

Korean Grammar in Discourse and Interaction

Materials for Advanced / Heritage Korean

Unit 5:
Noun Modifiers

"Using TV Commercials to Learn and Practice
Noun Modifiers"

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INTRODUCTION

This unit is designed to review and practice vocabulary items and a special set of noun modifying constructions that are formed with verbal adjectives and verbs. We have chosen the genre of the television commercial for work on this topic for two reasons: 1) Television commercials provide excellent samples of authentic language and culture within a concentrated and highly focused frame of reference; they are short and many of the lines, including the actual slogan for the advertised project, are quite easy to remember, and 2) The target construction for this lesson appears very frequently in advertising discourse in general, and in television commercials in particular.

The discourse samples and explanations presented here are intended to supplement existing materials on Korean noun modification. The unit proceeds from more simple types of structures (two-word expressions, e.g., verbal adjective + noun) to more complex structures, concepts, and ideas. The tasks are sequenced in a similar manner, from shorter and more topic-central ones, to activities that build on the current topic but that also draw on students' general linguistic knowledge. The unit is designed assuming that students have already been exposed to many of the vocabulary items provided here and that they already have at least a working understanding of the types of modifying expressions that we focus on.

We begin with a review of how such noun modifying constructions in Korean are formed with verbal adjectives and then with verbs. Next, we provide a series of scripts and the corresponding video clips that contain the target structures. The commercial copy was transcribed from the actual commercial itself and is presented in the lesson with indicators of who the speaker is and the particular line or lines that s/he utters. Where relevant, we also provide short glosses for words and expressions that might be new or unfamiliar to students.

Within each segment, we ask students to locate the target constructions in the script— noting particularly the placement of the noun being modified in relation to the modifying constructions. We then present a series of questions or tasks that guide students to apply what they have noticed in the commercial copy to other expressions. We provide a general recap and summary of the tokens. The unit ends with an invitation to students to write two full original commercials (one for Rayban Sunglasses and one for LG Room Fans). We provide an “answer key” on the last pages for all of the tasks. No answer key or sample original commercial is given for the final section where students are to compose their own.

This is the first of a two-part series on noun modifiers and relative clauses in Korean. The second lesson builds on the concepts that we have presented here and focuses on more complex relative clause structures.

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Korean Noun Modifiers

A. VERBAL ADJECTIVE + NOUN [adj. + n.] CONSTRUCTION

In Korean, nouns can be modified in a variety of ways. When the modifying expression is derived from a verbal adjective (e.g., 빨갳다 be red, 아프다 be sick, 바쁘다 be busy, 아름답다 be beautiful, 피곤하다 be tired, 맛있다 be delicious) and when that adjective directly precedes the noun, the adjectival form is marked with the attributive marker -은, -ㄴ, -는 as in:

red shoes:	빨간 신
small village:	작은 마을
famous athlete:	유명한 운동선수
large building:	큰 건물
important problem:	중요한 문제
sick patient:	아픈 환자
interesting news:	재미있는 뉴스

Note that these expressions in Korean can be expressed in English as:

빨간 신	‘red shoes’ or ‘shoes that are red’
유명한 운동선수	‘famous athlete’ or ‘an athlete who/that is famous’
중요한 문제	‘important problem’ or ‘a problem that is important’
재미있는 뉴스	‘interesting news’ or ‘news that/which is interesting’

Below is a list of sample adjectives in their dictionary forms and a list of sample nouns:

<u>Adjectives (Dictionary Form):</u>		<u>Nouns</u>	
hot	뜨겁다	tea	차
special	특별하다	cuisine	요리
minor, small	작다	scar	상처
beautiful	아름답다	music	음악
rapid	빠르다	change	변화
diligent	부지런하다	student	학생
precious	귀하다	lesson	교훈
shiny	빛나다	pebble	조약돌

Exercise**5-A*****Express the Concepts in Korean***

Task #1: NOTE: The answer key for this task and for all "fill in the blank" type of exercises appears the end of this lesson.

