS stars have sometimes benefited from sign language to communicate with deaf fans, and while thanking them for their support in receiving various awards, they consider the members of the fan group to be their stars in the sky:

"- Now can you tell me what words you heard from them made you love yourself?"

"What I remember is that Naomi said to Armies, just like I use you to love myself, please please use us to love yourselves and BTS show their love to their ARMYs again and again, watching over armies in different ways, all of their armies and all this made me proud to be a fan of someone who values their work so much, respect their fans so much, to the extent that after every received awards, they thank their armies that I am a fan of someone who loves me, and with the love and kindness I receive from them, I can love and be kind to myself and those around me."

"A sentence from Taehyung keeps repeating in my mind and I keep remembering it and I feel tickled pink. He said, Armi, you are the brightest stars in my sky, and I deeply feel that I am one of those stars, and again, we see them as our own stars. who are our light, as they are ours."

"- You said that they like their armies, how come?"

"This is how they always remember their armies, whenever, in any concert, ceremony, program or something, they mention our names and express their interest, then they post very friendly contents and selfies on Viverse, and also live and even answer armies' comments. At the same time, we have Tehyungi, who uses sign language to express his interest in deaf armies, and Jihopi, who is even into Muslim and Iranian armies, they are so close that they take videos and talk to them because the armies were taking college exams and trying to reduce their anxiety and encourage them, or a Shouga that says let's grow up together, side by side, shoulder to shoulder."

In an interview, 20-year-old Baran mentioned the symbolic movements of some members of the BTS group, such as writing the word ARMY with their movements or prostrating to the fans as a thank you:

"- What do you think is the difference between the K-pop music industry and Hollywood music or other music like ours that makes people attracted to it?"

"I listen to Iranian music very little and I mostly listen to Hollywood (English) music, and what attracted me to K-Pop is, firstly, the high quality of the music and the concept it conveys, and secondly, the concept of group and family and relationship that it is valuable to me that they treat their fans, if you look, most celebrities do not treat their fans well in the world and they look at them as annoying, but K-pop gives a lot of value to fans, and this is very worthwhile."

"In this picture that I sent you, Jimin is thanking the fans, because the song "Permission in Dance" became the first place on the Billboard, or see that BTS uses the ARMY symbol a lot, even in their music videos, in every contest they win or awards. that they receive. They always think of their fans and thank

them, when they receive the awards and say that it is because of your support, Armi, and you are much more valuable to us than the awards we receive, and in a way, they convey this message without the support of Armi, we were not in this position in the world, this is something that is rarely seen even in Hollywood, they are mostly the model who, regardless of the fans, say that these awards are for their non-stop and round-the-clock efforts.”

“In the photo below that I sent you for the song Butter, in fact, this photo is for the music video of Butter, where the members made the word ARMY by standing. BTS directly used the word "army" in the music video "Boy With Love". 21-year-old Mahshid has mentioned in her report that the members of the BTS group also care for their Muslim fans and, for example, when the month of Ramadan approaches, they send congratulatory messages to their Muslim fans: "Basically, during the month of Ramadan, groups of singers and actors send the message of the month of Ramadan and congratulate the Muslims and wish them health and because Korea has a series of cultural events with Indonesia and with a series of things that Muslims have now they are familiar and know about them. One of them is this month of Ramadan, and BTS has sent several messages about the month of Ramadan.

If it comes to Hijab they said, we don't have few Muslim fans and it's very nice that we have a lot of Muslim fans and I see them in concerts and programs, then Yoongi told him that I think Korean girls are beautiful. But Muslim fans are more beautiful than Korean girls, because they have to cover their beauty, which makes it a little less beautiful, It means that they are so much beautiful that they have to, wear a headscarf and wear modest clothes to cover it. They have a very good view of Muslim fans and they are very ok with them and they know that they should not shake hands, should not touch, should not hug. They were supposed to take a picture was a Muslim, JHope quickly came and told everyone to be careful, don't hug, don't touch, don't get too close, don't touch, and they took pictures with her and talked, etc. knowing and performing these rules, so they know somethings"

18-year-old Rahai, 20-year-old Saeeda and 19-year-old Negin, in their interviews, mentioned the group members' respect for Muslim beliefs, while stating that they are careful not to touch Muslim women when dealing with them, and noted that the members of B- Even during the call to prayer, TS temporarily stopped their concert until its end:

"An interview that I remember very well is when BTS members were asked about their Muslim fans and they said that we respect them a lot. Asking their opinion about the hijab, one of them said, I think it's more comfortable this way and they seem to value it this way. In general, they are good with their Muslim fans. Always show this. Both at fan meetings and concerts. For example, at the time of Azan, where they went, for example, it was a country with many Muslims, they stopped their concert. Well, they are not Muslims anymore. But to show this respect, to do this."

"- Wasn't the reason you took the tent because you love Korea and the Korean people, you wanted to be closer to them?"

Negin: Well, look, we want to be like them. But we will not step on our beliefs. It is true that their lack of tent has encouraged us, but our main beliefs are the same. Also, BTS and Korean movies have nothing to do with the religious beliefs of their fans. For example, I saw a video from one of the BTS concerts in Saudi Arabia. Later, when they were saying the call to prayer, the BTS members stopped singing for a few minutes out of respect for the Muslims. (continues with gusto) I saw these and I fall in love with them more and more every day.

Saeeda: (Laughs and says) They respect our opinions more than us."

7-3- Entertainment of the fans

One of the problems that western celebrities face is their relative oblivion between their two songs or movies, in the sense that western stars have attracted the attention of fans and society by presenting a new work, but fans and society people staying away from the performance of the new work, they reduce their attention to the star in question, so that if they notice him again by presenting his new work, they will praise and encourage him again.

In order to solve the problem of the stars being forgotten between their two performances, the Big Hit Company has in practice upgraded the duties of the BTS group from performing songs to a higher level of entertainment and performing songs, and has required its stars to, in addition to performing their songs, be active in the production of entertainment programs and by presenting recent productions between the two performances of the group, in practice, they will make up for the stars being forgotten between their performances.

Production of programs such as Run BTS, BTS in the Soup and Ben Voyage are among the entertainment programs that keep BTS fans entertained and aware of the BTS stars between performances.

17-year-old Rihaneh, in her interview, describes Run BTS's entertainment programs and states:

"... the Run program, which is part of the program and started a long time ago, I think it was in 2014 or 2015. In this program, different games are played, each part has its own topic, for example, cooking, working with pottery, flower arranging, several days camp, etc. It has an entertainment mode and it's very cool. At first, the time was 15 minutes, 20 minutes, but gradually it increased to 40 minutes, and at first it was broadcast every Tuesday, then it was stopped in between because of their work, for example. Between the concerts and their heavy work, they stopped the broadcast process, but after the concert of LA and Ina, it was around 1400 or 1401 recently that they gave a few episodes and then said that it was going to be stopped until September, the special episodes of the two broadcasts that The mind reading competition between the members had to find each other, and one of them that was broadcast last week was Yoga Flying, each of which had two parts of 30 or 40 minutes. Now, it is not known when a preview will be aired again. They say, "Get ready, Run will be aired on Tuesday, and somehow the airing has been messed up."

In their interviews, 16-year-old Rukhsare and 14-year-old Golareh mentioned the important feature of the humor of Run BTS programs, and noted that this funny and entertaining program was attractive to them:

"I laugh with them. They do a lot of funny things. The clips they make of themselves are one of their activities. So far, there have been close to a hundred, close to two hundred. They do funny things that make Armia laugh."

"... For example, there was a part where they were playing together in a place like a swimming pool. Then there was a jacuzzi, a sauna, etc., and the members used to go to the sauna room, where the temperature was very high, and play games, and whoever gave the wrong answer had to stay there longer. In general, it has more of a humorous and fun aspect."

19-year-old Marzieh mentions in her report that she was attracted to the BTS group after seeing programs such as Run BTS or BTS N D Soup, which shows how much Big Hit Company invests in providing entertaining programs for fans:

"- What exactly made you interested in them?"

“Ah, after that series, I was talking about them with my friend, he was talking about them and sending me their photos and videos, and I myself read about them on Google and Insta, and until I got to know them completely, that is, I completely understood who they were. I had learned who they are and their names. Then my friend introduced the Run BTS (BTS Run) program and said I want to make you addicted, on the other hand, that one of my friends said don't get involved too much with them, it's not good, but he didn't know that I got involved with them and left (laughs). In short, I started watching Ron and Ron had the biggest influence on my knowledge and interest in BTS.”

“- (Laughing) And you became addicted to it?”

“Yeah (laughs) I think I watched Ron, which is about 150 episodes up.”

“- Can you explain this program more?”

“BTS run is a competition between the members, it's a kind of challenge for them, the run is about 150, 60 episodes, you can see the personality of each member, the way they talk, the way they behave, their voice. Without any effects and... you can hear, they are completely themselves, even look at me I didn't like some of the members at first, but later when I got to know them, I realized how lovely they are. For example, let me say it again, I am ashamed to say this, but for example, JHope used to scream a lot and I didn't like him at all, that is, his behavior later, when he went further, I realized what an angel JHope is and I liked his screaming and even Somewhere Yoongi says that please bring J-Hop to me, if J-Hop is not here now, I will be depressed, really J-Hop is a source of hope, motivation and energy for both the members and the ARMYs, regardless of whether he is a great dancer or about I thought Yoongi had a cold personality before, but later I saw how much he cares about his hyungs and how kind and cute he is. I told this to my friend and I'll say it here too, if I wanted to choose my idols based on looks and To choose the appearance, now in Korea, there are more handsome, good-looking and younger bands, but what attracted me to BTS was their personality. I saw their characters one by one and I learned that, in every team, there are friends with different personalities and it is important that we accept this and love and understand each other despite all our differences and be behind each other. Of course, I used to watch this show at the same time as them, and before anything else, I watched their programs, that is, I got to know them first, then I followed their music.”

The BTS in the Soup program describes the several-day stay of the BTS members in a cabin in a forest, and this program is not without entertainment programs. 20-year-old Baran and 14-year-old Galareh have said the following in their interviews:

Why do you think BTS has achieved more success than the previous generations of Kpop, both domestically and abroad?

Better songs are coming out. Their songs have a story, they have a meaning, it is not just a simple term. Then the members behave better with Armia and with everyone in general, that's why they become more famous.

They have a series of programs such as Ron Betts, BTS in D Soup¹, Bangtan Bomb, etc., which attract them.

¹ - BTS In the Soup is a series of programs produced by Big Hit Entertainment and Big Hit Three Sixty featuring the members of the BTS group. This program has two seasons, the first season of which was broadcasted in 2020 on JTBC network and Weverse online platform.

The records that are broken, the places where they perform and this and the popularity they have abroad are not comparable to other groups, you can search for their records, because there are so many of them, it can be said that it is because of BTS that the world is getting to know K-pop. ».

"There are many other programs, for example, BTS in the Soup was one of them, which showed a few days of BTS's trip, where they went to an island or a place in the forest and nature, which had cool and beautiful houses, and it showed their life together.

Then, for example, in addition to the fact that this model was showing their experiences, they would take them one by one and ask each of them, how was this part and what did you do, and the members would talk about their experiences, or they would cook in different parts of the thighs, they would play, for example, a They guess the rhythm of the song."

The entertainment program Safar Be Khair BTS (Ben Voyage) is a recreational trip of group members to an attractive region outside of Korea. They create funny scenes. 18-year-old Nasim says in this regard in his interview:

"Ben Voyage" is an interesting program in which the members of the group go to a pristine and natural area to relax after a year of hard work, and all its scenes are filmed until after editing, they are available to the group's fans and their entertainment. created ".

7-4- Deepening the relationship between stars and fans

In an effort to deepen the relationship between the stars and their fans, the Big Hit company, in addition to its own actions, has asked the stars to personally design the face of their favorite doll and based on that, to market BT21 products. In another action, the company has asked the boys of BTS to prepare their favorite works in their free time, and the boys have prepared some handicrafts and art (merch¹) and offered these products for sale to the fans. The recent actions, while diversifying the relationship between fans and stars, will create closer relationships between them.

17-year-old Rihaneh says in her interview about the preparation of BT 21 equipment:

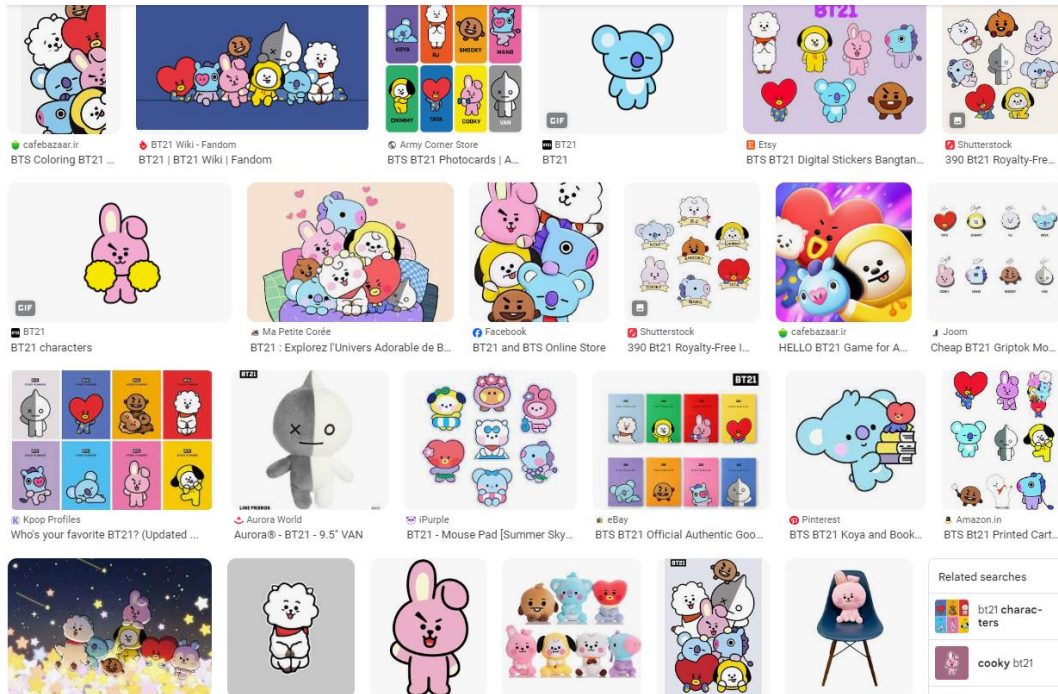
"... my dear, what did you mean by Tata Mike?"

The boys each have a doll character that Tata made for Taehyung and based on their own personality, and the boys designed it themselves.

- Do you know why exactly these characters were created?

As far as I understand, these characters were designed by boys so that people can know them much better through these characters.

¹ Merch refers to all items that are offered by an influencer. The designs on these items are likely to create a common sense among that person's audience. This design can be a logo, text, sentence or anything that one's audience is interested in.



24-year-old Zahra says in an interview about the devices designed by BTS members:

"Each of the boys has an interest and has made a device based on his interest, these devices are also sold to the fans, but the price is very high. But many people also like to have these devices, because they made their favorite idols, and by this means, they get a kind of closer feeling towards their favorite idol.



7-5- Trying to bring stars and fans closer to each other

In an effort to bring stars and fans closer to each other, Big Hit Company has programs such as holding individual or group live programs of BTS boys, making videos of the daily life of group members (vlogs) and in some cases, publishing works about the life of the group members is on its agenda, and the fans will get a closer feeling with their favorite stars, emotionally and cognitively, by using the latest cases.

20-year-old Banafsheh notes about the individual and collective live performances of BTS stars, these people make live programs with their fans on various occasions. 17-year-old Sonia also mentions in her statements that unlike western celebrities, the boys of the group have enabled the possibility of commenting for their own audience, and sometimes they also answer the questions of the people present in the program:

"- Can you explain about the programs that BTS has, such as Run BTS and these and the private live broadcasts that they put on?

Regarding the program, "Run BTS" is the most famous, but we have many other things, for example, we have "Bon Voyage" where, for example, they go on a trip for a few days, and we have "BTS in the Soup" which also has a similar mode in the program. Others participate, being "reality shows", going to V-Live, "Live" we had many of these, we have something like "Festa" that we celebrate every year and this way, the anniversary of BTS's debut and new concepts every year. They give us, sometimes they even sing songs, they go live as a group, and after every nomination or after every competition they win or receive something, they go to a live group for their birthdays. Sometimes, we have a lot of these.

- Have you seen all the programs?

yes".

- What attracted you to this group?

There were different things, first I really liked their songs and their music videos. But most of all, I was attracted by the fact that they care a lot about Armies and their fans, as well as their performances.

- What is it like to give importance to the armies?

For example, they make different live to talk to Armies, then in live they enable the possibility of leaving comments so that if someone wants to say something or has a question, they can ask and answer the questions of some singers, not only singers, but celebrities in general. They interrupt live or disable the possibility of leaving comments or do not pay attention to comments.

- So one of the ways to pay attention to the fans is to hold live and answer questions. Are there other cases?

Yes, fan meeting is a different thing, they hold fan meeting in Korea, for example, if they have a concert in other countries, they hold a fan meeting before or after the concert.

21-year-old Mahshid emphasizes in an interview that holding live programs individually or collectively gives his fans a better understanding of the stars, and 20-year-old Baran points out in her statement that the mentioned live programs are primarily the importance of instilling a sense of family. and in the next level of importance, the stars can help them solve some of their life problems by guiding the fans.

"Members of a group, for example, at least now in Iran, someone became famous, is a singer or an actor or whatever, eventually has Instagram fans or is invited to a private screening once in a while, this is not the case in Korea, they have a special application that They broadcast live, they talk. Every once in a while they talk about their work, that company plans about their work, even for example, this date happens at such and such a time, they have a concert in such and such a country on this date, this time and this is somehow very planned, very. A close relationship is created with the fan, this is how you get to know him very well, he is a famous person, it is not like, for example, people only see him at a concert. They are always on TV programs, in different situations and this gives you recognition, this person is not

just stylish and elegant and with a very good face, he just comes, sings a song and leaves, this is how he is in different situations. You see, in the competition, in the program, in the conditions that, for example, we have in our normal lives and it happens to us, now they put this famous person in the same conditions... It means that they want to say that we are all the same, only our differences. That person is more famous. This is not the case in most countries, when a person becomes a star, it seems that he is very different from other people, many things are more important, their real personality and so on, but these things are not important to them at all, they treat them very rudely, lies are very common for them. There is a negative, because of this, you can get to know these groups better in different programs and you can better support them. In these distinctions... in these programs... in live shows and in these things, the main point is the company. You see these things, then you prefer this group over other groups."

"-Tell me about the relationship between ARMY and BTS?"

"Look at the fact that they talk to Armies almost every day, they share their feelings and this gives one the feeling of being a family, or for example in the Stray Kids group, the leader of the group, if I'm not mistaken, goes live every week and talks to the Stray Kids fandom."

"- What do they say in their live, can you explain more?"

"I don't get to see Lives, because of Iran's poor sound and filtering, and because they speak Korean, I don't understand, I have to wait for the subtitles to come, but for example, fan pages usually publish a summary of Live in Farsi in several stories, I read them, for example for their birthdays, there is a live stream of cake and decorations, and they talk about how they spend their day, what to buy, where to go, and what to eat."

They ask questions about their work and life and consult with the members. For example, Jane used to make a live series called It Jane, she eats and reads the comments, she answers, and her goal was to solve the problems of eating too much butter. eat, because it is hard to eat alone, and when they release a song, an album, they do a live show about the process of making and their feelings during the making and talk about their goals. Armia asks questions and so on.

Oh, and after the concert, Bets Live will also show that those who came to the concert, reached home safely, etc.

- Do you explain the problems of eating in Korea?

Their beauty standards are to be very thin and children don't eat to be thin.

- Even children?

yes".

In his interview, 25-year-old Kausar mentioned an example of the company's actions to bring idols and fans closer to each other:

"Look, for example... it wasn't just music. They used to release songs and release albums once in a while. The albums have several music videos. Then they played the music video they were showing. They went to several shows, performed songs and danced. Then they would give a program that lasted for example two hours from the beginning of the program. In the middle, they talked, told jokes, gave interviews, about themselves, about the others and so on, then they performed songs in the middle. They called it a comeback show. Then... they had a break for a while, during that time they played a series of programs that they had already recorded. Programs such as washing played together. For example, they would play

it together, or for example, they would play mafia, or for example, they would go somewhere to film a house of horrors.

- Umm... like a vlog?

yes, yes Like this but more fun, with more videographers who were more professional and they share the relationship between themselves a lot with the fans.

The publication of some books centered on the members of BTS is another case that by reading them, the readers get a closer feeling with their favorite and beloved people:

16-year-old Arnica, in a part of her interview, mentioned the preparation of the biography of the boys of the group as follows:

"... I feel that I know them completely (laughing).

- With the videos you saw?

Not only the video, I also have (with enthusiasm) their books, their books or their interviews.

- What is the name and content of their book?

Its name is The Big Book of BTS. Regarding Idola, each of them explained everything separately, then the difficulties of their work and success and this, or their concerts.

6-7- Drawing a mysterious, imaginative and dreamy world

In another creative action, Big Hit Company is trying to bring the fans of its group into a mysterious, imaginative and dreamy world by planning things like: Magic Shop, BTS Island, Jahan Bangtan, Webtoon and photobook production.

Magic Shop is the name of a song by BTS. BTS members, describing the magic shop, have seen it synonymous with themselves and tell their fans, they will find the cure for their pains by coming to the magic shop (or BTS).

17-year-old Rihaneh says in this regard:

"- My dear, do you know about the term BTS world, which is also mentioned with the names Bangtan or BU world?

No, I don't have much information. As far as I have been and am, I know that we have a place called Magic Shop, which I made a song from, and there is a place where an army can be himself, next to the boys in his dreams, and somehow the boys are waiting for us there.

- You mean a fantasy world?

Yes, if you read the translation of the text, you will understand.

- My dear, how are they waiting for you?

When you are sad, there are seven people who will listen to you and open their arms to you.

- How do you think they listen to you when they are not present?

The connection we have is very deep. The closeness between us and the love they give us every minute makes me think this.

- Does this mean that you talk to them in your mind and communicate with them?

heart connection Somehow by listening to their songs.

- I didn't understand correctly, could you explain more?

Listening to their songs makes me feel better when I'm in trouble.

Does that mean that talking is the same good feeling they convey to you?

It is not hearty, talkative and so on.

- Because you used the word listening, I said that maybe you are talking to them in your mind.

It can be

- Does that mean it happened to you?

Yes

- For example, things that you might not be able to tell others?

uhm

- You said that they show their love every minute, does that mean you always get this feeling from them?

Yes, for example, they post on We-Verse that they love you, or wherever they go, the first thing they say is Armi or Tu Laiva.

24-year-old Zahra, in her interview about BTS Island, states that this is a dream world, an island where there is peace and tranquility and its cartoon people live happily together:

"- You said there is a page that you are very interested in.

BTS Island.

- Yes, what kind of page is BTS Island and what content does it share?

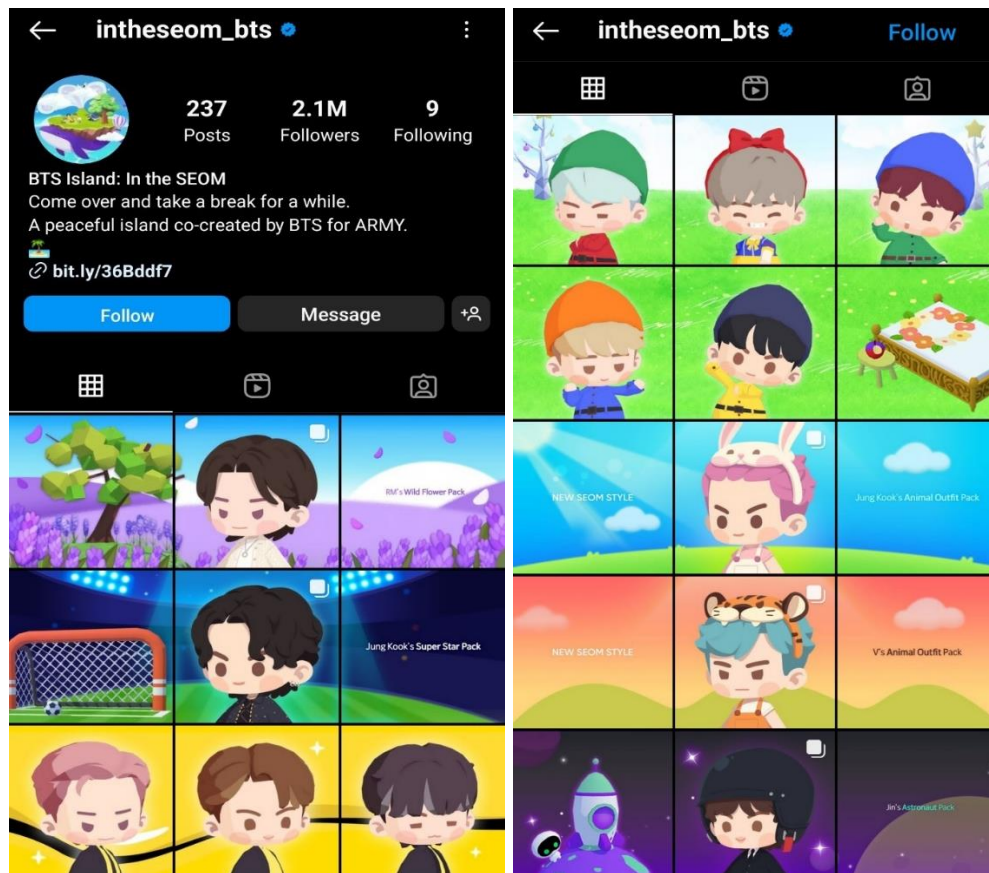
BTS Island is also one of the main pages of the group and there is not much difference in their contents, but there is a story about it. These seven people are living in an environment where there is complete peace and tranquility. The posts are all cartoons. It is mostly for entertainment and it is a little different from other pages of the group. It is happier and funnier because it is a cartoon...

- What do the photos posted on this page show them doing?

They do many things, most of them are considered everyday, for example, they go to nature to have fun. Another picnic (laughing) they are going to have a picnic. But, for example, they had posted a few posts recently, but they left the space again to have fun (laughs). Because it is a cartoon, they put some unrealistic things. But the main goal is to entertain the followers.

- Due to the fact that you said that they live in a world full of peace and tranquility, it also has a certain amount of idealism.

In the same way, writing for the bio page is an island full of peace and tranquility that was made by BTS for fans and then told to come and look at the posts for a little rest.



The world of BTS or the world of Bangtan or abbreviated the world of BU (BU) is a parallel world that the company, with its design, leads teenagers and young people who have a lot of curiosity to an imaginary and parallel world.



Wikipedia encyclopedia writes about the world of BTS or BU:

BTS Universe, also known as Bangtan Universe or BU, is a parallel universe created by Big Hit Entertainment and used in the group's works. The webtoon *Save Me* and the book *The Most Beautiful Moment in Life: Notes 1 Group* follow the same story line. The chronology of this world began with the song "I need you" and continues until the present time. This universe tells the story of the seven band members in an alternate reality and depicts their worries and doubts as they face the future. In a press conference on February 4, 2020, BigHit announced that it will release a sequel to *The Most Beautiful Moment in Life: Notes 2*, a remake of five BTS songs in the form of five picture books, as well as a Korean drama titled *Youth*, with It will be made in collaboration with Chorokbum Media and renowned playwright Kim Soo-Jin.

17-year-old Rihaneh notes in her interview about the parallel world, the ambiguity of the parallel world allows for different interpretations of BTS songs, and makes the parallel world appear to the audience as a very mysterious world:

"- My dear, I couldn't understand exactly why they publish these, do they want to convey a certain meaning?

In general, each of the music videos has a theory behind them. Everything used there and every accessory, there is definitely a meaning in the middle, so now some of Armies have their own views, that is, very different theories, for example, in the music "Film Out" they say that children in the world Moazin and Jin are doing something and now they are looking for them and all that, but everything has a meaning behind it and maybe we don't understand it right and they are just guessing."

Webtoon is a type of digital comic that originated in South Korea. At first, webtoons were not well known outside of the country, but their popularity gradually increased as more manhwas (all comic books are said to be designed in South Korea) were read on smartphones.



Wikipedia encyclopedia writes about the website "Save Me", which is the same name of a song with the same title by the boy band BTS:

"Your web save me means the most beautiful moment in life. Save Me is a webtoon produced in South Korea and a collaboration between Big Hit Music and Naver Corporation's digital content subsidiary Liko. This webtoon is the same name of the 2016 song by the boy band BTS, "Save Me", and it was published from January 17 to April 11, 2019, and contains 15 episodes plus a prologue.

The central characters of the webtoon "Save Me" are the seven members of BTS, and the real names of the group members are used.

14-year-old Mehsai praises the BTS website in a part of his interview:

"- What do you think about the company's own webtoons?

Well, your website explains the story of the MV or the song. For example, this new game was very cute, especially the morals of the members were exactly the same. Armia can talk to each other or even Jungkook himself has a screen in the game.

Photobook is a collection of pictures that express the unsaid things of the members of the BTS group.

18-year-old Tarnam, in an interview, says in this context, referring to Photobook:

"In the photobooks that he published recently, Jimin seems to have come out¹ and is 50% oriented towards women and 50% towards men, and he did not announce this himself, it was only obtained based

¹ Come out means to come out and reveal, and here it means to reveal sexual orientation.

on fan theory. The rest of the members support different orientations, but as far as I know, they are not gay.

- Well, what are these theories and how do the fans understand these issues?

Let me have a picture that fully explains how the fans came to this conclusion.

- What is the photobook you are talking about?

The photo book that I say about the members is that they show us the things that are still in their hearts and that they could not tell us for any reason, with a series of special images and symbols. Then they collect them in a magazine and sell them as spices. Just like Jimin's came out, who didn't directly announce what his sexual orientation is, and they told us in the form of pictures.



Mention party is also held twice a year with the presence of the group's stars, fans can meet their favorite members.

17-year-old Sophia explains in her interview about the fan meeting:

- What happens inside the fan meetings?

Almost like the same leaf, only it is virtual and real. Fans ask questions, they also answer, for example, I was watching a fan meeting, BTS had gone to Japan, then one of Fana asked, what do you think about our country and people, such questions. Some people take pictures with them, some give them bouquets, you know the answer to this question is not very important, the important thing is that they take time for their fans and care about them.

- What do you think is the reason for the importance of holding meetings with fans and answering their questions?

I myself have never seen celebrities have a special plan to see their death. This is one of the other reasons I like them. The reason for doing this is that Fana is very interested in them and they also want to show their interest to Fana and say how important and valuable they are to us.

- Do other K-pop groups have these plans?

Usually, the work they do in K-pop is very similar, yes, there are some other groups and singers who have these programs, it's not just for BTS."

18-year-old Pone mentioned in his report the difference between fanmeeting and fansign as follows:

"- What is fanmeeting?

In the fan meeting, BTS members meet Armies and in that meeting, they play games or sing songs and sometimes surprise Armies. It has a compact concert mode. Then there is another thing called fansign. Fansign is a little different from fanmeeting. It's in private mode, then Fans come to meet with the members, takes autographs, takes pictures, talks, gives love to the fans, and the fans to the boys as well. Another beautiful thing is that if, for example, a Muslim army goes to a fan meeting, they respect him completely and do not touch him, unless he wants to, and they treat him very kindly. Like the rest of Fans

7-7- Meeting the stars

In order to create more closeness between the fans and the stars of BTS, Big Hit Company has prepared programs in which the fans can meet their favorite stars.

The fanmeeting program is actually the concert performance of the BTS group, in a much smaller size, during which, in addition to the stars performing songs for their fans, they express some of their merits and memories and The questions of the attendees are also answered. But the fan sign program is held in a smaller and more private size, fans can talk and take pictures with their favorite stars.



19-year-old Niayesh and 14-year-old Hadith, in their interviews, note that the presence of fans in Fansign is very controlled, and among the people who have bought the original albums of the BTS group, a certain number of people, after the interview, in order to confirm their serious support for the group. are selected:

Do you know anything about fans?

Yes, very cool, but the conditions are very difficult. Basically, after they release an album, they post a fan sign. Now this Fansign is where fans and idols can see each other, it's actually a fan's paradise. They can take pictures with them, get autographs from them, talk to them and in short go to them. But I say, the conditions are very difficult, you must be a lucky person to be able to go.

