



About KOCIS

The Korean Culture and Information Service (KOCIS) was inaugurated as the Overseas Information Center under the Ministry of Culture and Information in 1971. Its aim is to introduce Korean culture to the world and to raise Korea's national profile. KOCIS has worked to consolidate ties with countries all over the world through cultural exchange. It continues working today to explore new ways of bringing Korean art and culture to the citizens of the world.

The way Korean dramas mix nostalgia for older values, new ideas from a new era, and subject matter from a variety of cultural influences has proved equally appealing to Korean and overseas viewers. The dramas that global audiences enjoy today have storylines about affection (with a focus on the traditional family), the purest of love, and success stories in which characters achieve human victories.

KOCIS
Korean Culture and Information Service

K-DRAMA A New TV Genre with Global Appeal

KOCIS

K-DRAMA

A New TV Genre with Global Appeal



About the series

The Korean Culture series is one of the Korean Culture and Information Service's projects to furnish international readers with insights into and basic understanding of the dynamic and diverse aspects of contemporary Korean culture.