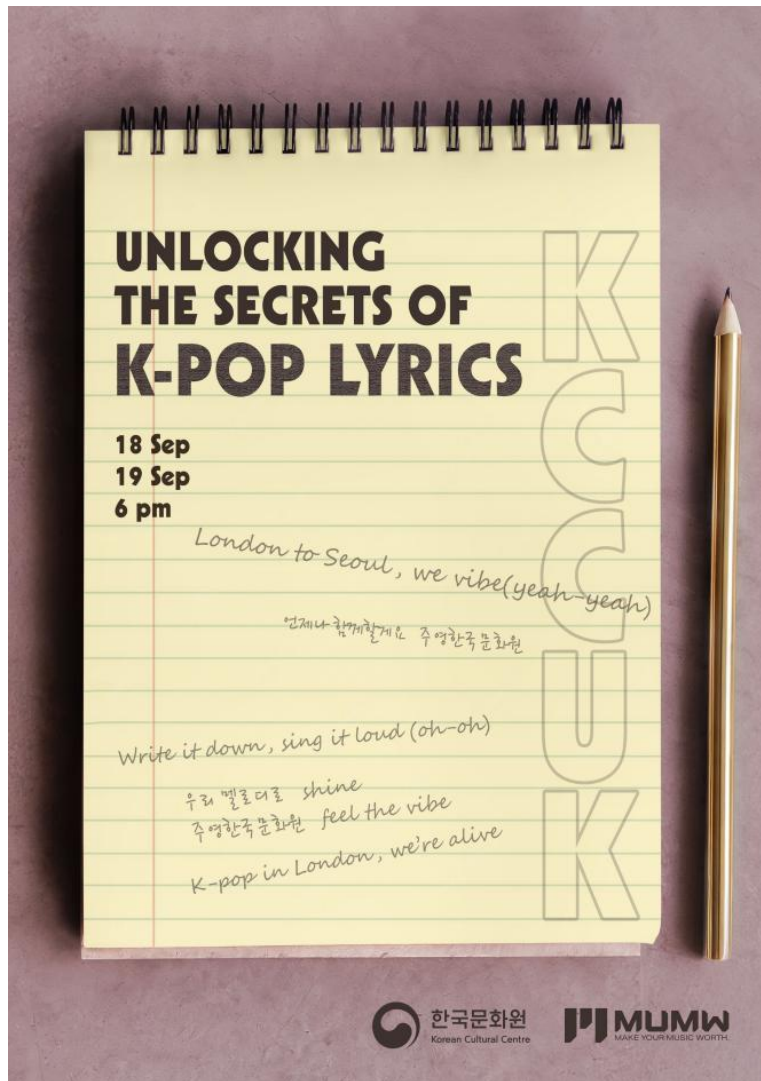


NEWS RELEASE

KCCUK Hosts 'Unlocking the Secrets of K-Pop Lyrics' Workshop with a Renowned Lyricist



The Korean Cultural Centre UK (KCCUK) is hosting 'Unlocking the Secrets of K-Pop Lyrics,' a workshop where participants can experience firsthand lyric-writing process behind K-Pop songs. The two-day programme, taking place on 18 and 19 September, offers K-pop fans the opportunity to write their own lyrics and take part in the creative practice.

Dr. Seunghye Sun, Director of the KCCUK, commented: "The charm of K-pop lies in its blend of languages, rhythms, and emotions, creating connections that transcend borders. This workshop is not just an experience but a stage where the next generation becomes the creators. I hope it inspires young people in Korea and the UK to imagine the future of K-Culture together."

The popularity of K-pop continues to grow rapidly in the UK. Artists including BTS, BLACKPINK, NewJeans, and Stray Kids are topping the UK charts, while their sold-out London concerts demonstrate how K-pop has established a strong presence in the UK. Fans are increasingly interested in the Korean lyrics—their meanings, and how they are made.

In this context, the recent mega success of the Netflix animated film *K-Pop Demon Hunters* has further strengthened K-pop's influence. Its soundtrack *Golden* (HUNTR/X) ranked No. 1 on the UK Official Singles Chart four times — the first K-pop track to achieve this since Psy's *Gangnam Style*. Other songs from the soundtrack, including *Soda Pop* and *Your Idol*, also entered the UK Top 10, highlighting the growing impact of K-pop in the UK.

The workshop will be led by lyricist JQ, who has written lyrics for numerous K-pop hits, including EXO's *Ko Ko Bop*, Red Velvet's *Bad Boy*, and Shaun's *Way Back Home*. He is also the head of the MUMW Academy.

Practice is at the core of the programme. On the first day, participants will analyse the characteristics of K-pop lyrics, where emotion plays a dominant role. They will then take part in a two-line writing exercise with immediate feedback. On the second day, participants will learn how to create a strong “hook” and face a fun challenge of writing a single punchy line within a set time.

'Unlocking the Secrets of K-Pop Lyrics' is free to attend with advance registration via the KCCUK website (www.kccuk.org.uk).

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About Korean Cultural Centre UK (KCCUK)

The Korean Cultural Centre UK, opened under the aegis of the Embassy of the Republic of Korea in the United Kingdom, aims to enhance friendship, amity, and understanding between Korea and the UK through cultural and educational activities. From the KCCUK's central London location near Trafalgar Square, our dedicated team works to expand cultural projects, strengthen cooperation with major arts organisations and partners, and encourage cultural exchange.