- What are the conditions like?

You must have bought the original albums from their own store. In fact, they read the CDs from you. Then there will be a lottery. Think how lucky you must be if your name comes out among all those fans.

- I mean, in fact, this is how their albums are sold and the fans' wishes are met, right?

Yes, exactly a win-win game. I said that BTS knows very well what to do to win the hearts of its fans and to have its own profit.

"- Please explain to me about fan sign.

Well, a fan sign is something that companies say once in a while, for example, that a certain day, a certain place, for example, BTS wants to put a fan sign. In Fan Sign, they can give their idol a gift or take a photo and autograph. Then, it is very difficult to register in the fan sign, that is, before registering, they have to answer all the questions about that group or soloist, because in the fan sign, the idol and the fan are completely face to face and close to each other. They talk to me and if someone is sasang, they can easily hurt the idol. Because of this, they test that the person who goes to the fanzine is really a fan of that idol or group".

7-8- Giving fans an identity

Freud states in his theorizing that although children establish a deep relationship with their parents in their childhood, in their puberty, they replace their parents with famous figures in society, and fall in love with celebrities, singers, actresses, and the like, therefore, the young man's excessive attention to his rising stars is not far from expected.

In his theorizing, Erikson also mentions the identity or lack of youth and points out that teenagers and young people who do not achieve the desired identity of their own nature are trying to get their lack of identity by joining different groups under them. do Therefore, the extreme support of young people for K-pop stars is not far from expected.

In the song "We are Bulletproof" by BTS, the fans are mentioned as the main support of the stars, the text of the song is as follows:

"We had nothing but dreams,

When we opened our eyes, there was nothing but misty air.

We stayed up all night to dance and sing,

with endless musical notes,

Aye, we bravely cry,

throw everything away

Fight the world first.

I don't want to die

But it hurt so much.

I cry a lot,

Tighten the blades very tightly.

There were only seven of us.

But now we have all of you (army),
After seven winters and spa springs,
With my fingertips wrapped together,
Yeah, we made it to heaven.

throw stones at me

we are no longer afraid

We are forever, bulletproof.

yes we got you

Even if winter comes again,

Even if they block me, I will still walk.

I always think

am I still dreaming

Is it really spring?

You mean after a long winter?

A name¹ that everyone laughed at.

He was embarrassed once.

This is important evidence.

bulletproof proof

We are forever, bulletproof.

(Yes, we will get to heaven).

yes we got you

Yes, we are not seven, with you (we are more),

Yes, we are not seven, with you (we are more),

Yes, we are not seven people, we are (more) with you.

Considering the need of teenagers and young people to find their identity, Big Hit Company takes advantage of this feature to deepen the relationship of fans with its stars as much as possible.

Allocating a special day called Fan Day² is a manifestation of the company's effort to deepen the relationship between fans and BTS stars.

¹ - BTS group or anti-bullet boys

² - On July 9, the official name of BTS fandom was chosen as ARMY and it is called ARMY Day.



On the other hand, the company wants its stars to show in action that they are humble and grateful to the fans, and the fans who see their favorite stars bowing to them in concert or even in front of the fans to show their appreciation. They fall into a state similar to prostration, they get a positive feeling from these things, due to their usual thrill-seeking or because of finding an identity they didn't have, they notice the stars and to appreciate their guidance, kindness and attention, they start preparing in virtual space. Individual or collective and group pages support the BTS group.



13-year-old Dina and 19-year-old Fatemeh confirm what was mentioned in their comments about some of the behaviors and statements of BTS members and their fans:

"... his name is Koke!

- Why do you like Cook in the first place?

He was good because of his looks and voice, then he tattooed the name and symbol of each member of the group on my hand and every important thing that happened to him, and he seems to have a special importance to all the people in the group, for example, he has army on his hand. He has a tattoo that shows his interest in his fans.



" I saw that when there is a concert or an event and for example, J-Hope says : " Laura, how are you? " Sometimes fandom members say that "I can not stand on my feet" and "I had an attack" or (I mention this case with apologies) "I got pregnant, I'm pregnant with your Cooky". I see this in their comments and messages.

7-9- Creation of fan organizations

The fans who are attracted to BTS due to being played by the stars reciprocate the attention and respect of the stars and to a lesser extent, their fans). Therefore, by making a distinction between fans and ARMYs, some fans consider those who are willing to for pay their favorite favorite. A. 16-year-old his referring to the same meaning :

Is there a difference between an army and a fan?

In my opinion, a fan is someone who follows an artist far away and is not very aware of what's going on, but Armi is someone who pays more attention to BTS and of course, knows the real position of the members. What I mean by real status is that anyway they are just a singer and a famous face and we can never know their real personality. So I think we should not get too involved in their personal life events. It's enough to get a good feeling from them and gain new things and good experiences with them and to stream to repay their kindness.

On the other hand, people who seek to show mutual favor to favorite favorite,, in addition to the usual things such as various in, individual start and or all the members of the BTS group create in the virtual space not but not able to prepare news, analyze the issues of the group and the like, for the viewers of his page, in the following, gather people gather together. they provide fan organizations of their favorite group, sometimes these organizations may be very extensive, in which significant work is done. 21-year-old Sayeh and 18-year-old Rae, in separate interviews, describe their fan organization and say:

"- Did you see an explanation about the comeback?

Yes, comeback means, for example, when a band or a singer releases a song after a while, it can be a comeback. Now, it could be two months, but it finally came back, and the K-pop system is different from the rest of the groups. The fans of the other groups are like this, well, this group that I am a fan of released a song. Well, then you listen and that's it. But we are the way we say, for example, this song is going to come at such and such an hour. In the first 12 hours, we want to reach this number of visits, in the second 12 hours, we want to reach a certain amount, and so on. For example, there are a lot of visits to B countries, so many visits to sleeping countries, for example, all of them. It will be determined. For example, he says that there are these countries that must visit at this hour and there are a series of other countries that must visit at such and such an hour. For example, when YC came out, we were able to be the first in 70 countries in iTunes, so in our comeback, we are going to be the first in 80 iTunes, not necessarily. To that end, for example, a and determines when people are visiting, listening to music, listening to a playlist, or doing whatever they want. It should be clear to those people that, for example, they will reach it, but there are many times when they miss that goal. Well, age is not for that purpose.

- Where is this coordination done?

Every fandom has this coordination. I mean, if you are a fan of anyone, eventually, you will have a series of fans ¹instead of a series of fans. get bigger It means more and bigger than the others, and in these fanbases, the coordination and determination of this goal and what I said is happening.
"

- Then what did you post on the page and what was your support like?

Look, we were a news channel. It means a channel where, for example, you wake up in the morning and broadcast the news.

- Where did you check and get the news from?

-Twitter.

- Oh, What pages?

-Twitter fan pages.

- There is no official and original account about them.

why is it that in addition to the main account, there are other places every day? For example, if there is a live broadcast, we have translator accounts that translate the live at the same time, or for example, they announce that they are going to be a candidate in an event. Or if it is trending, they will announce it. Through these accounts, we would find the news, translate it, and put it on Persian channels ².

¹- Fan base

² - Since the formation of fan groups is more based on emotion and not knowledge, just as people's interest towards the group is formed and formed quickly, they can fade and disappear just as quickly. In her interview, 18-year-old Sofia mentioned the rejection of stars by the same fans who were once infatuated with them, as follows:

Hasti, 20 years old, has also mentioned in his report about in-person in-person or virtual gatherings of BTS fans :

- In Iran, does it happen that fans hold meetings and meet each other?

Yes, it makes me so happy!

- How is it?

I want to say about our meeting, in the first meeting we sat and talked a little about our idol, but then we became friends and talked about ourselves. We were all about the same age, so after a while the meeting became about us.

- Does that mean it was more about getting to know you?

yes, but sometimes it happens, for example, when we release a new album, or for example, we get together at the stream or, for example, make a video call together. Now, for example, as collectors, we all give an address to the post office, gather together and open our things together. To be excited together. As I said, my normal friends don't like these things. This is how we empty our excitement.

- What else do you do?

For example, we get together on their birthdays, make cakes, and celebrate their birthdays. Look, we are indeed doing it for them, but we are doing it for ourselves. Because it is fun and an excuse to have fun. For example, we take their dolls and take pictures. Do you know having fun The collection world is having a lot of fun. Do you know what we are talking about? About, for example, who did what, who was able to get a good discount, and who was able to buy something at a good price. Who took who's right? We don't seem to care what idols do.

- So it seems like the fans are divided?

Yes, yes, collector, fan fic writer, channel admin, page admin, simple fans. Also, we often like the members of the idol family and follow their work, for example, J-Hope's sister who has YouTube. They are very beautiful and we love them. We sit and talk for hours about their sisters, so beautiful and horny. They are both on YouTube and Instagram.

- So this fandom is not only limited to Idola herself.

No, it's not about them at all. "

7-10- Supporting the stars

The fans of the BTS group consider themselves obliged to support their favorite stars for many reasons, some fans feel that they have encountered valuable people due to the group members' dealing with youth issues, and they must support these valuable people, people Others, consider

They were interviewed in Korea, and everyone said that if my idol gets married, I will stop it (step aside " from being a fan) . It's very strange. It seems like I have an audience From Idol I use it like a commodity ." and it is to satisfy my mental needs and pleasures . does it

the welcoming, warm and friendly behavior of the boys of the group, see them as worthy of their praise and support. In the same way, some fans for various reasons, such as considering the altruistic actions of the group members, imitating the people who have been called "K-pop princes" or "humans of tomorrow", supporting the members of the BTS group have put it on their agenda and individually or a group has come out to support some members or all members of the BTS group.

The studied population, describing the types of support they have given to of members group group, including things such as participation in the streaming party (streaming) on hashtagging on X-Twitter (trending), paying for streamers, participation In the war of fans (fans), they ignored the contradictions of the company and the group members.

Stream party or streaming is the activity of the members to listen to the music presented by the group on reliable music sites. By listening to the presented song several times (which in some cases leads to 24-hour listening), fans try to increase the number of users of the desired song so that their favorite band's song gets a higher rank in the ranking of reputable music sites.

16-year-old Ghazal, in his interview describing streaming, states:

"If I have time that I can spare, it is better for my group than for other groups. Then I don't think it's fun. They are more than entertainment for me at least. Even if it is entertainment. important for me Because they make me feel good.

- Your preference is to spend the time you have for BTS. What do you mean

For example, ¹I stream. Well, there is Spotify, there is YouTube, and there are other places, but these are the main iPhones that are popular among readers. Next are the pages I have. It is trending.

- What is the result of your streaming, what happens?

Well, it comes to the top of the charts. Then, in some awards, such as people's choice, our work has an impact. They get a prize. Even if I didn't have this award, because they work well, I love them.

- How long does streaming take?

It depends on many things. For example, when they want to make a comeback (an artist's new artistic activity) or a program like that, the time is announced beforehand. Then we make an appointment, we will start streaming from that time. for the record For example, the record of the first hour after the release ². The first day of release. first week Then, when the place is stabilized, it becomes less. Then, for example, we put another time between the fandom itself, Iran's BTS fandom and, India and India, China and Thailand's fandom, and, for example, America, the Philippines. Fandoms coordinate (laughs) and stream bombs. For example, YouTube stream. Now,

¹- Stream: Here it means online watching and online support. And it is also an important measure for the .popularity of a song

²- Release

for example, it may be because of one of them's birthday, or it may be near the awards show, or it may be the establishment of the group itself or the anniversary of the albums...

- Well, for example, if they make a comeback, how much time do you spend on that first day?

(Laughs) Well, let me tell you... because the release date, day, time, and everything has been known for some time, I will arrange it. Then, since I have a page and post updates there, I need to spend time on that beautiful day. I will sleep before that. For example, I may not sleep at all for a day. We will stream later. We will inform you. We will update them. If there is any news. we leave We will share the link of things to be streamed. Of these works.

- Are all fans like this and do they spend their time like this?

This is not always the case. Let's be very lucky, they will make two comebacks this year. But not everyone is like that. Those who have their page, like me, spend more time.

- Well, if you have a lesson or work on that comeback day, what do you do then?

Because it is already known when, for example, a song will come out, if I have something to do, I will do it before that. Now I can't be anymore (laughs) so I just put the phone down and start streaming. I also have lessons. I will come back to stream at least a few more times".

Some of the group's fans are willing to spend money to increase the number of votes given to the songs of the BTS group, they pay the necessary fees to those who are active in streaming so that by hiring streamers, the votes of their favorite group will increase.

) and then they became active on other social networks such as Instagram. many of the interactions of BTS fans were formed from the beginning of their activities in the virtual space, on the platform of X social network.

Participating in various polls, such as polls about people's choices in the presented songs, is one of the other supportive actions that fans have shown, by participating in various polls, they try to create a favorable situation for the group by voting in favor of the BTS group. and put BTS Group ahead of other competitors in various cases.

In an interview, 20-year-old Massoud gives a perspective on the depth and scope of the existing surveys by referring to the existing surveys about the group and its competitors:

"- Massoud, do you participate in virtual world polls about stars?

Yes, if I have time. I will participate.

- What information do you have about surveys?

The last poll I saw on Insta was about choosing one of the seven members as the most attractive person in the group, where everyone supported their favorite idol and tried to win it, and another poll was about the influence of BTS in the personal life of fans. There was another poll about the best BTS song of the year, and I participated in all three polls and wrote my opinion.

- How do you evaluate the effect of these polls on the fans?

Polls are very good and everyone is free to express their true opinion. Sometimes the fans get so excited with the polls that there may be a verbal conflict between them. For example, when the election of the leader for the group was included in the survey, the intensity of the excitement for advertising was as much as a real election.

- What effect does pushing young people towards excitement have on them?

Creating excitement for young people may cause tension and disturbance in their personal lives.

- Can you give a clearer example of how excitement causes tension and disorder?

Of course, for example, a fan is so excited for his favorite idol to win the poll, that his mind is occupied with this issue for almost a week, and he may not be able to control himself in the polls with other fans who vote against his opinion for another idol. If there is a verbal conflict between them, or if he is too busy with this matter if he is a student, he will fall behind in his studies, or if he is employed, his business will be damaged, and generally, these polls bring with their tension, stress, and anxiety. they bring

- When the fans are faced with so much excitement, doesn't it harm their health?

They are mentally and psychologically damaged, or they may not have the necessary concentration during their work and may also suffer physical damage. For example, a fan who is engaged in polling on Instagram threads until 2:00 in the morning and goes to work early at 6:00 am may be due to insufficient sleep and mental conflict, if his job is, for example, a carpenter or mechanic, may be due to insufficient concentration and fatigue. to cause physical harm to himself".

Some fans especially the fans who have no identity and have turned to support the group to gain identity), become extremely emotional when dealing with any issue and problem trying try to solve the problems with emotion-oriented methods. Of course, the emotional responses of the fans of other K-pop groups added to the severity of the problem, at this time we will witness a fan war.

Rozhineh, 16 years old, mentioned an example of a fan war in her interview as follows:

" - Is there any competition between the fans of BTS and the fans of other groups?

In times like competitions that are held, there is a competition over which group deserves that award. Most new fans who are biased toward Blackpink and EXO have a problem.

- How do they talk together?

talk about who has more money, who has talent, who doesn't, who is prettier, whose songs are more attractive.

In the case of creating a war between fans, which occurs with excuses such as "why did your idol start following our idol", the parties to the fight start a real war between themselves, which, of course, has no result except the selfishness of both parties.

Finally, another aspect of the fans' support for the boy band (and of course their company) is ignoring the obvious behavioral contradictions of the boys and the Big Hit company. In recent

cases, fans often try to justify the issues to quickly overcome existing conflicts and not confuse their minds with these arguments. Elnaz, 12 years old, says in her interview :

"- The members and singers of this group are the way that fans like to be compared to them in terms of their appearance, but I don't think that being compared to them will harm them. Yes, for example, how much should a fat and overweight fan torture himself and put pressure on himself to be their night?

Well, it's harmful, but well, the one who is a chump, the members say that he is not a fan of our night and they say love yourself the way you are and their slogan is Love Yourself.

- Well, I mean that among the idols and members of BTS, why isn't someone overweight, for example, so that his fans feel good about him?

Well, I agree that it should not be like this.

- For example, When Barbie was in fashion, many of its audience imitated Barbie and loved that cartoonish woman, but of course, it changed its attitude later. Well, in your opinion, they shouldn't go in either Do they reconsider this issue so that their words are more believable?

Yes, well, in my opinion, not everyone is the same, and it would be better if they showed it. But being thin is in their genes, both in Koreans and Chinese.

7-11- Providing services to fans

In dealing with its stars, the company wants them to be at the service of their fans, so that the fans also consider it their duty to serve the members of the group (and in fact, the company). Therefore, the members of the group know that it is necessary to provide services to their fans in different ways, which start from things like attending the mentioned party, fan meeting, fan sign, and so on, to things like individual and collective live programs. it arrives

According to the category of fan service, some fans of the BTS group, since they consider the group and its fans to be a family, in the process of fulfilling their inner benevolence, direct their benevolence towards other fans of the group and try to focus their services on this. Group of people. In the sense that some fans announce to other BTS fans, assuming that they have expertise in psychological, legal, computer and similar fields that they they are willing to provide services to the fans of their favorite group (BTS).

A clear example of fans' services to each other can be seen in the "Fans Help Center" which was launched by a person named Ayesha in 2018. The article "Fan Help Center: From an Idea to a Global Movement" reports in this regard:

"Fan Aid Center: From an Idea to a Global Movement

A few months ago, the first three letters of the name AHC (short for Army Help Center) impressed the (army) fan community. The AHC " is a team of passionate BTS from all over the world who volunteer their time to help other fans' armies" armies), whether in difficult times or to share. They

spend their happy moments with them. Their main goal is to let the Armies know that they never walk the path alone.

With colleagues from different nationalities and languages joining what started as a thoughtful movement, the goal of the "Fans Help Center" as a project is nothing but spreading love and positivity.

The inspiration for the "Fans Help Center"

It all started when Ayesha, the founder of "The Hawaiian Support Center", noticed the obvious efforts of the fans (armies) on Twitter when they voted for BTS. Considering that the 'My Heart' music festival is one of the awards ceremonies that require extensive online voting, the ARMY devoted all of their time to completing BTS's daily voting and even some of them didn't have time to eat and sleep.

The sacrifice of fans (armies) both impressed and shocked Aisha. Since she had just joined the fandom and the 'My Heart'. She was surprised by the efforts of BTS fans.

Ayesha says: I am an altruistic person who values social relationships, and I have found a family in the process of being a fan of BTS, which has become a valuable part of my daily life. In my opinion, we are fans of one family and if we stay united and take care of each other, nothing can affect us.

Ayesha's thoughts about the physical and mental health of the fans gave her a brilliant idea and on February 8, 2018, she launched the "Fan Help Center" (Army spreading the slogan of "Love and Positivity" in this way.

First steps

Ayesha welcomed the volunteers of her team to support her cause. Unaware that the Fan Help Center would soon grow in size, he recruited only 10 volunteers, each of whom spoke a different language.

As more requests were done, Ayesha attracted more volunteers, and she faced with more responsibilities and problems of the fledgling that she had to find the necessary solutions for.

Some of the early volunteers who participated in this project offered their legal or psychological counseling to the fans.

What started as a small group soon grew into a large community? At the head of this association is a team of managers consisting of Carla, Tiffany, and Deborah, and together with Ayesha, they sought to expand the goals of the project as much as possible.

Carla is the bridge that brings the Fan Help Center family together. While Carla first joined the new movement as a speaker, it wasn't long before she was chosen as a director thanks to her passionate commitment to the goal. He must monitor the "Fan Help Center" platform and actively promote the "Fan Help Center" on Twitter.

She joined the Fan Help Center as the first official main psychologist three days after the creation of the Fan Help Center. Deborah was also looking to join a charity when she happened upon Aisha's post. She also spoke to people who understood her interest in BTS. After a while, she had a good idea for a "Fan Help Center" which put him on the management team. The project, along with all the volunteers, helped Deborah oversee a platform that helps organize fan guidance and counseling.

The exponential growth of the "Fans Help Center"

The main account of the "Fans Help Center" on Twitter is in more than 30 languages such as French, Malay, Chinese, Dutch, and Italian. Additionally, the Fan Help received on Twitter has spawned 12 subcategories that allow direct communication with fans around the while.

Currently, Fan Help Center is expanding its territory to other social media such as Facebook and Instagram to reach as many fans as possible and allow them to even if they are not necessarily active on Twitter. If they are not, communicate.

Statistics of "Fans Help Center"

As of May 3, 2018, the Fan Help Center has 32,600 followers on Twitter, organized by 61 major networks and 320 volunteers from all five continents. These fans belong to different fields of study and work such as psychology, law, business, medicine, web design, and engineering. Not to mention other fans who offer their experiences as a means of convenience to those who need someone to connect with, this is provided by the Fan Help Center.

Current and future goals

The growth of the "Fan Help Center" has led to the creation of a non-profit organization called "Spread Love and Positive Attitude" ¹. The foundation aims to support various charities around the world, with a primary focus on that that support mental health and ultimately donates a share to each that that BTEAS BTEAS Group supports. These donations are made in the name of the fans ².



¹ -Spread love positivity

² -Esmee goeshallyu.com. 5/3/2018

7-12- Launching some entertainment programs by fans, centered on stars

" - you said you do Translation You do, translation News, Lyric or Fan fic?

every three context.

- yourself from Fan fic to reading or writing are you

Yes too I read fiction, too I translate Of course several months I put beside

- more what topics face for Do you like fanfics?

a time fan fic Self-Insert and Y. N to fan had

- I'm still like this is there

no no more than 90 percent gay Do you like it? (Rira, 21 years old).

A significant group of young and teenage fans who, due to their age, have high emotions, since they see themselves as more of a family and feel on the same front (and the recent feeling in the face of the possible aggression of other members (K- pop groups, increasingly), try to spend their free time with each other as well. Therefore, recent fans are trying to use the platform of virtual space to express their interests to BTS stars, and also to sanctify and praise their beloved singers. Hence, things like: writing stories related to stars -fan fic or fan fiction-, preparing single- scene stories -one shot-¹, matching people with each other shipping,, role-playing in key roll -key roll - Art of fan art by fans, to of tests to measure the level BTS stars of BTS stars, holding challenge competitions at the level and of the naming, has been proposed at their level, they also prepared some productions according to their interests. They do the necessary literature and art in the recent fields.

Of course, since some fans (especially anonymous people who have turned to BTS for their identity) are also in their puberty and instinctive age, they may have an instinctive color to their productions in the aforementioned fields. Therefore, in the fields of writing writing stories stories, suggestions on arranging stars, performing the roles of stars, preparing works of art, and the like, we can see at least two categories of valuable productions and those based on pornography. It was remarkable and invaluable that different fans of the boy band, according to their interests, made their literary, artistic, and entertainment productions available to other fans using the virtual space.

19-year-old Fatemeh and 18-year-old Ray, in defining fanfic or fanfiction (story writing), note:

" Imaginary stories of fans with the presence of idols as the main character are published in different styles and ways in the virtual space. Mainly, these fictions are audio or voice-over. In

¹ - (One shoteone shote) narrative writings of a short scene by fans, which is often accompanied by photos and videos of fake voices of their desired idol for more impact on the reader. These stories are often fans . imaginations of an imaginary scene between the fan himself and the person in question

audio fiction, the voices of people who sound like idols or the cut conversations of the idol himself with subtitles that are not the original translation of his words and are so-called fakes; are used

Fictions are written on various topics, the most popular genre of which is the romance genre according to the fans themselves

The division of fiction is as follows:

1- Narrating the story while you, as a singer, play the main role and opposite you, the other main role is your favorite idol.

2- Telling the story of a heterosexual couple.

3- Telling a story between a same-sex couple (generally between yourself and a member of a group).

Of course, fan fictions are not limited to the romance genre. Stories in different styles of drama, action, and the like can also be seen among them, which also have many fans

division of fiction writing is related to the role of idols and the description of their characters.

1-Fictions where the story is written based on the idol's social status and real personality

2-Fictions where the main role is only derived from the name and face of the idol

It seems that fictions of the first type, to some extent, change people's views toward idols and increases the probability of accepting and believing those fictional stories

Among all types of fanfiction the biggest problem is related to a category of audio fiction with porn content. In this type of fanfiction, the voices in the porn programs are extracted and presented with the image and subtitles of a one-sided story (idol and individual as audience) Of course, the content of porn fiction is not only in audio fiction And in their textual model, it is also possible to find. A large number of fan fiction writers of this style are in their early teens This issue is so challenging that even a large number of fans try to delete such accounts of fans of fiction writers

" Well, fiction is called Roshe. It is a fictional thing that only the characters are real. But there is no limit. You just have to come, for example, ship Jimin with Jungkook and write a story about yourself. Only their real characters. However, the story is your own, you shape the rest yourself, and it has different genres. Just like the book and this self-fiction, from one year on, not just because of K-pop, fan fiction writing has been officially recognized in the world. As a book, a book that you read on a mobile phone is completely accepted in the world. Now it is also in Kpop. It has different genres. It has different topics. It has different shapes and such things."

they can also be presented in audio formats making previews (trailers) or combining different films:¹

¹ -The trailer or preview is to show parts of the movie or clip or the desired content to stimulate curiosity and attract potential audiences

"- Well, how are they? Can you tell me more about them?

Yes, yes, now I will give you some examples. Look, for example, a Chanley fanfic wrote a couple... Now I don't know if they are in a relationship or not, but the party he posted is like this... He posted a poster where two couples are close to each other in a semi-naked state. In seductive ways. Then the text he wrote for him is a part of that fan fiction and it is a conversation or a part of the story with a narrator saying that, for example, Taehyung looked at Kook with anger after he finished drinking the cherry... for example, He says that Kook's eyes wanted him more than ever and... then he says, for example, Taehyung slowly walked towards him and stared into his eyes more than before and gently touched his thighs... these things... that means officially The pen takes all of this until it finally reaches sex... and it completely pulls you into that space, right? I mean, if you are not attracted by that poster, you will be with it... then, well, most of the fans are teenagers who are officially in this space, then we are in Iran and these spaces are closed to us... no one came to make this right. Explain things to us, or to form the right relationships, or to be able to answer our needs correctly... Well, this child is pulled this way and that way, and this way he satisfies his needs, and he may even drown. Even after that, he is the one who writes fan fiction like this... Then again, I wish it was just a poster. Wow, there are some series that make trailers, they are beautiful for that part of the fan fic... or there are some series that they are writing about the moment they are writing about with a mix of different movies whose actors look like the members, they make that sexual moment. Then, well, the songs they use and this is professional, they like it completely or they make attractive clips of the members, but it's also sexy, you know... that is, they play your songs or, for example, they take your moments in their dance, they mix them and They play bad songs, and then, for example, they write a couple under it, this time it's not a couple between themselves... this time it puts you in the place of a partner in front of the members... that is, not all of them are gay couple topics. There is also a girl or a boy, that, for example, flirts between the members of BTS and the girls of other groups and writes about them, but it is good that 1 out of every 20 fanfics is without sexual issues. Well, what is the situation...

Yes, well, I'll get up in the middle of my class for a couple of minutes, go browse Telegram, and change my mood a bit, I'll see what's going on, well... or before going to bed... I won't sleep at all, officially. I'm going to see or read these, or I can stop myself and read this softly because my mind is so busy that I can't sleep and I'm hanging around more in cyberspace."

Dollars In a part of his interview the 15-year-old mentions the depth of the danger hidden in the of,, which leads to the acquaintance of sexually deviant sexual deviant, behaviors, as follows :

" - Can you tell me a little about your fanfictions?

I mostly write romance and drama, but for example, sometimes I also write a little crime and thriller, but usually it's very romantic.

- Did you include your character in your story?

Yes, but when you talk about these things with someone who is not Armenian, you feel very embarrassed. I made one of the characters based on my personality in a way that he enters into a

relationship with the last Jane, which takes a long time before they can get together and put all those problems aside.

- My dollar, can I ask where you share these fanfictions with others?

in my telegram channel, I created a channel for my story and almost one, two thousand people are also members.

- Dollar, can you tell me a little about the general content of the fan fiction that exists about BTS?

Well, there are many topics, but they all mostly have that romantic phase. For example, it can be a little criminal, it can be very sexy, and for example, there is a series of fan fiction about BD Osama ¹.

14-year-old Hadith, in a part of her interview, referring to the creative entertainment of fans around idols, mentioned the difference between fiction writing (fanfictions) and one-scene stories (van shots), as follows:

Does fan fiction have an age limit?

Some of them yes. Those who have romance or scenes. Well, they have more fans, even those whose age is below that range, well, it is more attractive for them.

For example, one of the sites uploads every week.

- How and for whom is this age limit applied?

It's not special or sensitive, they just put it under the cover, for example, +18, but anyway, most of them are written by children under 18 years old. It is available on all sites and channels.

- What is the difference between fan fiction and one shot?

¹BDSM - BDSM Abbreviation of four English terms Bondage ,(brace) Discipline ,(order) Dominance & submission (server/ sexual slavery) and sadism & masochism and refers to the following four behaviors : in sexual relations

Desire to close or close and physically limiting the person in sex; This can range from a simple hand tie - .to a complex system that requires half an hour of preparation

- An interest in discipline and actions that make a person submissive in sexual relations. For example, asking for a form of behavior with authority and tolerating something that is probably not comfortable. It is noteworthy that the deeper the relationship, the more private the discipline.

- Domination in which the dominant person likes to be powerful and exercise his power and submission in which the person is interested in having power applied to him and not having any authority of his own.

- Sadoomasochistic relationship in which abuse and being abused are central. One side with behavior Sadism He enjoys torturing and punishing his partner and the other person with behavior masochism enjoys being punished and tortured.

The remarkable thing about BDSM is that the consent of both parties is a necessary prerequisite. It is a kind of consensual behavior between two (or more than two) people, whose roles are complementary to each other but unequal, and it takes place intending to achieve mental, physical, and sexual pleasure and excitement and psycho-emotional discharge.

As the name suggests, one-shots are a short story in the form of one or two parts, which means it cannot be more than three or four parts. So, if we have a long story, its name is not one shot. Fanfiction is a long and continuous story, for example, it has twelve parts. In general, the difference between one-shots and fanfic is that they are long, and of course, I should also say that one-shots are more romantic, but fanfic can have any genre.

These fanfictions and one-shots are very damaging to idols because, in the fanfictions and one-shots, the idols of K-pop groups are compared to each other."

21-year-old Narges and 14-year-old Hadith, in their separate interviews, attributed the shape-shifting category to the company and pointed out that the company is trying to fuel rumors and speculations to earn more and more profit:

"- What do you think caused them to change their view on the category of homosexuality?

I don't know, maybe because it seems cute to them. In addition, I later realized how much companies spend to advertise a ship and attract an audience, they work on these other categories. They will do anything for money."

"- Could it be that these morphing and fanfics are from the company?

Fanfica, or not, they write their destruction. But it's all for the company because if a ship like Taehyung and Jungkook becomes es so famous, it's very beneficial for the company and it can make a lot of money this way. In general, the companies tell the idols themselves that, for example, you look at this romantically in this concert, so that the moment will go viral. Then ninety-nine percent and ninety-nine percent of these moments that go viral are all coordinated by the company. That's why I don't compare anyone with anyone because it's not clear which one is real and which one is fake...

When an idol dates someone or even something very small happens between idols, there are two types of fans, either they give hits to the idol or they make fun of them. For example, they say that in a ceremony, for example, Taehyung and Jenny look at each other for a hundredth of a second, then it becomes a big deal for them and they say that they are getting married.

16-year-old Haniyeh gave the following description in an interview about the streaming party:

"- What does stream party mean?

Usually, fandoms make a playlist on Spotify or YouTube and have a purpose for it. For example, for the birthday of one of the members or when they want the rank of the songs to rise in the music charts. Or they are bored like this, they throw a streaming party for fun. Then the members gather and start streaming at a certain time.

- So stream party means making a new playlist on Spotify or YouTube?

Yes, and then you go and listen to the songs that are in that playlist. As simple as that.

- Because the higher the number of playlists, the higher the rank of that group or artist on that platform?

No, it is measured by the number of streams. For more information on how music charts work, you can search on Google. It gives you reliable information."

20-year-old Masoumeh mentioned the following in her interview about streaming and trending:

"- What is your main job as a fan?"

