

Center for Advanced Language Proficiency Education and Research (CALPER)

KOREAN CULTURE AND MEDIA



UNIT 1

TV COMMERCIALS AND KOREAN CULTURE

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1. The Department of Foreign Languages and Literatures, Purdue University for providing the football line drawing used in this lesson, accessed on September 29, 2008. <http://tell.fl.purdue.edu/JapanProj//FLClipart/> Royalty-Free Clip Art Collection for Foreign/Second Language Instruction.
2. Clip Art by Phillip Martin for the Thanksgiving accessed on September 29, 2008, http://www.phillipmartin.info/clipart/thanksgiving_photo01.htm .

CULTURE AND MEDIA SERIES

TELEVISION COMMERCIALS AND KOREAN CULTURE

INTRODUCTION

This workbook series has been designed to complement existing pedagogical materials for intermediate, advanced, and heritage learners of Korean. Many of those materials are based on written text using specially selected samples of language for the purposes of teaching grammar, vocabulary, and particular elements of culture. Some include audio and video supplements to more fully represent the sounds, rhythms, and cadence of the language; such supplements, when provided, also well illustrate the social, interactional, and cultural aspects of the linguistic constructions and/or the thematic topics of the lessons at hand.

The workbooks in this series are intended to add to the existing range of instructional materials for Korean. They contain authentic media-based samples of actual language used in Korea by Koreans for specific interactional purposes. We draw from such sources as: television commercials, public service announcements, various genres of television programs (e.g., news, talk shows, game shows, advice programs, interviews), films, music, print ads, and internet-based video. In addition to the audio and video clips, we provide transcripts (full or partial), vocabulary, and explanatory supplements to facilitate comprehension of linguistic and cultural issues that emerge within the clips.

The fundamental goal of this series is to present language and culture as an integral whole—to enhance students’ awareness of language *through* culture and to deepen students’ understanding of culture *through* language.

Through the materials presented in our Culture and Media Series workbooks, students will be able to acquire and exchange information about Korea and about Korean people. Because we use actual media-based materials designed in Korea for Koreans, students will have the opportunity to observe language and culture in action and to more deeply understand the values and viewpoints that underlie the socio-cultural practices of Korean people.

Our specific goals are to 1) enhance students’ overall communicative skills in Korean (in spoken and written modalities), 2) expand students’ knowledge of Korean culture and cultural values, 3) underscore the applicability of Korean-based materials to other disciplines outside of the language classroom, 4) stimulate students’ thinking concerning comparisons of Korean language and culture with other linguistic and socio-cultural groups that they know well, and 5) encourage students to use their Korean in multiple modalities (i.e., spoken, written, computer-mediated) beyond the confines of the classroom and the school-based assignment.

In **Unit 1**, we present a collection of television commercials, some of which were broadcast in Korea in June 2006. We present these audio-video snippets as cultural artifacts that reflect elements of Korean culture in multiple ways. Culture emerges **EXPLICITLY** in the mention and depiction of particular holidays, like 추석 and in the representation of traditional clothing, like the 한복, in addition to the portrayal of important sporting events such as the World Cup.

Culture also emerges **IMPLICITLY** through the ways in which people and objects are represented within the ad. For example consider the following questions: How are verbal and non-verbal messages constructed? Is there a discernible sub-text within those messages? What are some of the underlying cultural themes that seem to run through the set of commercials in Unit 1 of this workbook? The answers to these and other questions can be found in multiple places within the ad: in the language or commercial copy, in the songs that serve as background to the ads, in the visual representation of people in interaction with others, and in other manifestations of culture that you discover in the process of working through the Unit.

The best way to become involved in this type of inquiry, observation, and analysis is to jump right in. So let's get started!

