Abstract

This paper derives from the theory of hegemony and the role of intellectuals from the works of Antonio Gramsci, to analyze the unequal power distribution, class struggle, and the raise of mass awareness in the South Korean society shown in Secret Garden and other similarly-themed, and extensively popular K-dramas. Using Secret Garden as a sample for framework analysis, I seek other aspect(s) that come into assistance in re-establishing hegemony (looking at how hegemony is still exercised in the society of today), despite the vast availability of education. The result of this research is that mass media’s access to people’s daily life has played a significant role in building hegemony, as well as, on the contrary, establishing a counter hegemony. Other findings show that there are two possible outcomes of the mass media influence on society, which are the re-establishment of hegemony, and the raise of mass awareness. Keywords: hegemony, role of intellectuals