Ester songs and music videos on platforms that are published legally, participating in polls and hashtags not distinguishing between the members as a member of the group, in my opinion,, these are original most original.

- How are fandoms active in the field of trending?

This is something that can be fully explained when you realize that you are in the process of them, but if I want to find a suitable explanation for it, This is how fan Bases (fan bases) are accepted by a large part of the fandom, who holds a series of stream parties, stream parties That is, the appointment of a group stream for a specific time to achieve a certain set of goals, for example, on such and such a day, from such and such hour to such and such hour, the streaming party inside such and such platform to achieve the goals A certain song, for example, this is how you are from that playlist, in the same way, that you enjoy it, it helps the fandom and Bengton, for example, on projects that It is placed for the birth of organs, you help, but in my opinion, fanbases are the main rudder of the ship, whose work is extraordinary in this sensitive world.

17-year-old Helia says in her interview describing K- Roll :

" - Are you explaining about the roll?

Well, K-roll is not a special group or a channel, K-roll is one of the branches of being a role player. That means you can even choose a person from Hollywood ² and roll him. If the role you choose is related to Korea, then it will be called K-Roll, the same group as Bay Tias or other groups of Korean actors. This is how you choose, for example, Jane, as someone who wants to play the role of Jane, the profile picture ³, your name, sticker ⁴, and gifs ⁵ you use must be related to that idol. It means that you put yourself in that idol's place and talk in his place.

- What is the purpose of role-playing?

It's another hobby. In a way, you seem to be playing a play, but inside the virtual space. In Carol, we have Cap and Rel, who are sort of a real-world couple or girlfriend/boyfriend. Cup means you find someone to roll with. Now, whatever role you like, is completely up to you. For example, you can say "I will open my hand and hug you gently ", this is like a roll line, and most of the people who are in the roll are girls, but the maybe role roll is a boy.

In his interview, 18-year-old Niki brings up other aspects of K-Role :

"In the space of K-Roll, everyone is on the same level and everyone tries to respect each other's attitude and way of thinking. Many people in K-Roll's space are injured and need a hug to embrace them and caress their souls.

In this space, a mansion mansion mansion, everyone is rich, they go out together, they and I and make me feel good.

K-Roll Roll has been running for seven years, and before, of of 16 years old and above entered it, but now the age level of people who enter has reached 12 years.

In K KRoll Roll space, all sexual issues are open and discussed, K-Roll Roll has a section called "Roll Smart" that uses use use if they want.

Mehtab and 20-year-old Nafs have mentioned in separate interviews about playing the role of K-pop members as follows:

"... I don't know how much you know about Kroll, but a well which has no end. how many times in front of me favored a lawyer that spontaneously pursue work Done, shit the story in the future

- What is the key role at all? is there

a series baby They gather away each other, each of them a role a They come and take next, they start instead of that they live you space virtual more you Telegram Yes For example, Ward They are dating going to a party They go to the club. even instead of Ayed and L having sex They chatted and I had no time for Tosh I wasn't but I heard a lot from him

that's right the majority someone that Tosh was A low age and a year old. but an Adam series too There is your key role flow from younger children they abuse because the first you don't ask for a role you How many really? Old, but next you see next the moon verbatim Awkward hit, they understand One of them is 14 old One of them is 30 year this thing before he comes next well Younger are are careless soon, they trust from a roll and the role of an idol begins, but little by little They start information their own body from name original taken until even Code mail and Oh lesson home to Various excuses. like that something You can do a lot dangerous ok

this is Mr. Y A lawyer, his name is R. I don't remember Exactly, but I remember pursuing this story. the end specifically became the head of this story that A very person famous was between Kipapra A man of 30, 40 years old has been that He was abusing it from children the head That's it It's a thing I say it becomes personal.

- It can be done to say that is what that sex They chat, that is instead of that Idol do they talk

Yes exactly. to promise themselves with one They are couples, now they are gay or street much less It happens that street to be every how many

Then imagine Ken, a baby 13 years old role Jungkook face He takes it, with one that his role taehyung It becomes a couple next these They start verbatim Awkward hit and sex chat do next a duration that letter hit They start information personal the body and these He will understand later his side for example, 20 years bigger from him

an It's time to excuse gift to send and these They get an address from children no more yourself imagine do what It's a story.

"...Let me be honest with you... Look, there is something called Kyrol. do you know him?

- No, I don't know.

Too much K-pop, too much at all. Carol is how you go, for example, what do you do? well, Role play is how you create a character for yourself and live with it. You play with it and such and such.

- What exactly is a carol?

Carol, this is how you go to set your profile picture. You give a nickname, for example, Kelvin, and so on. For example, you are known that way. Then, for example, you go and hook up with someone.

- What do you mean?

Look, for example, you are Kuki your name is Kelvina and you are dating someone. For example, one becomes your child. One becomes your mom and dad, and that's how you become friends, and that's how I met the girl I like. Then he liked Kook very much and that's how...

- Excuse me, let's wait a moment. Look, I didn't understand the structure of what you introduced as Kroll at all.

(Laughs) Look, I was like, don't tell him that. It will be very difficult for him. It is very difficult to handle this anymore.

- What is a roll?

Roll, for example, is how you create a character.

- Where do you create this character in your mind?

Yes, you are in your mind. Then you make the character, right? You may even draw it and fix its picture with a series of programs, then give it an identity, for example. Some of my friends create their characters and you start role-playing. For example, you advance a story.

- Well, is this character that you are talking about, the character that has your ideal characteristics or the characteristics that you have right now?

Armenia You made it yourself. Sometimes they put their own, but mostly it is ideal. Then sometimes they are not themselves. For example, I may be a girl, make my character a boy.

- And why does someone do this? For example, does he choose a girl and a boy character?

They want to make a story together. This is the original role play. Key role is very different from this, but first I am going to explain the role itself. Then, for example, this is how your friend... for example, let me tell you about the two people first. Your friend is making a character... I used to do this a lot when I was a kid. He was very happy. You create a character or for example, you can create five characters, a girl and a boy, and for example, you choose a scenario, then you start these stories together... you can't write individual stories... you tell them together, so what does your character say now? He says, for example, he tells us to do such and such. Then you advance the story.

- Can you give a more detailed example?

See, for example, my friend and I used to play role-play together for a while. I had a character named Natalie. He had a character, for example, his name was Ben. Well then, for example, we used to bring a notebook to class and so on. Then we wrote a scenario. Well, now, for example, there is a school with such and such titles. Then, for example, the girl sits, and then, for example, the boy enters. We used to make this first. Then we would say, well, start. What does your character do? I used to say that my character, for example, looks and acts like this.

- There is something like character-building in our childhood games, right?

Yes, then we would write this and much bigger. Then there would be a story.

- So let me explain the role play myself and see if I understood correctly. You choose or create a character, then you choose a situation, and according to that situation and characters, you create a story and move it forward, everyone can have a certain behavior, and other people can behave according to that behavior. choose to move the story forward and this can be a role-play, right?

Yes.

- Now this roll poly has been extended to K-pop and called K-roll.

Yes yes.

- And what exactly does Kyrol look like?

They do the same thing. For example, you have seen fan fiction where, for example, they write novels, but they write novels with fictional characters or real characters, and this one does a role play with real characters who are celebrities. Well, now the original was that you used to come and say, well, I'll be with you (Taehyung), and then you would write stories together again. But it got out of this case a little bit and they started to roll with each other a little bit.

- Sorry, let's wait here one more time. In K-Roll, one person says I am Kook and another person says I am Taehyung. What stories do Kook and Taehyung mostly write and make together?

(in a quiet voice) Well, it depends on...

- What is the story of most of them?

Hmmmmmm (laughs and continues laughing) it's very sexualized. well, It's too sexual. very bad That is, they go to sex chat more in the form of games. Now it's like this. At first, it was like this... when I was playing, it was like, for example, a person would come and a band would play. Well then it was like this, for example, our story is like this. For example, there was a kingdom, so-and-so, now let's take these roles. Then I would become the prince of that story, for example. Then, for example, we would roll. Then he was very happy. Then, for example, we would write a petition. Now it's one line, one line, one line, then another five lines, then sex chat, sex chat.

- So at first it was a kind of story writing and then it turned into...

(He interrupts me and says excitedly) Look, he's so big now, I think Kyrol's channel has twenty thousand followers.

- And what exactly do they do in this channel?

Look, the one I have, the one I'm telling you is news (news), right? Carol News. Then, for example, among their requests... for example, they say that the role of Taehyung should come, for example, we are brothers. That one says, for example, can someone come and put a pack sticker for me? Guys, is there anyone let's talk? This is so. Then it was very good (a substitute word for calling something funny). For example, when I went there, it was very interesting for me, but little by little, it went to very bad places. Then the one I liked was in these things. And I say... then it's very strange... because I say I really... ah (difficulty speaking due to lack of concentration).

- How was the girl?

The role was Jenny, right? And I was the role of GB in Gat Son.

And I used to ship these two a lot in the real world. Then, because of this, I was like, oh, how good it is. Well and, for example, we had a couple together in that world. For example, in reality, we were not together. Our characters are related.

- It's like you're creating a parallel world, right?

Yes, we are a little involved in it ourselves. After a while, it happened that we broke up over a topic. A series of such and such issues. Then it was like this that he came once and told her to come back to each other and so on. He forced me to change my role to Kook (choosing Kook's character) and I didn't like BTS at that time and there were too many Kook and Taehyung in that role. Ooof spilled.

- And the stories about Taehyung and Kook are sex chats, right?

Oh, exactly. See, Carol is a very bad place. Many people came to gather him to kill the FATA police in the middle.

- Why?

Because a series of boys came and introduced themselves as girls. Then, for example, being like... a thirteen-year-old kid, why should he be drawn to these things... Well? Is it a state of slavery? In the BDSM mode, they forced him to send a voice, do something, do something. A thirteen-year-old girl was abused.

- Is this rule only for Iran or other places as well?

There is, there is. I saw more in Iran, but in Malaysia and Indonesia, for example, there are such things.

- And this carol is such a strange phenomenon.

You know, they usually have a series of deficiencies outside of this life, and they make up for it in this world. I had a friend, who had no friends in his life. Then I took this to K-Roll and now my

friend is getting high. I was not ok with this, I wanted to pull him out, and I told him not to get used to such places. But now he has filled that void himself.

- Well, are these friends you are talking about really good friends?

Look, I found it. In the beginning, it was really like you are so-and-so, you are a cookie. Relationships were like this. But from one place to the next, it was passed, it was like that, it was just the profile of Kook's side, otherwise we would even call each other by each other's name.

- Then you said how many followers does this screw have?

The first time I went was to Panj Ka. Then it became ten, then it became twenty, and it went like that.

- Now do you know how many followers he has?

can see... of course I deleted it. Because something happened, these things were leaked, and what is happening in it? You see, the game platform is beautiful, but they have sex chat and the content is sexual. For example, a nine-year-old or a twelve-year-old child who gets to know K-pop, Mead Carol should not be drawn to this side. These contents are too bad for a twelve-year-old child. For example, in your twenties, you should go and have sex with an eighteen-year-old, not a twelve-year-old. Then someone went to this person on Instagram and told him to come collect this and they came to collect it and it was not collected.

- Why didn't it come together?

Look, many people like this place and are in it.

In an interview, 15 -year-old Sana mentioned the evolution of K- Roll as follows:

" -... I would be grateful if you could explain to me a little bit about K-roll.

Well, see who the role is a space where you can be anyone there, for example, to summarize, you can take the role of someone, for example, Johnny Depp, then you can choose an imaginary age, for example, then you can be top, bottom or verse. I think that you already know what top means, what bottom means, and that it is neutral, and I was completely neutral there. They roll together again. You know, for some people, the atmosphere was really good there, and some people liked it very much, but now in these few months, a lot of nonsense atmosphere has been created in it. I was saying, for example, you can go shopping there, you can do anything, you can hang out with a girl or a boy, it doesn't matter, or you can chat, I don't know, maybe you know your name, but if you don't know, let me know. There was a lot of talk about it at one time.

- What is your name?

As far as I know, it means sex chat.

- Then can you tell why you think this environment could be useful?

You know, it was not useful for me, because it was an environment that was already very childish, for example, everyone made their profiles dark and black and such, and everyone wanted to be

very violent and such, and for example, the party would be very dumb like that. But for example, when I was talking to someone there, they told me that Carol used to have a very good atmosphere. You know, I think I've been there for almost a year, but it's been four or five months. for them

- I understand, then why didn't you like to be in that space or to work in it? What did you not like about the space they had there?

Well, you know, as I said, everyone likes to show themselves to be very cold, or to be very dark, or, for example, to behave like statues, and I hate the way that they see themselves above others and whatever they think, for example. Let them be darker, many people follow them and I don't like it, for example, you were not allowed to use emojis in some of their chats and there were ridiculous rules, or for example their talking and such, you know you couldn't be yourself and you had to pretend. "

Fan art is artwork created by fans centered on the stars of the BTS group. In a general review, art can be be classified into two categories: original and vulgar works. The original work is often focused on artistically processing the most beautiful BTS stars. But the vulgar works refer to sensual issues that some have prepared by using their art.

19-year-old Shabnam mentioned an example of valuable fan art productions in her interview:

" - Well, my dear, what fanmids do ¹you often follow (fan arts, fictions, comics, etc.)?

Fan Arta only.

- What kind of fanarts often?

Fans that have special and different graphics.

- Is this because of your interest in painting?

Exactly.

their interviews, 20 -year-old Nafs and 24-year-old Elham mentioned an example of inappropriate fan art productions as follows:

- Do you think the members of the group agree with presenting this type of content?

No, they hate it, I hate it. Look, think about it... it's logical for him to feel bad, man... think that you are friends with someone, now he might have a special relationship, I don't know, but go read and see that someone is putting you two in bad positions (laughter). He imagines and it stays in your mind that many people are imagining you like this. Now, fanfiction, nothing, fan art. Fanarts are worse. It is much worse.

- Why?

It's a bad thing because you think they show everything, you just need to go to Pinterest and search Tahkook Fanart, and it will bring you everything beautifully.

¹ - Fan Made, everything made by fandoms

- Are these contents available to everyone?

Yes, yes.

" Many people write stories about them, and their stories even become very famous, and they don't like these stories at all and are ashamed, especially the fan art that their fans draw, the drawings are really bad, and in my opinion, they are insulted.

- What do you mean?

For example, it shows that Yoongi is having sex with Jungkook, which they do not like at all, and such a thing is very heavy for them.

- Does that mean they don't like this fantasy at all?

No, they don't like it at all, and it's like they're destroying their privacy, and they're spreading rumors, and there's nothing in between.

- Well, do you think European countries or Hollywood or Bollywood respect privacy more?

In my opinion, there is much more privacy in Hollywood than in Korea.

- Do they want it to be this way, or is the company not doing it now, or is this their culture?

Look, they want to sing, but the company does not allow their privacy to be respected, especially Armia, who took out their father.

Preparing tests to measure the of of recognition of BTS stars is of of some fans.

15 -year-old Narges mentioned in her interview:

" - What kind of contents are you following and in what form are they?

I don't follow a particular page, I'm mostly on Explorer and TikTok, I'm mostly on the homepage, and I have a site that sometimes makes a test because different groups talk.

What is its name, can you explain a little?

- What ¹is the name of the test that you have a side test and you do this, the others can also give their opinion and (with a laugh) most of the time there is a fight between the armies.

Because the creators of these tests are young and do not have much knowledge, and they are often in the turbulent process of their biological maturity, in most cases have they superficial and vulgar content. An example of these tests is given below:

Well, one time when I was with my friend and I was looking at the same BTS channel, a banner came up that I was looking at and it had a lot of sexual terms that I didn't understand at all it was

¹ Test Chi is an online system of multiple choice tests and invites the audience to exciting adventures in - the world of online tests. All kinds of psychological tests, entertainment tests, favoritism tests, general information tests, and even academic and academic tests and language tests are among the tests that can be done free of charge.

saying, for example, this master is a slave. Then this friend of mine was looking at my phone in the same way, he said in surprise, what is this? Well, he knows that I am not one of these things. I said that there is nothing to God, he is one of BTS. Then he mischievously told me that you know what this is saying? I was laughing too, then I said, "Dad, let it go" and turned off my phone. He said yes, it is like this and he said the same things that I just told you, then he asked, do you know what you are like? I said how? He said, for example, come and see how much you like to be a master or a slave. Nothing else had a test, from the same test that is in Telegram that you take, like a personality test, which gives you a percentage. It was like that. There were many questions and they were for three languages. I think one was Persian, one English, I don't remember one, I think it was Japanese. Yes, I took Persian and filled out the test, and it gave me results with different percentages and different names " (Fereshte, 20 years old).

" Holding challenge matches at the level of fans " is another case that some fans have reported.

17-year-old Armita, in a part of her interview, says:

" - Can you tell me about the content of fan pages?

Well, if there is new news, they post pictures that are published, and sometimes they post contests or challenges for the children's entertainment.

- Can you give me an example of these competitions?

The competition is, for example, who likes who the most so that we can shape them, or that (Laughs) For example, whose room is more BTS, that is, for example, they took pictures of their rooms, one had a lot of posters, one had BTS on the bed, one had all their albums. Then, for example, they would vote on which photo is the scariest. I remember at that time I only had Jamdadi and BTS albums.



Taking names on the " " is another action that is current and established at the level of 16-year-old Rukhsare says in an interview:

"Then, each of the BTS members has different nicknames and some of them even have nicknames and their real names are not often used.

- Why is this so?

Finally, some of them changed their names inside the company and the Army gave them these nicknames.

- Do you think why? The company name changed and permission not to have their families see

This was the first issue of their work that they had to get permission from the company, then now they lived in separate houses because they had to train and exercise all the time, they had to stay there and not see anyone anymore.

- What do you think happens to them when they don't see their families?

I don't have a particular opinion, because I don't think it's an important issue, I don't see my family, I'm all in my room and I have nothing to do with them.

- How does he feel after his name has been changed?

They liked the names, they they chose and everything from those nicknames they gave Army became very viral and even BTS themselves call themselves this nickname.

- For example, what do you say?

- For example, Jin, whose real name is Kim Seog-jin, is one meter and seventy-nine centimeters tall, and then he is the most professional cook, each member of BTS has an animal symbol that the army put on them, and the symbol of Jin is an animal. What is it that, um, they look like some kind of sheep in Kuwait?

- Koala?

Koala no... Wait a minute, I don't remember now.

- Ahem.

And Suga's symbol, Suga's real name is Min Yoon Gye, and he is the one who injured his shoulder so much that he could not participate in any activities for a while, his animal symbol is a cat, and Jihob, whose real name is Jung Hoseok, his animal symbol is a squirrel. There is and it is called Sunshine. This title is for him. Sunshine also means the sun, because it gives a lot of hope to Armia. RM, whose real name is Kim Namjoon, was called Rap Monster and his animal symbol was the Koala. Jimin, whose name is Park Jimin, ah, they call him a chick and he has the smallest size among the members. The seventh one, whose real name is Kim Taehyung, is nicknamed Tiger, and John Kook, whose name is Jeon Jungkook, is nicknamed Rabbit.

- Then let me see how they feel when they hear these names, the name of the animal?

Because of this, they are doing things that look like them. John Cook is very mortal. According to their behavior, Armia gave them these names and they agreed that they are similar and Alcapa is the name of an animal.



An important point that should not be left unsaid in the production of fan content is the creation of new discussions based on the productions made by users. 21-year-old Narges, in his interview, notes that after the company or some of the fans themselves shape the members of the BTS group, the fans ask whether the shape is correct or not, and if the answer is negative, then the shape is done. What changes should he see between the two idols in question:

- Does it mean that promoting homosexuality is beneficial for them?

yes, many people are attracted to Korean music and K-pop, and this is the reason. Just go and take a look yourself and see how the members of the groups behave with each other in K-pop. Of course, part of the reason is that in Korea people are generally very comfortable with each other, that's why those who are in favor of Koreans, attribute these behaviors to the fact that they are close to each other. But outside of Korea, they shape the members much more. Because in their opinion, they behave like gay couples. These behaviors attract both queer families and teenage girls. This is cute and attractive for them. They see that they like it and become fans, then they generally fall into the work of making a ship and reading stories and fan fiction and such things. I

can tell that many of the armies in Iran now are simply fans of a ship. Most of them ship Jungkook and Taehyung and love these two people. Now there are many fans of this shape. I don't believe it myself, but as much as they use the simplicity of these teenage children, they show with all the moments, photos, and theories as if they are really in a relationship. In general, it is profitable. More fans mean more money and one of the ways to attract fans is to show off the shape and the couple.

What 21-year-old Narges says about the new discussions of fans is under the heading of theorizing at the level of fans. 19-year-old Fatemeh says in this regard in her interview:

"One of the most controversial issues of K-pop is the theorizing of fans about the romantic relationships of K-pop idols. One of the issues that K-pop is famous for although many believe that this happens because of the companies' policies, we cannot ignore the role of people in making these theories.

These theories are mainly divided into two groups

- 1- The relationship of an idol with a celebrity of the opposite sex,
- 2- The relationship between two same-sex idols (in most cases, two members of the same group),

Most theories of relationships fall into one of these two groups. However, there are other theories about the relationship between an idol and a non-celebrity.

Among the fans of a group, some relatively many people know the members to be in a relationship with each other or with other celebrities. Some are same-sex couples and some are opposite-sex couples.

7-13- Holding celebrations related to Bitiyas group members

Earlier, in the title of grand celebrations related to the stars, in the fourth season, the celebration related to the group members by the Hit Hit Company was discussed. But in addition to the celebrations that the company independently takes for the year of the birthday and launch of the BTS group, the fans are also active in holding celebrations related to the members of the BTS group. The following picture shows a part of the celebrations organized for the birthday of the group's boys worldwide:



7-14- Paying for the group

try to pay for it to support BTS more. Buying BTS audio and video albums and other items produced a a part of the mentioned mentioned by the interviewees.

24-year-old Ava and 23-year-old year-old Maryam say in their interviews interviews :

"... you are not in Iran at all. I bought all my things from Korea. For example, the photo I am sending is the Chanioule doll. I paid 450,000 tomans for it in 2018, but I only bought her clothes for 100,000 tomans.



This baby was on the way for 9 months, it went from China to Malaysia and came to Iran from Malaysia and I waited until it arrived. I had previously ordered another one that was very beautiful and cute, but after a year they didn't give it to me.

- So, you paid the money and it didn't reach you, Was it a scam?

No, it took a long time and he kept doing today and tomorrow, it took a year, finally, I protested, he was not a good person, he said I will return your money and he didn't give my doll, but they returned the money.

" - Do you buy BTS items that are in fashion?

Yes.

- Considering the restrictions that Iran has, how can these devices be bought and sold?

We have some friends who have online shops and buy these items from Korea and import them. We also buy from them. But, it takes about five or six months for the ordered items to reach us, because they come by ship.

- Will it enter Iran directly?

It enters Dubai from Korea and comes to Iran from Dubai.

- What are the costs?

It is very high. Especially now that the dollar is 25 tomans. Shipping costs are very high. For example, the last album that I wanted to say that I bought was the Proof album that was released in June. At that time, we paid almost 2 million tomans for the album, but the dollar went up and we paid the difference to 500 tomans. Now it has arrived in Dubai and 1.2 million will be transported to Iran.

- Did you pay three million seven hundred for an album?

Almost until it reaches Iran and reaches my hand. It will be almost four million.

- Is this a heavy album?

It weighs about two kilos.





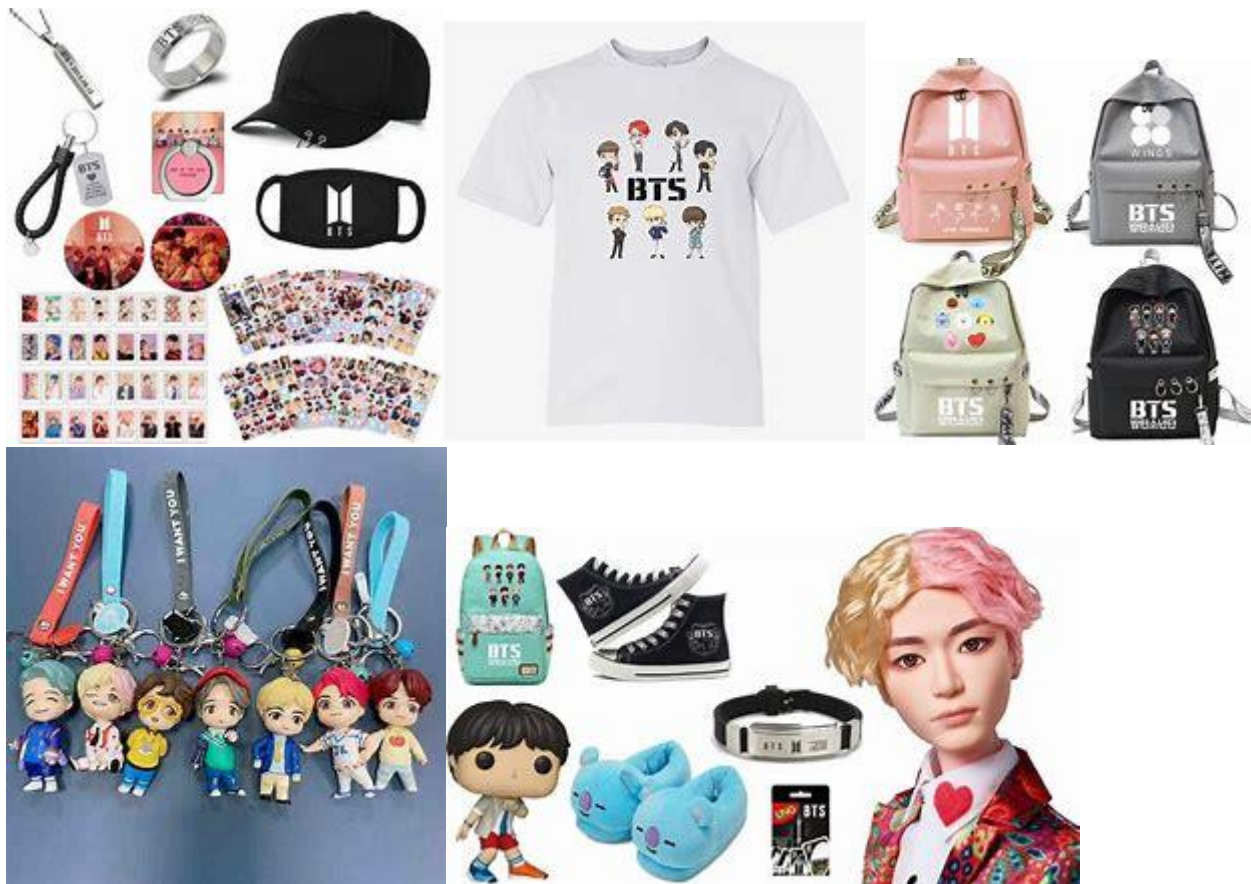
19-year-old Rihaneh also mentioned the wide range of products with the BTS logo:

- What is Merch?

BTS equipment.

- What equipment?

Totally Kpop stuff. For example, clothes, shoes, bags and finally everything that has the band's design.





The company created Idol characters as a series of new characters and named them BT Towani One ¹.

¹ - BT21 dolls some characters were born in September 2017 and the BTS boys spent a day at one of Dostan Line's stores drawing ideas for their character designs. Then the group of designers made characters with more details from these drawings and initial designs of the members. There are a total of 8 characters in BT21 dolls with the names of Tata, Mang, Chimi, RJ, Koya, Kuki, Shuki, and Van, each of these characters represents the members of the group specially.



In the photo on the right are the characters from the top right row in order: Shuki the character designed by Shuga, Arji the character designed by Jin, Mang the character designed by Jihope, Kookie the character designed by Jungkook . From the bottom right row, in order: Koya is the

Well, since these dolls are mortal, many things are made from them, their dolls were made, then now I don't know if the company produces it or signs a contract, anyway the profit is probably for the company. Their dolls, t-shirts, even make-up items with BT Tony One theme. Mugs, glasses, anything you can think of, towels, clothes, etc. are also given out and sold under the name BT Tony One.



In his interview, 20-year-old Hasti mentioned his interest in preparing BTS equipment and his enthusiasm for opening the package he received from the company (unboxing) as follows :

Do you buy other things besides photo cards?

I also buy albums. I buy it just to open it. It's like a lap lap for me when we were kids. When I was a child, I loved Leplop. Of course, I always liked music, before K-pop I used to buy other artists' albums. I used to buy a lot of albums. That means ninety percent of my albums are non-Kpop. tell the truth I even like to buy albums in advance. When it is not clear what that album looks like and what it contains. I would like to buy it, reach it and open it, like a lapel. For example, there is an album in which I bought all the photocards in the bag, all of them (he says strongly), but I bought the album in advance from the website, so that I can unbox it.

character designed by RM, Van is the character of Beatias and Armies fans, Chimi is the character designed by Jimin.



Part of the Hestia collection, the price of these photocards varies from one dollar to ten dollars.

The most expensive photocard was sold at the price of three thousand two hundred and thirteen dollars, which belonged to BTS Jungkook.

In her interview, 19-year-old Rihane mentioned the necessity of getting light-emitting flashlights (army bombs or light sticks) as one of the must-have items for fans of BTS (and other K- pop groups):

"- What is Rihana Lightstick ¹?

The light stick is like a light, a flashing light, a ball that flashes.



- Like the dance of light?

Yes, a flashing light that has a handle and you can hold it in your hand. BTS light stick is called Army Bombe.

Are they used in concerts?

Yes, for your concert, then the concertgoers will create a dance of light through the bluetooth they connect, and they will cast a rainbow of light. very beautiful, very Half the excitement of a K-pop

¹- Light Stick

Lightstick is a portable electronic device that is uniquely designed for each K-pop group.

concert is a light stick. So much that it makes the space beautiful and attractive, it has an exciting state that the light stick changes, turns off, turns on. It is very useful for concerts.

In Iran, 25 tomans is 2-4 million dollars, it is very difficult to buy. After paying so much money, don't go to a concert, it's not possible. But anyone who goes to a concert abroad can easily buy it.

- Does everyone who goes to a concert take a light stick with them?

Yes, my gut says, I don't have a light stick, but everyone does. K-pop idols have their own light stick. It is not a light stick that everyone can use in a concert. This is not the case, every K-pop group, every K-pop idol who works solo, has his own light stick. Blackpink's hammer heart mode. EXO has its own opener. In the same way, other groups have a special design that is special to them.

19-year-old Fatemeh mentioned the mutual support of the fans as follows:

- Can you tell me how your support is?

For example, tweet or stream the album and music video or buy this album. Although I don't have money, I don't buy it, but there is a model where, for example, an album costs 300 tomans for us, you pay 20 tomans, a few people like you do this, and the whole album costs. The team that buys the albums, for example, they will play it at a fan meeting in the same country of origin, which is Korea, they will send you a commemorative poster, or if you don't want it, you won't get anything and all 20 coins will go to support the idol.

7-15- Fans welcome BTS fashions

Adolescents and young people have many interests in aesthetic and emotional issues, which various fashions have played a role in realizing the recent dimensions, they can be more or less effective in satisfying the excitement of young people and their aesthetic sense.

On the other hand, the attractiveness that the members of the BTS group have for their fans has caused these people, according to the type of clothing and makeup of the BTS stars or inspired by what they have planned and published, from the clothing, makeup and overall behaviors of the members. They like BTS and try to satisfy their fashion sense by copying them.

The recent conditions cause both capitalist institutions and institutions that pursue specific cultural goals to try to exploit the aforementioned potential capacity. Therefore, firstly, capitalistic institutions have noticed BTS stars to promote their products, they seek profit from them as models to display their products. In other words, one of the main tasks of the BTS group, along with dancing and singing, is modeling and promoting various commercial brands. 17-year-old Sonia, in her interview, says in this regard:

" When Idolla is in the set, the pressure on them increases, they have to write lyrics, compose songs, prepare for performances, it 's hard to practice for their performances. Live and Fanmeeting, the programs they have for modeling, really do a lot of this. It will be difficult for them mentally and physically.

15-year-old Niko and 20-year-old Haniyeh, even though they are girls, welcomed in their report that they and their friends copied the fashions that the BTS boys designed in a way, and declared that they and their friends follow these fashions:

"- Have you tried to imitate the style of covering and make-up of BTS and become like them?