We hope you find these materials useful. Please direct questions, comments, and other feedback to:

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NOTE TO INSTRUCTORS: These materials provide samples of natural language—in both spoken and written modalities. They are designed to stimulate students' thinking about the Korean language and Korean people and culture. Each clip ends with a short section that includes ideas for students to further develop these topics in various formats: interviews, research, small group discussions, writing assignments, etc. Please feel free to supplement these assignments with your own goal-specific tasks so that they best fit the needs of your classes. We provide a blank box at the end of each segment for you to create your own assignments based on these or related topics.

CULTURE AND MEDIA

UNIT 1

TV COMMERCIALS AND KOREAN CULTURE

We begin our study of Korean culture through TV commercials by first thinking about some important issues: What is the purpose of a television ad? What makes an ad appealing to a particular socio-cultural group?

What is interesting is that a television ad can last anywhere from 10 seconds or less to a full-length television program (as in an extended infomercial). Within the shortest span, i.e., a 10- to 60-second spot, the advertiser needs to reach a large number of people with a short, succinct message about the product that it is promoting.

So, the primary purpose of an ad is obviously to promote a particular product or service. It is also important that the product be somehow memorable—memorability can be achieved through language and special uses of language, through images and sounds, through messages that appear peripheral to the main message of the ad, through the use of well-known celebrities and cultural icons, through the use of foreign languages—in speech or song. And what makes an ad appealing is its ability to convey information by creating impressions that the viewing audience can relate to.

All of these issues are, in multiple ways, related to culture. That is, an ad needs to target the socio-cultural sensibilities, values, and viewpoints of the audience to whom the products are being marketed.

TV COMMERCIALS AND KOREAN CULTURE

Let's have a look at a few Korean commercials and see what kinds of cultural elements emerge in them.

We'll begin with a commercial for KTF (Korea Telecom Freetel), a major telecommunications firm, providing cell phone and wireless service in addition to selling cell phones and other telecommunications products.

You'll see that the commercial centers on the Korean holiday 추석 and on the idea that families get together on this holiday to celebrate it. We see that

culture is treated EXPLICITLY here, with 추석 representing a very important holiday to Korean people. We also see elements of Korean tradition: 한복, the traditional Korean costume, and we see that the scene takes place in a traditional Korean house.

First, watch the commercial and think about what makes it memorable and how.

Then, review the transcript and vocabulary, and watch it again.

Commercial Clip #1: 케이티에프 KTF telecommunications and cell phones

http://calper.la.psu.edu/korean/video/unit_1/clip_1_KTF_Chusok.mov

문근영:	이번 한가위엔 절대 그냥 오지 마세요. 가족들이 모이기가 얼마나 힘들니까? 오랜만에 만났으니까 뭔가 이렇게 딱 남겨야죠. 그쵸? 자 모이세요! (음성: 사람들 웅성거림)
문근영:	(옆의 소년을 향해) 준수 빨리 붙구!
사진 찍는 사람:	자, 여기 보세요.
문근영:	한가위에두 좋은 시간 되시옵소서.
Have a good time! KTF.	

<u>Vocabulary</u>	
한가위	traditional term referring to 추석
절대 ~ 마세요	Never ~ when collocated with a verb in the neg. imperative form
모이다	to gather, to get together
오랜만에	after a long time
딱	exactly, precisely (highly nuanced meaning)
남기다	to leave (v.t.) (as a good memory)
붙다	to join
되시옵소서	we wish (you) [NOTE: this is a very polite form, originally used in a king-servant relationship]

After having viewed the clip, what precisely do you remember about it, from the points of view of the commercial copy (i.e., the words) and the images?

Most obviously, what stands out the most is 추석.

추석 is one of the major holidays in Korea. The following paragraphs provide a short introduction to 추석 and point out the importance of the holiday and the importance of traditions to Korean people.

