

The Korean Norms

Lecture

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OBJECTIVE

1. Understanding Korean norms in the aspect of intercultural communication
2. Discussing about different cultural Norms
 - Relate to Japanese Society
 - Relate to Asian and European Society



What is culture?

'Shared values'

'Belief'

'Behaviors of group of interacting people'

https://www.youtube.com/watch?v=57KW6RO8Rcs&feature=youtube_g_data_player

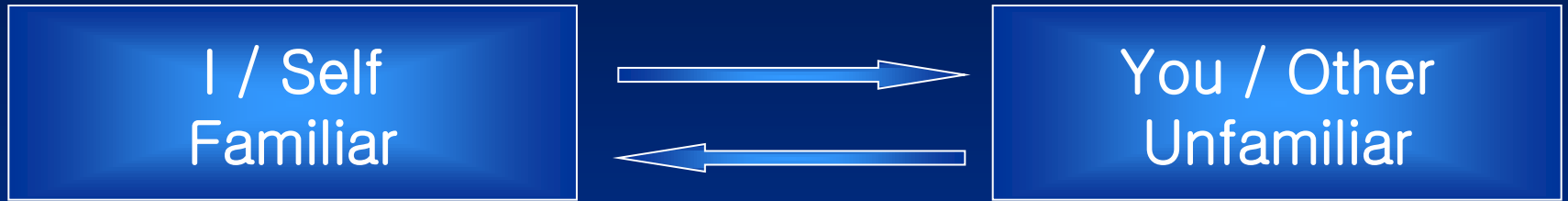


Sapir–Whorf Hypothesis

1. there are certain thoughts of an individual in one language that cannot be understood by those who live in another language.
2. The way people think is strongly affected by their native languages.



Intercultural Context



http://www.youtube.com/watch?v=PSt_op3fQck

Cultures

High Context : Korea, Japan, Chinese..

- Infer most information from context.
- Convey little information explicitly
- Prefer indirectness, Politeness, Ambiguity
- Consider oral argument more binding than written cues
- Rely heavily on non-verbal signs

Low Context : Europe, America..

- Rely little on context
- Spell out most information
- Value directness : may see indirectness as dishonest or manipulative
- Value written words more than oral statements.

High Context & Low Context

http://www.youtube.com/watch?v=8tIUilYX56E&feature=youtube_gdata_player

High context messages :

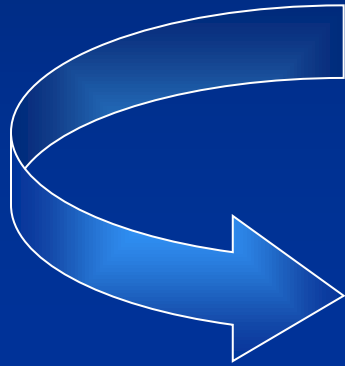
<http://www.youtube.com/watch?v=GzI7z50fUPQ>

Low context messages :

http://www.youtube.com/watch?v=_xp-cFysb2w



Why do we have to know Korean Norms?



Relationship Korea with Japan

*“So near(close)
and yet so far”*



Cultural difftence

http://www.youtube.com/watch?v=YnisXK_UfTs&feature=youtube_gdata_player

http://www.youtube.com/watch?v=Z6SGz2kitaA&feature=youtube_gdata_player



Group discussion

“Let’s think about difference between Korean , Japanese and Chinese ?”

Also,

“What are similar, Korean culture and Japanese culture?”

(For 3minuite)



KOREAN NORMS

“Norms”

rules, guides and standards of conduct ;
they determine acceptable behaviors.

‘Prescriptive and proscriptive norms.’

<Question>

Do you know any Korean norms?



Manner

https://www.youtube.com/watch?v=xxNqrtncw60&feature=youtube_gdata_player

– Greeting

http://www.youtube.com/watch?v=AlkZKNv0F7M&feature=youtube_gdata_player

http://www.youtube.com/watch?v=bq0yOm55yAE&feature=youtube_gdata_player

http://www.youtube.com/watch?v=cFQFp05Twww&feature=youtube_gdata_player



Bow to greet each other
(except with the same-aged friends)



Subordinates must greet or bow to superiors first; subordinates have to bow deeper to superiors.