Yes, it's true, because I like their styles and I personally like the style of several members and for a short time, when I became their fan, I thought that they chose these styles themselves, later when I got to know them more and more I understood the details, I realized that the company tells them what to wear and they have a stylist, and it's very rare that they can choose what to wear or, for example, the style of several people, like Jungkook, whom I really liked. For example, he wore ringed hats or his styles were mostly black, I thought he was very cool, now I look like this most of the time, or for example, Jimin's style was like this for a while, he wore striped clothes or glasses that had special styles.

- Did your friends do the same?

Yes, for example, there was one of my friends that I went out with and his style was similar to Jungkook's, he even had his hair cut like Jungkook's and had a mask, the same hat, the same earrings, for example, their earrings are one of the most important things in their styles, because they are very visible. Miad and most of my friends and most of the army have these earrings and they are known by this name, for example, they say Jimin's earrings, J-hope's earrings. I went to the park with this friend of mine and his style was very similar to Jungkook's. Once a person came forward who was also with his friend, and they were excited to see my friend and they said, "How much do you look like Jungkook, and even because of this, he gave me his number." They are fans of Jungkook and BTS in general.

- At your age, if someone dresses like BTS and looks like them, will they be popular among their peers?

Yes very.

- Do you or your friends imitate them in makeup?

Many of their makeups are not known, because they mostly try to make their makeup look natural, unless, for example, the lipstick they wear has some effect, but the makeup is not perfect. In general, the world is moving towards natural beauty It goes, but for example Blackpink and their girl groups who wear more make-up, I sometimes get ideas from them, of course I'm not much into make-up at all, most of my friends follow these things. For example, in the Blackpink group, one of their members named Jesu went to his friend, who is a makeup artist, and that friend told him, now it is like that your fans come here and say that we want Blackpink makeup, or in the J-Idol group, they have a member who is now a part of it. It is not a group, and her name was Sujin, who also had a special make-up, and under her eyes was something like a wreath, like a mole, and had a special eyeliner, and many of her fans wore the same make-up.

" - Can you give an example of what models you usually imitate?

In one of his airport styles, Jungkook wore an all-black outfit and a long black coat, black boots, black pants, and now a black dress that was tight underneath. I give and wear something similar (laughs).

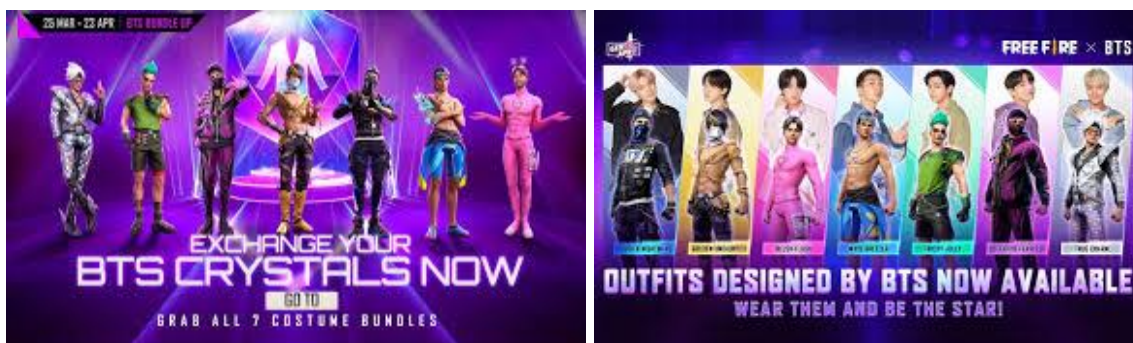
mentioned the great efforts of her and her friends to find BTS clothes as follows:

"- Where did you get BTS brand clothes from?

Sometimes I would spend a whole week searching the streets of Tehran and Karaj with my friends to get the clothes we wanted. Clothes were very important to us and if we didn't succeed, we had to make similar clothes. Later, I found a few reputable boutiques, all of which bring branded clothes and original brands, and I was able to sell branded clothes to BTS fans with the cooperation of that shopping center. I will be on Instagram and earn money through my fan page.



But as it was mentioned, the capacity of teenagers and young people to follow the example of BTS boys, prompts the institutions that are looking for specific cultural inductions to realize the recent capacity and want to benefit from it for their own agendas.





Big Hit Company, which came into existence in the context of South Korean capitalism and is currently an open and hidden agent of liberal policies, has recently tried to promote liberal culture through the boys of BTS, and one of the important policies The recent culture is the desexualization of makeup and clothing, so the BTS boys, in part of their modeling activities, are obliged to offer fashions that somehow break the gender boundaries between the two genders in fashion and fashionism by breaking the norm, the company (and the possible factors behind its head) helped in realizing its cultural goal.

17-year-old Ehsan and 19-year-old Marzieh, in their separate interviews, in the same way, mentioned the violation of the norms of the members of the BTS group in the degendering of clothing and makeup as follows:

"- Why does the BTS production company tell the idols to wear make-up and hang jewelry on themselves?

The company has three goals from this work, one is to eliminate gender discrimination and show equality between men and women, and second is to promote homosexuality among fans and normalize the issue of homosexuality, and thirdly, with this work, to countries The West, where homosexuality is common, should be approached for the economic development of Korea.

- What effect does the makeup and use of makeup by idols have on the fans?

very effective, most of the male fans imitate the idols by hanging chains on their necks or putting bracelets and rings on their hands, and they make their hairstyles and make up like the idols.

- What is the reflection of this work of the fans in the society?

It has become almost normal for young people to repeat these things and they talk less behind their backs like before.

- What were they saying behind their backs before?

For example, he used to tell them that you call them a girl who wears lipstick like girls, or they called them gay.

Do you think clothes really have gender or not?

No, clothes really don't have a gender, and we are the ones who call them this way at different times and places, for example, if you look at the history of high-heeled shoes, at first they belonged

to men, and later, with the slogan that men and women are not different, Women came to wear men's high-heeled shoes and this became known as women's shoes or even long hair, as we see throughout history that men in the past even had long hair, but now men are often known for their short hair and even skirts. In the past, it was for men to fight more easily and lacquer was for men so that the enemy would be afraid of them, if I am not wrong.

- From what source did you get this information in this field?

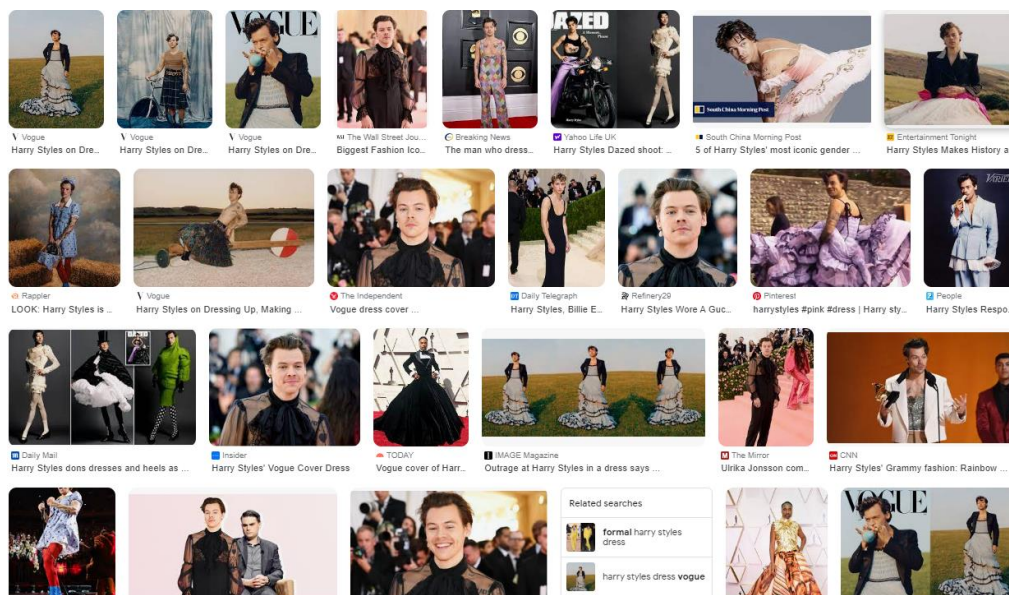
I don't remember, maybe it was YouTube.

- Has BTS ever been active in this field?

In my opinion, yes, BTS has always tried to put aside these gender boundaries, but again, this type of BTS activities has a framework and is not too breaking the norm. In contrast to western celebrities, the use of pink color is shameful for Iranian boys to wear. Generally, in Korea, many Men, actors and singers wear them and it's normal, even in my opinion, BTS style with skirts is still very stylish and masculine, and as Bangtan says, fashion never has a gender, something is always fashionable.

- How successful were the members of BTS in showing that clothes have no gender?

I don't really know, but I don't think they have been more successful in this field against the influence of Western celebrities."



8- Goals of Big Hit Company

Big Hit Company, like other companies in the world, has goals in its work and actions, which may include a range of economic, cultural, social, political, ideological, ethical, environmental, aesthetic, and psychological goals with different priorities..

investigations conducted on the Big Hit company indicate that the company that owns the K-pop group BTS, although it primarily pursues the importance of its economic goals and gaining more and more profit, but at the same time as pursuing its economic goals, cultural goals, It also pursues certain social, political, ideological, moral, aesthetic and psychological goals, which sometimes may not be less important than the economic goals of that company.

Examining the conducted interviews indicates that the summaries of Big Hit Company's goals in various economic, cultural, social, political, ideological, ethical, environmental, aesthetic and psychological fields are as follows:

- economic goals,
- cultural goals,
- social goals,
- Political goals,
- moral-ideological goals,
- environmental goals,
- Aesthetic goals,
- psychological goals,

In the following, referring to the conducted interviews, the different goals of Big Hit Company will be presented from the perspective of the interviewees.

8-1- Economic goals

In examining the economic goals of Big Hit or Haib Company, relying on the field findings, three categories of "efforts to earn money for the company", "actions to support the Korean capitalist system" and "actions to support the global capitalist system" can be identified. He recognized

In the title "Efforts to earn money for the company", we can include things like: covering different sections of society to earn more profit, using stars in modeling, producing and selling merch,

albums and promotional items, holding world tours, He learned to transform stars into bloggers and move members of groups.

Under the title "Action to support the Korean capitalist system in practice", we can talk about things like earning money for Korea, promoting the emigration of elites, and supporting the economic decisions of the Korean government.

In the title of "Action for the practical support of the global capitalist system", it is possible to mention things like modeling, promoting the signs (brands) of the capitalist system, indirectly imposing the criteria of the capitalist system, preventing the threat of the capitalist system and fueling the consumerism of the audience..

In the end, we can also mention the individuals and institutions that have benefited from the market created by the BTS group's excitement and have sought their own personal gain.

8-1-1- Trying to earn money for the company

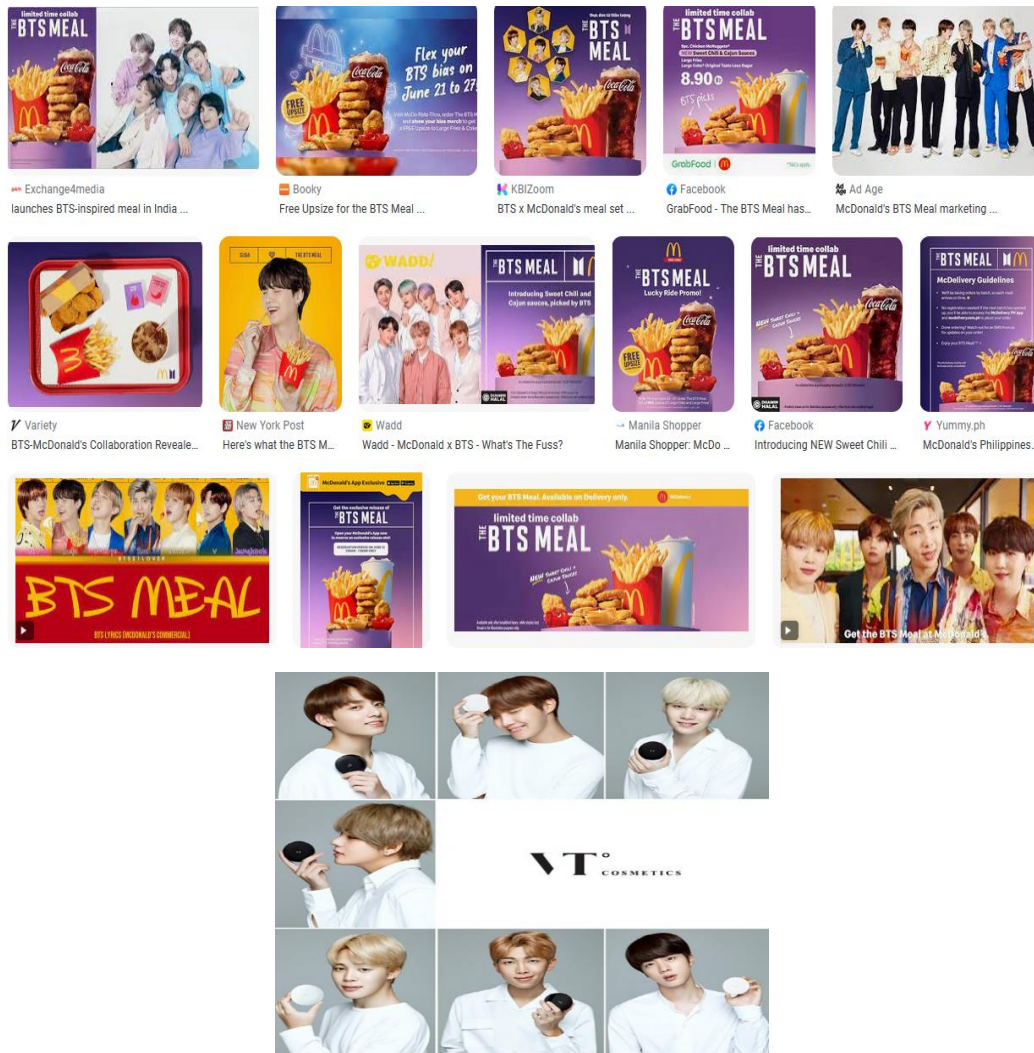
Preliminary investigations indicate that people's interest in stars causes them to welcome things that have the color and smell of stars, based on the classical conditional model. For example, 15-year-old Rihaneh notes in her interview that she and her friends become interested in consuming a product simply by seeing the image of stars on it:

- Do BTS also introduce their products?

Look, they mostly use them in advertisements, for example, modeling them, for example, Samsung phone ads, food ads, even lipstick and chair ads! Well, because my appearance and body are good, I am modeling, there is a type of drinks with which the photos of BTS members make mokbangs¹, or cookies and other foods that BTS eats and makes noises while eating them and make mokbangs with them.

¹ -Mukbang

Mo kaban g as app eat It is known as an online audio-visual broadcast in which a host consumes large amounts of food while interacting with the audience . In 2010 in South Korea It became popular and has .since become a global trend (Wikipedia)



- Well, BTS are thin and follow extreme diets, so how do its members make mukbang by eating and drinking a lot? This has created a contradiction for me.

Well, it's more of an advertising aspect, then they always don't eat so much, they do it to get a clip or for example, they are fat as they should be, but many of them are even thin. I think they mostly mean the advertising aspect.

- Well, BTS itself promotes weight loss and dieting, but don't you think its fans are being betrayed by this?

no They advertise for them!

- Does it mean advertising at the cost of abandoning the principles of the group?

Well, the principles of the group are mostly for the idols themselves, their fans who don't have to follow so many extremes.

- But the true fan of his favorite idol is important to him, isn't it? He tries to be like her as much as possible.

Look, because of their work, they have to follow a series of principles, and if they don't, they might not be like this. So an ordinary person who is not under any special pressure does not have to.



- Why do you think they put pictures of stars on food or other products?

Well, because they are famous and everyone likes them, when they see their picture on a product, they are encouraged to buy it.

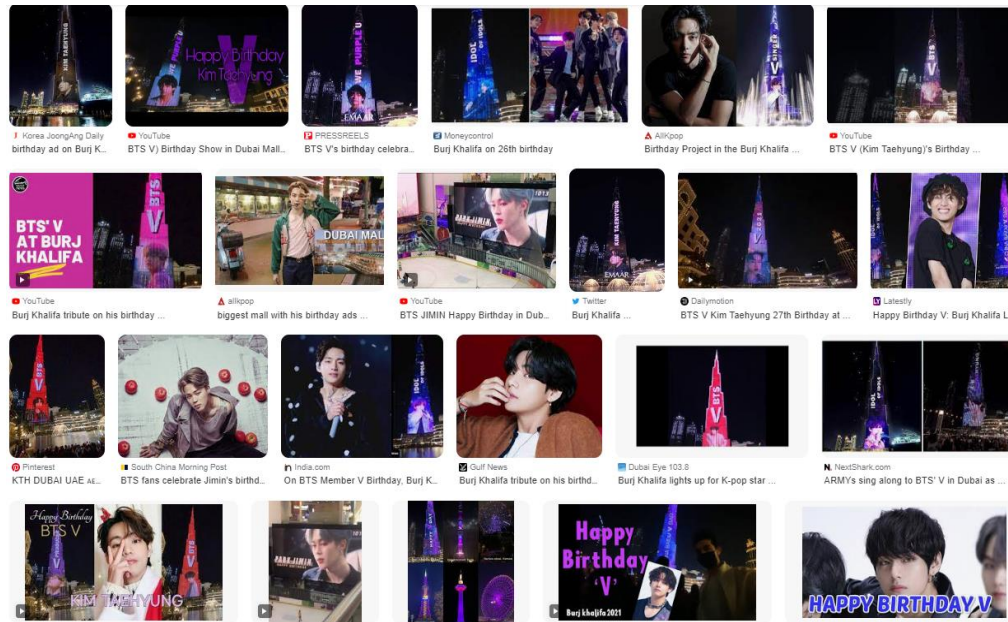
- Would you like to try those products?

Yes, but not all of them are in Iran, but there are some items and products that have the photos of BTS members or their symbols.

The recent issue causes Big Hit Company to turn to billions of ads to advance its goals. 17-year-old Ehsan, describing one of the company's advertisements, says:

"- What are the goals of the BTS group's grand birthday celebrations?

The company spends billions of money for this birthday party, and with this work, it introduces the group of young boys BTS to the world and proves with charitable contributions that the group has no goal other than good and helping people. These advertisements and all these expenses will not be without results for him. It is added to the number of his fans and it is enough to go to any country to perform a concert of the BTS group. Everyone buys tickets to watch concerts and there are no empty seats in the halls. So, whatever he spends, he will pocket it many times over."



Most of the interviewees considered profit as one of the most important goals of Big Hit Company in launching the BTS group.

14-year-old Hadith introduced the main goal of the company in her interview to make a profit, noting that the company takes advantage of any situation to increase its income and does not pay attention to anything else in this regard, even the presence or absence of its own idols:

"- In your speech, you said that some fandoms are very prejudiced against their idols, and if, for example, an idol gets married or enters into a relationship with someone, they become very upset or give hits to that idol and their partner. What do you think is the reason for this incident?

A person who behaves like this is obviously just courting his idol so that he will marry her, and as soon as his idol enters into a relationship, he will come and give her a hit. These kind of people usually have emotional deficiency and for example, they fantasize to themselves that they are in a relationship with their idol, and this kind of thinking and fantasizing is too much in K-pop. Because of this behavior, the companies don't let their idol get married until they are 30 or 40 years old or never. Because when an idol gets a hit company, their income will be less and this is to the company's detriment.

In his interview, 17-year-old Ehsan, like Hadith, believes that the Big Hit company, in order to cover all social strata, instructs its stars to achieve its goal by displaying behaviors that are suspicious of homosexuality.

- Please explain its economic goals with examples?

For example, the company tells idols when they perform a certain song on stage. Hold the hands of the idol next to you and caress them or kiss the idol next to you. Even though idols are male, they remain as beautiful as girls in terms of their faces, and this makes them feel very good and has caused them to have more fans in the world, and this increase in fans means more revenue for the company.

In his interview, 14-year-old Golareh considered the costs of fans (which of course go into the company's pocket) to be too high, and 21-year-old Mohammad Rezai also considers that one of the company's incomes is the fact that its stars become advertisers for different brands:

»- Why don't you insist on buying the album and this model of equipment?

Because the priority in my life is myself first and then BTS. My mom and dad understand me to a certain extent, so I understand them too, because I know that two or three million bodies can't have me having only one lamp, such as a light stick, so I respect it. That's why I was told that it's better not to think about these things.

- Well, as you follow their pages in passing, what content do they share?

Its contents are mostly her own photos, then there are models of special brands like Gucci, for example, Tae Wong is a model of the Gucci brand, of course, not only her, but because they are a group, they are all together. They are models for a brand, but Tae Wong, Joon Kook, Jimin, Aina Their kind will be much more Most of the glasses are brand models. Most of them post the photos that the same brand takes of them. Of course, they do a lot of advertising, not just clothes and such, for example, I saw a lot of phone ads, especially Samsung because Samsung itself is also for South Korea.

In his interview, 16-year-old Saba notes that the company, beyond the duties of singing and dancing idols, has turned them into bloggers in order to make more profit than before:

- What kind of ethics do idols adhere to in terms of ethics?

This is different between them. Some of their morals are open to criticism, some are not. Some of them have softer morals, some don't, but in general, K-pop has some differences compared to Hollywood. In Hollywood, you only know the song and the party itself, and it is not clear what he does, where he goes, and with whom, but in K-pop idols, they are bloggers. They have, that is, they share their lives, and because of this, their dependence on the Korean side increases. Koreans create a lot of dependence on you, because they are bloggers more than mere singers. Well, once there was news of an assault that one of the K-pops had apparently committed and it went viral everywhere. If it is true, they will lose a lot of their annihilation and they will be totally lost.

- What effect does being a blogger have on the depth of relationships with idols?

Well, because bloggers share their lives with people, in a way, one feels very close to them, they feel that they don't have a very different life from others, this brings them closer to their fans.

Meh Lagai basically describes the K-pop industry as a dirty industry:

"- What right did these Koreans who gave hits and were upset about the news of, for example, the marriage of the other party giving hits?

Koreans think they own idols and idols are nothing without them, if they don't see their day and night efforts and being harassed, they think they have a luxurious life and allow themselves to control that person. Although this is a policy. Journalists are ready to publish fake news for their

bread and butter. The truth of the matter is not important, what matters is that the news gets more clicks so that more money goes into their pockets. That's why I say K-pop is a very dirty industry.

Meh Laqa mentions the idea of making more and more profit for the company, even if it means harming the group members:

"- How many examples of saying that you think about the company?

The company really thinks about itself, it doesn't want to lose its profit anymore. At the beginning, he gave a price to EXO so that he could make a profit for himself and this, then he came up and saw that his whole company has become EXO and nothing else can replace it, he made different groups, he spent all of them, I don't know how many groups he made a sub-group and He threw these more towards European and American countries and so on, but none of them worked as well as EXO did. Now I am waiting until all the members of the army are finished and then we will see what they want to think. Naturally, they can't leave the company, because if they want to leave the company, they can't perform all their previous songs and nothing, and they don't have the right to own them at all, because the ownership right belongs to the company. Therefore, I don't think they will form a separate group, like Super Junior, because they were one of SM's members and they were harassed a lot. I don't know what they are going to think, but anyway, the company harasses them a lot, and many times when A series of events happen and bad rumors about people and the whole group arise, he does not show any reaction or support, and it is not as if he should support his members and is not behind the members of the group at all.

Mah Lagha has mentioned the issue that, in his opinion, the company is basically the hand of the capitalist system:

"- Are you saying that you are so beautiful that you don't want to become like them with actions and these things?

No, it was never like that, because I never liked and did not accept acting at all, especially now, more because we are like this, why should we play with the standards that the capitalist system has created for itself. It's not going to benefit us to make ourselves similar, to make ourselves close to their standards of beauty, and I just tried to admire their beauty, and it was never like that... Of course, sometimes Maybe I was a little jealous, but I never wanted to act and do something to be like them.

- What do you think is the purpose of the capitalist system?

It's called another method. For money and capital. They wash our brains and with their special trick, they make us feel that we need the products that this system has prepared for us very little without us realizing it. It penetrates so much under the skin that we do not understand in any way and we cannot even imagine a world where there is no money. Like the assimilating system of North Korea, which has made its people unable to even imagine another way of life and have no correct definition of freedom. Capitalism wants the world to revolve around money and creates a feeling of need for people, and the higher the demand, the higher the profit of this system.

17-year-old Rihaneh says about the Big Hit company, for the company, the only thing that is important is to make as much profit as possible, therefore, as the age of the stars increases and the audience becomes relatively saturated with them, it immediately changes its stars. So that his income does not decrease:

"- In relation to the company's statements, there were statements that the company said, it wants to focus more on newer groups after BTS goes to the military.

Yes, and she even wants to raise her auditions to make a group and reduce her dependence on boys, and she definitely wants to pay more attention to TXT.

- How?

Because recently they have been working very hard and have intensive tours and programs.

effect do you think the company wants to reduce its dependence on BTS?

It doesn't have a special effect, because until 2027, when their contract ends, the boys can start their own company and do other things, but this Hib company that I see has photos, videos, videos and songs from BTS that will be broadcast for the next hundred years. Do it, otherwise the boys will have the same activities as before, but the company must reduce its dependence, otherwise it will suffer a lot and may be destroyed."

8-2-1- Action to support the capitalist system of South Korea

In addition to protecting its own interests, Big Hit Company also seeks to protect the interests of the political system of Korea, and while earning nearly 5 billion dollars a year for the South Korean economy, it has made extensive advertisements to attract elites from other countries to South Korea, when appropriate. It also supports the economic decisions of the Korean government.

In an interview, 21-year-old Irfan mentioned the profitability of Big Hit Company for the economic system of Korea as follows:

Did you hear that BTS members received a certificate of cultural merit from the president of their country?

yes According to available statistics, this group is profitable for South Korea by nearly five billion dollars annually, and it has been announced that one out of every 13 tourists come to Korea because of BTS. Because of this positive influence of the group members, the president of Korea gave them the award of cultural merit and thus they became the youngest recipients of this award...

- Irfan, do BTS members also have modeling activities?

Yes Darren, all BTS members have been announced as ambassadors for famous brands such as Louis Vuitton, Hyundai, Xylitol and the famous ice cream brand Baskin Robbins.

- Don't these modeling activities harm the band's music?

Not only does it not hurt, but they also generate income in this way. Because idols are well-known and famous, they can be models for any company, they are paid many times more than normal models. Because they order that product quickly all over the world. This work is both for the benefit of the idols and for the benefit of the companies.

15-year-old Shadi and Rihaneh, in their separate interviews, introduce one of the prominent works of BTS stars, indirectly promoting elite migration to Korea:

Do they share their personal lives with the audience?

Yes, they also have a lifestyle blogger mode and they also shoot and post videos of their lives. For example, their cooking or their daily work Shopping, but some pictures of what they show.

- What does that mean?

does not go shopping at 6 in the morning, then come with him Let them make breakfast, that is, what they show is a bit ideal, or for example, after that, just go to the bathroom and come to eat breakfast, in real life, we are just running to get to work first thing in the morning (laughs) or for example, whatever There is no queue, is it possible? It's quiet everywhere, well, the population is not too small there, it's actually very ideal.

- Does that mean they advertise their country?

Yes, I think it is a little like this For example, everywhere is quiet and there are no queues, and things start quickly, and everywhere is stylish, beautiful, and new, and their lives are luxurious, maybe the company wants to show them as ideal, because this is The work that The company says they will do it again.

- Would you like to travel to Korea or live there because of BTS?

Look, I really like Koreans, both their food, their appearance, their figure, of course, if their eyes were a little bigger, it would be better! I always tell my dad that I want to go to study in Korea. I even plan to learn Korean. Then when I am there, I can easily see BTS and go to their concert. I don't want to see it all with my phone. I even wanted to go to Qatar for the World Cup this year to see BTS, do you know that BTS is going to perform at the opening ceremony of the World Cup this year?

- Well, isn't it possible to study in Iran?

Why, but outside is better. Even if I go to Korea, I will study and achieve my other dreams. Hey, I don't regret not seeing BTS anymore. At least if they came to Iran, I wouldn't regret it so much.

- Why don't you stay in Iran?

Well, obviously they are not allowed. Think of the expression in Iran and dance!

- Well, a person loves his homeland, it is hard to be away from it.

It is worth having a series of facilities and such. One gets used to staying in exile."

18-year-old Tarnam also mentions in his interview that the members of the BTS group, in line with the decision of the big system to make the "Busan region" of Korea economic, support this decision and strive for its success:

" They put on a group concert in Busan. They are the ambassadors of Busan to attract tourists to Busan and hold concerts there.

3-1-8- Taking action to support the global capitalist system

" There was a song that was played for the advertisement of Coca-Cola and it was very beautiful.

- So they also give songs for their advertisements?

Yes, yes, they also have a lot of songs for commercials.

- Do these songs have an effect on the purchase of these goods?

Yes, they are very effective and the army buys them a lot. (Nafs, 20 years old).

In its work process, Big Hit Company, while using its own stars in the field of modeling, urges them to advertise some powerful brands of the capitalist system and indirectly by advertising extremely expensive brands, in effect on the class society of the system. Capitalism is valid. In the same way, because all the harsh criticisms of the BTS group on the individual and social situation of the people, ultimately end up with the issue that the BTS group, to overcome the problems, only calls for more individual efforts of the people, the macro capitalist system in In this way, there will be no damage or loss.

Encouraging consumerism or turning productive men into tender men from head to toe is another service that BTS members have to the global capitalist system.

In her interview, 24-year-old Zahra mentioned the boys of the group as models and their advertisements for some other goods, as follows:

"- Could you please give examples of the group's activities outside the music industry?

They have many activities, perhaps the most important ones are related to this advertisement. For example, famous athletes are very active in advertising, now this can be in virtual space or on television and billboards in the city. Of course, all the advertisements that are done are not aimed at showing the positive points of BTS, many times advertisements are done for big Korean companies, for example, Hyundai ¹made a type of car that causes very little damage to the environment. He used BTS to advertise his car, because they are famous worldwide and the car they are advertising is being seen all over the world.

In addition to cars, Korea is a country that has something to say in the industry. In addition to the many cars it produces, Samsung's products are also very wide in the world, from phones, laptops, and headphones to televisions, refrigerators, and household appliances. Companies that are so big are very important for Korea and they try to have good and convincing advertisements so that the

¹ -Hyundai

audience buys them. For example, Samsung ¹used the BTS logo for the design of one of its phones. I have a picture of it right now (while looking at his phone). Wait a few minutes and I will show you.

It was found (after a few seconds), look, they even designed the color of the phone according to the color theme of the BTS logo.

- In addition to the advertisements that are done for Korea, have other advertisements been done for that brand or company for another country?

Yes, it has become too much, for example, in the field of fashion and clothing, their advertisements are for brands from other countries, because Korea is not very strong in terms of the clothing industry and cannot use BTS, because it ruins the group's image. BTS, with this reputation, should advertise the best, like Samsung and Hyundai, which are among the best car and electronic appliance manufacturing companies.

In terms of clothing, they advertise for foreign companies, for example, Fila ²is an Italian brand, this brand was quite famous, but when it used BTS for its advertising, I think it became much more famous.

- How did you realize that the reputation of this brand has increased?

There are many posts related to this company on Insta, that is, they are very active in cyberspace, then the posts they make about their stores all over the world because they also have chain stores and their sales increase show that they are much better and more. This brand is growing, especially the clothes and shoes that have the BTS design, they are very popular, for example, when Messi went to Paris Saint-Germain, ³the sales of this team's jerseys increased very much, and when BTS advertised for Villa, their sales were very high. became more

- And besides Villa, what other foreign companies do they advertise for?

Another company that anyone who becomes famous plays is Coca-Cola and McDonald 's (laughs). Again, for example, let me say Messi, who did Advertising for Pepsi or Tarsh Beckham before.

BTS has done advertising for these two companies so far, not once, it was more, I think it was more for McDonald's, then when they advertised for McDonald's, McDonald 's came to change the cover of its food which are red. It was purple for a short time.

- In your opinion, cross-advertisement is not one of the group's prerequisites for advertising that brand?

(with a slight pause) I hadn't thought of this before, but you could be right, considering that all those brands, Samsung, McDonald's, and Coca-Cola, were with Villa after BTS promoted them.

