

제출양식(Proposal)

Image of Korea from the International Point of View

Fatima Sinanovic for „THE 2015 UNDERSTANDING KOREA ESSAY CONTEST“; Bosnia and Herzegovina, 14th september 2015;

CONTENT:

1. Introduction
2. A brief explanation of the target country
3. Korea is not China
4. Importance of understanding and accepting the differences between nations
5. Availability of Korea in target country
6. Problem with stereotypes and generalizing
7. Focusing and improving of Tourism and Contests
8. Final word

INTRODUCTION:

„Tell me and I forget. Teach me and I remember. Involve me and I learn.“ This quote by Benjamin Franklin is going to be the key of this essay while focusing on the last part of quote: „...Involve me and I learn.“- that is what I find to be the answer on correcting current opinion and knowledge about Korea, as well as making new suggestions and thesis on how to improve the corrected opinion and make that knowledge of Korea spread in the lights of highly developed nation. However, it being the important part of improvement, is not the only good and important thing that should be done. In the following text, all the informations and suggestions I could have think of, are situated.

A BRIEF EXPLANATION OF THE TARGET COUNTRY

I am a citizen of Bosnia and Herzegovina, a small country on Balkans, Europe. Shortly, the view about Korea that we have, talking in the name of Bosnians in general, is not quite positive, or in other case there is no view of Korea at all. Before getting deeply into the topic, some informations on my country are needed: Bosnia and Herzegovina is really small country in Europe, how many would say the last country of Europe due it's non-development. This country went through a lot, through many wars, and it is still in the process of post-war crisis. Twenty years after war, Bosnia and Herzegovina is still fighting with the same thing, which is a problem of independence, confidence and nationalism which could be a problem of non-understanding Korea properly. There is so many problems that Bosnians focus on

regarding this post-war period, that they do not have time or will to pay attention on anything else, except complaining on how miserable their country is when comparing it with World's best such as Germany, and this is wrong because we need to open the door for „Germany“ to come in. In this case our World's best would be Korea, in order for countries like Bosnia and Herzegovina to know more and to learn more about Korea, a lot of steps needs to be taken. Those steps constitute the two: Correcting and Improving. those two parts are interrelated and interconnected.

KOREA IS NOT CHINA

Correcting would be the hardest, ugliest but most important thing that should be done. The fact is that Korea is not known the way it is in reality but in the fictional light that they(Bosnians) made by themselves, comparing it and putting it in the same basket with all other East Asian countries. People would tend to say: „Oh you mean Chinese.“ Each time I would show them something related to Korea. It is a not a lack of geographical education in Bosnia and other countries such as this one. Furthermore, Bosnia has an amazing geographical program for schools, that many highly developed countries do not have. The problem is the lack of other informations about „that country which is next to China“. I remembered in my first year of university when I took classes in „history of civilizations“, Korea was marked under Chinese Dynasty whole time, if I didn't watch all those historical dramas set during Joseon period, I would think South Korea was China all the time, meaning: all the way until it's independence from North Korea-This would be the first thing that needs to be corrected: South Korea is not China and as far as my own knowledge reaches: only North Korea was actually under Chinese dynasty, I believe Han dynasty, for short time... A brief suggestion on how to correct this wrong teachings about history would be accomplished through the proper education on history about this particular country. I believe Korea can influence other countries on how they portray them, through the stories with interesting and easy to memorize content-. It won't be hard- it can be even thought through the dramas- I believe I learned a lot while still having fun- that is the goal- make learning fun.

IMPORTANCE OF UNDERSTANDING AND ACCEPTING DIFFERENCES BETWEEN NATIONS

Second thing that needs to be corrected is: Korean people and Bosnian people are not the same, hence putting the same moral norms for both nations is impossible. Korean people and Bosnian people are not the same, hence judging one nation on the rules, customs, and moral norms of another nation is not acceptable. Meaning behind those sentences is that different things are considered normal in different countries and different groups of people. For example: if person drinks alcohol, in Bosnia that person is considered as one of the worst people, while that definitely is not the case in Korea, same goes with food, way of dressing, behaviours and every other possible difference. These differences need to be explained and shown to the world as something which is normal for that particular country but not trying to make it normal in another one, because no one likes when someone else is meddling in his/her business, the boundaries on how to present those differences are the key.

