

A decorative graphic of a green vine with leaves and small flowers, swirling around the text. The vine starts from the bottom left, goes up and right, then loops back down and left, framing the text. It has several small, five-petaled flowers and leaves along its length.


# **III. Who are Koreans & What is Korean Culture?**



# ***1. Who are Koreans?***



Source: <http://www.golfdigest.co.kr>



Michelle Sung Wie (Wie Seong-mi; born October 11, 1989) is an American professional golfer who plays on the LPGA. At age 10, she became the youngest player to qualify for a USGA amateur championship. Wie would also become the youngest winner of the US Women's Amateur Public Links and the youngest to qualify for a LPGA Tour event. Wie turned professional shortly before her 16th birthday in 2005, accompanied by an enormous amount of publicity and endorsements. Wie was born in Honolulu, Hawaii, the only child of immigrant parents from South Korea who came to the United States in the 1980s. Her father, Byung-wook Wie, is a former professor of transportation management at the University of Hawaii. ... When she was born, Wie was a dual citizen of both the Republic of Korea and the United States by default. Wie only has United States citizenship today (Source: [http://en.wikipedia.org/wiki/Michelle\\_Wie](http://en.wikipedia.org/wiki/Michelle_Wie); accessed Sep. 17, 2012)



Source: <http://www.fnnews.com>

<http://www.youtube.com/watch?v=4ByNXrooSzY>



Bernhard Quandt, a German, arrived in South Korea in 1978 and, in what can well be described as a protean career, became a FELO. He married Korean Yong Bok in 1982, and became a public sensation when, for the first time, cross-cultural marriage was portrayed in a positive way. In 1986, Quandt (Korean Name: Charm Lee) was only the 325th foreigner to become a naturalised citizen of South-Korea. The number has since grown rapidly to about 100,000.

'Charm' Bernhard Quandt held various positions in Korea over the years, participated in President Lee Myung-bak's campaign during the 2007 elections, and was appointed CEO of the Korea Tourism Organisation in 2009. (source:

<http://feloresearch.info/high-profile-felos/bernhardt-quandt-in-korea/>)



## *What is "Korean"?"*

- (1) Cultural: shared values, norms, food, language
- (2) Historical: shared historical experience
- (3) physical/biological: appearance
- (4) legal



## *2. General characteristics of Korean Culture*

### 1) We-ism “우리”주의 – Familism

Our school, our family, soup찌개, Red devils

### 2) Emphasis on Hierarchy

Age, Honorifics(존댓말), Brother(형; 오빠)

### 3) Inyon/bok/palja (irrational)

Act of providence

A couple's separation is justified based on inyon

We were predestined to meet in this class!





*Q: Where have they come from?*



# *Neo-Confucianism*

## -Five Moral Imperatives (五倫)

Righteousness between sovereign and subject 君臣有義

Proper rapport between father and son 父子有親

Separation of functions between husband and wife 夫婦有別

Recognition of order between the elder and the younger

長幼有序

Faithfulness among friends 朋友有信



# *Neo-Confucianism*

- The ideology of Chosun (Joseon) cf. Goryeo
- patrilineal principle through ancestral worship
  - family name important
  - Hierarchical authoritarianism
  - Collectivism based on networks
  - Ritualistic morality



# Shamanism

## 1. This-worldly orientation

Many Koreans believe that the spirits wield power on shifting one's fortune and that these spirits must be appeased through shamanistic rituals to implore their blessing

- \* kut(굿): a shaman ritual to exorcise evil spirits
- \* Kosa(고사): a shamanistic service for the good luck
- \* Pujok(부적: talisman): an amulet to avert evils