¹ -Samsung

² -Fila

³ -Paris Saint-Germain

Using the group's logo and color theme. Fila even put the names and pictures of the group members on some of his products.

21-year-old Mohammad Rezai reports in his interview that the advertised brands of the BTS group are sometimes so expensive that even the affluent sections of the society may not be able to afford them, and these advertisements are somehow reminiscent of the acceptance of a highly class society:

"- Did you buy the album or the equipment that the idols themselves use or advertise, for example?"

Honestly, in this case, I'm not bored at all, then spending money to buy things is really too much. Well, I have friends who do this.

You know, what they advertise is really not at the level of purchasing power, they advertise something that they all buy. For example, a dress may cost around 14, 15 tomans, the price of each of the dresses that advertise is more than 2, 3 thousand dollars. Or, for example, a jacket was advertised by me. With our money, it was 23 million won. They advertised a shoe, I don't know if it was Versace. A Gucci. It was Versace. One of these two rooms was worth 115 million. There is a lot of extra stuff that very few people can afford to buy at this price.

Mohammad Reza, after stating the unimaginable prices of some of the promoted brands of the BTS group, mentions the exploited workers who are engaged in the production of said brands in the far corners of the world, but the BTS stars do not pay the least attention to them :

"- Have you ever felt that boys are doing an activity that is gray?"

, I think that, for example, these global brands, such as Starbucks and McDonald's, are not suitable for America, but they have branches all over the world, and the main money is for It is America itself, but in different countries, there are a lot of low-paid people working for these brands.

BTS has advertised for both McDonald's and Starbucks, there are other brands like Coca - Cola, consider McDonald's and Starbucks, it is better, because it is the most profitable in the world. It goes to the country of origin, but those who work in other countries do not have good salaries, benefits, or job security of BTS. They only advertise that brand and have nothing to do with it. Of course, if it was their own hand, then maybe they would protest the situation of these workers, but we should. They should do what the company tells them to do. In my opinion, this kind of work they do is exactly the example of the word *ash* you said. Well, they do not harm anyone at all, but it is the right of those who I said. You can't defend yourself either."

Yuna Kim, a professor of communication at the University of Pennsylvania, notes ¹in her book about the BTS group, despite the sharp criticisms of the BTS members about social conditions, these criticisms are not aimed at the macro capitalist system, ultimately by promoting the necessity of hard work for individuals. In practice, it confirms the individualism and economic thought of the capitalist system:

¹ - Youna Kim (2022). *The Soft Power of the Korean Wave: Parasite, BTS and Drama*. Routledge.

But K - pop idols have created an audio-visual fantasy about success, freedom, pleasure - seeking, consumerism, and narcissism, regardless of the fundamental and structural issues that people face. Theatrical performance of overcoming problems, exaggerated physical movements and emotional display are all visual factors in contrast to the issues that BTS claims to address from time to time, the daily life issues of fans who should make structural and fundamental changes in the direction of equality and justice. For example, in "Dope ", the first important song of this group in 2015, BTS in a unique style and quality. to A person plays his own dance. Along with the creative use of the device to imitate the sound of the saxophone, this music video also shows the bold dance moves of the BTS members, which speaks of confidence. to It has their breath and success. Dressed in police, military, CEO, race car driver, doctor, and detective uniforms that all exude dignity and power, the group's members show their passionate lives as the result of hard work. The leader of this group (RM) blames the media and the core of power for the lack of motivation and lethargy of the youth, but he also gives a positive slogan and says that they should never give up. This group attributes success to the hard work and hope and faith of the members, so it cannot provide critical awareness about the structural dimensions of the problems, but their only solution is of an individual type: hard work.

In another part of his book, Yuna Kim reminded that basically the Big Hit Company has pushed its stars from hard masculinity to soft and tender masculinity and drowned them in consumption, from transforming hard productive masculinity to soft consumerist masculinity. It is mentioned in the thought of BTS.

Another point that is related to the economic goals of Big Hit Company is the profit seeking of individuals and other economic entities from the hot market caused by the activities of the members of the BTS group. And Hoosh Sons BTS adds. Arnica, 14 years old, In their interviews, 20-year-old Shida and 17-year-old Sonia have mentioned the benefits of some people and economic institutions from the space created by BTS boys as follows:

Why do they write fan fiction?

I think it's sick (laughs) or they do it for fun.

- Did you see someone who sells these stories?

Yes, for example, in my school, some kids paid Ina to make a fanfiction for them, telling them to write a story about Hyungji and me, and one of my friends, Anahita, wrote and sold it.

- I mean, one of the kids would come and tell him to write a story about me and Jhope?

Yes exactly.

- Now the story would be beautiful and worth reading or not?

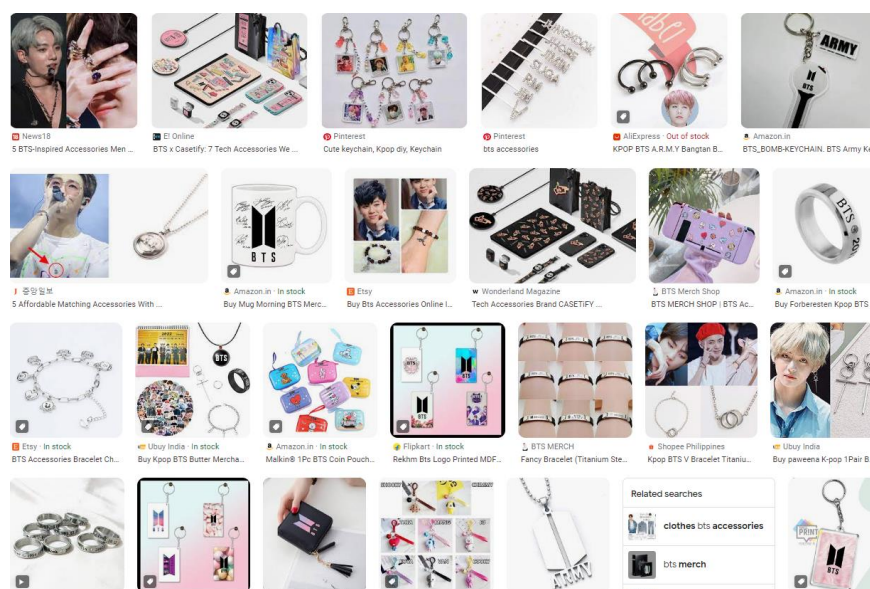
No, look, some of them are very positive 18 and some of them are a little positive 18, which means that it is not possible not to have something like this in it, I had seen them, I was surprised that they write such things.

- How old were those children?

13 years, that is, one year younger than me.

- What about the economic effects of BTS on the lives of your friends and students? For example, do they pay a special fee for this interest, or do they generate income from fan pages and such things?

Well, all their clothes are dumb BTS clothes. Or their equipment, such as writing materials, bags, and solids. Or some people, for example, tattoo, now in Korean or in English about BTS. In terms of cost, for example, one of my friends had paid the entire cost, which was only Ask him to sign it or something that you do n't think about at all. In terms of income, well, what fans are most interested in are the people who make and sell them, like the bracelets they wear. Or earrings, glasses, watches, and many other things. People who have different photos of this group and print them on clothes and sell them. A They are also persistent. "



" - Did you buy the album or the tools used by the stars? "

You ca n't buy many of their instruments in Iran, especially their albums, both expensive and scarce, if found, it 's usually second hand, unless Buy from foreign sites like Amazon.

I myself have a few photos of them, I just took them in my room, but there are many things that have names or photos of boys on them, you can buy more, for example, Tweed There are many kinds of goods in the city, various stores that have some designs There are boys that they sell. It is mostly used for stationery and clothes.

In Tehran, there is also a store for K -pop, all the things that it has, the design of K - pop groups, Roshune, BTS and other groups, for example, Exo, on the clothes that they sell. Ede, I haven't gone myself yet and I don't know where it is, but it 's in The case is sand.

8-2- Cultural goals

Examining the opinions given by the research interviewees in the field of Big Hit Company's cultural goals yields two general categories: "showing off Korea's cultural power" and "creating a platform for the expansion of liberal culture".

In order to explain Korea's cultural power, the leaders of Korea and, accordingly, institutions such as BigHit, are trying to use the consequences of this issue, which is synonymous with attracting immigrants, elite people, and students (and further strengthening Korea's economic foundation). The leaders of the Korean political system and under them Big Hit Company, in the category of "creating a platform for the spread of liberal culture", in the idea of explaining the liberal cultural policies, have come up next to the liberal economy of South Korea, in the sense that the liberal idea is only in the economy of a society. it does not expose, but it has been effective in various social, cultural, moral-ideological and even aesthetic aspects, and gives them its liberal flavor.

Liberal culture is a culture that demands free thinking and this issue can have positive or negative dimensions. In the sense that if liberal culture pays attention to the needs of individuals and society, this culture can in practice lead to cultural dialogues and even the discourse of civilizations, but if liberal culture, in the name of freedom, forces people to do let them do anything freely, and on the other hand, the media of the society should instill in them the naturalness of all kinds of deviations from the beginning of children's childhood (that is, it is another time for them to follow and when there are years left until the formation of their abstract and selective thinking). In this way, in the name of liberal and free-thinking culture, it has acted against free-thinking, because it has extensive inductions on various cultural issues to children who are not qualified to think abstractly and who are following themselves at another stage and who have not reached the age of making informed decisions.

Things like: desexualization of love, make-up and clothing are sensitive issues that instilling them in children and teenagers at a young age is against free thinking. In other words, taking a stance of free thinking and acting against the requirements of free thinking is the fundamental problem of western societies.

Instilling concepts such as genderless love, make-up and clothing, at a different age for children and teenagers (which according to Piaget's theory lasts until about 11-12 years old) and for older youths, is the most ideal possible idea for the capitalist system. They go, because the acceptance of recent concepts is associated with consumerism and drowning in the world of lust, in other words, as Fukuyama mentions, sex as a drug of the new age, keeps people away from being revolutionary. In the same way, with people drowning in consumerism, the other ideal of the capitalist system is synonymous with increasing consumption and, as a result, increasing its profits.

Therefore, in the following, with the project of the category of "showing off the cultural power of Korea" and especially the category of "building a platform for the spread of liberal culture", the service of Big Hit Company to the culture and capitalist system will be revealed.

8-1-2- Showing off Korea's cultural power

- Do you have new information about South Korea that you didn't know before you met BTS?

Almost everything I know about Korea, I learned after meeting BTS.

- Did you search on the internet?

Yes, I even used the virtual tour and saw some of its sights.



In the introduction, it was mentioned about the thought of the president of Korea in achieving cultural power, some people participating in the research also considered one of the important goals of the Big Hit Company and the BTS group to be Korea's achievement of cultural power and showing it off to others. 24-year-old Zahra says in her interview:

"- Some say that BTS is directly and indirectly, often indirectly, seeking to promote the desexualization of clothing and makeup. In your opinion, is this the group's goal?

Yes, I heard this too, but I really don't know if the group's goal is to promote this or not, but if so, it seems very natural. Because now in the world if a country wants to say I am powerful, one of the important factors can be culture. Our own country is also seeking to export its culture.

If any country can export its own culture, in my opinion, it will not hesitate to do so. It is completely natural for Korean boys to make up, of course, it is better to say it for Orientals. The fact that the culture of a country is exported may not be pleasant for other countries, but it is very good for the country of origin.

The 18-year-old songstress notes in her interview that K-drama and K-pop industry have played a significant role in creating the tendency of Iranian teenagers and young people towards Korea.

- What was Korea's goal in making K-pop?

Look, the goal of Korea in creating K-pop is the same cultural goals, K-pop is a music style that does not exist in any country, other countries imitate the K-pop style of Korea, and usually singers in the world or in the form of Being solo or in a band, the first country that invented this type of music and designed special dances for its music is known as K-pop dance in Korea, they combine several styles, both rap, vocal and rock. That's why people from all over the world come to Korea and participate in K-pop groups from all countries to become K-pop celebrities. I saw in the Korean language school, most of the people who became interested in the Korean language through K-pop and K-drama got into the Korean language.

In the continuation of his interview, Tarane mentioned other efforts of South Korea in expanding its culture as follows:

From the point of view of the 18-year-old song, the company not only plays a useful role in the Korean economy in its extensive interaction with the political system ruling Korea, but also has been effective in advancing its cultural goals:

"- Does the BTS group also work in the same direction?

The BTS group is considered as the ambassador of South Korea and has been very proud of its country, and because of this group, a lot of foreign currency enters Korea. In 2022, Dubai paid a lot of money to Korea for EXO to go to Dubai and perform there, that performance was free in Dubai and no one needed to buy a ticket to participate in this event. From all over the world, even Iran, to go to Dubai to watch EXO's concert. Korea transfers a lot of money with the K-pop industry, and in this way, in addition to generating income, it has introduced its culture and language to all countries.

"- Can you explain about the embassy competitions?

organizes various competitions in different sections, the prizes of the competitions are different based on the subject of the competition that people participate in. For example, the embassy has a series of cultural competitions in which anyone who has information about Korean culture participates in these competitions, either by drawing or writing stories or speaking, or by filling out a questionnaire that is given to people, or by composition form. For example, they give two topics that you have to write and memorize ten lines about each topic and come to the conferences and speak.

- What are their prizes?

Usually, the prize for these is that the first place winner can travel to Korea for one to two weeks at the expense of the Korean Embassy, and in addition to tourism, he also uses educational classes. All costs are covered by the order. They also have other prizes, such as Korean accessories, Korean traditional dress or hanbok, Korean badges and robes, and everything related to Korea.

They have another type of contest where they ask you to look at Korea from a foreigner's point of view and say what problems you see, the strengths and weaknesses of Korea. They give a prize to someone who gives them useful information, or for example, they measure the level of the Korean language of the participants, and even a variety of local Korean games are part of its competitions. You know that Korea is the birthplace of K-pop, music and dance, they choose a series of songs to dance to and send them the dance video and they choose the best.

broadcast the dances of girls under 15 years old on their page, which is the same as the page of the Korean embassy, but if you go to the embassy's conferences, they broadcast the dances of everyone. There are also dubbing contests, for example, they choose a part of a serial sequence and people have to dub it. There are also free story writing contests in which they have to write more than 40 pages of PDF with a designated font about a desired topic. Koreans hold many cultural competitions, especially anything related to their past and cultural history. There are also cooking competitions of all kinds of Korean food.

If there is a special festival or celebration in Korea, we ask you to explain as much information as you have about that special day. They even raise questions about the four seasons of Korea. In general, through these programs, the country and they introduce their own culture.

- Are these competitions only held at the embassy?

In addition to the Korean embassy, there are also various institutions and programs that gather elites and people who are interested in Korea from all over Iran, and separate them. Like Sejong School, which is in Isfahan and Tehran and has branches in all countries, and like the embassy, in these institutions, create a space where professors speak Korean and teach Korean language to interested Iranians, or in other countries to the people of that country. These institutions also have their own programs, have conferences and competitions, and their programs are almost the same as the embassy.

In order to get a scholarship and participate in the celebrations, Sejong School gives its own scholarships so that those who are interested in Korea can travel there more easily and they also have a program where people make a film of themselves and in that film, they tell their resume in Korean. And they send it to them, and they broadcast it both on their own network and on Korean tvn network, and in this way, the one who is more fluent in Korean will be selected by the embassy, will receive a prize, and will find ways to travel to Korea more easily. And little by little they attract it to Korea...

- What is the goal of Korea to attract people from all over the world?

As far as I know, Korea is somehow under the domination of America and it is really weak militarily, it is enough for even Iran to attack it, now its biggest enemy is North Korea, it is enough for North Korea to attack it, then it will be completely destroyed, if America should not help it, it is really weak, but it is one of the industrialized countries and in the last few decades it has advanced a lot in terms of industry. In order for its progress to be constantly moving forward and to be able to cover its military weakness along with industrial progress, it is necessary He wants to gather the elites of all countries and use the scientific ability of the elites in the progress of his country. In addition, due to familiarity with Korean culture, many people who experience cultural self-loss and no longer accept their own culture, accept Korean culture. People who get to know Korean culture spread this culture among their surroundings. Korea spends a lot on these issues, the embassy competitions, the establishment of schools in different countries, the apps it has produced, all this has made it make a huge cultural investment.

16-year-old Saba admits in an excerpt from his interview that one of the activities of the BTS group is attracting immigrants to South Korea:

the lifestyle shared by BTS?

Mostly consumerist mode and many and varied clothes and hair color change and that's it, every time hair color changes and clothes change and new accessories and...

And the fact that they say love yourself, and in fact it is the body, they mean that they themselves are the opposite of this, and they change, and this is contradictory to the action, and that, well, go,

live, and enjoy yourself, and they are the ones who advertise. They are putting their country in the middle and it is a smart game to attract immigrants. They walk around and say, wow, how beautiful it is here, and how great the weather is, and how good we are, and they burn you even more (laughter) that you see, you are not like this in your life and how miserable you are compared to them.

In her interview, 15-year-old Razieh mentioned the positive effect of the BTS group in attracting students and immigrants to Korea as follows:

"- I think BTS has had a great impact on the migration of students to Korea.

Yes Half of them go just to see BTS."

Apart from Korea's efforts in its plan as a cultural power and the spread of Korean language and culture in the world, the leaders of South Korea, relying on the logic of the capitalist world, which is to be a liberal profession, by promoting liberal culture (by encouraging things such as degendering from love, clothing and makeup), are trying to confirm the cultural foundations of the capitalist system, and Big Hit Company and its BTS group, as the executor of the macro policies of South Korea's capitalist society, are trying to realize the recent cultural policies.

8-2-2- Creating a platform for liberal cultural expansion

It was stated earlier that culture can play a role and be effective in strengthening the economic and political system of Western liberalism and capitalism.

In an interview, 20-year-old Shida notes that BTS in the beginning induces a kind of norm-breaking to its fans. In the light of this type of norm-breaking, it is possible to convince the relatively traditional society of Korea and other Asian societies to accept the next norm-breaking inductions of the BTS group, such as the desexualization of makeup, clothing and love. Shida says in his interview:

"- I mean, since you were nine years old, you were thinking about emigrating?"

Yes I have been thinking about going since then. Even earlier than first grade (laughs). But since I was nine years old, when I met them, it became much more serious for me. Then another thing that was very interesting to me was their type and style. For example, as soon as boys dyed their hair, or for example, they could apply make-up or nail polish, or they could wear colorful and girly clothes. This attracted me a lot.

- Why did it attract you?

Because it was different from what we had learned that, for example, these things are only for girls and so on. It was attractive to me. It was fresh. Of course, it's too much now. First of all, it is inside itself. After that, now in Iran, for example, boys wear different styles, apply nail polish, lip gloss, and I think it was the Kpoppers who did this...

Another thing that BTS has done and is doing is that it sends this message to its fans that you should do what you want, whether you are thinking about it now or when you are in the mood as we say, without thinking about what will happen in the end and without To be afraid of who is standing in front of you and wants to stop you. It kind of says go into the heart of the story. For example, when it comes to people who have decided to undergo sex reassignment surgery, I really hate it when they say a series of times to come and talk to them or, for example, to send them to a counselor who might change their mind. I don't think anyone should stop them."

In his interview, 21-year-old Mohammad Rezai mentioned the efforts of the BTS group to normalize boys' makeup:

Make - up does not belong to boys or girls, in my opinion, it is something that anyone can do and it depends on their own style. Who is it, he says that my skin is also the same It 's fine as well. Someone says, for example, my skin is too oily, I want I'll lighten it up a bit, for that, he uses powder, cream, etc., but hey. In my opinion, it 's kind of a good idea for a boy. Well, for example, for trans people and in general, for example, a boy who has the manners of a girl, well, he also makes dirty votes, but only for boys. I myself see that they have a lot of votes.

In my opinion, it is the same for a beautiful boy. Anything that shows freedom is good and nothing is bad in my opinion.

Make - up is also good for getting more beautiful, for example, when we die, we cut our hair short, well, make - up is also a way to reach myself, which is very important. It is also good, like the same cream, now there is a little powdering.

- In what sense does it show freedom?

Well, for boys, it is a new thing that is not accepted to a large extent. In my opinion, the person who does this is standing in front of many people, because you know that there are a lot of people who are on the same issue for a boy who is only one. They are dressed up, for example, they don't say good things, so I think it shows freedom.

Then see to what extent it is not accepted in the whole world that even BTS does not come to tell you to put on make-up, that is, they don't say it directly at all, but they put on make-up, of course it is better to say make-up, they put on make-up themselves or for example, from the color of their hair. They use red, pink, orange, etc., well, they don't say this directly, because there are a lot of people who are against wearing makeup on boys, and if they advertise directly, they will get a lot of hits and their fans will pour it out.

22-year-old Mohsen mentioned the influence of the genderless idea of makeup on his friend as follows:

"BTS has a cool rhythm in their songs, but I think the group is a bit too girly anymore.

- If possible, please give some examples so that I can understand what you mean?

Very cute and flirtatious among these behaviors, it suits girls more than boys. A boy shouldn't be so cute and flirty, these are girls, maybe because I grew up in a family where they make fun of a boy when they see these things, I think this way.

- Please provide more examples of girlish behaviors of BTS members.

BTS girls have a lot of make-up, as I said, my friend wears colorless lipstick because of this, wow, I can't imagine if I could (laughs) I would wear red and purple lipstick, I think this is the effect of BTS on my friend. She herself told me that she wears blush to look beautiful.

- Did you ask your friend if BTS had an effect on her lipstick?

Yes, I asked. He said that they look beautiful and he even said, if I wasn't shy, I would definitely wear colored lipstick.

17-year-old Ehsan considers men's acceptance of women's makeup, which somehow causes men to move towards femininity, to distance themselves from their previous authoritarianism, as a desirable issue of feminist currents:

" - Why does the BTS production company tell the idols to put on make-up and hang jewelry on themselves?

The company has three goals from this work, one is to eliminate gender discrimination and show equality between men and women, and second is to promote homosexuality among fans and normalize the issue of homosexuality, and thirdly, with this work, to countries The West, where homosexuality is common, should be approached for the economic development of Korea.

- What effect does the makeup and use of makeup by idols have on the fans?

very effective, most of the male fans imitate the idols by hanging chains on their necks or putting bracelets and rings on their hands, and they make their hairstyles like the idols and put on makeup.

- What is the reflection of this work of the fans in the society?

It has become almost normal for young people to repeat these things and they talk less behind their backs like before.

- What were they saying behind their backs before?

For example, in the past, he used to tell them that you call them a girl who wears lipstick like girls, or they called them gay.

- Ehsan, what effect does this elimination of gender discrimination have on the fans?

This elimination of gender segregation has made girls and women happy. Because before and in the past years, men were always the superior sex and allowed themselves to comment on the issues of their daughters, women and sisters, and men were the final decision makers and gender discrimination was very obvious in the distant years, so that if a murder happened A girl was given as blood to the victim's family. Without reading the girl's opinion. Female fans are very happy about this and welcome BTS more.

- What effect does the lack of gender discrimination have on the fans?

With this slogan of equality between men and women, boys, like girls, allow themselves to put on make-up, hang earrings on their ears, and do facial beauty treatments. On the contrary, girls also like to wear boy's clothes and cut their hair, and to be more present in the community and in the gyms next to men.

12-year-old Elnaz and 21-year-old Mahshid have mentioned in their interviews about BTS's inspirations in the field of covering:

"- Well, until now, the skirt is a princess dress wear

One of the members was wearing a skirt in the music video of Butter or Dynamite, I'm not sure which song, but not a princess dress (laughs).

"- What is your opinion regarding the way they work that clothing has no gender?

Yes, BTS and K-Pop groups, both girl and boy, believe that clothes have no gender, and if you like You can use a model, in other words, do n't limit yourself to gender, if you like girls and ties. Wear a suit and pants.

In an interview, 25-year-old Shabnam mentioned the acceptance of BTS's idea of desexualizing the cover as follows:

"- What about dressing up? Do BTS and Korean artists have an effect on you?

Well, I was always interested in makeup, even though my mom told me not to wear too much makeup. After I saw that make-up is a kind of art, I became more interested and I liked it. When I saw the boyes doing makeup, it was very strange to me at first! I felt that a man should not wear makeup. But BTS doesn't even consider dressing as homosexual. Under their influence, I lost my surprise and guard. Maybe even before I was looking for colors and designs of girls' clothes more. But now I choose whatever I like. For example, I don't know if this is a boy or not."

18-year-old Maryam and 20-year-old Banafsheh, in separate interviews, have mentioned that the members of the BTS group, in line with the desexualization of love, have put the support of the sexual minority on their agenda:

"- Do you think that BTS's support for homosexuals is aimed at normalizing this matter at the world level, or is it aimed at promoting and attracting an audience for itself?

Currently, not only K-Pop, but all over the world, people are trying to normalize and culturalize this issue that we do not have the right to insult these people and we must accept their tendencies. BTS is now trying to make the space more fair and humane for homosexuals, because for years this segment of society has been humiliated and oppressed by people, and the new generation is slowly learning with the help of the music and film industry that they should be treated like this segment. Respect other people and there is no difference. I think it's a positive thing that BTS and K-Pop, considering the fact that Korean society is an Asian society and still has its traditional and closed state, nevertheless, they are trying to keep up with the celebrities of other countries for this issue in order to promote culture in this direction. be made Of course, the world of celebrities in

general is a world full of politics and undercover advertising, so it is very likely that this work is a form of advertising for them, but as long as this type of advertising is helping the lives of a segment of the society, it does not matter in this way. become more prominent".

"-your opinion about that Many say this group and popular K-pop mouth What is the desexualization of makeup, clothing, and love?

its reality a lot agree this letter I'm not because I don't think it's relevant at all no and that every Who, who what his heart He can if he wants cover up or do I don't know maybe because like this I think I can't do much this sentence face understanding do but i until someone to me damage don't important is not that What does he do?



- Is it in All BTS from society LGBT does it support

oh yeah Well, you Concerts are mostly like this it happens that with type Their cover is their support from society They show LGBT, for example, a skirt that Shuga you Magazine Veg wore and or Jungkook that the flag LGBT R and taken and my name that clothes skirt as to wear

In her interview, 19-year-old Meh Lagai mentioned the rather hidden effort of the BTS group to degender love:

"I think that in K-pop, now in K-drama, the plot of same- sex relationships was very under the skin at the beginning and it came out little by little, and I think (he emphasizes), he is applying a good method, he is trying to make it look normal, he has He tries to put it in the middle very finely, without it being something that hits you directly in the face and you are shocked, this is how it is slowly penetrating, and this is much better in my opinion than when you give big data to the society and expect it. I wish society could digest that big data, um, what Hollywood is doing, you know what I'm saying? But K-Drama or K-Pop doesn't do this, and I think it's a good way, a really cautious way, which I think works, is that you go slowly.

In their separate interviews, 16-year-old Saba and 19-year-old Shaghaig have mentioned the influence of their friends on homosexual behavior as follows:

"- Do you think that the homosexual behavior shown by the group members has normalized this issue in the world?

Yes, it has an effect, it is definitely not rare among our children, unfortunately. But because there is no supervision, no one understands, not even their family. Now some countries have passed the law and normalized it again. They are also doing the same thing in the direction of capitalism, and now I am saying that kissing between friends has become common."

"- What behaviors do they have that you say are attractive?

Look, because of their work and style of speaking, for example, their voices were a little thin, of course, and many of them acted, they were cute, and for example, they are very close to each other, even one thinks that homosexuality is something in them. this limit For example, well, they are all boys, but they used to kiss each other on the lips, which, of course, in America, etc. Now it has become common among friends and this move, for example, was not very common a few years ago. Now, because I'm not a big fan of them now, I'll be a little critical about them, otherwise their current fans can't face them like this. He said.

19-year-old Fereshte, in explaining BTS's encouragement of homosexuality, mentioned the goal of Big Hit Company to earn more and more profit, and 21-year-old Irfan, while accepting the idea of making profit, mentioned the company's cultural efforts to establish and expand liberal culture:

"- more content that Fana BTS They produce, about Kapell A weed, right?

Unfortunately yes

- Why Unfortunately?

Well, no true, no Based on reality A little insulting. even because every what too that Say, it's not possible denial did that Company a series things face determines that do Be it until to audience line the body the way good for attraction audience find to do, but Really moral It is not.

"- Irfan, what is your opinion about idols?

In my opinion, they are pure people who have been exploited by the company to advance its evil goals. The company exploits their beauty and charm for its own purposes.

- Can you tell me some of the goals of the company?

Yes, someone wants to make homosexuality seem normal in the world so that under its shadow, Korea can achieve its political goals with the West. The second is to get more fans with these ads and the third is to have more economic income.

In the general analysis of the cultural goals of the company and its BTS group, Irfan's opinion can be seen as more reasonable, because due to the relative aging of BTS stars and according to the tradition in Korean K-pop that when male members of K-pop groups go to the military The said groups are often disbanded, a new group takes their place, it can be concluded that the big hit stars, who are at the end of their career in the company, are obliged to outline the ideas of the big hit company more clearly. 18-year-old Poone and 13-year-old Negin have provided evidence of this opinion in their interviews:

"- Do you know the relationships and tendencies of BTS members?

No, but there are some signs of destruction. After all, Korea is a homophobic country, they can't come out so easily. But they show something with a movement.

- What signs do they give, can you give an example?

For example, some time ago, Jimin published a series of shots that were full of LGBT symbols and bisexuals. Analyzing and calculating the statistics, seeing that yes, Jimin actually came out with his photo. I read a series of secret news even about Jimin who apparently has a boyfriend. Of course, since I am a Kookmin shipper myself, I say that Jimin and Kuki are together. But many people also believe that she has a secret boyfriend. A lot of people say Yoongi (laughs), but I think it's very unlikely."



"- You said there was a series of bad news and a series of good news?

Look, it's not bad news, it's not anything special, for example, for our generation, it doesn't matter at all if it's like that, you know, we're okay with it.

- What is it?

I have to say, I'm sorry, but I don't know, maybe you've heard of biosketual, like Jimin published a series of photos that have the theme of the LGBT family, and when blue and pink come together, it means biosketual, and the designer of Jimin's clothes is also a gay Iranian designer. Yes, and (laughter) Jimin tweeted before publishing the photos that I took these photos from my heart and according to my life, and it was my choice and no one forced me, now we don't say for sure, but some say it might be bio-sketchy.

- What does this mean for you and your friends?

Well, to be honest, we don't care at all, I mean, we knew from the beginning, that is, you go to any idol, there is one thing like this about him, and well, we don't have a problem either, from the beginning, before we became ARMY, all of our friends I promised that we will support them in

any situation, it doesn't matter what their orientation is, how they live, what they do with their face and appearance.

- Those who don't think like you, what is their way of thinking?

Another type is a series of comments on these photos, on these rumors, which say, for example, no, no, Jimin is purer than these words and does not do such things at all, and these are not necessarily LGBT men who take this pose, which means we are unclean people, for example, we are bad people, we are selfless people, and this does not feel good."

8-3- Social goals

By examining the comments provided by the surveyed population, the following are identified under the title of the social goals of the BTS group company:

- upgrading the music industry to the entertainment industry,
- Global thinking,
- Encouraging tolerance in social relations,
- The role models of the fans from the stars of the group,
- Inducing a pleasure-oriented lifestyle,
- Racism.

In the following, the mentioned topics will be discussed.

Taking into account that if there is a gap between the two performances of the group, its members will be forgotten in the created gap, Big Hit Company tried to prevent them from being forgotten and forget them. Therefore, by planning several programs such as Run BTS, Ben Voyage, BTS in the Soup and the like, he tried to keep the audience always focused on the boys of the group, and in this way, the Big Hit Company, in practice, moved the "K- pop music industry" towards The "entertainment industry" pushed and promoted.

In an interview, 15-year-old Dibay, referring to the content of some Run BTS programs, mentions learning pottery, yoga, and the like by group members during the performance of the humorous Run BTS program:

- What are these programs that you mentioned in your speech and what happens in them?

For example, this Ben Voyage program It has several seasons and in it they travel to different places, or for example, Run BTS has different concepts, for example, they sit together and play different games. The producer of the program comes and gives them a challenge, they cook or a party is invited to them. Teach new things For example, did you learn pottery and yoga? This is BTSS d soup It has two seasons so far Forest houses, very beautiful, stylish and classy And, for example, the things they do there, in those three, four days, they are in the form of a program."

