

**Abstract:**

The aim of this thesis is to present the image of homosexuality in Korean media, especially during of years 2000-2015.

First of all, it aims to introduce the general mood and prejudice against sexuality caused by the Korean conservative society. This paper will introduce the roots of this hostility and explain the reasons that formed this general view of the sexual minorities in South Korea.

Also, another main focal point of this paper is to offer insight into South Korean media culture, where male homosexuality is becoming a popular theme: this so-called genre is favoured by women that are growing to be the main consumers of homoerotic materials. This subculture and its roots is going to be introduced through Japanese manga. Subsequently, Korean manhwa will follow and it will be explained how those comics and music industry inspired young girls and women to create their own stories – otherwise known as fan fiction. All of the mentioned materials are very popular to this day. Their popularity can be seen in male homosexuality oriented movies and dramas, especially after year 2006 when *The King and The Clown* made its premiere. Nevertheless, there's a difference of how movies are filmed and presented to the public depending on being mainstream or independent movies.

**Keywords:**

Homosexuality, movie, media, marketing, manhwa, yaoi, BL