추석*

추석은 한국의 대표적인 명절 중 하나입니다. 한글 표현으로는 한가위라고 부릅니다. "한"은 '크다'라는 의미이고, "가위"는 '가운데'라는 뜻으로 음력 8 월 15 일입니다. 음력 8 월 중순은 일년 중 곡식과 과일이 가장 풍성한 시기입니다. 또한 추석 연휴가 평균 약 나흘에 걸쳐 있어 장거리 여행이 가능하고 (그래서 가족들을 만나러 여행도 갈 수 있습니다). 이렇듯 추석이 일년 중 가장 큰 명절이면서 많은 사람들이 모여 같이 시간을 보내게 되는 것을 강조한 표현으로 "더도 말고 더도 말고 한가위만 같아라"라는 속담이 있습니다. 그만큼 추석은 한국인에게 뜻깊은 명절입니다.

추석을 생각하면 떠오르는 몇 가지 풍경들이 있습니다. 그 중 하나는 많은 가족 친지들이 한 자리에 모이는 것입니다. 여러 지역에 흩어져 있는 많은 가족들과 친척들이 한 자리에 모이는데, 보통 집안의 가장 큰 아들의 집이 모임의 장소가 됩니다. 대개의 경우 모이면 대화를 나누고, 성묘를 하고, 차례를 지냅니다. 성묘는 돌아가신 가족 친지들의 무덤을 찾아 가는 행사입니다. 차례는 조상의 덕을 기리며 그들에게 예를 갖추어 좋은 음식을 대접하는 풍습을 가리킵니다. 또다른 풍경은 고속도로를 채운 긴 차량 행렬입니다. 연휴 초 대한민국 인구 중 거의 이분의 일이 거주하고 있는 수도권에서 빠져나가는 차량과 연휴 말에 귀경하는 차량으로 대혼잡을 빚는 것이 일상화 된 것입니다.

계속 >>

또한 추석의 풍경에서 빼놓을 수 없는 것은 한국 전통 떡 중 하나인 송편입니다. 보름달 모양의 떡살 안에 깨나 콩 등의 재료를 넣고 반원 모양으로 접어 만드는 송편은 한국인들에게 사랑받는 추석의 대표 음식이라고 할 수 있습니다. 마지막으로, 추석에는 한국의 전통 의상인 한복을 입습니다. 물론 요즘은 명절 이외의 기간에 한복을 잘 입지는 않습니다. 하지만 분명 한복은 가장 큰 명절인 추석의 중요한 부분을 차지하고 있습니다.

* The English translation of this text appears in Appendix I.
Korean text by Sungwoo Kim

Vocabulary

떠오르다	to emerge, to be evoked
풍경	scene
친지	relative (a synonym to but a little more formal than 친척)
대개	usually, in general
덕	virtue
기리다	to recognize
대접하다	to treat
귀경하다	to come back to the capital city (Seoul)
행렬	progression, queue
일상화되다	to become routine
보름달	full moon
깨	sesame
콩	bean
의상	costume
명절	traditional holiday
차지하다	to take up, to occupy



송편

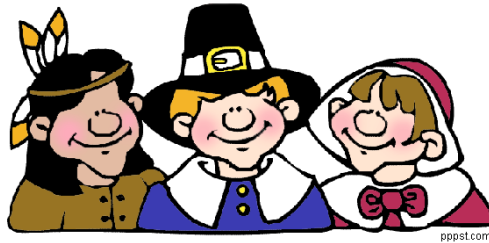


차례

The photos above depict some of the ways in which 추석 is celebrated by some families in Korea today.

Returning now to Clip #1, The KTF commercial, we note that the ad is actually very much like a commercial that we might see broadcast in the United States, advertising a camera or a camera phone, like this commercial does.

It is also quite plausible that the setting could involve a family get together at Easter, Thanksgiving, or Christmas.



IDEAS

TO THINK ABOUT AND DEVELOP FURTHER

추석 is often referred to as “Korean Thanksgiving.”

How do you feel about this comparison? Do 추석 and Thanksgiving share any points in common that make such a comparison possible? If so, what are they? Think about these commonalities in detail.

What are the fundamental differences between 추석 and Thanksgiving?

PROJECT

RELATED TO 추석 AND THANKSGIVING

Interview a Korean friend, acquaintance, key pal, or instructor (IN KOREAN) about their experiences during 추석.