"Globalization and global thinking" Is another category that some of the interviewees mentioned, in the sense that technologies have made it possible for people to live in their own land and homeland., be informed about the news and events on the other side of the world at the same time. Of course, the possibility of the latter action, while it deals with the design of new ideas for people, also provides the possibility of comparing the social conditions of one's society and other human societies. The recent event, known as globalization, involves the teenagers and young generation more, who, compared to their parents, have used more technologies and have more curiosity.

16-year-old Ghazal, in a part of his interview, mentions the international coordination for - streaming and voting for popular elections, in practice he mentions the globalization and global thinking of himself and his friends :

Ghazal, what do you do for BTS?

For example, I stream. Well, there is Spotify and YouTube. There are other places, but this is the main one that is discussed among the readers. Next are the pages I have. It is also trending.

- What happens as a result of your streaming?

Well, BTS is coming to the top of the charts. Then, in some awards, such as people's choice, our work has an impact. They get a prize. Even these awards were not there, because their work is good. I like them.

- How long does streaming take?

It depends on many things. For example, when they want ¹to make a comeback or a program like that, the time will be announced beforehand. Then we make an appointment, we will start streaming from that time. for the record For example, the record of the first hour after the release. The first day of release. first week Then, when the place is stabilized, it becomes less. Then, for example, we put another time between the fandom itself, for example, the fandom of Iran's BTS and, for example, the fandom of India and China or the fandom of China and Thailand. Or, for example, America, the Philippines. Fandoms tune in (laughing) stream bombs. For example, YouTube stream. Now, for example, it might be because of one of them's birthday, or near the awards shows, or the foundation of the group itself, or the anniversary of the albums.

In his interview, 14-year-old Golare mentioned his value change under the influence of global thinking as follows:

"-Golare Jan, did BTS have an influence on the formation of your personality or not?

Yes, of course, I tried to control that, for example, everything did not affect the novel, but, for example, I used to be like, oh, oh, the novel! Ah, oh, the boy who dyes his hair! Oh, oh, pink dress for the boy! Ah, oh, those eyes! and such thoughts, But BTS updated my mind did

- For example, what things made you update?

¹ - New artistic activity of an artist

I don't remember much, but for example, after getting to know them, I became more familiar with the virtual space and learned more English.

"Increasing the perception of fans in social relations" is one of the other results obtained from the user of the BTS group of Haib Company.

Since the Big Hit company is trying to cover all social strata under the cover of the BTS group, it has emphasized tolerance both in the text of the songs and as a behavioral requirement for its stars, therefore the users of the BTS group, during a Observational learning of the tolerant behavior of the affected group, they probably benefit from this issue in their social interactions.

In their separate interviews, 15-year-old Shadi and Nikoi mentioned the tolerance of the group and the influence of the audience on it, as follows:

Has BTS ever changed your beliefs?

Yes, this happened and it had a big impact, but it was not a bad impact, for example, there are some people who are veiled and religious and have the opinion that Muslim people must wear a hijab or that those who don't wear a hijab are very bad. BTS had come and said that we see many people wearing hijab and many of them are beautiful, that is, they are still beautiful with hijab. Once, a host asked them if you would like people without hijab to speak at fanmeetings or with hijab? And BTS said that no matter how comfortable they are, no matter how they believe and no matter how they like, they always try to create a culture that other people's religious beliefs have nothing to do with us, and this is something they should choose. They even said that if you see a person wearing a hijab somewhere, don't be like that, if you are not wearing a hijab, you should say, "Hey, see the guy is wearing a hijab, and the same goes for the other way around. Hijab people shouldn't go and hit those who don't have a hijab." And this matter changed my view a lot, before I heard these things, I didn't have a positive view of people who were veiled, of course, I didn't make fun of them and I didn't have anything to do, but after BTS said these things, it affected me. And I think people's opinion depends on themselves and is related to them."

"- How are you in terms of respecting the opinions of others? "

Does that mean to their users?

- Yes.

So far, I have not seen them show disrespect to their fans or different religions. That case and They might even like it, for example, once one of them told them about prayer, and they said how cool it was, and we had never heard of it before, etc.

"Providing a role model for fans" is one of the other goals of the Big Hit Company, which the members of the BTS group are trying to achieve.

Patterns define how people are and how they become, and like lighthouses that show the way to ships, they reveal the way to the ship of existence of humans. They provide the downfall and humiliation of a person.

An important thing to note about the effectiveness of models is the emotional interactions between zero and one hundred people interested in the model. In the sense that the intensity of interest in the model may blind one's cognition.

12-year-old Elnaz and 17-year-old Sonia, in dealing with the category of close physical relations of some stars, denied this issue, they consider it an illusion of some people:

Do you have any information about the sexual orientation of the group members?

Well, not in the case of all of them, Jimin announced recently that he is with a sexual partner.

- Ainer himself officially announced the news are you

No, officially said.

- What does bisexual mean?

It means that he is attracted to both girls and boys.

- Do you know anything about the sexual orientation of the rest of them?

I don't know, no one knows.

- Well, what is the meaning of those pictures that have been spread on the Internet of members kissing each other?

Umm, you mean fan art, the one created by Armia's mind.

"- Taehyung and Jun kook that you said. There is a photo that shows them, for example, kissing each other, and usually there is this relationship between the two of them, not the other members of the group. Do you think they don't have a relationship beyond friendship?

Yes, I saw those photos, on the one hand, some of them are photoshopped. But some of them are real, maybe it's to support homosexuals, or maybe yes, Taehyung and Jun kook are gay, because if they don't say anything, no one will know, some say they are, some say they aren't.

17-year-old Ehsan also tries in his interview to justify the behavior of the stars, to tone down the criticism of them:

Do you think the BTS group maneuvers so much on this slogan?

Because BTS is a Korean country and the people of Korea and most Asian countries have gender discrimination thoughts. These thoughts are formed from within families and then show themselves in society. Most of the families love their male children more and they feel proud among their relatives and family by having more sons. Parents always encouraged their sons, and there are fewer families that are proud of having a daughter or encourage her. That's why BTS saw these differences among Asian societies and fought against it with the idea of equal human beings.

People's strong emotions towards the model cause people to have a zero and hundred or absolute attitude towards him and not see any problems with their favorite model. 13-year-old Negin, in an interview, has shown his absolute attitude towards the role model as follows:

"- Look at the issue that some people say that Jimin is purer than these words or they say that Jimin is biosexual. Do you think that the issue that is raised that this person is gay or biosexual is going to have an impact?

Well, you see, famous people's lives are horribly scrutinized by the public, and there are a few ARMYs for whom the members' orientation is important, for example, the other 90% don't care and they support anyway, and ten percent is added to those hitters.

- Is it possible to announce such news in the way of accepting that there are different tendencies?

Yes, I think that's why some groups sometimes do such things, they say because they want us to learn to accept all people with any orientation, because one really needs courage and one is that this issue itself is not a normal thing in Korea, you say. But you know that you are going to be hit and beaten and these things later on."

Patterns exist at three levels of influence.

At first, the favorite patterns make a person look like him by copying his cover or make-up.

In the second level, a person interested in a role model pays attention to the behaviors of the desired role model and tries to make himself like him by modeling his behaviors.

At the third level, a person notices the value system of his favorite model and follows his values.

12-year-old Elnaz, 15-year-old Rihaneh, and 24-year-old Shaghaig, in their separate interviews, have demonstrated the first level of role modeling, which is modeling the appearance of a favorite model:

"- Well, just like you said Are you learning Korean now? Is it just because of BTS that you are learning this language?

Yes, exactly.

- Does this mean you will stop learning Korean if this group does not exist and dissolve?

Yes, I will do the same, because my only goal is to go to their concert in South Korea and participate in the fan meeting. I will do it and see.

- Does that mean that only the BTS group has attracted you out of the whole country of South Korea?

Yes, I also like their culture, food and clothes.

- Well, why do you like their food?

Their food looks interesting and delicious.

- Have you ever tried Korean food?

No.

- Well, how do you say you like their food?

I like their looks and the models who eat in their movies and Mukbang videos.

- Well, you said that you like their clothes, what did you mean by that?

Well, their clothes are beautiful and the name of their clothes is Humbug.

- Have you ever worn this model of clothes that you are talking about?

No, I have not tried yet.

- Why didn't you try?

Because it is not in Iran and if it is, it is costly.

- Well, how do you like their clothes when you haven't tried them on?

I saw it in Korean clothes and I thought it was beautiful.

- Well, how do you know that these clothes will suit you?

Because I think I look like Koreans.

- What do you mean that you look like Koreans?

Because my body is similar to Koreans, I am thin like them, I am tall, I am stretched, my hair is thick, and my skin is smooth.

- Oh, so you want to look like them?

Yes.

- Does that mean if you weren't like them, you wouldn't love yourself?

No, I didn't have it."

"- What do you think makes fans so insist on buying these devices?

there is some kind of prejudice and sweat towards idols.

- Are you saying that the fans themselves like to have these devices for personal reasons or are they under pressure from a certain place?

- Look, in my opinion, when someone is a fan of someone, everyone, be it BTS or a group or another person, unconsciously becomes like him, dresses like him or buys clothes and things to show that he is a fan of that person and it feels good like that.

- Does that mean that if you are a fan of someone, but don't show it in appearance, it means that your fan is not real?

- No, well, a person's heart is 100% important, but when you are a fan, you are somehow drawn to make yourself more like him or even like a series of items that have the symbol or image of that idol».

" - Have you ever used the behaviors or words of Jimin or the rest of the group members in your life or set them as a role model?"

Yes, a lot.

- In what way?

For example, he says a few words or something that goes viral and I use it a lot, like Laji Bo Lala.

- Can you give me an example?

Like the word Lajibu Lala, which they used to play and you had to put headphones on the meat and the other person said a word, Jimin was in the middle and the first person said the word, the second person said, then Jimin heard this word Lajibu Lala, which is a very word. It's pointless and has no special meaning, then he came back and told the next person this is Laji Bo Lala, after that it went viral and it has no special meaning, but I think it's funny. 18-year-old Maryam and Mehtab, 20-year-old Saeede and 19-year-old Negin, in their interviews, mentioned their role models from BTS stars:

- So, K-pop didn't make you interested in Korean culture?

- Korean culture is not very interesting at all, but I like some Korean food.

- Can you give an example of a Korean dish that you like?

- noodles I eat noodles for dinner almost every night. I also bought chopsticks¹ and I eat with them. It gives the feeling of a Korean series."

" - Is it because of the attractive appearance of idols, did you do the work yourself to be as attractive as them?

- Um... I don't think it was like saying wow, for example, Taehyung is so beautiful, so I'm going to get my nose done. On the other hand, I don't think it's right if I say that I didn't do anything and I didn't accept any influence from them in this regard. So, I can say that he was not very conscious. For example, I wanted to get a tattoo a few months ago, but I didn't let my family know about it, because you know what Iranian families are like. Then finally my mother found out and started a controversy. Whatever I do against my family's opinion, they think it is because of the influence of BTS. My mother knew the same thing about tattoos because of our influence from BTS. It's like if you are a fan of BTS, you are more under the microscope both in society and in your own family. There is also a bad view sometimes and my mother is the peak of this case, and for example, this is how our daughter was lost! Of course, my mother is an exception, by the way, I know a lot of people whose family is very okay with being Armenian".

"You guys said somewhere that you always compare Korean culture with Iranian culture. After this comparison and realizing that there are probably many differences, does your behavior or mood change? For example, be disappointed or complain?

Nagin: Of course. too much Every time we see their way of life and culture, we feel a pang of sadness. Because it is not only in their movies that they are like this. There is a girl, I know her. He had a trip to Korea, which he posted on his page with all the details, and he always says that Korea is really like the movies. That's why I always regret. Because Iran is stuck in a quagmire that cannot be reformed. That's why I can only regret and say hey.

Saeeda: I also have a lot of pride and complaints. To be honest, I don't like our own culture at all. I don't feel that we are Iranian at all. Now I don't compare anymore. But at first, when I was gone a lot, I was saying to myself, why was I born here, why shouldn't I have been born in Korea? My behavior is like Koreans and my appearance is what everyone says like Koreans. But now I will not waste my time comparing. I try my best to behave like Koreans. My speech, my behavior, my dealings with men, and everyone should be like Koreans. I mean, even in my smallest behavior, I refer to Koreans, and what they are like. I like them. I want to be like them and it's not my hand. Then everyone will say how much you have become like Koreans. Just a few days ago my cousin and my aunt were telling me how how much you look like Koreans. My aunt seemed to like it. He used to tell his daughters to be like Saida. Thank God the change was positive. For example, when I'm angry, I immediately say to myself, you've seen so many Korean movies, have you ever seen these movies, you do something wrong when you're angry, so correct yourself and don't do wrong behavior! And I can control myself.

¹ - Special sticks for eating in East Asian countries

I was a little upset about some issues for a while, but then being Iranian and not Korean became more of a reason. Hey, I was saying to myself, why should I be Iranian? You know, that national sweat in me has dried up. I have no memory of Iran anymore. The only one to blame for this incident is Iran itself, its people, and the government."

16-year-old Matahera, 18-year-old Tarnam, 21-year-old Narges, and 46-year-old Faribay, in their interviews, have exposed the latest level of role modeling, which includes accepting the values of their favorite model:

- Motahara, were you a supporter of LGBT from the beginning or did BTS make you support them too?

From the beginning, I was okay with this group, even though I have friends and classmates, both of them are girls, but they have sex with each other. In the beginning, when I saw her, she was a model for me, she gave me a feeling, but then with more Being in contact with them and seeing that my favorite group is also supporting this group, it gradually became normal for me and now my classmates even tell us about their sex or even once in class they wanted to do it in front of us (laughing) and well, I behave normally.

- Well, according to the members' support for sexual minorities and Jimin's photobooks, do you agree with this desexualization in love?

It was strange for me at the beginning, but later I realized that love is not only for the opposite sex and can be for the same sex, love is a sacred feeling that you can never say exactly who or what you will fall in love with, it happens by itself and you don't determine it.

"In the same years of 2013, Many of my peers did not even know what homosexuality was. Only after the international fandom addressed these issues and started to shape Iranians also just started to shape the members. Many of them had homophobia homophobia) before and even from gay couples They feel bad. But after the shape-shifting issue, their views changed. But I wasn't like that, I was familiar with homosexuality before that. When you understand the story of this shape and love I did not involve myself too much. I say that I loved Shoga so much that the others were not important anymore.

"- Let's go back to the topic of dancing, didn't you say that my wife doesn't allow it, so how do you dance in a mixed crowd?

I feel more courageous, I see a lot of dance clips on Instagram and when I see girls and women dancing and filming easily, I ask myself, don't they have husbands, I learned a lot about resistance to achieve desires from BTS. One of BTS's songs is wonderful if you haven't listened to it, you must listen to it, it's called Silver Spoon. In this song, they encourage us to be stronger and stand up to the problems that are increasing day by day. The idols themselves are very adamant about achieving their wishes and I learned a lot from them during this time.

According to what has been said about the absolute effectiveness of the model, it can be expected that people who love BTS models will easily fall under the control of the company's decisions and act in the same direction that the company plans and instills in the fans. 19-year-old Fereshteh has presented an example of this connection in his interview as follows:

" In another example, BTS members wore the brand's streetwear in the video for ' Euphoria ', and those clothes sold out immediately. After wearing brand clothes, a Piece of Cake by BTS in Euphoria, his products reached sellout. BTS has officially achieved that ideal style image, while we know their clothes are flawless, this week they took it a step further, in their new video Euphoria, J-hope and Jungkook both wear clothes from the South Korean brand. A Piece of Cake They wore Haste and according to this brand, this style is completely sold out.

showed our products to others in this interesting way. Thank you, BTS for your interest." It seems like they didn't expect such a quick response for items worn by BTS.

This brand also said that "due to the many requests we had, we decided to re-produce those two items. It may take a few days to reach you, we want to thank you for your patience and love."

In another case, only one day after Jungkook wore He ate the Sangiovese in his wine, he was sold out.

Jungkook, who was nicknamed the "King of Soldout" by the Korean media, once again proved his popularity and power in this field, and two t-shirts, one in Live J-Hope and the other in the Summer Package sold out as soon as possible became".

People's lifestyles can vary greatly depending on their beliefs. For example, religious or spiritual people, since they see themselves as duty-oriented in the universe, are different from secular people who, without any belief, have only placed their pleasures in the orbit of their existence.

In South Korea's capitalist context and this country under the leadership of the Western capitalist system, Big Hit Company considers itself obliged to promote liberalism and a liberal or pleasure-based lifestyle. Therefore, in the process of realizing the goals and objectives of the Big Hit Company, the BTS group promotes a pleasant lifestyle and encourages consumerism to the extent that consumption becomes the goal and ideology of people.

17-year-old Samaneh in the final part of his discussions, according to the company's cultural policy plan, promoted a fun lifestyle and then as clear examples of this lifestyle, staging same-sex relationships to attract more audiences and from the influence of K-pop in the expansion of same-sex relationships. He mentioned as follows:

"- You said that BTS is culturally influential, right?

Yes, well, in general, they advertise the lifestyle of this world and this world. More than I said, for example, they walk on the street and say live and this or whatever you like, eat, wear, go and live wherever you like. When I said, the company tells them.

The 19-year-old Fereshteh mentioned the effort of the company and its group to defend clothing and make-up to educate the fans as enjoyable human beings (and of course the ideal human being in the capitalist world is also such a human being), as follows:

"- Do you think it is right and good to advertise gender without clothes or not?

This is a kind of fashion and this kind of clothes that they wear is a style and fashion itself, for example, the crop top that boys wear, in the beginning when one of the EXO members performed for the first time after their comeback in a music show, he used a crop top that showed his abdominal muscles and it was the first time I think that this dress was exposed to the public and a boy also wore something and after that this culture was formed among boys and slowly it became

more advanced and then from that time, they wore short skirts with pants and then long skirts and... and also used things in their style.

- So, after that, the music of this culture was popularized and became normal?

Yes, after that performance, the music became a trend and it can be said that it was a debatable topic for all the people who said that this member of this group also popularized something very difficult for them to normalize at the beginning because many people were against it and They didn't accept that the boys also wear clothes, but after other boys from these groups showed courage and used this style, some of this anger went away and it became normal between them to some extent, but now it is not normal for fans, because when a fan The abdominal muscles of that person he likes, lose their normal state... (laughs)".

18-year-old Mania emphasized the desexualization of love, according to the members of the BTS group :

- What is your personal opinion about El Djibiti?

positive in my opinion, love is love. It doesn't matter. If someone is really in love, he knows that he doesn't have a boyfriend. Love is something that cannot be explained and it is a feeling.

- Does it mean that you think that one day you might fall in love with another girl?

(He answered immediately) Yes, it is true.

- So, you are interested in another girl in reality.

I (laughing) am in a relationship with a girl, and it's not like I'm saying that I'm only a lesbian, I don't know if the word bisexual or queer ¹can be a more suitable word for it, but I say it like this, love is love. When you fall in love, you fall in love, you can't describe love, you love it so much. In a part of his interview, 18-year-old mentioned mentioned the reflection of pleasure in the texts prepared by many BTS, as follows :

Can you explain more about these stories being sexist?

The truth is, I can't open it.

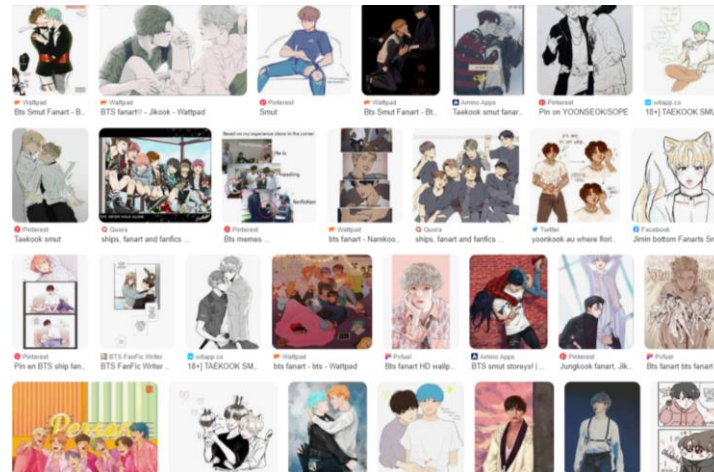
- Be comfortable. Please tell me anything you think or know about it.

Look, this story that can be written covers the whole relationship of a ship. From familiarity, interest, love, fights, and everything. The author includes all this in his story. Then, one of the events of a relationship is sex and another sexual relationship. I can say that ninety-nine percent of the stories on Wattpad Instagram and Telegram have sex and smarts in them. Even if many readers know that it doesn't have your story, they won't go to it or read it at all. There are even many books that call it a smart book. For example, Ghalib writes a short story only about the sex of two couples, and I'm sorry to say this, but many people from Fana Mian enjoy this story of sex between two couples, and again, I'm sorry to say this, but I know that many They are provoked by

¹ A queer is someone who does not accept a fixed gender identity and does not conform to the usual and - conventional sex/gender classifications in the dominant culture. In fact, the fluidity of sexual identity is one of the main foundations of the non-normative theory of Queer . According to this theory, talking about women" or "homosexuals" or other groups in general is meaningless, because these identities are social" constructions that include various, different and sometimes conflicting elements that reducing them to a common factor will not be very meaningful. Queer theorists, ironically, aim to deliberately break these seemingly rigid identities and question internal categories, divisions, and identity/gender classifications.

these stories and have no shame at all. Somehow, they enjoy reading these things, or apart from these smuts, many normal stories write a lot of smuts in their stories. For example, out of every three parts and the story part, one part is Samta.

Many times, I have seen that they ask the author to write Smut for them, or in Telegram, there are many models like this, where Mian from two ships and couples post sexy fan art, or, for example, they write sexy stories and Smut, or, for example, they put a voice similar to the voice of an idol. For example, they are having sex. This one, two-year thing seems to be too much. I have had these things since I became a fan, but I asked the old kids, and they said yes, the atmosphere of fandom was not like this before, and now it has become too much. The departure of fandom and BTS.



- Does that mean they read with the knowledge that their sexual needs will be satisfied?

Yes, Dad, I know many people who say that whenever they read these articles, they become hormonal in a way and now they start doing a series of things. It doesn't matter to them anymore whether it is reading too much, or relieving their need by reading sexy stories about idols, how ugly it is. No matter how much you say, they don't care. It is enough for them that they carry bags and satisfy their needs. They have no sense...

- For example, what story is not suitable for you?

Look, I don't know if my story can be told. Genre, what can I say? I would like to give an example, there is a fake in Wattpad whose couple is broken. Well, I don't just read Kookmin. I read the other capella, then you think that the most famous Tahkook fic, which has many readers and is called Desiree, is about pedophilia. The author's pen is excellent. But the content... then I remember a few months ago there was a fight about this in the Twitter fandom. The bane of this author and book is saying, no, it is not pedophilia. Then many people said that you are prejudiced and your interest in this story has blinded you. The story is that Kook is the younger brother of Taehyung's girlfriend. For example, think that Taehyung is 22 years old in the next story and Kook is 10 years old. After all, Taehyung has loved this since he was a child, and now he is growing up and entering into a relationship with her. Now these fans are saying no, when Kook was a child, he loved him as a member of his family and he did not love him romantically. But they are fooling themselves

for example, I don't care if a lot of names are sexist or have BDSM content.¹ I think it's a kind of insult to the idol that you come from their relationship and only highlight their sexuality. Kenny Apart from the content, these fictions often have audiences under the age of 15 or elementary school children. Well, it is not interesting at all for a child to read BDSM fiction from Tehkook or others at this age. In my opinion, they are very silly and unworthy of fans and idols, and even though I am a fan of reading fiction, I prefer not to read such stories. But many like these genres and follow them very seriously. It means that they don't care at all that these things are ugly. Sick and ugly. Pedophiles or even seen in many fictions that they are normalizing relationships with family members. There was a fic where Jimin and Yoongi were together and Yoongi fell in love with Jimin and then they started a relationship. I read a few parts and when I realized what the story was about, I gave up. But many people read and comment and love fan fiction with all its good and beautiful features.

"Negation of racism or acceptance of racism" was one of the other categories that the research population had introduced as the social goals of Big Hit Company. In the sense that some of the interviewed people, referring to the statements of BTS stars, mentioned their denial of racism, but other people concluded the company's racism by referring to the issue of bleaching the skin color of the stars in the images and videos published by the company. Because the generation of Korean people is yellow, the processing of stars with the whitewashing program is a way of honoring and considering white skin color as superior, which belongs to the generation of people living in the West.

18-year-old Pone, referring to the statements of BTS members, considers them to be anti-racist people:

"- What happened that you got such a strong feeling for BTS boys?

You know there are many reasons. They gave me many things. Previously, I was a fan of rap, I just followed it as a hobby. But this is not the case with BTS. Since I met them, a lot of good things have happened, I found a purpose, I got the motivation, I found a lot of good friends, they made me a lot of beautiful memories, they made me love myself more, and I was able to respect others, I was not racist and homophobic. Change my lifestyle and thoughts and feel good and after all this, I can't say that they are just an ordinary singer for me.

considered the Big Hit company to be racist, regarding the whitening of the stars' skin in their pictures and videos:

"... I am against this action of those who rub bleach on their heads and faces.

- Why?

Because it gives me at least the feeling that if you want to be good, to be beautiful, you must be white. I did not hear anything about morality and humanity from BTS. I have read a lot about

¹ BDSM -(BDSM) is an abbreviation of four English terms Bondage, (brace) Discipline order) , (Dominance & submission (server/ sexual slavery) and It is sadism & masochism, which was explained earlier.

them; they are very attracted by their beauty. It means that whoever is not white is not beautiful. Sometimes I think they are racist."

In her interview, 25-year-old Shabnam tried to avoid the conflict caused by bleaching the skin of stars whose skin color is yellow, by justifying the issue:

"- You said about BTS 's against against Jadism. But I remembered that they try to show themselves whiter in their photos and clips by using whitewashing. Do you not know this issue as a manifestation of racism?

No, I do not understand the connection at all. This is just a kind of make-up style for them, and I don't think they intend to show superiority that, for example, whites are superior or their race is pure white. Because if this was the case and if they had such opinions, they wouldn't have so many fits (joint activities) with black singers.

8-4- moral-ideological goals

" - You always say I'm learning; do you think BTS has the power to teach us a series of principles? One hundred percent, it is enough for the members of Bayan to talk about a topic, for us fans, their words become the code of ethics at all. (Sama, 19 years old).

Since the capitalist system should be seen as a complete package, it is impossible to say anything about the important and effective factor of belief in the economic, cultural-social and environmental behavior of humans, because religious beliefs do not consider the economy as the ultimate goal, with belief In a way, socialism is in conflict with the contemporary capitalist system, just as the lifestyle proposed in the capitalist system is different from the lifestyle in an ideological system, in the first lifestyle, individualism, prosperity and abundance are considered, while that in the second lifestyle, collectivism and contentment and a kind of social socialism are offered to the followers, in the same way, unlike the environmental view of the capitalist system, which seeks to fully exploit the earth's resources, does not pay attention to the destruction of the environment, the religious view has a special respect for the environment And he has forbidden any kind of disrespect and destruction in it, he has considered the people who harm their environment as corruptors of the earth, and he has imposed the most severe punishments on them.

The surveyed population in describing the moral-ideological goals of the Big Hit company, such as: " BTS stars' indifference to religion", "the stars' attention to relativistic ethics ", "the company's special attention to material and sensual issues" and "the company's effectiveness from "Illuminati thoughts".

The set of cases of disregard for religion, acceptance of relativistic ethics, and special attention to material and sensual issues, automatically keeps many people away from the field of religion and spirituality. In addition, if the presumption of some of the interviewees is correct, indicating that the company is influenced by the Illuminati thought, since the Illuminati thought conflicts with religion, the intensity of distancing of the fans under the influence of the company and the BTS group has increased. Serious people in the group pay little or no attention to religion. Of course, the ethics derived from secular thought are also different from the ethics derived from religious thought, and against the duty-oriented ethics of religious thought, secular and non-religious ethics

will be pleasure-oriented and relativistic. However, the mirror cells in the human brain, by reprocessing the emotions of the other party in the person, in practice imply the acceptance of social ethics and beyond that selfless ethics.

18-year-old Rae and 19-year-old Tina, in their interviews, point out that BTS stars do not talk about their beliefs, and of course, the recent inattention is effective in the fans' inattention to the category of religion and religious duty-oriented ethics:

"- The stars themselves don't say what their religion is?

some say but some of me are not. Anyway, another person.

- What is their religion?

They have Christians. They have Buddhism. I saw this a lot. There are likes and atheists among them."

Did BTS talk about their religion? Because of the conversations I heard in this relationship, There are some contradictions, some believe that their religion is Christianity, while others say that it is atheistic.

Some time ago, I read on Twitter that BTS never wears a scarf. Not saying what their religion is, for example, on YouTube Once, I saw a video that they guessed, based on what I know, that someone wearing a cross on their necklace might be for Christ. For example, two people say that they never say anything Not bringing up, well, maybe not believing. Well, I'm fine the place where I know that the Koreans themselves are the Messiah of bread. What is bread? They do not have any beliefs at all. Then you really can't say such a thing and I know they do not say such a thing. Now you have read it, I haven't read it yet. For example, I am now with my self-confidence, I do not reject everything too much. There may be no religion because there are many Koreans who have no religion, maybe even more than half.

46-year-old Fariba entered the recent issue from another point of view. In an interview, he stated that BTS members (without talking about religion) are always happy and smiling, and the recent issue has the motive of ignoring religion.

"... My daughter likes the videos of BTS's daily life very much and keeps saying that she would like to be in their place.

- He said why he likes to be in their place.

say they are happy, and they always have fun, but I think the glamorous life they show has made my daughter happy. I want to be straight and honest with you, I look at it myself, I want to be in their place.

- Why?

What they show about their normal life is much better than our life. No fight, no argument. It's all a joke and laugh and tell them to laugh. Strangely, they are doing well even in their hardships.

About the capitalist system, it is be said that, in this system, competition is considered more than morality and ethics, and more than that is is considered a duty-oriented being who seeks to satisfy his spiritual interests. A pleasure-oriented being is thought to ultimately seek the satisfaction of his sensual desires, so in the ethical system considered by the company, things like moral relativism are expected as a natural thing.

25-year-old Shabnam, in her interview, shows in practice that she has accepted the company's relativistic ethics:

- How do you think this issue is in our society, where there is still a strong issue of sexuality and gender-appropriate norms, and what are your thoughts and feelings about it?

Well, many people, even without speaking, can understand from their looks that they are judging a person, and this feeling of being different is a kind of waste. One will be tormented. But in my opinion, as it is now established in the new generation, it should be spread everywhere.

- Why do you say it should and why do you think this is mandatory? Because religiously and culturally, it contradicts common beliefs in Iran.

Well, because it's happening all over the world, and I don't think old frameworks should determine how we should behave and think.

- But it seems like BTS is doing the same thing along with the Western culture industry. It means accepting their approved thought and behavior frameworks to the whole world. Don't you think this is a way of removing different cultures and making all people the same?

um, I don't know but unlike the government, for example, in our country, BTS does not force anyone to do something. It gives us the right to choose and I can choose to do this or not."

In her interview, 19-year-old Marzieh confirms the company's relativistic ethics by stating that the company uses the principle "the end justifies the means" :

"- In one of the interviews, the interviewee said, the information that is written about K-pop idols in the media is a lie, for example, the height of a certain number was written after the time at the festivals next to the idols. It is placed somewhere else; you see that it is shorter than that. Do you know anything about this?

I have seen this myself a lot and I never understood why it is like this, for example, I said many times that maybe the camera angle caused this difference or the subjects were facing back, but when I looked carefully and even watched the videos, it is still the same and I don't understand why.

In the beginning, I was in such a way that I did not understand why my age was not like that when I was born this year, why was I 35 instead of 33, and I doubted my math, later I understood that the age of Koreans is different, then they tell me what kind of fans do not know their age and I was mixing up the numbers. Yes, I am It was nothing, the next source was Yeh Cheez di Geha, now that One was Korean and the other was international.

- Don't you feel a lie in these cases because K-Pop wants to show perfect and ideal stars to the world?

I think that's it, because height is very important to Korean men, and I even heard or read that if you ever see a Korean man, don't believe that his height might be what he shows because he might have used a series of tight socks, and if you want, I'm sure Shaid, go to a place where you can see him barefoot.