# Taebaek mountain Moodang gut

Source: <http://cafe.daum.net/dongkei49>

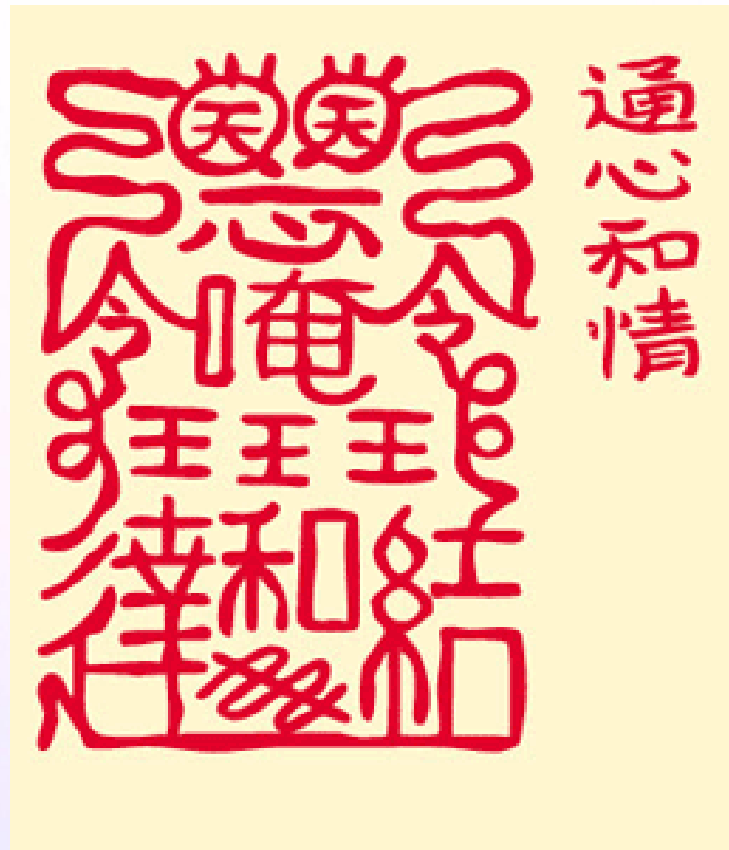


# Kosa for a new movie



Source: <http://star.mt.co.kr>

# Talisman for one-sided love (left) Talisman for health (right)



Source: <http://www.horcom.com>

Source: <http://blog.daum.net/gkdhkfdb1244/>

## 2. belief in fate and divination

- The wish to learn about the best course of future action to usher in fortune, hence the fulfilment of material wishes
  - Ex) propitious day(길일)
- Oct. 27, 1991
- Most propitious day that occur only once every sixty years; many weddings, moving, delivery of babies(Caesarian operation)





Ex) kunghap(궁합) year, month, day, time of a couple will be examined to determine whether they could have good marriage

Ex) physiognomy(관상) one's fortune can be read from facial features;

“prosperous-looking” : white complexion, a long nose, double chin, and a round plump nose

“unfavorable-looking” : dark complexion, a crooked nose, sharp chin



## Ex) Pungsujiri (geomancy)

Many Koreans believe that the site and direction of houses and ancestral graves in relation to the storage and flow of the earth's energy exert an influence on the fortune and misfortune of the family.

City of Seoul was determined according to geomancy 600 years ago; Houses face the South; Some people believe their misfortune has something to do with poor location of their ancestor's grave.

*In China?*



*Yet, culture does change...*

*Today: individualism, materialism,  
egalitarianism, rationalization*

- 'Tradition' and 'modern' coexist
- Korean culture has incorporated modern/western elements

Different elements are all part of Korean culture today



## Hallyu (Korean wave)

- late 1990s from China and Taiwan then to Southeast Asia and Japan; lasted more than a decade; it's more than a cultural fad
- Global media industries- “sectioned the world into large geo-economic regions” such as Asian market
- Sprouting of cable/satellite TVs
- Growing Asian markets wanting ‘Asian’ contents
- Growth of youth consumer culture in rapidly developing economies of Asia

- 
- In this context, Korean pop culture was considered to be a good alternative to the hegemonic and imperialist Western and Japanese culture
  - Sophisticated and interesting contents provided by the Korean media industry
  - Saturation of Korean domestic market pushed Korean media industry to explore overseas market
  - Large management companies: systemic training, promotion and image-making of entertainers



- Local fans differ ...
- China, Taiwan: Korean drama fans are broad from teenagers to people in the 70s, core fans are women in their 20s and 30s; Korean pop fans are mostly teenagers and people in early 20s
- Japan: Korean drama fans are middle-aged or older women ("Winter Sonata" phenomenal success)
- *Europe??*



- Gangnam Style: Why do people like it? How does it become so well known globally? Is it Korean culture? Is it Hallyu?
- <http://www.youtube.com/watch?v=9bZkp7q19f0>

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# **IV. POLITICAL ECONOMY OF DEVELOPMENT**



Year		1960	1970	1980	1985	1990	1995	2000	2005	2010
Items										
Economic Growth(%)		1.2	8.8	-2.7	6.5	9.0	8.9	8.8	4.0	4.6
GDP(100million\$)		20	81	643	984	2,703	5,313	5,335	8,447	10,147
Income per capita(\$)		79	255	1,660	2,355	6,303	11,735	11,292	17,531	20,562
Compositi on of Industry (%)	Agriculture, Forestry Fishery	36.8	29.1	16.0	13.3	8.7	6.2	4.6	3.3	2.6
	Mining									
	Manufacturing	15.9	20.2	26.0	28.0	27.4	27.2	28.6	27.8	30.5
	Utilities	4.1	1.3	2.1	2.9	2.1	2.0	2.5	2.3	2.0
	Construction		5.1	7.9	6.9	10.4	10.1	6.9	7.6	6.3
	Service Industry	43.2	44.3	48.0	49.0	51.5	54.6	57.3	59.0	58.5
Trade (million \$)	Balance	-311	-1,149	-4,787	-853	-4,828	-10,061	11,787	23,181	41,172
	Export	33	835	17,505	30,283	65,016	125,058	172,268	284,419	466,384
	Import	344	1,984	22,292	31,136	69,844	135,119	160,481	261,238	425,212

Source : The Bank of Korea



# 1. Chronology

## 1) Aid Economy (1953-1960)

- Import substitution policy
- US aid played an important role  
(6 billions dollars till early 1970s)
- PL480 supplied US surplus agricultural goods
- 3 White industries 3백 산업: wheat, cotton, sugar



# 1. Chronology

## 2) Export oriented industrialization stage 1 (1960s-early 1970s)

- Export of light industrial goods such as textile, garment, wigs, radio
- Vietnam war contributed to Korean economic growth
- “primitive taylorism”: young female labor; low wage; very long working hours; free trade zone such as one in Masan; industrial district in Yongdung-po; garment sweatshops around dongdae-moon; electric industry in Gumi
- the role of government (EPB) = orchestrated Korean economy; Series of “Five-Year Economic Development Plan”; built infrastructure eg) highways; electricity; distribution of international loans