What does 추석 mean to him/her?

What does his/her family do to celebrate 추석?

How did his/her family celebrate 추석 when s/he was small?
Is there a difference between how their family celebrated 추석
10 - 15 years ago and now?

If things have changed, describe the kinds of changes that your
interviewee noted and think of why this might be so.

Other topics that you might want to discuss: 1) Investigate
how Korean society has been changing over the past few
decades, with 추석 as but one example of such societal change.
What other changes do you or your Korean interviewee note? 2)
What are some other important holidays in Korea? Can you
think of similar holidays in the U.S. or in other
countries/cultures that you are familiar with?

Conduct a mini-research project on Korean holidays and how
they are celebrated.

ASSIGNMENT

BY YOUR INSTRUCTOR

Let's now have a look at our second commercial. It is an advertisement
for AIG Silver Insurance—a special type of insurance coverage for senior citizens.
First, watch the commercial.

http://calper.la.psu.edu/korean/video/unit_1/clip_2_AIG.mov

Then, review the transcript and vocabulary, and watch it again.

Commercial Clip #2: 에이아이지 실버 보험 AIG Silver Insurance

Female voice from the telephone: 정은아: ((singing)) 에이아이지	따님께서 에이아이지 무사통과 실버 보험에 가입하셨습니다. 건강검진 없이 잘 가입되셨구요. 월 이만원으루 골절, 화상 아! 치매까지 보상되십니다. 지금 전화하세요. 당신의 사랑 그분이 아실 수 있게 공팔공오공육공칠공공
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Vocabulary

무사통과	easy qualifying (lit. 'pass without difficulty')
보험	insurance
보험에 가입하다	to purchase insurance (lit. 'to join' and insurance program).
건강검진	medical exam
골절	fracture (n.)
화상	burn (n.)
치매	dementia
보상되다	to be covered

This AIG Silver Insurance ad clearly does more than promote insurance. It depicts the concept of “the Korean family” in multiple ways. How?

What stands out to you as memorable within the commercial copy (i.e., the words themselves), the images, or even the way in which the words are spoken?

IDEAS

**TO THINK ABOUT
AND DEVELOP FURTHER**

What sorts of messages does this commercial convey with regard to family? What sorts of messages does the commercial convey with regard to health insurance practices? What sorts of messages does the commercial convey with regard to family?

Do you think you might find similar types of insurance ads in the United States? How about the explicit mention of exactly what is covered by the “silver insurance” policy? Or the sense of urgency in the expression 지금 전화하세요? Do we typically hear such expressions as “Call now” in commercials for medical insurance?

What is your reaction to the way language is used generally in this ad?

Can you find parallel ads in the U.S. for a similar type of coverage? How do these compare with this Korean ad?

ASSIGNMENT

BY YOUR INSTRUCTOR

Among the topics touched upon in the first two commercials is the importance of “family” in Korean culture. Family is depicted EXPLICITLY in both clips. It also emerges as an EXPLICIT cultural value in the next clip, Commercial Clip #3 for the food product, 밥이랑 야채랑—precooked rice with vegetables and seafood.

As we've done with the previous commercials, watch Commercial Clip #3 now.

http://calper.la.psu.edu/korean/video/unit_1/clip_3_papilang.mov

Then, review the transcript below, and watch it again.

Commercial Clip #3: 밥이랑 야채랑 precooked rice w/ dried vegetables and/or dried seafood

Female voice: ((singing)) 밥이랑 야채랑
((singing)) 밥이랑 해물이랑
((singing)) 밥이랑
((singing))엄마랑
밥을 맛있게
밥이랑

This commercial is quite simple in design and imagery. It also contains a play on words: the expressions 밥이랑 야채랑 and 밥이랑 해물이랑 foreground the second constituent after 밥 denoting those ingredients that are added to the rice. In the third expression, we find the play on words: 밥이랑 엄마랑 .

What is significant here? Pay special attention to: the language, the images of the vegetables and seafood, the images of the family and the family interactions depicted in the clip.