Express the following concepts in Korean (remember that some of these involve ≠ irregular stems):

- a. beautiful music _____
- b. minor injury _____
- c. precious lesson _____
- d. rapid change _____
- e. diligent student _____

TV Commercial #1

Now, watch this commercial clip for PAT, a brand of clothing. You'll see that it contains a similar construction, but the meaning is slightly different:

Transcription of TV commercial #1

TV COMMERCIAL CLIP #1: (피에이티)

narrator: 아름다운 이유
 [modifier] [noun]

narrator: 피에이티

http://calper.la.psu.edu/downloads/video/korean/korean_commercial_clip1_MN.mov

So, if we were to follow the rules as above, one might think that 아름다운 이유, PAT, means 'PAT, the beautiful reason.'

Instead, however, it means: 'PAT, the reason she is beautiful'

The guy in the picture below looks cool because of his Gucci hat. Note the parallel structure and meaning of the Korean sentence that describes him.



(내가) 멋진 이유, 구찌

B. VERB + NOUN [verb + n.] CONSTRUCTION

When the modifying expression is derived from a verb (e.g., 읽다 read, 타다 ride (get on), 만나다 meet, 돕다 help, 맡기다 to entrust, 떠나보내다 to send someone off, and when that verb directly precedes the noun, the verbal form is marked with -은, -ㄴ, -는, -을, or -ㄹ. Note that -은, -ㄴ is used to denote a past description and -는 to denote a non-past or on-going one. Note also that -을, -ㄹ is used to denote a future or unrealized description.

The following sentences will illustrate:

The movie that I watched last night is “Old Boy.”
어제 밤에 내가 본 영화는 올드보이예요.

The movie that I am watching now is “Old Boy.”
지금 내가 보는/보고 있는 영화는 올드보이야.

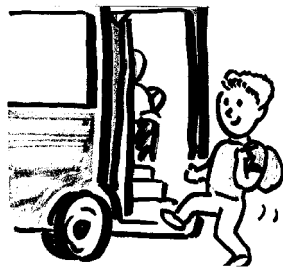
The movie that I will watch tonight is “Old Boy.”
오늘 밤에 내가 볼 영화는 올드보이야.

Exercise

5-B

Describe the Scene in Korean.

Now, you provide the Korean to describe the three variations of the following scene:



- a. The bus that the boy is getting on is crowded (has a lot of people).

_____ (Korean)

- b. The bus that the boy rode yesterday morning was crowded.
(had a lot of people).

_____ (Korean)

- c. The crowded bus arrived very late.

_____ (Korean)

- d. The girl that she sent off to the countryside was her daughter.

_____ (Korean)

- e. The girl that she will send off to the countryside is her daughter.

_____ (Korean)

Vocabulary: 시골 countryside

TV Commercial #2

Now, let's have a look at another commercial clip. The transcript appears below. You can read the transcript and then click on the link to play the clip. Find similar types of noun modifying expressions (i.e., with the use of attributive marker -은, -는 used with adjectives and/or verbs) in this short commercial for 철원 오대쌀:

Transcription of TV commercial #1

TV COMMERCIAL CLIP #2: (철원 오대쌀)

Male narrator: 옛날 의좋은 형제들은
 벼단으로 사랑을
 나눴습니다.
 정성과 사랑이 담긴

	철원 오대쌀
Male narrator:	요즘 형제들은 철원 오대쌀로 사랑을 나눕니다.
Male narrator:	밥맛 좋은 귀한 쌀.
Male narrator:	철원 오대쌀

http://calper.la.psu.edu/downloads/video/korean/korean_commercial_clip2_NM.mov

Vocabulary: 벋단 rice bundle, 정성 heart/care (n.),
나누다 to share, 담기다 to be filled, to contain

You probably located three separate lines of transcript that contain the target noun modifying constructions:

The first is a simple adjective + noun construction:

옛날의 좋은 형제들
[modifier] [noun]

The second is derived from the verb 담기다 to be filled, to contain.

정성과 사랑이 담긴 철원 오대쌀
[modifier] [noun]

Exercise
5-C

Target Noun Modifying Constructions I

C1. How would the above be expressed in English?

