

# **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 Company<sup>1</sup> (Kpoper BTS Group Company).<sup>1</sup> In the

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<sup>1</sup> 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

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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.<sup>1</sup>

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<sup>1</sup> - 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

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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.

## **1-2- 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 myelination<sup>1</sup> 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).

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<sup>1</sup> - 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.<sup>1</sup>

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. 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

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<sup>1</sup> 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).

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."