IDEAS

TO THINK ABOUT AND DEVELOP FURTHER

What sorts of messages does this commercial convey with regard to family? Specifically, what is the role of 엄마 in this ad—both implicitly and explicitly?

Do U.S. advertisements make such a strong link between ‘mother’ and ‘food’?

Investigate the importance of ‘mother’ as ‘food provider’ and overseer of the family and nutrition in Korean society.

Ask your Korean friends, key pals, etc. if there is a sense that ‘what mother cooks for you is the best food in the world.’

Does this type of relationship exist within your family? Do you think it exists within the U.S. in general?

ASSIGNMENT BY YOUR INSTRUCTOR

Commercial Clip #4, for an instant noodle product called 삼양라면 combines both notions of family and food. The commercial involves two distinct settings: one with a group of young people having 라면 together. The second scene is a kitchen in someone’s house; the father and daughter are both eating 라면.

Watch the clip first, to get a sense of its content and message.

http://calper.la.psu.edu/korean/video/unit_1/clip_4_samyang.mov

Then, have a look at the transcript and vocabulary list, and watch it again.

Commercial Clip #4: 삼양라면 instant noodles

남:	야, 진짜 잘 끓였다. 야.
여:	음, 맛있다.
여:	음. 맛있다. 야. 이거 무슨 라면이냐?
(코러스)	삼양라면.
딸:	아빠 맛있어?
아빠:	응. (라면을 한 젓가락 후루룩 먹는다.) 야 이거 어디 라면이야?
Female Narrator:	라면의 원조.
(코러스)	삼양라면.

Vocabulary

끓이다	to boil, to cook by boiling
원조	original, the first

After watching this clip, describe your overall impression. Explain what stands out as “memorable” to you from the ad. Do you think that a clip such as this one would work well as an instant noodle commercial if it contained the identical setting and the identical dialogue, only translated into English? Why or why not?

IDEAS

**TO THINK ABOUT
AND DEVELOP FURTHER**

What seems to be the most salient message here?

- Is it the notion of family?
- Is it the quality of the noodle product?
 - (Do we know anything about the quality of the product from this ad? If so, what? What provides that information?).

How important is the manufacturer's name? How do you know this?

What is the significance of the expression 라면의 원조?

Investigate the concept of 원조 and its significance in Korean society. Does there seem to be a particular value placed on 원조 and a loyalty to establishments that are considered to represent the 원조 in comparison to their non-원조 competitors?

ASSIGNMENT

BY YOUR INSTRUCTOR

The final three commercials in this unit all center explicitly around the topic of **SOCCER**. All three of these commercials were aired in June, 2006.

Let's start with Commercial Clip #5, for the Lotte Card.

First watch the commercial.

http://calper.la.psu.edu/korean/video/unit_1/clip_5_lotte_card.mov

Then, have a look at the transcript and vocabulary, and watch it once more.

Commercial Clip #5: 롯데카드 Lotte Card

Man's voice:	((screaming)) 대:.....한민국
한가인:	대한민국 사람이라기에 행복합니다. 축구 하나만으로도 세상은 눈부신 선물입니다.
Female narrator:	생활의 선물 롯데카드.

Vocabulary:

축구	soccer
눈부신	splendid, brilliant (e. g., 눈부신 태양 brilliant sun)

Is there anything that stood out to you in this commercial—in the imagery or in the choice of language?

If so, what?

What's the relationship between the product being advertised and the language used?

One thing that's certain is the fact that **soccer** is an immensely important sport in Korea.

Commercial Clips #6 (KTF telecom and cell phone) and #7 (Lotte World Cone Ice Cream) both mention the name "Red Devils." Have you heard this term before?

Before you watch the next two commercials, you can read a short essay on the importance of soccer to the Korean people. The essay also provides a short explanation about the notion of "The Red Devils," the Korean soccer team fan club.