In his interview, 16-year-old Ghazal shows in practice that the many designed entertainments provided by Big Hit Company for fans have indirectly kept and stabilized them at the first steps of

Maslow's pyramid, because sometimes the work of fans in the entertainment offered in the analysis of the physical and physical movements of the stars, it has been analyzed:

"- What do you know about gay ships?"

(laughing), another gay ship.

- I mean, is it real or is it a fandom theory?

There are thousands of ships in this BTS. Each has a fan. Not all shapes are gay. They may say, for example, that their friendship is beautiful. But the famous Trina, for example, BTS, Tehkook, and Vikook, they call her because of Taehyung's name, which is also her name. Wimin ¹, Yoonmine ², Super ³, Namjin ⁴.

- Which one are you a fan of?

I'm Yunmin (laughs).

- Do you ship them together just because you like them or is there news?

now Yunmin is real. (laughs). characteristic

- What is it characterized by?

The things that Suga and Jimin do. The behaviors they do together.

- Is this Jimin that you said is Jimin with him?

yes, Jimin and V.

- Well, does that mean that the fans saw something of these two people together and said they are together?

No, look, that is their illusion. no illusion for example, in such a way that they can see every movement, they say Reglan. While this is not the case. For example, as a friend, Taehyung has the same behavior as other members. But they cut those scenes and say Wemin Is Fakkin Rilllol (Laughs).

- Which behavior does he have with the other members?

For example, hugging. to look

- Well, in your opinion, what differentiates Yunmin and Weimin that you think Yunmin is real?

Yunmin does not do this in front of a place where there is a camera, for example, as far as they are aware. For example, holding each other's hands without air, for example touching. They are talking to someone else, but for example, they want that person to be next to them and be connected to them. I am not the only one saying this. Many say that they are not part of the fandom at all. Then they analyze the behavior of the body. They speak

In his interview, 15-year-old Sahar talked about things such as: "the company's policy of encouraging moral deviations from America", "The company's effort to eliminate gender stereotypes", "The company's planned advertisement of homosexuality" and "The normalization of homosexuality" by the company. He says about the adoption of a policy by the United States in encouraging moral deviations by the company:

¹ -Taehyung and Jimin

² -Yoongi and Jimin

³ -Suga (Yoongi) and J-hope

⁴ - Namjoon and Jin

Do you think BTS is trying to normalize same-sex relationships or is it doing this for its publicity? BTS members don't do this personally, they do the company's orders. Well, finally, BTS members get a salary, they have to do whatever the company says in order not to be kicked out of the company. Especially now that their company is under the supervision of an American and Americans are now interested in promoting homosexuality, so when it becomes popular to see K-pop, they should also advertise this topic to K-pop idols. Therefore, because now the BTS company is under the supervision of an American, we may see signs of this issue in some of their music videos.

From Sahar's point of view, the company is trying to fulfill the demand of America by the group BTAs destroy gender stereotypes and homosexuality homosexuality:

- Do you imitate BTS's style of dressing, hairstyle, and makeup and try to be like them or not?

Yes, I tried later, but it didn't work. I've never done a full makeup look, because I don't want an I went to learn Korean girls' makeup and now I'm trying to learn learn Korean makeup completely, but for girls, not BTS. Of course, Jimin's situation has changed a bit, recently he has been changing his behavior, voice, make-up, and appearance into a girlish one and even his voice is lower than what it is, I think they want to eliminate gender stereotypes and this is all under the head of the Illuminati. In general, I am more inspired by the type of Korean girls and I learned their girls' makeup. I like to wear makeup like their girls because I like their makeup and their makeup is very beautiful and precise, that's why I like it. But because the BTS guys are mostly boys, I don't imitate them too much."

"- How does this benefit the Illuminati?

The Illuminati's first goal is to reduce the number of people in the world, and when it destroys gender stereotypes, girls will no longer like boys, boys will not like girls, and homosexuality will spread, and this will cause the earth to decrease in population. On the other hand, they want to create a class gap in society so that people will be motivated to do anything to become famous and earn money. I don't say Tomboys or gays are bad, because I am not one of them who has the right to give an opinion because for some series it is needed, for example, he is on the girl's side, but he has completely boyish tendencies and feelings, in that case, Tomboy type or even gender change It is true and natural, but the fact that the majority of young people feel that they are gay and in all-girls high schools they get the Tom Boy phase, it shows that this is all planned and is created under the influence of hidden messages in songs and movies and things like that.

"- Sahar Jan, did you accept homosexuality as a natural phenomenon after meeting BTS, or did you have the same view of them before becoming K-Pop?

Well, before I became a K-popper, I was young and I had not been exposed to these kinds of things. At the same time as I became a K-popper, I also got older, and even if I had not met BTS, I would have faced homosexuality eventually, because, in girls' high schools, it is full of this. things But BTS made me understand that homosexuals are completely respectable and should be accepted." In an interview, 19-year-old Shanghai introduces the religious view of BTS members as Satanism (and the Illuminati idea):

"- Does that mean they are not God-worshippers?

It is not unlikely that they are not, I mean, unfortunately, most of the world's famous singers or actors are Satan worshipers and few of them are God worshipers. By the way, I saw that even these people wear the triangle logo around their necks, or have triangles on their rings, earrings, or necklaces, so you can see that Satanic logo, well, nothing at the same time, you can't talk about God between them, you can't talk about worshiping God or anything, that is anyone famous must have capital and become a Satanist, even once one of the world's famous singers said this publicly in his concert. devil worshipers These are They serve a series that they are God does not accept and They are like slaves.

Examining the statements of the people interviewed in the research indicates that some of these people considered the Big Hit Company and the K-pop group to be parties to the agreement with the Illuminati idea and believed that the Illuminati idea, which is similar to a type of Freemasonry, is in the idea of de-spiritualizing societies. Being humane, he pursues economic ideas in line with the capitalist system.

The 14-year-old Hadith explains the ideological goals of the company from things such as the mediation of the company group in inducing Illuminati inductions to the audience, distancing people from spirituality and encouraging Satanism, and abusing idols and celebrities as a tool to control the global community. He mentioned as follows:

How does the Illuminati influence people by using celebrities?

See, for example, they tell a celebrity that they will pay you to show only one eye or a triangle in your photos, or put hidden messages in your songs and set their frequency to 440.

- Can you explain a little more, what is a triangle and a single eye, or what is a hidden message, what is the frequency of 440?

Look, the Illuminati, like any other sect, has its symbols, for example, a triangle and a single eye or a world-viewing eye, and the number 666 is one of its most famous symbols.

Well, about the hidden message, I must say that our brain can receive a message that we cannot understand. Then this can affect everything. On appearance, morals, beliefs, and everything else without our understanding. We call this hidden message that only the brain can understand subliminal. There are two types of subliminal. good and bad for example, the good thing is that you can listen to better ethics and behavior with subliminal, and in this case, it's not like you say indoctrination and advice. They make an impact.

Well, now the Illuminati comes and says what is better than this? We come to subliminal, instead of positive things, we put negative and bad things and put them in a song that people listen to. Now which songs are these songs? The most famous and trending TikTok and Insta songs.

Well, about the frequency, I should say that you should see a few years ago, they conducted a water experiment, playing a song and putting it on water molecules. When the frequency of this song was 432, the water molecules moved very regularly and cleanly, but when the frequency of the song was set to 440, all the molecules got mixed up and got hot. Now think, our body is made up of 80% water, what is the effect of this frequency method? When the Illuminati came to know about this frequency issue, they announced that all songs should have a frequency of 440 to affect poor people and burn the body and soul.

"What should be done now to prevent this issue?"

a program called 432 Player, which changes and corrects this frequency of 440 songs, and the songs that have a frequency of 440 will not harm us, but the songs that have a negative reverse cannot be done, they just should not be listened to. Because these songs with reverse and negative messages can burn a person.

- How can you find out which song has a negative message?

If we reverse some songs, they will hear something that may seem meaningless and incomprehensible. But when we listen a little more carefully, we completely understand that he is saying something.

- Now what are they saying in these reverses?

Things that cause disappointment or any other negative thing that affects the brain. Like I'm not valuable, I hate myself, and stuff like that. Now these are the things that affect our disappointment. Some reverses emphasize destroying our belief in God and believing in Satan, for example, in reverse they say, Hail Satan or I serve Lucifer, I am Satan's slave. Whether we want it or not, whether we believe it or not, it affects us and can cause depression, physical and mental illnesses, or even suicide.

- Well, what if someone opposes the offer to join the Illuminati?

They will throw you out of the music industry or if you stop in the middle of work and say I don't want to work with you anymore and I want to go out and reveal their secrets, they will kill you, so easily. Like Michael Jackson, Marilyn Monroe, Extenuation and Tupac or even Queen Diana. Some people, like Eminem, disappear after opposing and their popularity becomes less and less until they are completely forgotten.

- Didn't Marilyn Monroe commit suicide?

Yes, they kill themselves, then they say that he committed suicide. Michael Jackson said he got sick; he died while they killed him.

- Explain to me a little about their symbol.

As I said, one of the most important symbols of the Illuminati is the triangle. Now why the triangle? The Illuminati has categorized its most powerful people to its weakest and this category is exactly like a triangle. The highest position for them is Lucifer himself whom they all worship. The next position is the Taj Council of 13, which includes the richest and most powerful families in the world. Then there is the Committee of 300, which also includes the richest and most powerful families, but its subsidiary. Next is the thinking room where the Freemasons are there, like the Royal Institute of International Affairs, whose chief is the Queen of England, or the Tripartite Commission. What I have said so far are the bosses and the so-called big heads of the Illuminati. Now we go to the next group. The next group is those who control the financial resources of the planet, such as international banks and tax and profit institutions. The next group controls the natural resources of the earth, I mean companies, companies like Toyota and Total. The next group controls the population of the earth, the main one being the governments under which the intelligence and espionage organizations, prisons, courts, police, and military forces take orders.

Or like organized religions such as churches, schools, and media, which are among the most important and influential. The last group is ordinary people.

- Are these issues related to the Lucifer series?

Lucifer is a very beautiful series, I saw it, but in it they want us to accept that the devil is not that bad and they want to change our perception of Lucifer. In this series, for example, God sent Lucifer to be in charge of hell without justice, and in that series, God is made to appear very violent, bad-tempered, and cruel, for example, Lucifer is angry with God, because he is cruel, he becomes a police officer. To punish the sinners, and for example, every problem that happens there, they say that God does not see us and does not help us and that we are not important to him, because if we were important to him, there would not be all this misery in our life path. If there were no problems, we wouldn't appreciate happiness and a comfortable life at all. In general, it is beautiful. It is clear that the purpose of this series is to change people's thinking about God and to make Lucifer look oppressed and God to be cruel".

"... In Hollywood, the Illuminati is putting a lot of pressure on them, and they are in K-pop.

- What are Illuminati?

Illuminati is a satanic sect and the most powerful and richest sect in the world, no one knows who their leaders are and who runs it, but many say that their leaders are reptilians and their goal is to reduce the population of the world so that they can more easily control people and the whole world is subject to them. to be Then they come for this purpose, they say that if we can have control over the youth, it will be more beneficial for us and in this way, we will be closer to our goal. Now, what do young people like and spend their time doing? famous singers, actors, and celebrities who are very influential. Now when a new singer comes into the music industry, they make his first song very popular and give him a lot of money, then they tell him that now we have done to this him you, you should also work for us, we also We will give you what you want, a world of money, a nice house, a nice car and we will make you famous. So, who would say no to this offer? Singers, actors, and celebrities also accept and sign a contract that they must sign with their blood. After that contract, they have to perform several ceremonies and this is called selling the soul to the devil. When they sell their souls, they don't control everything, not even in the blink of an eye, and everything is completely controlled by the Illuminati.

From the perspective of 15-year-old Sahar, the widespread influence of music on the human mind has caused the Illuminati to focus on the music industry and try to influence the human mind in this way. He says about the effect of music on people's minds:

"-...knowing these things didn't make you doubt about being an army man?"

No, well, the rest of the group members are themselves and now they have become so famous that the company cannot control everything they do, and they are one of the few groups whose behavior is somewhat real and shows their true personality because their power and fame are more than other groups. K-pope and have some authority. This control is not only on K-Pop, this story is in the music industry as a whole, for example, Extenuation (an American singer) is a clear example that everything is under control. The day before, when Extension died, he posted a line in which he said, "Look, I can control your mind with a series of frequencies, but it's not my hand, because

the company comes to the songs, I make with a series of messages that you can't easily." Listen, it fills and you have to hear them, while you don't know. Well, many people thought he was crazy, but he emphasized that I can control your mind with a series of frequencies and the music industry is doing this with your mind.

Before World War II, they found that the frequency of 440 Hz could control the mind because the water makes the brain cells muddy and they can control the mind with it. After this news was broadcast, the Illuminati organization quickly deleted this news and announced that the frequency of 440 Hz is the normal and main frequency of music, while the safe frequency is 432 Hz, they completely changed the music industry, and now all music and every sound we hear from instruments, even the instruments we play ourselves, is set to 440 Hz, that's why. Since they changed the frequency of the music, the level of depression and addiction and such things increased drastically. Extenuation was saying these things clearly and the very next day he was assassinated strangely. Well, this story made a lot of noise, so after a while, there were rumors that the extension was live, and if you reverse the last song, it is saying that I was found in New York, but when we reverse it, we can hear it without removing a few hertz. who is saying that I was found in New York, while the hidden messages in the songs cannot be easily heard and must be removed with special devices of a few hertz? Even everyone knows that putting secret messages in songs is the work of the companies, and fewer idols themselves are willing to do such a thing, so it was clear that this message that appeared and is alive was the work of the company itself to clean up the mess it made.

15-year-old Sahar further mentioned the remarkable effect of music on people's minds and the effort of Illuminati thought to influence people's minds in this way:

"- Even though you have this knowledge and heard what is going on behind the scenes, how do you still decide to enter this space and become an idol?

motivation is my childhood dream. I wanted to be a singer since I was a child, so I think I can handle these things. I'm looking for a company that has nothing to do with the Illuminati, but it's not really. Of course, I prefer to work without a company, and of course, if someone is talented and does not work with a company and does not cooperate with the Illuminati and does not show a symbol, he will not become famous like A Pink and they will be thrown out of the music industry. Until the A Pink group went to the Illuminati, they didn't let it become famous and develop at all, but recently, when it is making a series of contracts with the Illuminati and has shown their symbol once or twice, it has become a bit famous. If this group had been operating since 2010 and had not reached anywhere, and immediately after that contract, it was raised a bit and is progressing, so I think this issue is unfortunately mandatory for progress in music.

"- In your opinion, considering this tense atmosphere and the many atrocities that happen to idols and their human rights are violated, what motivates many people to audition and enter this space? That's what attracts me. Now I want to become an idol because there are people like me who dream of becoming a singer since childhood and then decide to become an idol when they get to know the K-pop style. Because the space they show us is very colorful and cute, so we are attracted to it. The K-pop group N High Pan has a very controversial song, everyone pays attention to the

rhythm and the song, not the text, while there are many things in the text, for example, in the rap part, Niki (one of the group members) says that the stage lights are all fake. and behind the scenes the music is dark and scary and no one knows, then they say that I am dancing on the stage like a puppet. This means that idols are controlled and what they show on stage is not real. There is another thing, now the world and the Illuminati organization are focusing on several things, one is money worship, two are homosexuality, and three are becoming famous. That's why now it has become a way that people do everything to become famous and this is because of these hidden messages. Of course, some people like to be famous by nature and have been like that since childhood, and they have a separate discussion. The Illuminati are making these things the priority of the people and somehow, they completely attracted people's attention to these things.

"- Does it mean that when you are sad and listen to their songs, you feel better?

yes, very I feel good. Especially, I have a lot of memories of the song "Boy with Love", that's why my heart melts whenever I listen to it. But the song I listen to when I'm sad makes me feel better, it's Soo Watt's song, Soo Watt has a very good feeling and it doesn't have negative reverses and it's an energy bomb.

- What does negative reverse mean?

Some songs have a series of negative messages in them and when you reverse the song, you hear those messages, for example, there are many negative reverses in the songs of Billie Eilish (singer).

- Why do they put negative reverses in songs?

Some singers sign a contract with the Illuminati to become famous, and then they realize what trouble they are getting into. Illuminati forces them to put these secret messages in their songs to influence people's minds, if the singers don't agree to do this, they threaten them a hundred ways." Finally, in his interview, 18-year-old Shokoufeh mentioned "the influence of the center of power in art" and "the attempt of big companies to de-spiritualize" as follows:

"- Does the company work independently or does it operate under the supervision of another organization?

It operates independently, of course, there are rumors of a contract between the company and the Illuminati, which, if true, means that it is the top organization of the Illuminati company. But no one is sure about this."

What do you know about the Illuminati?

Illuminati is a freemasonry company that contracts with content production companies or celebrities around the world and in exchange for fame, asks them to subtly incorporate and use their symbols, signs, and thoughts in their content and performances it is interpreted as Celebrities sell their souls to the devil. This company has a lot of power, and just as it can surprisingly make celebrities famous, it can also erase them from their field of activity, so that their works are no longer seen in the world, and this is very scary. In Korea, the military age is up to 30 years old, and the Illuminati sign contracts with idols from their teens, and their contracts are for 10 to 20 years. Then, when their contract ends, they will reach military age and after the military period, they will have neither fame nor income."

8-5- The political goals of the company

The ultimate goal of the capitalist system is to earn more and more profit, therefore, the society and societies that are immersed in consumerism and, in the same way, indulge in their whims and fancies so as not to challenge the capitalist system, are the ideal of this system. they go Therefore, the capitalist system has been prepared on the one hand to obtain raw resources and on the other hand, markets for selling products.

The countries that serve the global capitalist system in line with the recent goals are considered satellites of this system, and the countries that do not fully follow the policies of the capitalist system are considered relatively hostile or hostile countries.

As an entity in South Korea's capitalist system and as one of the satellite countries of the global capitalist system, Big Hit Company considers itself obligated to deny and deny the countries that conflict with this system while creating a market for the recent system. Where in the capitalist system, there is individualism and competition at the highest possible level, some people and institutions in the scene try to achieve their goals by bypassing others, political political conflicts that Big Hit Company also has with Paying attention to the possibility of attracting the attention of the audience, to cover the aforementioned political requirements, it can enter the scene provide provide the necessary services to the capitalist political system.

15-year-old Sahar and 20-year-old Masoud, in their parting interviews, described Big Hit Company and South Korea under the domination of America:

"- Sahar John, you said earlier that the company is currently under the supervision of an American person, from what source did you hear this?

I read on one of the Insta pages that they recently signed a contract with an American and everything is under his control, but I don't remember his name...

YJ Company has signed a contract with the Americans and they are focusing a lot on this issue, and you can almost say that all the idols of YJ Company are promoting homosexuality.

"- As a youth who was a fan of BTS and now you quit, what message do you have for the fans?

My message is that dear BTS fans, pay attention to the slogans and messages of BTS and then measure their performance and see if they act on their slogans and messages or not. For example, they say they are against discrimination and talk about the principle of human equality, but how luxurious and prosperous they live and how they celebrate billions of birthdays all over the world. Where is the equality of humans? Seeing the prosperous lives of idols and their billion-dollar birthday celebrations, our teenagers can't get any other result than feeling regret.

Another of their messages is to the ambassadors of peace in the world, what kind of ambassadors are these during the time of Corona, our country was embargoed, but there was no embargo on medicine, South Korea refused to give and deliver medicine and vaccines to our country. Each of us has lost a family or friend due to Corona. It is better not to support the group whose chiefs and leaders have withheld medicine and humanitarian aid from our compatriots during the Corona period. The country of South Korea is under the domination of the United States, and the American team against our country has cut off business relations with us. Do we have an enmity with our country that is more obvious than this?

17-year-old Saminah and 19-year-old Shabnam note in their interviews that Hiab Company considers itself obliged to defend the macro-capitalist system of South Korea:

"- Are the advertisements of B Tais group members only in line with clothes?

Well, mostly, yes, but for example, they also make political advertisements indirectly, they are the same as the West with its ideologies and politics.

- I mean, how do they do political advertising?

Look, for example, they go to their streets, take videos of themselves and a few other people, and for example, they smile and say hello to ordinary people in the society and take pictures with them to say how well our people are doing and that everything is great in this country and this is an It's a way to advertise the country."

" - You mentioned that one of the company's rules is that idols are not allowed to interfere in political issues, right?

Yes, of course, the politicians of other countries, not their own country, for example, in their own country, they are campaigning between voting for the president.

- Have you ever done this ad?

Don't advertise the president, advertise the election and participation in the election.

In their interviews, 14-year-old Hadith and 19-year-old Shaharith consider Big Hit Company against countries that oppose the American capitalist system:

"- You said that North Korea hates K-pop. What is the reason for this hatred?

Well, South Korea and North Korea don't get along well at all, and because K-pop is for South Korea and has made progress a lot, North Korea hates K-pop a lot. North Korea itself created a group that is their only music group and only their songs are about their leader, and in their songs, they only praise him, and the members of that group are part of their army, and if anyone from North Korea listens to anything other than this, they will be arrested or even executed.

"- After that time Are they used for political issues?

Yeah, definitely. All, this has nothing to do with the government. Once something happens, politically or economically in the world, whatever you say, you have to that and support them, for example, in the case of North Korea and now they are making bombs and they are giving a general hit, for example saying that they are not human and do not know human rights and are criminals and making bombs to kill everyone and creating an atmosphere or Regarding the issue of Israel and Palestine and so on, it is always imperceptible to take Israel's side and say that it is the land of Judea and it is their right they are always aligned with the capitalist system.

13-year-old Sarina, 15-year-old Diaby, and 19-year-old Astern, in their interviews, have considered one of the main duties of Big Hit Company to cover political scandals in Korea:

" Darling, do you think BTS influences international or South Korean politics?

In my opinion, E has little effect, for example, well because famous are Many can for Their country is a tour and refugee buy (elite immigrants), But it's like that that you CSS discussions to be no, But Y For example, they can to title Sufi R Korea Speaker Y do An interview Conan, Like BTS to go P. S with Dan A Black Paynek to embassy Parasite S Going or EXO to meet with Trump.

from E opinion D. Gah, most of the companies can also face hiding But Y for S is the country You can too ok for example, they say many things Shaw appointment the bottom of the wing and Jenny and Their photos Company Y B data was B Y Ron Because that is a disaster group Grandfather to load Come on was that the same the bully Garam from Lesraf M was faced cover it separate K-pop from The color of to be E Version dark too It has



"- Do you think K-pop or BTS in general had an impact on Korean politics or international politics? Yes, I think they have a lot of influence, for example, the news and rumors of Jenni's dating G-Dragon ¹that were published, they said that there is something wrong with Korean politics that they want to collect by spreading these rumors, and this will affect people. that two members of such famous groups date together and their attention is diverted, and in one way, it can be said that they also affect the economy because the income from concerts and the fame of K-pop and perhaps more prominently BTS, enters the Korean tax system and Able amount Attention is given.

" - In other words, do you know anything about these scandals that are now being called idol scandals and the issue of covering them up?

yes, there is a lot, which means it has increased a lot recently.

- How is it, can you give an example?

Example yes Korea, we are so much now We know that Korea is a very corrupt country, that is, in terms of, for example, Thing, um...

- His policy?

yes, Mess and Valan are very corrupt and have a lot of corruption. That is why they have a scandal every once in a while. If I want to give you an example, I don't know if their president did something recently the president had done something. For example, they spread the news of a singer dating, so that people focus on that news and don't care about it, for example, some time ago, news was broadcast that, for example, I know that the Korean women's national volleyball

¹ JDragon, the leader of the Big Bang -group (Big Bang) is one of the most effective groups in the K- pop music industry, which has been very influential in spreading Korean culture or the Korean wave in the world.

team are twins. Well, they are famous in Korea, and the news spread that, for example, they used to harass other students in school. To preserve that national team and this, a whole lot of other news came, for example, the bullying of other singers, now they spread a series of mostly lies, for example, people focus more on them, or, for example, they don't care about that national team and national team players anymore. Because they are, for example, more important. This is like this. Irfan, 21 years old, has entered the issue of Big Hit Company from another angle, and that is criticizing the processing of gentle or feminine men, which reduces the producer man to the consumer man and tries to present a borderline identity of a man who should solve problems and to advance his construction, the society:

"- Did you hear the Reuters report about the Chinese government banning the broadcast of the BTS image on its television channels?

Yes, I heard. They say that showing the masculine (and indeed feminine) image of BTS is to the detriment of Chinese men.

The New York Post wrote in this regard: China's National Radio and Television Administration also plans to subject stars to the new law and encourage such entertainment tycoons to volunteer to help with public welfare programs.

According to the Fox News report, the Chinese government has banned the display of men and women on television and has urged media broadcasters to promote revolutionary culture.

According to the same report, Chinese officials are worried that the country's well-known artistic stars, influenced by the attractive looks of some South Korean and Japanese singers and actors, will encourage the young men of their country to distance themselves from the masculine spirit.

It seems that the set of cultural and social goals that was mentioned about the Big Hit Company, in practice, will lead the society towards accepting the capitalist system which is based on liberal thought. 13-year-old Sarina, in her interview, gave an example of such cases:

- If BTS or an idol makes something trendy, do you want to do it too?

Yes, it happens a lot more in clothes, for example, I like and buy short shorts.

- Do you follow K-pop idols in your outdoor styles?

Not outside, I can't, but in groups of girls or groups of women. oh yeah

- Why can't you follow the style of idols outside the house?

Because my family doesn't allow it. Well, every religious family will not let their daughter go out like that.

- These restrictions that exist from your family or even from the society that make you unable to cover the item How does it make you feel to use your passion?

I feel powerless. When I can't defend my right against what is mine and say that this body is mine, so only I can decide for it or I can't get rid of wrong ways of thinking, it gives me a sense of humiliation.

- What are these wrong ways of thinking that you can't get rid of?

The fact that my hijab concerns everyone or that my behavior concerns everyone are all personal things that concern everyone because I am my daughter.

- What made you conclude that because you are a girl, your issues are related to everyone?

For example, the boys in our family sometimes go out in shorts, but no one catches them, but if I have my hair out or wear a short coat, they get caught. "

8-6- Environmental goals



The capitalist system demands maximum consumption because the profit of the capitalist system depends on the consumption of citizens, but on the other hand, maximum consumption is not compatible with environmental problems and crises. Therefore, in the current conflict, the Big Hit Company is primarily concerned with environmental positions, but in an evasive way, by encouraging the members of the BTS group to take some environmental measures, it is trying to get a positive image for itself in this connection. And step aside, just as in the category of racism, the company, in practice, by using the whitewashing program, by changing the yellow faces of its stars to white faces, in practice considers white skin and race superior to even the yellow race of the Korean people, but in his slogans, by taking anti-racism positions, he puts slogans 180 degrees different from his actions in his agenda.

19-year-old Marzieh and 20-year-old Masoumeh, in their interviews, describe one of the company's advertisements indicating that we support the environment:

"... they use a drop game earphone guard to protect the environment.

- Using the ear guard of the fall game?! Can you explain it more clearly?

One thing that is common between the story of J-Hope and Namjoon 's post is the ear protector made by the Ark brand. It will be born. "

- Do the members also work in charitable activities?

yes Mumm, let me see if I can find some for you.

- Didn't this characteristic of the members make it affect the fandom and make them want to do this kind of activity?

This is too much, like taking care of endangered animals, I think it was a kind of whale just a while ago, or planting forests.

Marzieh, in another part of his interview, in justifying the burning of 13 cars to perform the Atash song, trying to moderate this anti-environmental action of the BTS group, notes that the company has donated the profits of the performance of the said song to a charity organization:

"Of course, I have to say that the members of BTS and N They are so stupid and professional that J-Hope refused to use a green screen for his music DVDs and said that they should set fire to those 13 cars to make everything real. According to his own words, he is afraid of some things, but he is not afraid of the things that others are afraid of (laughs).



You mentioned that Hope set fire to 13 cars, don't you think this contradicts their support for the environment?

Yes, I know that some army people convinced themselves that it might be scrap, some of them paid for it all themselves and did not give the company a single rial, and the rich man wanted to do this, unfortunately, because of greed. Capitalism's immeasurability, humans, the environment are all harmed. As long as this is the case, the world is not a beautiful place at all, but of course, it was announced that the money obtained through YouTube and Spotify from this music video was given to a special diseases institute in Chicago.

20-year-old Hasit also mentioned in his report some animal protection measures by BTS fans as follows:

" We learned from the foreigner that they hold meetings and make cakes and have fun together. We wanted it and we did it. Then we became friends little by little and we did it. We saw the same charities that foreign fans do. Of course, they have more money, for example, they accept animals for guardianship or camp for animals. Something that, for example, the same idol also likes. For example, if an idol likes cats, they build a cat shelter in the name of that idol.

Examining the interviews of the studied population indicates that the majority of the interviewees, considering the practicality of wearing expensive brand clothes, daily changing of brand clothes by the boys of the group and similar cases, most of the actions of the Big Hit company and the BTS group conflict with the preservation of the environment. they know

In his interview, 19-year-old Shanghai mentioned about stars wearing brand clothes:

"- You mean to release the service films that you mentioned?

Yes, they are now to some extent, for example, now that they are standing in front of the mirror and putting on make-up, they always come up with another movie, I won't say the name now.

- Do these idols also advertise?

Advertisement of immigration to their country, yes, it is very much. They talk about the beauty of their country and how much everyone here cares about their body and how well everyone is doing and how happy they are to be born there and how friendly their people are, for example, they wear branded clothes and during concerts or they advertise as a model. Koreans generally have their mind in their eyes, that is, they care a lot about appearance, unlike Americans, who generally care about appearance standards, not moral standards.

15-year-old Shade also mentions in his report about BTS boys, that they change their jewelry and clothes every day:

"- Their lifestyle is more expensive What is the base?

What do they show?

- Does it mean, for example, that they show more material or something else?

Yes, they show the materials in general. Changing their collars and accessories every minute means that's all."

Finally, 22-year-old Mohsen mentions in his interview that the BTS group, with its special insinuations, has in practice taken consumption out of the conventional and limited human need, and made consumption an ideology for its audience:

- Do you think stars promote consumerism?

I don't understand what consumerism means?

- Does that mean they encourage their audience to consume even if they don't need it?

Yes, I think so.

8-7- Aesthetic goals

Examining the performance of Big Hit Company indicates that the company attaches special importance to the physical beauty of its stars by choosing attractive people and requiring its trainees to do continuous sports exercises, a special diet, put themselves in the hands of a surgical blade, and the like. In addition to these preparations, the company tries to present its stars' faces, bodies, and overall awesomeness in a very beautiful way with a lot of jewelry and the use of skilled stylists and makeup artists.

Due to the company's excessive attention to physical beauty, BTS fans are encouraged to step in the shoes of their favorite stars and achieve a similar appeal by going on extreme diets, exercising, and possibly putting themselves in the hands of a cosmetic surgeon. to bring 16-year-old Haniyeh and 21-year-old Mohammad Rezaei report in this regard:

- Haniyeh, does being in the army affect the type of clothing and makeup they wear?

yes, there is a lot of imitation of BTS members' clothing among the armies, and most of the armies are very interested in this style, and I like this style. So, it is natural for me to use them.

- What exactly is the style and type of cover you are talking about?

Almost simple styles and comfortable clothes are common among armies, such as overseas clothes or casual styles, ¹which contain many simple clothes. Hats are one of the most common things in army styles, and the most common type of hats ²are bucket hats, but everyone's style can be different, because in the army fandom, there are many different styles, such as grunge styles ³or dark styles, but I am more into army styles, pants I saw a bug ⁴or boot⁵.

What do stars do to look beautiful?

First A. N that they have a bad attitude, They do not decide for themselves. Then they do their makeup very professionally and ask them to show themselves more attractive, most of them do attractive movements. For example, idols now, do not matter if they are BTS, Black Pink, or DJ idols, they have very professional and nutritious diets. Anything that they are hard on themselves, for example, Jimin was very fat when he was a child, now he has a lot of fat (laughs), but he has lost weight. He took a strict diet, he used to say that I am a dieter It was like all my hair was falling out.

22-year-old Mohsen also talked about the increase in the costs of his more beautiful processing in his interview:

"... to look beautiful all the time, I have to go to the hairdresser, get my hair done all the time. Can you believe that I have never seen these BTS with a normal look and untouched look? Well, this means additional expenses. The boys only had to put on a little makeup, which added to their expenses."

