

Outlook

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"Into The New World"

—SNSD



South Korean girl band SNSD sings *Into The New World* as the country's president, Yoon Suk Yeol, is impeached. Meanwhile, the Korean wave in literature, films, music, fashion, beauty, food and business is spreading far and deep inside India

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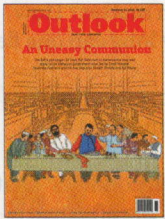
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EDITOR Chinki Sinha
MANAGING EDITOR Satish Padmanabhan
FOREIGN EDITOR Seema Guha
OUTLOOK HINDI EDITOR Giridhar Jha
CREATIVE HEAD Manpreet Romana
DEPUTY PHOTO EDITOR Tribhuvan Tiwari
NEWS COORDINATORS Tarique Anwar,
Mahima Choudhary

WRITERS Shahina K.K., Naseer Ganai,
Shweta Desai, Ashwani Sharma, Rakhi Bose,
Md Asghar Khan, Apeksha Priyadarshini

COPY DESK S.S. Jeevan, Swati Subhedar,
Vineetha Mokkil, Avantika Mehta



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HEAD OFFICE

AB-10, S.J. Enclave, New Delhi - 110 029
Customer Care: 9717086972 / 9818974410
Office Hours: 10 am to 6 pm
e-mail: yourhelpline@outlookindia.com

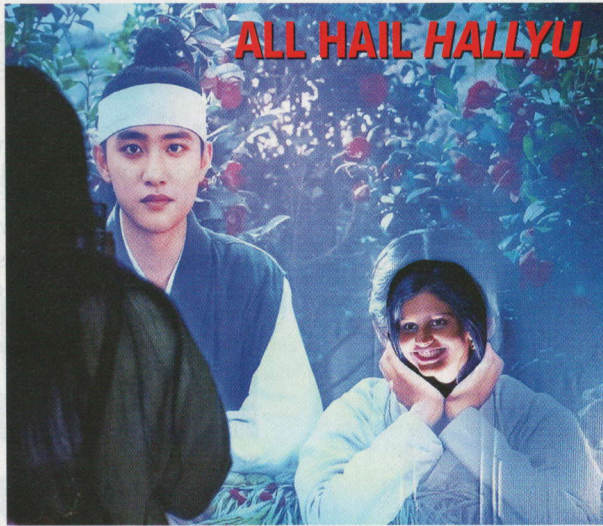
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This year Han Kang became the first Asian woman to be awarded the Nobel Prize for Literature. Her books are selling faster than the bookstores can order them in many Indian cities. Korean film *Parasite* (2019) is one of only three films in history to win the Palme d'Or at Cannes as well as the Best Picture Award at the Oscars. PSY, BTS and SNSD songs are popular from Darbhanga to Dharwad. There is a little bit of Korea—fashion, food, beauty, cars and home appliances—in all of us. And now the political upheaval in the country is making global headlines. This issue of *Outlook* is an ode to *Hallyu*, the Korean wave, sweeping far and deep in India.

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