한국인의 축구 사랑과 붉은 악마

2002 년 한-일 월드컵을 기억하시나요? 2002 년 월드컵 내내 전 세계 언론이 주목했던 현상이 바로 한국의 길거리 응원이었습니다. 수십만명의 사람들이 광장에 모여 한국 축구 대표팀을 응원하고, 축제의 장을 만들고, 서로 모르는 사람들 끼리 축구를 향한 열정과 기쁨을 나누는 모습이 세계의 언론들을 매료시킨 이유였지요. 몇몇 사람들은 사람들의 축구에 대한 사랑이 너무 과하다고 생각하기도 했지만, 축구가 한국인들의 마음 속에 차지하고 있는 공간은 결코 무시할 수 없을 것 같습니다.

한국인의 축구 사랑을 이야기하는 데 있어서 빼놓을 수 없는 것이 바로 붉은 악마입니다. 붉은 악마는 한국 축구 대표팀의 응원단인데요. 한국 대표팀의 주요 경기가 한국에서 열릴 때 뿐 아니라, 일본 등과의 원정 경기에도 활약을 하고 있습니다. (일본은 한국의 최고 라이벌 팀입니다.) 붉은 악마의 이름에는 다음과 같은 유래가 있다고 합니다.

"붉은악마 이름의 유래는 1983 년 멕시코 세계 청소년 축구대회로 거슬러 올라갑니다. 당시 우리 대표팀은 아무도 예상치 못한 세계 4 강에 올라 세계를 경악케 했고당시 외국 언론들은 우리 대표팀을 '붉은악령(Red Furies)' 등으로 호칭하며 놀라움을 표시했습니다. (한국 대표팀은 오랜 동안 붉은색 유니폼을 입어왔습니다. - 필자 주) 이 표현이 국내에 번역되는 과정에서 '붉은악마'로 표기되었으며,영문으로는 'Red Devils'로 표현하게 되었습니다."

(출처: <http://www.reddevil.or.kr/reddevil/introduction.asp>)

* The English translation of this text appears in Appendix II.
Korean text by Sungwoo Kim

Vocabulary

악마	devil
내내	all the way, throughout
언론	press
주목하다	to notice, to pay attention to
현상	phenomenon
열정	passion
매료시키다	to fascinate, to charm
과하다	to be excessive
빼다	to omit/skip
주요 경기	major match
원정 경기	away game
활약하다	to participate actively in s.t., to take an active role in
유래	origin
당시	then, at that time
4 강	semifinal
표시하다	to express, to indicate
번역되다	to be translated
표기하다	to write
출처	source

Now, as you watch the next two clips, again, think about the relationship of the advertised product to the words, the background music, and images in the commercial.

We'll first show you Clip #6, another ad for KTF telecommunications and cell phones.

Watch the clip.

http://calper.la.psu.edu/korean/video/unit_1/clip_6_KTF_soccer.mov

Then, have a look at the transcript and vocabulary, and watch it once more.

Commercial Clip #6: 케이티에프 KTF telecommunications and cell phones

West Life:	((singing in English)) You raise me up, so I can
이동국:	비록 그라운드는 아니지만
West Life:	((singing in English) stand on
이동국:	사천 팔백만
West Life:	mountains
이동국:	붉은 악마와 함께
West Life:	You raise me up
이동국:	더 뜨겁게 뛰겠습니다. 사랑합니다. 꼭 이겨 주십시오.
West Life:	((singing in English)) To walk on stormy seas
이동국:	케이티에프.

Vocabulary

비록 ~ 지만	although, even though
이기다	to win

What song is playing in the background? What is the significance of this song to the commercial message?

With respect to “commercial message,” what do you sense as **the primary message** here? Does it relate to the product/services offered by KTF? How? Do you find other messages as well? What are they?

We find a very similar advertising approach in the final commercial, Clip # 7 for the Lotte World Cone.

First watch the film.

http://calper.la.psu.edu/korean/video/unit_1/clip_7_world_cone.mov

Then, have a look at the transcript and vocabulary list and watch it once more.

