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**The meaning of Feel Special**

**Introduction**

Twice is very popular around the world. This group is very memorable for the younger generation. Because when they were in junior high school, the song “*TT*” by Twice was very popular at school, and since then, whenever this group released a new song, they used to watch music videos with my friends. This song is about the song “Feel Special”. When this song was released and its music video was served, their fan was surprised. After watching it, they felt that it was different from the usual tune of Twice’s songs.

**Impression**

When their fan first saw this video, they felt gorgeous, cool, and serious facial expressions. It is not very strange to have these images in their recent songs, but at this time this music video was surprising. This is because my image of them during this period was smiling, pretty, and cheerful. Many of their fans thought this. This is why this video was so shocking to many people. However, after watching it with captions and researching the history of the Twice group and the background of the song’s creation, this video represents a lot.

**Background**

First of all, there are many relationships between the essence of this video, and Twice group, and each of these members. Twice was born from an audition program that broadcasted in South Korea in 2015. The name of the group “Twice” means to give the gift of excitement once with good music and twice with great performances. They consist of Koreans, Japanese, and Taiwanese. This song was released in 2019 as the 8th album. Also, as I mentioned, most of their song are mainly cheerful and pop. However, this is not a cheerful song. The period when this song was released was very tough for them. There are two reasons for this. The first is that one member was suspended due to an anxiety disorder. They became very popular after their debut and had very busy and restless days. This caused stress due to overwork and lack of sleep, leading one member to develop an anxiety disorder. Second, one member was severely bashed. As I mentioned above, Twice is composed of people from three different countries. This led to some bashing of one member due to cultural differences. For these two reasons, it was composed by their producer, who heard how they overcame tough moments during their years as idols.

**Analysis**

These two events are largely reflected in the music video. For example, there is a scene where it is raining (0:56). This rain means bashing against them and difficulties such as anxiety disorders such as a certain member has. Also, in the next scene, a member is being drenched by the rain, and other members come looking for her with umbrellas. When help arrives, she says “*I smile again cuz you’re there*” (1:02). This represents a strong message that they will never give in to bashing or difficulties that come their way and that they will overcome them together with members of the Twice. I also thought that they could convey a stronger message. This is because the girls always sing cheerful songs, which creates a gap and reveals their inner strength. In this way, their strength is evident in their lyrics. In addition, the set of this video and their costumes are so gorgeous. The entire set is in gold and silver, and they wear red or white, etc. dresses and flashy accessories. This also shows the inner strength of their hearts.

**Meaning of Feel Special**

Finally, thetitle of this song is “Feel Special”. The literal translation means a special mood. However, this has the meaning that even when they are sad or depressed, the presence of their friends can make them shine brighter and more special.

**Conclusion**

In conclusion, they wanted to convey in this video that even usually cheerful girls sometimes encounter difficulties, but with the help of their friends around them, they are able to smile again.