20 Questions about MY SUBCULTURE: ULLZANG

1. How does your subculture dress?
They dress really casually. The idea is to look naturally cute. They dress as if they didn’t put much effort into their outfit, but still manage to look cute.
2. What is the slang?
The word ullzang in itself is slang – stemming from the Korean words “ull” which is part of face, and “zang” which means best.
3. Why do people join your subculture?
People either naturally join the subculture (as in they were born with a really cute face, so people call them Ullzang), or they want to look naturally pretty, as people do, so they go for the Ullzang look. It’s also a huge part of Korean culture, to be Ullzang-looking.
4. What is it that you like about your subculture?
I think it’s cute! Sometimes I feel like I could do Ullzang. It’s the way I wear my make-up already. I wasn’t trying to imitate Ullzang make-up originally, but that’s how it looks.
5. What is the average age of members for your subculture?
Middle school age (10) to about late college age (24-ish).
6. What are the benefits/advantages of being in this subculture?
Well, being pretty in Korea is hugely beneficially. It’s like having a bias; people treat you better. That’s just how their culture is. The only disadvantage would be, “What if you grow out of it?” Or the expensive programs you use to keep it up. What happens if you don’t win any of your contests? Do you lose confidence in yourself?
7. What is some of the norms of this subculture?
They like to make cute faces, or use the peace sign in their pictures. They should have big huge eyes in the pictures. Plump lips are accepted.
8. Is it diverse subculture?
Not necessarily, but it is becoming more widely accepted.
9. Are there different settings for this subculture?
They usually take pictures in bright/warm lighting. If you mean place, like where are they? They are in Asia, usually. But, it is beginning to spread.
10. Are they always welcoming to new members?
I think so! Depending on how cute you are!
11. Is this subculture economically feasible?
More than others. The only expensive thing would be the programs used. The camera equipment might be a bit expensive as well.
12. Is there outside activities for this subculture?
Taking pictures and/or modeling!
13. Could you family participate in this subculture?

Not really. They could support your modelling endeavors.

1. Could your friends participate in this subculture?
Sure! You could all be Ullzang, and go shopping for Ullzang clothes together.
2. Could this subculture lead to a career?
Yes! Modeling, definitely. If you are good-looking enough. You might win some money from contests. Or become a K-pop star (unlikely if you are not Korean). Besides becoming famous though, which is rare, I don’t think there is much for you.
3. Is this a subculture that you can in for life?
I think it could last for a while, depending on how young you look. But once you lose that child-like innocence, you can’t do it anymore.
4. Are there any negative aspects to the subculture?
Just the questions I feel like you would ask yourself (that I mentioned previously). Would you question yourself so much that you could fall into depression?
5. How long has this been a subculture?

I think it has lasted since the K-pop industry has blown up in Korea – with the spread of American Culture to Korea (as in clothing styles, etc.).

1. What makes this subculture attractive?
They are all attractive! People love you because you are so beautiful. People want to look like you, wish they looked like you – who wouldn’t want that!
2. Why is this a subculture?
I think it stems from the emphasis that Korean culture puts on being beautiful, natural, and innocent. If that didn’t exist, people would care less about it. But, the fact that you can get a job, simply because of how beautiful and innocent-looking you are – that’s saying a lot. People get discriminated against if you aren’t good-looking in Korea.