Commercial Clip #7: 롯데 월드콘 Lotte World Cone Ice Cream

People:	대한민국 ((cheering)) 대한민국 그들이 달릴 때 함께 달리고 그들이 쓰러질 때 함께 쓰러지고 그들이 환호할 때 함께 환호하기에 대한민국의 이름으로 우리는 하나다.
Male voice:	월드콘 대한민국 화이팅
Male narrator:	롯데 월드콘

Vocabulary

환호하다 to cheer

How does this ad compare to the first two soccer ads that you watched (i.e., Clip #5 for 롯데카드 and Clip #6 for KTF)?

What is the primary message conveyed by this ad? Is there a relationship between the product itself and the message? How is this relationship achieved? Also, think about the product name: Lotte World Cone. Is there a play on words in this ad? Is it effective, in your opinion?

IDEAS

**TO THINK ABOUT
AND DEVELOP FURTHER**

How is Korea portrayed in these clips? How is the notion of being Korean expressed? How would you characterize the stance in these three soccer ads: “patriotism,” “nationalism,” “unity,” “pride,” “hope,” “commitment [if so, to what?]”? Does this compare in any way to ads that you’ve seen broadcast in other countries?

Why has soccer come to play such an important role in Korea? The essay mentions a brief history of Korea’s participation and success in the international arena (i.e., the World Junior Soccer Match in Mexico, 1983). More recently, what is Korea’s story with regard to her participation and success in World Cup competitions?

Interview your Korean friends, key pals, acquaintances on their feelings about the prominence of soccer as a national sport.

- How have fans reacted to Korea’s role in World Cup soccer? That is, to what extent has Korean soccer entered into people’s daily lives?
- Is there a difference in reactions to Korean soccer according to gender?
- How does Japan figure into the World Cup Games as a major competitor or rival to Korea? Why is this so?
- How do your interviewees feel about Korea’s passion for soccer?

What was life like in Korea during the 2002 and 2006 FIFA World Cup events?

As indicated in the commercials and in our short paragraph above, the loyalty of Korean soccer fans runs extraordinarily deep. Are there any comparisons that can be drawn between U.S. American football and soccer in this regard? How does the concept of “fan loyalty” in American football resemble the type and quality of fan loyalty in Korean soccer? Think about professional football as well as college football.



축구

ASSIGNMENT BY YOUR INSTRUCTOR

RECAP

CLOSING QUESTIONS TO THINK ABOUT AND DEVELOP

We opened this unit with a discussion of the relationship between the media and culture, and more specifically, between the TELEVISION AD and CULTURE. We posed a number of questions for you to think about and develop into larger areas of inquiry for research and/or project work.

We'd like to conclude by asking the following questions to stimulate additional ideas for future research or project work tasks:

1. How was culture **EXPLICITLY** represented in the 7 Commercial Clips? What specifically emerged as a cultural representation of Korean culture? (NOTE: Your discussion need not address all 7 clips if they don't all apply to the question).
2. How was culture **IMPLICITLY** represented in the 7 Commercial Clips? What types of issues emerged that were not directly visible on the surface?
3. Have you noticed any common threads that run through the majority, if not all of the ads that we examined in this unit? You may have noticed some themes that pervade a number of ads, even though those ads may not be for the same type of product—For example, you may have noticed a theme that runs through the food commercials as well as the ads for credit cards and telecommunications, etc. What are the themes that you uncovered? What do you think the significance of those themes are with regard to Korean language, culture, and society?
4. In many of the clips presented here, the main characters are played by well-known artists and celebrities, e.g. 문근영 in the KTF 추석 commercial (Clip #1), 한가인 in the Lotte card commercial (Clip #5), and 이동국 in the KTF soccer commercial (Clip #6). It might be an interesting research topic to investigate the practice of placing well known personalities in television commercials, not only in Korea, but as a general practice. What do you think the significance is of the celebrities chosen for the commercials in this particular unit?

5. Another area of research concerns the use of English in Korean commercials. How and in what types of contexts do English words and songs appear?