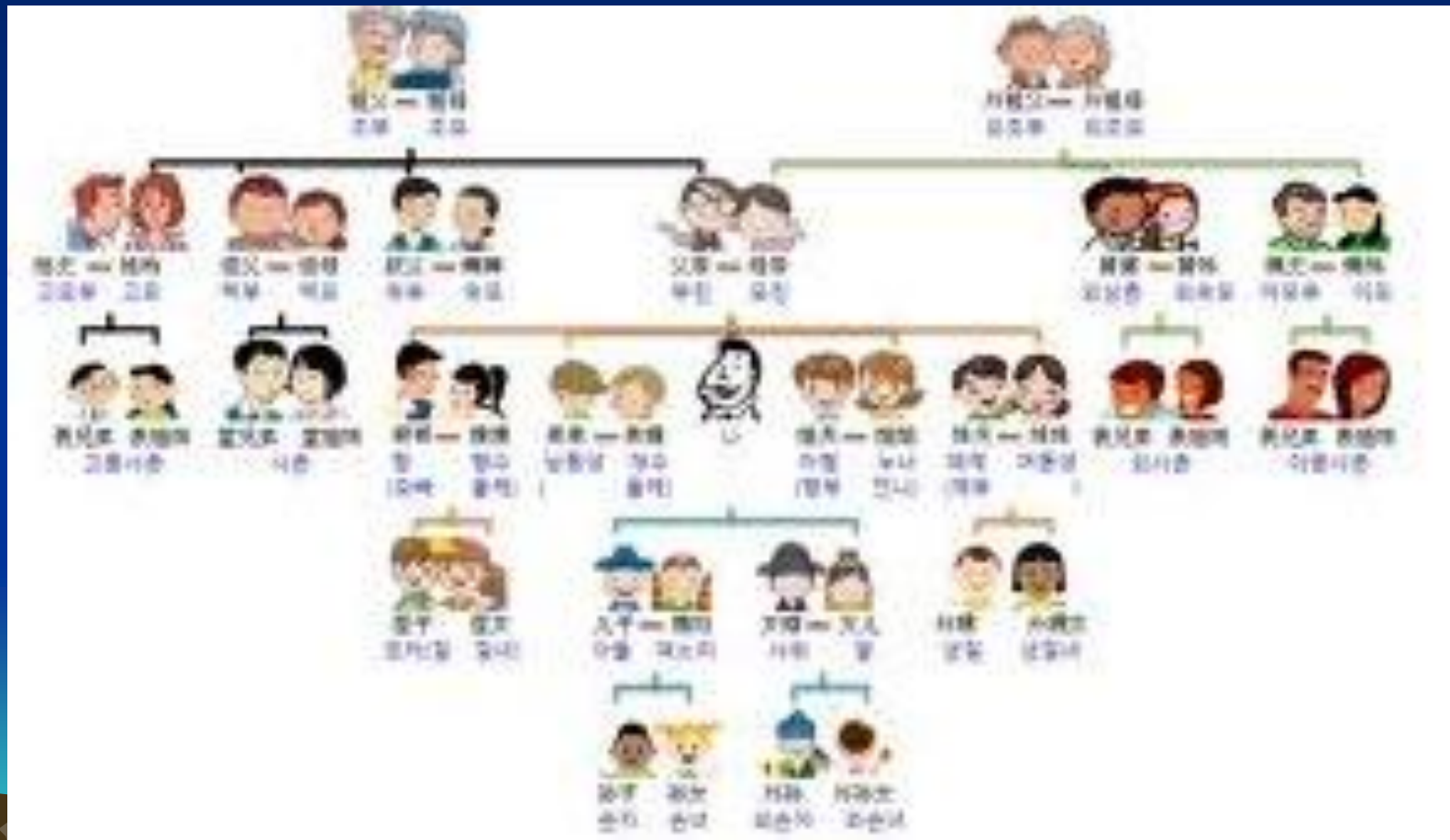


Use honorific in speaking to strangers, older people, superiors, etc.

	High respect (높임)			Low respect (낮춤)	
Formal speech (격식체)	Hasoseoche (하소서체)	Hapsyoche (함쇼체)	Haoche (하오체)	Hageche (하게체)	Haerache (해라체)
Informal speech (비격식체)	Haeyoche (해요체)			Haeche (해체)	



Practically everyone is called by his or her title, including older siblings and cousins, except the same-aged friends.



Do not use red ink in writing a person's name.



Pass or receive objects with both hands.



Do not sit on the doorstep



Do not shake a leg while sitting.



Do not sit at corners of the table.



Do not hit someone in the head



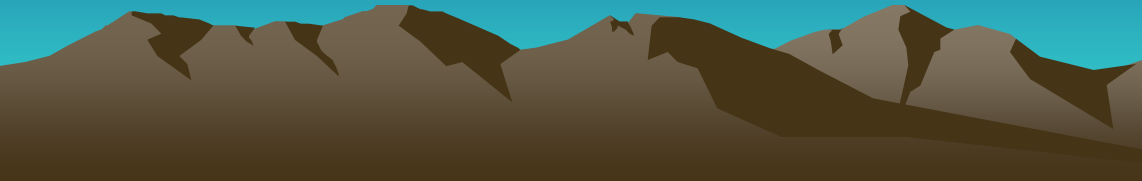
Pillows should not be left standing
(if you do, burglars may come)

Young people don't smoke in front of
older people.

Women should not smoke in public.



Turning sideways when drinking alcohol in front of an older person.



When drinking in a group, Koreans don't fill their own glass; they fill each other's glass and often offer their own empty glass to other members in the group.



Covering your mouth when yawning or laughing, especially for females.



Don't blow your nose in the presence of others (out of consideration for others).



Do not leave a spoon or chop sticks in your bowl.



Men pay.



soy kim (2019. 09. 08) 3시간
남자2호야 미안해ㅠㅠ
난 첫 만남에 돈 많이 쓰게 하는건 아니라고 생각해서. 엄청
다들엔 심경살 먹자
내가살게



An older person pays.



Subordinates are expected to stand up when a person of higher rank appears.



Graves should face the south



Cultural Shock

“Individual Homework”

https://www.youtube.com/watch?v=35nutEzt56M&feature=youtube_gdata_player