_____ (Korean)

C2. How would you say in Korean:

“Lotte Cake, with (containing/which contains) happiness and sunshine”

_____ (Korean)

C3. How about: “Kellogg’s Corn Flakes, with (full of + containing) vitamins and iron”

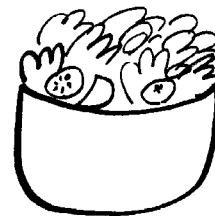
_____ (Korean)

Vocabulary: happiness 행복 sunshine 햇살
Vitamins 비타민 iron 철분
full (adv.) 가득

C4. And finally, describe the picture that you see below:



fresh vegetables



salad

Salad with (full of + containing) fresh vegetables

_____ (Korean)

The third instance of this construction in TV CLIP #2 (철원 오대쌀) actually contains more than one token of the target form—with two attributive adjectives side by side:

밥맛 좋은 귀한 쌀
[compound modifier] [noun]

C5. What does the above line mean?

_____ (English)

Exercise

5-D

Target Noun Modifying Constructions II

Applying what we know about the word order and formation of noun modifying constructions in Korean, what does this line mean? (hint: it's a description of milk):

몸에 좋은 시원한 우유

_____ (English)

TV Commercial #3

Next, we'll present a clip for 이-편한세상 (E-comfortable World), a brand of luxury apartments. You'll see the target construction in the brand name itself and also in one line of the script. The first two lines of transcript are from the story "Hansel and Gretel," that a mother is in the midst of reading to her son.

Transcription of TV commercial #3

TV COMMERCIAL CLIP #3: (이-편한세상)

Female narrator: 컴컴한 산속에서
 하얗게 빛나는
 조약들을 보았어요.

Female voice: 집이 뭐죠?

Mother: 뭐긴

Female narrator: 당신을 쉬게 하는 집

http://calper.la.psu.edu/downloads/video/korean/korean_commercial_clip3_NM.mov

Vocabulary: 컴컴하다 dark, 빛나다 to shine,
 조약돌 pebble

**Exercise
 5-E**
Exercise of Commercial #3

This is the brand name:

이-편한세상 (E-comfortable World)

[modifier] [noun]

This is the second instance of the construction:

당신을 쉬게 하는 집

[modifier] [noun]

In this particular situation, what is “the home” that 이-편한세상 is advertising?
 It’s a particular quality that makes an 이-편한세상 home different from other
 “homes.”

_____ (English)

Exercise	Phrases with the noun
5-F	

The following two expressions match the same grammatical pattern as the advertising slogan for *오-편한세상*. How would you express these in English?
REMINDER: In Korean, the noun that is modified always comes at the end of the phrase. In English, for this type of construction, you'd **start** your phrase with the noun:

a. 마음을 맑게 하는 명상

_____ (English)

b. 대화를 즐겁게 하는 와인 (대화 conversation)



_____ (English)

Vocabulary: 명상 meditation

TV Commercial #4

This next commercial is for 메디폼, a band-aid like bandage. As in many Korean television commercials, the advertising slogan that foregrounds the product is formed with the identical type of noun modifying constructions that we have been practicing in this chapter. Here too, pay special attention to the slogan uttered by the female narrator – the particular quality that 메디폼 possesses.

Transcription of TV commercial #4

TV COMMERCIAL CLIP #4: (메디폼)

Children:	엄마
최진실:	어? 안돼 안돼.
최진실:	허.
	아 양.
	괜찮아. 괜찮아.
	그래두 흉지면 안되니까.
	메디폼을 짹 붙이면
Female narrator:	상처 치유를
	빠르게 도와주는 메디폼
최진실:	뭘 때도 안 안프지.
	일등제약

http://calper.la.psu.edu/downloads/video/korean/korean_commercial_clip4_MN.mov

Vocabulary: 흉 scar (n.), 치유 cure (n.),
떼다 pull off

**Exercise
5-G*****Exercise of Commercial #5***

Here is the 메디폼 slogan:

상처 치유를 빠르게 도와주는 메디폼
[modifier] [noun]

How would you translate this 메디폼 slogan into English?

_____ (English)

The 메디폼 product is designed to treat a specific type of ailment, i.e., an injury – usually a cut or scrape.

In the list below, we provide an array of minor ailments that might be treated by ordinary over-the-counter medications antacids, Tylenol, or aspirin.

cough	기침	cold	감기	sore throat	아픈 목
fever	열	body ache	몸살	headache	두통
backache	요통	toothache	치통	stuffy nose	막힌 코
stomach ache	복통	indigestion	소화불량		

**Exercise
5-H*****Exercises of some advertising slogans***

Now, we have invented some advertising slogans for 타이레놀, 웨스탈, (a medicine for indigestion), and 아스피린. Read these hypothetical advertising lines and indicate how they might be expressed in English:

a. 두통에 강한 타이레놀 (강한 strong/very effective)

_____ (English)

b. 소화불량에 좋은 웨스탈

_____ (English)

c. 당신의 치통을 날려주는 아스피린 (날리다 blow away (tr.))