In an interview, 19-year-old Tina notes that the company is pursuing another goal, which is the de-gendering of makeup and clothing, at the heart of the beauty treatment of the BTS stars:

" For example, I do not need anything. " I also listen to BTS and every single Your name is your name and now they are all wearing makeup and gorgeous clothes. And they even wear the clothes that you buy in women 's stores. And a lot of things appear This is the case. For example, Yin Taehyung was wearing a tight foundation that you think is a men's foundation, but actually, it was a brand from the women 's collection, for example, Harry Styles You know it's time to wear a skirt for Vogue magazine It was, then someone came and said to show your men, then Harry made fun of him with a funny post. It's a lot of BTS and for example, I think your name is the same and this is Nakhilyoukian that, for example, spread this issue, but I, because, for example, I am not in contact with anyone, I do not know how much his influence was.

- So, do you think they could affect normalizing boys ' make-up and changing views on boys' make-up or desexualizing clothing?

It has been effective because I now behave much better with this thing than before. Before that, it was a little difficult I used to be like, oh... like so-and-so... before BTS, of course, but now I'm like this, like, OK, like, like, very normal.

¹ -Casual

² -Bucket

³ -grunge

⁴ -Bag

⁵ -Boot

For example, you said that your way of thinking has become a little more positive than before, regarding the fact that you don't have sex clothes or, for example, applying make-up to boys. You know I'm saying that they have themselves They express it and it is not intentional, because, for example, not all their members do this. ok, for example, I say that the mortgage was from a woman's collection. Taehyung is here. In case, of that performance, they wore clothes, for example, men's collections, and so on. Their members do not do this, because not all of them do this and every Someone... the same, going back to my previous sentence which has its different style... for all of them, I feel more for Express They can do it by themselves until they ask to do it with a plan. But Y Well, expressing them naturally has a lot of impact. I used to have a problem with nail polish on boys, but for example, the first one is that every time. And then I am not One of the members of BTS was applying nail polish, I was like, now I have a lot of things, so he has nail polish.

In other words, by paying attention to physical beauty and emphasizing this issue, in practice, the company has blocked the way for the promotion and excellence of its fans, it has fixed them in the first steps of Maslow's pyramid, and it is far away from the fans' achievement of spiritual beauty. keeps

8-8- Psychological goals

" I don't know exactly La y and Which one of the members of BTS, but it was his birthday and he had put up a big balloon and he was in a sad mood and it was clear that someone was drinking on the board. What is that? Tell him what to do " (Mesha, 14 years old).

Examining the field findings from interviews with the research population indicates that the psychological goals of the Big Hit company from the perspective of the investigated fans are summarized in the following cases:

- Shaping the robotic identity in the stars of the BTS group,
- Illusion of the fans,
- treating addiction in fans towards stars' idol addiction) and pornographic content,
- borderline identity plan or gender identity lessness,
- Excitement- oriented training of fans,
- Encouraging extreme individualism.

In the following, the aforementioned topics will be examined.

Some of the interviewed people believed that the BTS stars, because they have been placed in a barracks environment since the beginning of their training, and when they reached their performance period with a heavy contract, in practice, their control was completely in the hands of the authorities. Big Hit Company has given them a special identity that has made them like a "slave".

Earlier, it was mentioned that the company took over the stars by signing almost one-sided contracts and profited from them like a robot. Things like: holding a test to attract interns, applying strict beauty standards, requiring stars to undergo cosmetic surgery if needed, using body skin whitening program for stars, considering doing heavy exercises for interns and stars, depending

on the relationship of interns and Stars with their families with the company's permission, stars not marrying or dating, stars' obligation to follow the hair dyeing, make-up, clothing and jewelry suggested by the company, stars' obligation to use the brands they advertise, the obligation to follow media games, Stars not having the right to object to rumors related to themselves, the prohibition of stars collaborating with other artists without the company's permission, the requirement to follow physical contact (skin shape) during performances by stars, the requirement of stars to cooperate in preparing attractive moments (moments), the requirement of stars To not project their sexual orientation, requiring stars to follow special diets, requiring stars not to exceed the prescribed weight, requiring stars to follow political orientations according to the company, accepting the supervision of the company's supervisors on the activities of the stars (in cyber space, live programs - Lives - and the like), taking into account side measures for the success of the group (abuse of the imaginary love of teenagers and young people), the requirement to make the stars appear perfect and ideal, appointing security forces to take care of the stars, accepting punishment if the stars violate the rules. The company's regulations, acceptance of dismissal after a few years of training, and acceptance of non-renewal of the contract at the discretion of the company are among the things that make the process of turning stars into robots a reality.

In his interview, 18-year-old Mahtab mentioned the barracks regulations applied to the stars during their training period, and 18-year-old Sokoufeh noted in his interview that during the performance period, the stars are under maximum pressure from the company:

Do you think that idols are limited and under the direct orders of the company?

Well, this is the case that companies have many people They attract young people and teach them from the age of children and they live in special dormitories. I think it's common to pop and BTS Model E and it acts under the influence of the company.

- What facilities does the company provide to members?

The company gives them houses, cars, food, and bodyguards, they have salaries and they get everything, but it also puts a lot of restrictions on them. It's like the company bought them.

- What do you mean by the fact that the company bought these?

For example, he comes to them whenever he wants, at 4 in the morning, and says that you have to practice right now, and they are under a lot of pressure, the pressure of dances and songs that are coming out, for example, the company says that you have to release a song in a week, they have a period. Release the song and if the song is not ready within this time, the song should be deleted and they may have to close the song or make an album in two weeks, naturally, their dance should be in sync with their song, they have to dance from night to morning. Stay awake so that they could coordinate the dance with the song, even fainting in some of their concerts, that is, they were so stressed that they could not control themselves, sometimes after their performances, they felt bad and faint. Even if their food and hair color are not according to their taste, the company is very hard on them and they can give any convincing reason, it really cannot justify this pressure.

By training the stars to act as robots, the company wants to show them homosexual behavior in front of the crowd whenever it orders them, for example, even against their inner interests. Don't

transgress, because otherwise, it will be difficult for the company to get the maximum profit. Samone, 17 years old, and Nastran, 19 years old, mentioned the following in separate interviews:
"- Is the sexual identity of the members of the group characteristic?

Well, look, not much, because I said that they want to respect everyone, as a result, they don't say it, and even to attract more audience, sometimes they show heterosexual behavior to say, for example, we are their fans too, so their identity is not clear from this. Considering

- I mean; what kind of behaviors do they have?

For example, they kiss each other on the lips, mostly in their clips, that is, this culture has become established in the West now, and they are also normalizing this issue, I have a problem with this issue, that is, saying the opposite sex is agreeing, this is the distance between them must be respected. You can't be this way with my daughter and this way with my son. I mean, I don't think it's interesting at all, but I say that whatever the Western employer says, they advertise for them.

Well, BTS is now the most popular band that you are among the bands, do you have a ¹special bias between them?

Namjoon is their leader

, according to your words idols are controlled in Kpop, how can you trust and love them, if they say something or do something? Do you believe them?

I don't fully trust any of the people I love, even though I love them and I value them a lot, for example, they might have a lot of influence in my life. I mean, I always say that if, for example, someone comes the day after tomorrow and says that Namjoon did such and such, I do not say no, because he is an angel, he did not do it, I will wait for him to prove it to me with evidence, or to refute it with evidence because You can never fully trust someone. I don't have one either, but for example, now that you said BTS, I want to talk only about BTS, the more the groups become more famous and well-established, the more Korean people don't need them, especially the groups that are very famous internationally. See, their behavior becomes more realistic. I mean, they don't need to be approved 24 hours a day, then... they become more and more themselves they are BTS, and I saw precisely because I was with them since the end of 2016, I saw that their behavior changed since they became very famous.

- What change exactly?

For example, I don't know...

tell me exactly which change you remember.

(laughs) How much can I be open?

- Be comfortable. There is no problem at all. take it easy

ok, One of the reasons for K-pop's popularity is the friendly behavior of its members. For example, the members of the groups are together. Because, for example, in general now, in all industries, a filmmaking, I don't know influencers, for example, anyone, and singers with a tendency, for example, bisexual They can gather a lot of audiences. This is exactly what happened in Kpop, it was a long time ago. Because of this, they mostly play roles, as if they are intimate.

¹ - A person who is more liked by fans than other members of the group are called Bias.

"Illusion of the fans" is another case that some of the interviewed people expressed in their statements. This means that some interviewed fans stated that, for example, the stars addressed the fans in their performances: "We always remember you", "Always imagine that there is someone in Seoul who thinks of you", " You, the fans, are the stars in my sky", therefore, the fans, by seriously thinking that someone in Seoul (without having the least knowledge of them) is thinking about them, have stepped into an illusionary atmosphere, which contributes to It has consequences. 15-year-old Raziell, 16-year-old Rukshar, and 17-year-old Rahane have mentioned some kind of illusion in their separate interviews:

15-year-old Raziell, in her interview, mentions some things that show a kind of illusion rather than reality. Cases such as "Idols worry about their fans 24 hours a day" the claim that "we (idols) are always with you (fans)" or expressing concern about idols in cases such as "fans not catching a cold" are examples of this kind.:

- Does this mean that you think that BTS is present and in front of you, or do you think that if they were there and knew you, you would care about them?

They are present and listen.

- Well, we have this feeling that God is present everywhere and is actually in us, so do you want to say that you have such a feeling?

Well, God is in his place, and BTS is in his place, I gave an example. 100% BTS is not everywhere and only in our hearts.

- Can you give me more examples of what you say are in your heart, my dear?

You know, Batra's is like a family to me. For example, it is very difficult for me to be away from my father and I am very attached to him, BTS is the same for me, if they don't update one day, I will miss them very much.

- Does that mean you are equally interested in your family and BTS?

Yes.

- My dear, this intimate relationship you mentioned is between BTS and ARMYs, what do you think there is something in their behavior that created this intimacy?

Well, the sincerity of Beya is that they are worried about the Armies 24 hours a day and they try to show their best selves to the Armies. They say things to Army that no one says and they give me a lot of motivation even though they don't see me and don't know me. I don't know exactly how to say it. But my opinion is the same as Taehyung's, as Taehyung said, we are always there for each other. When we go through difficult situations, we share both sad and happy moments, and we share everything.

- What do you mean by sharing everything?

I meant successes and awards.

- Can you explain more?

Well, BTS works hard, makes music, and records a music video, and the company pays for it and supports it, and ARMY, for example, streams and uses hashtags, and this makes others react to the music video and the music itself, and this visit He eats and in various ceremonies, they are nominated for awards and voting is done and they give awards based on the number of visits and

- Why are you happy now?

Because no one can marry him and until the end, I can at least have him in my mind as a husband!

- Even when you marry someone else?

not thinking of marrying someone else! I can't and this is one of the things that no one understands!

Look, I want to commit to it! I feel that if I marry, I have betrayed him.

- He who doesn't know you at all, how can this be considered betrayal?

He doesn't know me, but I love him. I will not betray this love.

17-year-old Rahane recalls in her statement that the company treats fans like a chess piece by "creating an illusory atmosphere for them" in dealing with fans:

did you trust your followers even though you didn't know enough about them from the beginning?

At first, I didn't want to talk to my followers so much and be intimate, but I don't know what happened, I started talking and saw how beautiful this relationship is if it grows and I said more day by day. I always talk about the events of my day in my story, what happened, who said what, in a way that I am not like this with my friends. They are like this, something happens, and we talk quickly in front of me.

- Does that mean you distanced yourself a little from the people in your life?

Yes, because I got to know their true character.

- Does that mean BTS had an effect to change your view of them?

Yes.

- Can you tell me how you left this impression on you?

Think about their behavior. You know what, boys always say to us sometimes, we love you. Which of our friends will come and tell us this? When they need you, they look for you and when their work starts, they don't even say thank you...

All the members in turn showed us the beauty that we realized that the world still has its beauty and always and, in any case, they remembered their army and thought of loving us, I think that our love should be mutual and we should love them too. ».

The result of the mentioned delusion can be seen in the statements of 25-year-old Shabnam:

"- Shabnam, you said about your interest in going to Korea. But have you thought about what consequences this decision has for you and what costs you have to pay for it? For example, homelessness, the possibility of not being accepted as a foreigner in Korean culture, and having to leave all your relationships and family behind to go?

Yes, I know that it is very difficult and that's why I told you before, that I have to be independent first and not depend on anyone to be successful. About Korean culture, I am very optimistic, because they are accepting people.

- But the number of immigrants to Korea, unlike many other countries, does not seem to be very impressive. This may indicate that the conditions there are not so easy, otherwise the immigrant population would have attracted more.

In my opinion, conditions are not easy for immigrants anywhere. It's hard everywhere.

- What is there in this difficulty that even though you have to pay heavy costs for it, such as being away from friends and family, etc., you still don't give up?

Another love. Now look at the conditions of our own country. When you see that you have no future, be it economic, social, or whatever, you are willing to pay any cost to build your future somewhere else.

- What if you can't achieve this goal? If you can't migrate, what will happen and how will you feel after spending so much energy and time?

I don't like to think about this part at all.

- But this is also a possibility and as it has not happened yet, unfortunately, it may never happen! Yes, but thinking about it takes a person's energy and is of no use."

As can be seen from Shabnam's interview, she has put all her strength into immigrating to Korea without thinking about the possible option of her failure at all, and basically, she is not willing to think about it. In other words, Shabnam's (and people like him) illusions and emotions have reached a point where his knowledge (and people like him) have been distorted and only their emotions are their guide.

The title addiction" refers to the creation of a deep dependence between fans and members of the BTS group, or the creation one on for the use of pornographic content.

At the same time as the maximum control of the idols, the company also tends to the maximum control of the fans. This means that if the band's fans support their band only in normal circumstances, the band will not win awards at various music festivals, but if the fans are trained and guided in such a way that they are even present, immediately upon the release of a song From the BTS group, they start listening to that song 24 hours a day, or they want to participate in the voting related to the songs released by the group 24 hours a day, and with various marginalization's, they come to extreme support for the members of the BTS group, in this The company's status, goals and objectives will be better and easier to achieve.

The stars and fans who serve the company like ready soldiers can realize the company's goals such as sexual borderline identity design, sexualization of love, make-up, clothing, and so on. In the same way, by accepting the inspirations of their favorite idols, by consuming their promoted brands, the fans can provide more profits for the brands of the capitalist world with their consumption.

Meh, Laogai mentions the process that leads to fans' addiction and dependence on BTS stars:

"- What do you mean when you say that the company does something that you can't get out of it? Well, look at something very clear, naturally, the more Kopp fans you have, the more profitable it will be for Korea and its music industry., they make different programs with their idols, and these different ceremonies of different festivals all have voting and awards, for example, there is voting for someone to win that award, I don't know how many streaming voting models there are, in Spotify, I don't know, there are many different things on YouTube and different platforms, and for example on Twitter, and if you want to enter and support someone who is a fan, you will end up in a conflict and enter a vicious cycle where you are constantly voting. You are, this voting will end, the next voting, what do I know, some event will end, the next event will always involve you in these stories.

Then K-pop groups, because most of them play music in a much shorter time than, for example, western singers, a Korean group may release a full album with at least two mini-albums in one year, you know what I'm saying? Because of this, you are always in conflict, you are always involved in their comebacks, you are always involved in their various events and you don't have time to think about other things, and this is in addition to the gossip they do, that is, in Hollywood, it is completely normal that one side talks about his girlfriend and boyfriend. talk or be in a relationship, but in K-pop, it is not like that at all, that is, you don't see a party talking about his partner in a ceremony, now in a program or anything, we don't have anything like that at all and many things in the middle are all censored It is possible, even their behavior and personality are often censored and all the happenings behind the scenes are because of this, they cover up the mess and keep you in that circle with the different programs they have. Be involved in this K-pop".

16-year-old Zahra and 24-year-old Elham also state in their report, describing the created dependency :

" - Have you ever watched BTS videos or posted videos on Instagram and generally things related to this group, cause you to face problems in different parts of your life?

what kind of problem

- For example, your time will be wasted, your education will be damaged, and so on!

I'm drowning in BTS music videos on YouTube and Instagram at night and I stay up until almost 4 in the morning I think that I've lost sleep and food since I became addicted to this group.

- You used the term addict! Do you think that watching music videos has become an addiction for you?

In my opinion, anything that you can't control and you can't put aside by your own will is an addiction!"

"... the positive effect of the group is to save my life and pull me out of the darkness I had in my life and out of the hole I was stuck in. I may never see them in person, but what they said helped me a lot and changed my life completely, I learned to love myself and to be only myself in my life to help myself and if I want to I have to say that it took a lot of time from my life, for example, I used to come to my senses, I saw that I have been watching their videos for hours, for example, I had an online language class, once I saw that the language class was over and I was just watching BTS if I could go to a concert later but it seems that I have to see it right away and I couldn't control myself and I had developed an addiction to it, for example, in the car, even in commuting, I had to wash myself, I would see Bi Tais, or if I was in a place where I didn't have the right conditions, whatever I should have seen it at that moment, even though I was in the car and it was in traffic, I said, well, I'll hug and see, there's nothing wrong with it. "

16-year-old Rahane notes in her report that she will become Dagan Dagan" with the dissolution of the BTSV group :

- If one day BTS disbanded, how would you feel?

I will be hot I get hot. I can't even think that one day this group won't exist. They saved me from loneliness and many negative emotions.

18-year-old Pune, in his report, has mentioned in a further step, that he has become so dependent on the members of the boys' group that he will die if he remains unaware of their situation:

"- When you went to K-pop and Korea, were you still a fan of Persian rap?

No more, when BTS came, I completely abandoned Persian rap. I didn't like it anymore.

- Why?

I don't know. It wasn't like I would put them aside and stop listening to rap. At first, when I met the boys, I was still following Persian rap, but I was so involved in Bang Tan that I didn't have time to look for other things. But little by little my taste changed completely. I have a very, very long time I liked Iranian rappers. I used to follow them day and night, but when I met BTS, it was as if they were no longer attractive to me and I came to my senses. Well, when you stop following something, interest naturally disappears.

- What made Persian rap no longer attractive to you? I mean, what did you see in BTS that you didn't see in Iranian Music and Iranian rap?

Everything is really interesting. Their voices their fandom and, their appearance, but I have never compared Persian rap with BTS or K-pop. They are not comparable at all. They are not really. I know that Iranian rappers are not licensed or supported even in their own country. I say, for me, the issue was not that yes, BTS is much more famous, popular and successful, so leave Persian rap aside. See, I didn't even realize that I am no longer interested in Persian rap. I came to my senses and saw two years that I became an Armenian and two years that I lived with them and the boys became my life.

- In these two years, was there a time when you felt that your interest in them decreased or something made you feel that you are no longer a fan of them as much as you were in the beginning and you left them like Persian rap?

not at all My night will not be a day if I don't know about boys. They are now part of my life and not just my favorite singers. I will die without them.

Another type of addiction created at the level of fans is the addiction to pornographic content, when people other fans stories pornographic stories, shape-shifting of stars, role-play, and roll, like. 16-year-old Arnica says interview her :

Arnica, in addition to fanfictions, do armies have fantasies about idols?

Look, some of them are good.

- Fanfictions or fantasies?

Another fanfic.

- What is the content of what you say is good?

I don't know, I didn't read.

- So how do you know it's well?

(Laughing) No, for example, I know that they are not your names, as long as I know that they are not your names, it is good.

- True, but you don't know what their content is?

For example, they write something old about them, such as being a vampire or a king, etc. It's not stupid, it's not obscene, it's a beautiful thing.

- Does it mean it is not related to their relationship?

If it has something to do with their sex, I don't like it. I like their romance, but not the sex.

- That means you don't like to be asked to express clearly, right?

yes

- And these may be in fan fiction?

yes, there is (Laughing) How comfortable can I be?

- Relax, my dear.

well good There is also a picture and a sound, and yes, there are Iranians on some fan pages who post these sounds, such as this and that sound, they have, and the idols themselves are not satisfied. There is a foreign page. He posts a photo and edits that are very good at all. They are very, very bad and obscene at all.

- Well, in your opinion, these are the real ARMYs who, despite knowing that the idols are not happy and seeing such things may upset them, still make such edits or post such posts?

(Laughing and embarrassed) You know, I like these myself.

- Well, you were saying that such a thing is not right, so why do you like them? Because liking you is a kind of support for that post or edit? By doing this, you will help the post to become more visible, and some people may be encouraged to make more edits to get more likes. As you said, some fan pages earn money through these pages in addition to their work, and practically every They do what the fans like, regardless of whether it is ethical or not, just to get more likes and be seen.

Yes, I know it's not true, but it's really beautiful and cool and attractive, but I know it's not true. I try to be as gentle as possible on this page, but sometimes these things appear in the Explorer and it's not that good, I didn't like them.

- Are the things you said you saw obscene?

Now, I don't like those who have a lot of body. These are just voices and such, but yes, I like some obscene posts, unfortunately, and I know it's wrong. Some people put themselves in the place of someone, that is, for example, the voice of one of the members, and their voice.

- Is it his voice now?

I don't know that I haven't heard their voice so I can say that it's their voice, but for example, they make a girl's voice like that, and one of the idols and so on give and take it. I don't like these anymore.

- But are there people who like these posts?

Yes, a lot.

The "borderline gender identity or gender non-identity" plan is another important category that some interviewed fans have mentioned in their statements.

Gender borderline identity is a new identity that can be applied to people with intermediate characteristics of male and female. Although the members of the BTS group are men, because according to the company's order, they benefit from relatively feminine make-up (and for example, not even a single hair on their face, hands, and feet is observed), and sometimes the behavior of the opposite sex in They show themselves (soft voice, use of jewelry and other ornaments,

fondness for bright colors, unusual coloring of hair) and sometimes they expose the behaviors of homosexual people, they are trying to project a new identity that deserves to be called an identity. borderline or gender identity lessness.

In his interview, 21-year-old Irfan calls the formation of borderline gender identity a directive of the "command headquarters of the liberal capitalist system ", which Big Hit Company is also trying to implement:

"- Irfan, why do all the boys of the BTS group look like girls?

The seven-member group of BTS members are male but have no definite gender identity. Ironically, this issue, that is, gender borderline identity, is one of the axes of the formation of the BTS project. Young boys with a boyish body and appearance, but with extremely delicate and feminine faces, whose use of make-up and female ornaments has made it difficult to recognize their gender identity.

The seven members of the BTS group are girly-looking boys who find it hard to tell what gender they are with their make-up and make-up.

The company usually chooses idols from boys who look like girls or changes them with plastic surgery if they have a problem.

- Why does the company do this?

forms the headquarters of the liberal capitalist system. In recent years, the influence of this powerful network has cultured the discussion of LGBT and sexual identities. In the last two or three years, they added Queer to the word Algidity. Queer in the original meaning of strange or change.

a word that is generally used for people who have an uncertain gender identity, and queer in the sexual literature, which has been forged in the media of the liberal capitalist system in recent years, refers to people who are male in terms of birth names and physiology, but their appearance and appearance and their makeup is feminine.

- Why are there no girls in BTS concerts and videos?

Because reaching the disorder of gender identity fusion and sexual self-sufficiency, even in a romantic song called "I Need a Girl", in which it is addressed to a hypothetical audience that is a girl, there are practically no girls in this video.

In his interview, 17-year-old Ehsan mentioned some of the behaviors of the BTS boys, such as dyeing their hair and hanging clothes on themselves.

24-year-old Mohsen mentioned in his statements about the interests of the members of the BTS group, such as: using bright feminine colors and coloring their hair.

In his report, 46-year-old Fariba mentions BTS stars as people who have presented a new image of masculinity, referring to the fact that the stars sometimes wear make-up benefit from hair color, and do not have masculine voices:

BTS believes there is no difference between men and women.

Yes, they fully believe in the principle of equality between men and women. Then they do not have a specific gender identity. In terms of face and makeup, they are like women, but in terms of physique, they are like men, and they believe that boys can do the same way that girls wear make-

up and hang jewelry on themselves, and this thinking has made them have many male and female fans.

- What effect has this lack of gender discrimination had on the fans?

It has caused most of the male fans to imitate the idols and put on chains and jewelry and dye their hair like the girls, and in the meantime, the female fans also imitate their makeup, clothing, and fashion.

"- Mohsen, have you seen other girlish behaviors from BTS?"

all have a favorite color, they all like screaming colors.

- All of them?

No, not all of them, even I think one of them is very fond of black, but most of them like screaming colors.

- Is this bad?

I have a problem with a boy having a favorite hair color, it's very silly. These things have become fur.

- Does it mean that it has decreased your interest in BTS?

Yes, these things reduce my interest in BTS. I am ashamed to say that I am a fan of BTS.

- But you said one of them likes black color, why don't you like it?

What matters is the majority. Most of them behave like girls. The one with the black color, I am sure that he behaves like a girl.

Do you agree that your daughter does not listen to her father?

Not in everything, but if BTS idols were to follow their father's words, they wouldn't have reached here.

- How do you know if the father of the stars is an encouragement or a hindrance?

I guess it was like this. Gentlemen are like that.

- Aren't BTS members gentlemen, so why don't you have this belief about them?

I don't know, I with with them, they are full of energy they they don't have a masculine face, maybe that's I don't feel like I'm talking about a man. I'm not anti-men, don't get me wrong, I just can't have that rigid and rough idea of men when it comes to BTS idols. For example, my wife's voice, face, and tone are very masculine. It's not a matter of liking, it's a matter of the idea I have of BTS that I can't visualize that manly image. That's why I feel that idols are a little different from other men in my mind, that's how it is.

- What made you feel that you are different from other men?

faces are not masculine, their make-up and the hair color they use are not masculine, they don't have a harsh voice, and I think all these are influential in the way I feel."

Other fans consider themselves obliged to somehow defend and justify the gender identity that the members of the BTS group presented under the leadership of Big Hit Company. For example, 13-year-old Nagin doesn't understand the negative opinion of parents about BTS stars, and 19-year-old Marzieh doesn't understand the ban females female like males Chinese Chinese media :

"Now, if you ask any parent, any male singer they see, they will say why they look like girls, but in my opinion, being a man is not about having a beard, it can be very clean, kind, help to all, this

is a sign of being a man, but for example, parents are now like this saying, what are you looking at this girly boy?! What do you like about them? They don't know at all that they saved the lives of thousands of people, helped thousands of people to find their way."

"- Fox News Agency said in a report: Chinese officials are worried that the country's famous artistic stars, influenced by the attractive and girlish looks of some South Korean and Japanese singers and actors, will encourage the young men of their country to distance themselves from masculine attitudes. What is your opinion about this? Do you think that K-pop will reduce men's morale by promoting this style of makeup and style for idols?

Does this mean that these ridiculous gender designations and turning girls into boys will make it a girl if someone uses a girly thing, and a boy if they use a boyish thing? What nonsense, do I need to say that whether one is a man or a woman is related to something else? So, genetics, physiology, male anatomy, and beatings, and these are useless?"

16-year-old Rokhsareh, in her interview, based on the emotional education that she has received from the fans of the BTS group, tries to justify the appearance and behavior of the members of the BTS group:

Do you also agree that their style looks like a girl?

No, I think people are blind and can't tell the difference between them and girls (surprised and angry tone) because really, they don't look like girls at all. Because they are very attractive and, for example, special and at the same time very cute. You know, sometimes they are very cute, sometimes they are very special, then it makes them sound much better."

The title Emotional Emotional Education " refers to the emotional education that BTS fans encountered during their fandom and were more or less affected by it.

Holding grand concerts, encountering protesting and rebellious lyrics of BTS boys' songs, using exciting BTS entertainment programs, engaging with fans of other K-pop groups, and dealing with widespread hatred towards BTS, etc., create an exciting atmosphere for fans. that this atmosphere takes place in the excitement of educating and behaving with the fans who play a role.

In his interview, 14-year-old Galareh notes that even if he doesn't like the content of a song, the excitement of seeing the boy band makes him watch the BTS music video:

"- Honey, has it ever happened that you don't like a song or a video of BTS, but you listen to that song or watch that video just because you like and are a fan of BTS?

Yes, it has happened sometimes, but not that I dislike that song, but, for example, it has not been very similar to my taste.

It has happened very rarely, because usually anything from BTS, I pay more attention to their sounds ¹or style, or the parts of my Basem or bassracker, and I don't care at all what the rhythm of the song is, but it has happened once or twice.

When these things happen, I don't sit down and watch the music video 50 times, for example, I watch it two or three times just to memorize the song to understand the meaning of the song or to see their new styles.

¹- Bis Raker (bias breaker) The second favorite person of a fan of a group is said. that is Bice is the first priority and Bice is the second priority of that person in the group.

See, when you are a fan of a band, you love them with all your heart. If you are ARMY, you love the seven members of BTS with all your heart, so even if their song is the ugliest in the world, you still think it's beautiful. Because of this, it was not long ago that I didn't like a song.

19-year-old Marzieh says in her interview that the sexual movements of BTS stars in some of their performances have excited her, and 20-year-old Masoud also notes that the female appearances of BTS members are even effective in stimulating the sex of male audiences:

" - D. Dan Barkhi What effect does BTS 's sexual performances have on your physical and mental states?

Do you mean Bapsi movements?

- I think

say wow (laughs) and then Azrael takes my death certificate to sign (laughs)".

- What difference do you see between BTS boys and athletes?

The boys of the BTS group are beautiful and look like girls. For example, if you put the bare foot of each member next to a girl's barefoot and cover the rest of their body, no one can tell which foot is the girl's and which is the boy's. That's why when BTS boys wear half-naked clothes, because they don't have male awe, seeing their bodies gives pleasure and some slanders are thrown at them, for example, wrestlers, even though they are half-naked, feel this kind of feeling in their audience, whether they are women or not. Man, they don't create.

The title "encouraging extreme individualism" refers to another feature that BTS under the management of Big Hit Company officials instills.

Individualism is one of the important pillars of the capitalist system, and Big Hit Company also knows its duty, despite the tone of protest that it sometimes gives to the songs of the boy band, in the end, it does not refer to the existing issues and problems to the political system ruling the capitalist society, but to itself. People should refer to and attribute all issues from success and pleasure to failure and sadness caused by it to the person himself.

In an interview, 14-year-old Golnoush recalls that he was influenced by the song "Dige Chi?" (Su Wat), he has come to the idea that he should only think about his pleasure and even if his parents' expressed opinions against his wishes in his life, he should not be upset by their rejection, because the purpose of a person's life should be in Enjoyment can be summed up:

"- So how do you get guidance from them?

Whenever I have a problem, I listen to my favorite songs and they seem to inspire me on what to do, sometimes it inspires me, what to do, or sometimes it reminds me of some things. Let me bother myself less.

- For example, what do you remember when you listen to songs?

For example, the same Su Watt song always reminds me of the same things I told you... for example, many songs remind me that the world is not worth being sad about and to enjoy my life.

- If one day you conclude that BTS made a mistake or you went the wrong way, won't you regret it?

First of all, BTS never makes mistakes. Secondly, an army has learned to never regret what it has done...

- Which song do you like the most?

Soo Watt's song is great. So what?

- Can you tell me what it is about?

The first one says: Someone says I 'm the right person and I I'm wrong, I don't care, how about you, so what? We are young and rebellious. So what? Our concerns remain unanswered. Well, what about these words? He wants to say more that you should be free and don't care about what anyone says, because it is of no use if you don't enjoy life and youth.

- Does that mean you believe that you should not care about anyone's words?

yes, I believe in all of it. I believe in every single word in their songs. Because everything is true.

- Does that mean you don't care about anyone's words or worry about anything?

not really, I'm serious I never worry, I don't care what anyone says. Why would I want to lie? I feel the same as I said.

- Even to what your parents say?

When I feel that something is not right or I don't want something, I don't even have to listen to them. Everyone knows what is best for him and he is responsible for what he does. Everyone is free to do what they want and enjoy, otherwise life becomes meaningless.

- Do you mean that the meaning of life is summed up in freedom and enjoying life?

Yes, when you don't enjoy life and don't achieve any of your dreams, what can life mean to you?

The purpose of life is to finish what you can do and what you like to do and not miss anything.

You should not lose your life. I think listening to them has even made us not accept many of the ridiculous things in our people and become different.

- Is this just your opinion or do all the army men think the same way?

Yes, when you don't enjoy life and don't achieve any of your dreams, what can life mean to you?

When BTS's opinion is this, the army should also have the same opinion, but someone may think differently. Those Armenians who are my friends all agree with me; When you interview it it is as if you are interviewing them."