

The Korean Educational Contents Improvement Directions through K-drama

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1. Introduction

The popularity of Korean culture such as Korean drama, Korean movie, and K-pop has improved positive national brand image as itself and also brought up interest across Korean culture.[1] As Korean wave fans' interest of learning Korean language has increased, Korean educational broadcasting programs started to be made by using Korean wave contents. It seems like that Korean wave began from the popularity of Korean celebrities like Bae Yong-joon, but there exists the steps of Korean wave stream. In the beginning, fans' interest started from the celebrities' TV shows or Korean dramas, the interest led to learning Korean language, the two steps naturally makes Korea national brand image, and, consequently, this whole process makes people recognize South Korea positively. Finally, the process improves the environment of consuming Korean contents and products, and results in creating profit. Therefore, in order to establish Korea's positive and dynamic national image in the stream of fans' interest which started from Korean wave contents to learning Korean language, Korean educational contents should be used more as a tool as planned. Based on that, Korean dramas and TV shows among currently associated to Korea educational contents which use Korean pop culture as theme need to be considered and also currently produced contents' vulnerable points and improvement direction need to be discussed in this paper.

2. Korean language education through Korean wave contents; focused on *Dugeundugeun Hangugeo*

2.1. Current Korean language education through Korean wave contents

Nowadays, trials for learning Korean language through Korean wave contents are very active. As King Sejong Institute, Study Korean, Play Korean, and EBS Durian Korean School have produced educational contents by using Korean wave contents, the one which is under the most active progress is Dugeundugeun Hangugeo. Currently the content has been made two seasons; 40 episodes in March, 2014. People can search the content in YouTube and King Sejong Institute Homepage and download the educational materials from The National Institute of the Korean Language Homepage. The series of Dugeundugeun Hangugeo has distinguishable characters from other contents because the series contain Korean dramas, K-Pop, and even other TV shows like Gag Concert.

Korean dramas such as Dream High, Winter Sonata, and Full House were chosen for the educational material. K-pop such as Goodbye baby by Miss A and Cooking? Cooking! By Super Junior were also chosen also. In series 2, modern TV shows such as My Daughter Seo-young, Big, Brain, The Devil, Love Rain, The shark, Good Doctor were chosen. The reason the programs were chosen is because the tone of the historical is different from modern language. Standard language is more acceptable for beginner language learners.

The main content is teaching basic Korean. Simple phrases and expressions such as 'Apayo/Anapayo', 'Bbarli Oseyo/ Cheoncheonhee Oseyo/ Iljik Waseoyo/ Neukke Waseoyo' are contained.



still of Dugeundugeun Hangugeo series

2.2. Fruits and limit of Korean language education through Korean wave contents

Dugeundugeun Hangugeo which was aimed to vitalize Korean language education through Korean wave can be evaluated as a content in the stream from Korean wave to learning Korean language. The YouTube videos of celebrities' interview have been watched by 3000 to 16000 viewers. Among those videos, in an episode that viewers participated around the world, the best Korean speaker was chosen and the episode was aired. The event became to be a harmonious and participated achievement. Also, the videos provide opportunities to let audiences know K-drama and Korean language easily based on the existing viewer fandom from KBS World TV channel and also serve

foreigners to learn Korean language and Korea culture indirectly. The content style also has online contents characteristics, so the videos are approachable. Additionally, the videos can also be used as a M-learning by using smart phones.

The biggest reason for making educational contents for Korean language is that the attention was started with just little interest, but K-drama's own advantages should be used well in them. K-dramas are useful for Korean language learning. The program expressions, the lines and dialogues are good for learning Korean, are refined because the program is to be aired publicly. In addition, the storyline is developed gradually, so foreign learners can understand real-life and useful expressions in the contexts.[2]

However, Dugeundugeun Hangugeo, firstly, does not have helpful structure for learners who wants to learn all the expression in Korean. Only basic phrase structures are handled, so people cannot study the whole storyline and contexts about K-dramas. In YouTube channel, viewers sometimes say that the show host only focuses on phrase but whole sentence, so they cannot understand them exactly. Second, subtitles, which delivers meanings, have limitations. In case of Dugeundugeun Hangugeo, the program provides English subtitles for audiences who do not have listening skills because the announcer's performance leads the program. However, audiences cannot catch the meaning right away because the subtitles are pronunciation type when appearing Korean text. Therefore, one netizen appealed his or her opinion that English subtitles are not necessarily required when Korean text shows in the screen. Third, levels are not divided systematically. It shows only phrases, so people cannot study to person's level and they stay in the beginner level. Using popular Korean wave contents is entertaining, but the level is comparatively low, then Korean wave fans do not find educational contents mostly even though they are addicted to singers and K-dramas. The audiences who focus more on learning Korean language are likely to turn away from the contents. In other words, the level of quality should be raised in Korean educational contents which focus on Korean language learning. Thus, detailed analysis should be required to use effectively in the education field, not the simple use of K-dramas.

2.3. Future improvement directions

Current Korean language educational contents through K-dramas and K-pop are not sufficient enough because they only covers K-dramas and celebrities which can shortly attract public attention, so more factors are needed for making up educational and learning functions. At first, contexts should be directed by using movie editing function. Movies can be edited and reformed. The storyline of K-drama can be used. The contexts that are provided in learning period should be made with proper movie editing and the new storyline with appropriate expressions in themes such as greetings, meal, clothes, weather, and so on. Next, level learning courseware is possible. In case of beginner learners, it is possible to learn vocabulary and expressions from the current contents. On the other hand, in case of intermediate and advanced learners, systematic texts need to be presented.

Therefore, there must be separated in three levels; learning simple phrases and vocabulary for beginner level, learning longer sentences for intermediate level, and dialogues contexts, historical background, and learning historical cultural knowledge for advanced level. Contents should be developed and provided depending on level, more focusing on the educational function.

Moreover, not only contents improvement, but institutional backup is necessary. In Sejong Institute and Korean language institutes across the world, Korean teachers should make expedient for using them actively.

Accordingly, local institutes should be introduced continually. Some locals that does not serve the internet free should also be provided with different tools like DVD, so they can use them in class, improve internet environment, and finally make the Korean language class interesting with Korean wave contents.

3. Conclusion

In order to make the Korean wave lead to national image for 'culture and contents strong country', systematic and strategic approaches are needed because there is limitation from some famous celebrities and pop culture.[3] K-drama is a efficient tool for Korean language learners to naturally deliver the Korean culture including language and lifestyle.[1]

Subsequently, Dugeundugeun Hangugeo using Korean wave contents was developed, but there are some points to be made up for. The program should be actualized toward educational contents. The viewers experience the Korean culture indirectly, hence force it will be contributed to make the national brand image as South Korea as 'culture and content strong country'. Eventually, the process will bring tourists into South Korea and after will lead to consume Korean cultural contents and Korean products, and K-Culture plays a significant role in improving national image as one product.

4. References

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