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MIN POP CULTURAL PHENOMENA IN THE EUROPEAN SPACE: ADAPTATION STRATEGIES AND CULTURAL DIFFUSION

Summary : This study analyzes the mechanisms of expansion of East Asian pop culture products (primarily Japanese and South Korean) into the European socio-cultural space. The role of targeted public policy ("Cool Japan", "Hallyu Act") and global digital platforms in overcoming geographical and language barriers is highlighted. The influence of these phenomena on the transformation of consumer habits in Europe, particularly in the fields of high fashion, gastronomy and higher education, as well as the role of decentralized fan communities as new subjects of social influence and digital activism, is analyzed.

The modern globalization process is characterized by a departure from the dominance of the Western-centric model and the formation of a polycentric "global mélange", where East Asian pop-cultural phenomena (Japanese anime, South Korean Hallyu "wave", Chinese video games) have become the leading determinants of cultural diffusion in the European space. The theoretical basis of this expansion is the concept of cultural hybridization, according to which Asian media content does not simply copy Western samples, but synthesizes them with local values, creating a "third space" of meanings available for perception by the European consumer.

Cultural diffusion is realized through the combination of media channels and the activity of diasporic communities, which contributes to transculturalism and the formation of new identities among European youth. The success of East Asia in the European market was the result of a purposeful state strategy of "soft power" of Japan and South Korea, which integrated cultural exports (Cool Japan, Hallyu Act) into the system of national branding.

The key adaptation strategies are deep localization and transcreation, which include not only linguistic translation, but also the adaptation of visual symbols and marketing narratives under the

values of the European audience (individualism, self-expression). Expansion through global digital platforms (Netflix, Crunchyroll, TikTok) has ensured anime and K-pop the status of mainstream industries, which is confirmed by the rapid growth of the European merchandising and collecting market.

This led to structural changes in the way of life of Europeans: from high fashion (collaboration of luxury brands Gucci and Prada with Asian franchises) to gastronomic integration (K-food) and the "educational boom" — an unprecedented increase in demand for studying East Asian languages in higher education institutions in Europe.

Special the role is played by decentralized fan communities that, through digital activism and co-creation processes, transform cultural consumption into a tool of social influence and political communication. Despite existing barriers, such as production crises in the animation industry or risks of genre saturation, East Asian pop culture continues to deepen its integration, acting as a bridge between virtual and real economies in the digital age.

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