6. After viewing Commercial Clip #4 for the instant noodles, 삼양라면, we asked whether you thought that commercial, as designed, would work as a successful ad in the U.S., if it were translated into English. Think about the other six clips in this workbook. Do you think they would be successful commercials in the States? Why or why not?

ASSIGNMENT

BY YOUR INSTRUCTOR

This concludes Unit 1 in CALPER’s Culture and Media Series. We hope that the unit and activities contained in it have provided you with new insights into the language and culture of Korea. As noted in the introductory section, our goal of this unit has been to present language and culture as an integral whole—to enhance your awareness of language *through* culture and to deepen your understanding of culture *through* language. We hope that we have achieved this goal.

SEE YOU IN THE NEXT UNIT: In Unit 2, we develop this comparison and contrast of advertising in Korea and the U.S. by presenting you with parallel ads from each country.

APPENDIX I

추석

Chusok is one of the major traditional holidays in Korea. It is also called '한가위'. "한" means 'big' and "가위," 'center.' 추석 falls on August 15th in the lunar calendar. Mid-August is the season of the year that is known for its abundance of grain and fruit. The 추석 holiday period is about four-days long on average, which enables people to make a longer trips (and to travel to see their family). There is a saying (in Korean), "No more and no less than, but just like 추석," which refers to the fact that 추석 is the most important traditional holiday and involves a lot of people gathering and sharing time with each other. As noted by this saying, 추석 means a lot to Koreans.

추석 calls to mind several scenes. One is that of a large gathering of family members and relatives. Large numbers of family members who live in various regions throughout the country get together in one place. Usually, they gather at the home of the eldest son. Typically, when people get together, they talk and observe "성묘" and "차례." 성묘 is the event when family members visit the graves of their deceased family members and relatives. 차례 refers to the practice of recognizing the virtues of departed ancestors and serving them good food in their honor. Another scene that is evoked by 추석 is the long lines of cars traveling across the Korean highways. Nowadays, it is almost routine to see lines of cars leaving the metropolitan areas (where almost half of the population of Korea reside) when the holiday begins, and lots of traffic in those same regions as the holiday ends.

Also, we cannot forget the 송편, a type of Korean traditional rice cake moon in talking about the scenes of the 추석 holiday. 송편 is made by folding full-moon shaped rice dough stuffed with sesame or beans into a semi-circle. 송편 can be called the representative food of 추석 and Koreans love it. Lastly, during the 추석 season, people wear 한복, the Korean traditional costume. These days, 한복 is not typically worn during the rest of the year, but 한복 is definitely a crucial part of this major holiday.

APPENDIX II

한국인의 축구 사랑과 붉은 악마

[‘Koreans’ love of soccer and the Red Devil’]

Do you remember the Korea-Japan World Cup from 2002? What caught the attention of the worldwide press throughout the event was the Korean street supporters. Hundreds of thousands of fans gathered in public squares to support the Korean national soccer team; they had festivals and shared their passion and joy for soccer with strangers—this intrigued the international press. Some people criticized the obsession that Korean fans have with soccer. But we can’t underestimate the place that soccer occupies within the hearts of Korean people.

We cannot talk about Koreans’ love of soccer without mentioning the Red Devils. The Red Devils is the fan club of the Korean national football team. The Red Devils Club supports the national team when it has a major match in Korea as well when Korea plays away, especially against Japan. (Japan is Korea’s primary rival in soccer.) According to the official Red Devil website (<http://www.reddevil.or.kr/reddevil/introduction.asp>), the name has the following origin:

"The origin of the name Red Devils dates back to the World Junior Soccer Match played in Mexico in 1983. At that time, the Korean soccer team took the world by surprise as it advanced to the semi-finals—a success which no one expected. The international press expressed their shock at this by calling the Korean national team the Red Furies. (The Korean soccer team has worn a red uniform for a long time—comment added). This phrase was translated into "붉은 악마 which was actually means 'Red Devils' in English."