

A Profile Analyzation on GQ's Jung Hyeon Profile Feature

<https://www.gq.com/story/hoyeon-global-creativity-awards-cover-2023>

This article's lede appears to be an Anecdotal Lede, where the author begins their piece depicting irreverent feelings of change and follows it by including a vivid scene of Hoyeon's abrupt fame through followers on social media within her mobile phone. The first paragraph does this successfully because, at first, it seems like a very well crafted narrative rather than being too blind or completely direct. The author establishes who the person is and the predicament that occurred. This then presses on to how Hoyeon, Korean model turned international actress, managed to become an overnight sensation, hooking the reader and instantaneously making them curious for more of her success story.

Hoyeon's profile structure follows the Kebab model, where an anecdote is followed by the nut graf and delves further into the story. The "meat" presented touches on her personal life, including her cats and significant other, living and acting in two different worlds, her career before and after Squid Game fame, her next projects, her living situation, balancing a modeling and acting career, new opportunities beyond roles, and how she wants to proceed. The end of the profile piece has a very important fact about Hoyeon's career in terms of going back to Korean cinema and acting in a new K-film, and leaves an anecdote on her new philosophy in her personal life and career.

A quote from the subject that I believe was effective in showing their personality is actually the last quote that ends the profile piece: "Someone once told me that acting is a lot like life," Hoyeon says. "You will never feel complete, but it's a constant and unending struggle to be complete. I think that right now I'm just trying my best to run toward that goal, even though I know that I won't ever reach perfection." She states an analogy, comparing living to acting, which exactly shows her priorities, current situation, and her strengths. This quote encapsulates Hoyeon's constant struggles with her career's success, feeling lost, and trying to stay afloat and assimilated in a new world all at the same time. Her personal struggle to look down on herself and her work despite the praise she receives shows how humble, likeable, and hard-working she is.