



## **Role of Media for Multicultural Coexistence of the Asian Countries – Case of Arirang TV Programme Called ‘Top Talents’**

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One million foreigners live in Korea which equals to 2% of the nation’s total population. In Korea the urgent need to understand and communicate between different cultures is required more than ever.

<Top Talents> is a talent show program where foreigners who reside in Korea, for the purposes of international marriage, industrial training, and other multicultural families compete against each other with song, dance, and other performances.

During the first six months in 2011, participants in the twenty-five episodes of <Top Talents> ‘The National Multicultural Talent Contest’ (246 teams) not only actively involved the multicultural families in the society by sharing their talents but further expressed deeper understanding and love between family members through the programme.