_____ (English)

TV Commercial #5

Now, let's watch a commercial for 피자 헛, 치즈 바이트 피자. This clip contains two tokens of the type of noun modifying constructions we have been examining in this workbook. See if you can locate them as you read the script and view the commercial.

Transcription of TV commercial #5

TV COMMERCIAL CLIP #5 (피자 헛)

Male narrator: 사람들이 피자를 떼어 먹기

시작했-

그거 말구

Female narrator: 새로 나온 치즈 바이트 피자

스물 여덟개의 치즈를을

하나씩 떼어 한입에

쓱쓱

치즈바이트

바이트

Male narrator: 좋아하는 표현입니다

Female singer: 피자 헛

http://calper.la.psu.edu/downloads/video/korean/korean_commercial_clip5_NM.mov

Vocabulary: 떴다 pull off/떼어 먹다 pull off and eat,
한 입 one mouthful,
쓱쓱 easily and without obstruction,
표현 expression

**Exercise
5-I**

Exercise of Commercial #5

The two target constructions are:

a. 새로 나온 치즈 바이트 피자 _____ (English)
[modifier] [noun]

b. 좋아하는 표현 _____ (English)
[modifier] [noun]

TV Commercial #6

Let's view the final commercial for this lesson and listen and/or watch for the occurrence of the target construction. This commercial is for 현대증권

Transcription of TV commercial #6

TV COMMERCIAL CLIP #6: (현대증권)

류수영: 수출로 키운 나라
이젠
선진 금융으로 더 크게
키우겠습니다
대한민국을 키우는

글로벌 투자 은행
현대 증권이
앞서갑니다
narrator: 유 퍼스트 현대증권

http://calper.la.psu.edu/downloads/video/korean/korean_commercial_clip6_NM.mov

Vocabulary: 증권 securities, 수출 export,
키우다 develop, 선진 advanced,
금융 finance, 투자 investment,
앞서가다 lead

**Exercise
5-J**

Exercise of Commercial #6

대한민국을 키우는 글로벌 투자 은행
[modifier] [noun]

Meaning of this line in English: _____

RECAP AND SUMMARY

-Noun Modifying Constructions: Adj.+Noun and Verb +
Noun

*As we have seen in these examples, both from the actual TV commercials and in the invented slogans and statements, the modifiers for the nouns **all precede the nouns**. That is, the modifying constructions come first and **it is the NOUN that COMES AT THE END OF THE MODIFYING EXPRESSION**.*

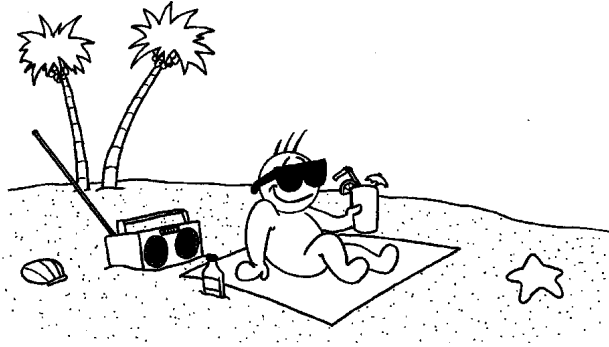
아름다운 이유
어제 밤에 내가 본 영화는 올드보이예요

옛날의 좋은 형제들
 정성과 사랑이 담긴 철원 오대쌀
 비타민과 철분이 가득 담긴 켈로그 콘 플레이크
 밥맛 좋은 귀한 쌀
 몸에 좋은 시원한 우유
 당신을 쉬게 하는 집
 상처 치유를 빠르게 도와주는 메디폼
 당신의 치통을 날려주는 아스피린
 새로 나온 치즈 바이트 피자
 좋아하는 표현
 대한민국을 키우는 글로벌 투자 은행

Note the collection of noun phrases and expressions that we've already visited and the pattern will become even clearer. Also, as we have observed in the data, the nouns that are modified may be common nouns, such as 우유, 집, and 아스피린 or they may proper nouns such as 메디폼 and 타이레놀.

