

# UNDERSTANDING KOREA, KOREAN SOCIETY, AND THE KOREAN LANGUAGE FROM THE POINTS OF VIEW OF PUBLIC DISCOURSE, IDEOLOGY, AND STANCE

THIS COURSE IS MADE POSSIBLE  
WITH THE SUPPORT OF THE:

KOREA **KF**  
FOUNDATION

Spring 2020 | Tuesdays & Thursdays  
12:30-3:50PM (CT) | 1:30-2:50PM (ET)

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응	오케이	닥쳐	축하해요
고사	ㅎㅎ	쌤	버버
감사합니다	LAUGHING	선생님	BYE BYE
ㄴㄴ	스ㄱ	방가	ㄷㄷ
NO NO	수고하세요	반가워요	덜덜
ㅎㅇ	쩐다	짐	어
하이	AWESOME/ TERRIBLE	지금	어

Discourse shapes how we see and understand the world, how we evaluate and express ideas, how we interact with others. Public discourse includes language, colors, font styles and sizes that we encounter in the public sphere every day of our lives. Public discourse in and from South Korean society provides a rich sampling that leads to new and deeper understandings of Korea, the Korean language, and Korean Society. We will examine such public discourse as Youtube videos, TV shows, menus, news discourse, blogs, movie posters and trailers, speeches, album covers, public signage, storefronts, T-shirts, song lyrics, memes, and emoticons in South Korea, as well as Japan, China, and Taiwan.

Korean proficiency for this class may range from no prior knowledge of Korean to native/near-native/heritage speaker. It is preferable that students have some background in an East Asian language.

### MORE EXPLANATIONS

응	오케이	닥쳐	축하해
Yes/Agreement	OK in Korean	Shutup/Shot your trap	Congratulate
감사합니다	LAUGHING	선생	
Thank you	hahaha, lol	Teacher	
수고하세요	반가워요		

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