Now, to practice what you've just learned about advertising language in general and noun modifying clauses in particular, try and write your own commercial for the two products that are represented in the drawings that follow (Ray-ban Sunglasses and LG Room Fans). Be as creative as you can. Feel free to use a dictionary and to ask your instructor for vocabulary items and grammatical constructions that you might be unsure of. Also, in your commercial script, be sure to use AT LEAST ONE of the noun modifying construction types that we have introduced in this lesson. The script should contain a minimum of five sentences and should involve at least two speakers. Use any type of format you like (e.g., narrator [voice only] and visible speaker, narrators only, visible speakers only, etc.).

1. WRITE YOUR OWN COMMERCIAL FOR RAY-BAN SUNGLASSES HERE



2. WRITE YOUR OWN COMMERCIAL FOR LG ROOM FANS HERE:



ANSWER KEY

Here, we provide all of the answers to the questions posed in the lesson, with the exception of the final two commercials. You should check those with your instructor.

p.2

- | | |
|-------------------------------|----------------|
| 5-A a. beautiful music | <u>아름다운 음악</u> |
| b. minor injury | <u>작은 상처</u> |
| c. precious lesson | <u>귀한 교훈</u> |
| d. rapid change | <u>빠른 변화</u> |
| e. diligent student | <u>부지런한 학생</u> |

p.4

- 5-B** a. The girl that she sent to the countryside was her daughter.

(그녀가) 시골로 보낸 여자 아이는 그녀의 딸이었다.

- b. The girl that she will send to the countryside is her daughter.

(그녀가) 시골로 보낼 여자 아이는 그녀의 딸이다.

c. The bus that the boy is getting on is crowded (has many people).

소년이 타는 버스는 사람이 많다.

d. The bus that the boy rode yesterday morning was crowded (had many people).

소년이 어제 아침에 탄 버스는 사람이 많았다.

e. The crowded bus arrived very late.

(그) 사람이 많은 버스는 아주 늦게 도착했다.

p.6-7

5-C. *CI*. Chelwuen Otay Rice, which contains (or simply “with” or “containing”) care and love.

정성과 사랑이 담긴 철원 오대쌀.

C2. Lotte Cake, with (lit. which contains) happiness and sunshine.

행복과 햇살이 담긴 롯데 케익.

C3. Kellogg’s Corn Flakes, with (lit. which is full of + contains) vitamins and iron.

비타민과 철분이 가득 담긴 켈로그 콘 플레이크.

C4. Salad, with (lit. which is full of + contains) fresh vegetables.

신선한 야채가 가득 담긴 샐러드.

C5. 밥맛 좋은 귀한 쌀.

“Precious (uncooked) rice, with the good taste of (cooked) rice.”

p.7

5-D 몸에 좋은 시원한 우유.

“Cold milk, which is good for your body.”

p.8

5-E In this particular situation, what is “the home” that 이-편한세상 is advertising? “(An 이-편한세상 home is) the home that lets you rest” (home and rest both are meant in the physical sense and in the spiritual sense).

p.9

5-F a. 마음을 맑게 하는 명상.

Meditation, which clears (your) mind (lit. that makes (your) mind clear).

b. 대화를 즐겁게 하는 와인.

Wine, which makes (your) conversation enjoyable.

p.10

5-G 상처 치유를 빠르게 도와주는 메디폼.

Meytiphom, which helps make the cure of your injury (happen) fast.

p.11

5-H a. 두통에 강한 타이레놀.

Tylenol, which is very effective for headache pain.

b. 소화불량에 좋은 훼스탈.

Festal, which is good for indigestion.

c. 당신의 치통을 날려주는 아스피린.

Aspirin, which relieves (lit. blows away) your toothache.

p.12

5-I a. 새로 나온 치즈 바이트 피자.

Cheese bite pizza, (which is) just out (lit. which is newly appeared).

b. 좋아하는 표현.

An expression that you are enjoying (it)/that you like it.

p.13

5-J 대한민국을 키우는 글로벌 투자 은행.

The global investment bank that develops the Republic of South Korea.