AVAILABILITY OF KOREA IN TARGET COUNTRY

Interesting thing about all mentioned in previous chapter is that Korea is doing this part very well, through it's music, television shows, any kind of entertainment industries as well as through official sites of different aspects of Korea, but here comes another problem- Korea is simply not available in Bosnia and Herzegovina and other smaller „less-important“ countries. The meaning behind „not available“ is: there is simply no any other contact with Korea besides internet, there is no even Korean embassy in Bosnia, and I believe in many other smaller countries, probably including whole Balkans... Just how many times I tried to order something from a Korean shopping site and I wasn't able to do it because they don't even have Bosnia in te countries list. Even that internet connection with Korea is limited in a lot of ways, and that is the problem which Bosnia can not change unless Korea wants to change it. Let's make a hypothesis that I, right this person writing this, right this person who wants the world(including my country) to know and love South Korea, really wants to share one amazing Korean fashion site, but why would I when I can't even buy from that site, same goes for television channels- I can't watch them, and even food- I can't make a simplest Korean dish because of the lack of ingrediants. This is in the hands of Korea, because as said earlier- Bosnia is too busy with some things that in the end of a day are not important- but simply can not move away from it, and Bosnia is not seeking for showing off (showing off does not mean bad in this case- it is a way of promoting and gaining points for one who is showing off), Bosnia is simply not at the level to do that. Korea went over problems such as problems with indepedece and nationalism, so it needs to spread and to develop more, and this other way of developping is exactly what I was saying, being available and being known in each country. The solution for this is simply being available in numerous ways, and not caring on where and to who you are presenting yourself. The size and level of development of country should not matter for another country that is thinking globally and trying to make itself a World's best. World's best country has to be everywhere. As a matter of fact, non-saturated market is the best market- so that is where things needs to be sold- I believe this sentence is really clear and straight to the point, so this should not be ignored and should be considered with a great highlight as the „opportunity“. This part is not something i have read in any kind of textbook or was advised about, nor I found it on internet- it is simply the struggle I went through when trying to get closer to Korea and know more about it. I found it important to mention and hepefully my words will help in resolving this problem- I believe a great step up the stairs of success could be taken if this problem is solved.

PROBLEM WITH STEREOTYPES AND GENERALIZING

Whole this time, while writing the text above, I am thinking on how to put one of my thoughts into the words, actually the thought is not mine-I switched it off long time ago when I first discovered and went deeper into the world of Korea. The following text might be harsh but it is a serious problem so it needs to be changed: stereotypes and generalizing! For example: some Bosnians would say they hate(read: don't like) Koreans (they would say Chinese- because it is all China according to them, problem number one that needs to be

resolved- mentioned earlier) because they are disgusting, because they eat dogs, because they are pedophiles- and this right here is a horrible thing, the most horrible thing out of all, believing in stereotypes and generalizing it for whole nation. There are horrible things such as these in every country in every group of people, including both Korea and Bosnia, but we should fight against it, because if 0,000001 % of population does a bad thing- it does not mean the whole nation does that, and the whole nation should definitely not be judged by the „sin“ of the minority. Those stereotypes mentioned earlier are something Korea needs to fight against, because in the end it hurts no one else but the people of Korea, the stereotypes Bosnians should fight against are of different nature, but they are not important now since we are trying to improve image of Korea. Since the topic is revolving around Korea and the way of improving it in the eyes of foreigners, the focus is staying on those stereotypes . The way to overcome this huge problem might be hard, but surely it will bring about much more than the effort involved in order to get rid of it. Focusing on this would definitely pay off. Again, just like previous chapter- this is not a part I personally found in textbook or so, but that is the opinion about Korea I would get from almost all people I talked with, here in my country. Where could they „learn“ that? - Internet sources, other people that read it or heard it somewhere, and in the end teaching materials as well. This could be corrected and improved with a really interesting content. The truth is I got this idea from a conference I attended this year. I attended a conference about similar topic but about Japan and it was organized in my university, the hall was full of people and all those people left the conference with different opinion than what they had the moment they arrived in. In the end- it might not be that hard, maybe just a couple of missionaries could be sent in a couple of places and we would have the problem solved.

IMPROVING AND FOCUSING ON TOURISM AND CONTESTS

While correcting all those huge misinterpretations or introducing the right image, another sides of Korea should also be shown. For example while talking of all those negative things that needs correcting and improving, never, not even once was it mentioned how beautiful Korea is, and how amazing tourism options it has -that is a beautiful cherry on the top of a cake. After solving the problems that are of great scale such as stereotypes or the fact that Koreans are known as Chinese in this part of the world, the improving of already existing aspects of Korea needs great attention. As already mentioned earlier, Korea has amazing tourism options- and we can not deny that. I am a person who loves travelling and I tend to search about it a lot on internet, and there was not a single country offering free trips but Korea. All those official Korean sites or entertainment sites are having contests from time to time where participants can win trips to Korea or some other amazing prizes which include hundreds and even thousands of dollars. Korea should definitely take advantage of it just like participants do, Korea should definitely continue to promote itself through these contests. The only problem of it is that participants are only those that already know Korea, because the other ones are simply not interested in it because they can not participate since they don't know anything about Korea. Recommendation for this problem would be simplyfying the entries and not targeting only those that already love Korea, for example changing the topic:

„Why I love Korea“ into „Let's love Korea“ and the content of it should be easier for everyone and everyone could participate. Of course this does not mean that those contests for Korea lovers should stop, because that way it is not going to bring out good and raise in „Korea lovers“ number. Back on the tourism, I had a chance to see that Korea has a great options for all kind of tourists, which includes options such as for muslims to eat traditional and other popular Korean dishes the way it is accpetable for them- and that is amazing because that way it attracts another group of people which would be muslims in this case, not only for the food but also through the feeling muslims would have towards Korea and it's people because they made an effort and because they showed importance of their existence, and importance of them as a tourists in Korea. Of course this is not the only aspect of Korean tourism that deserves respect, there are much more and there should be even more. Korea should continue focusing and putting spotlight on it's tourism because a great improvement for Korea in general can be achieved through the tourism, right because Korea has all possibilities for it's improvement.

FINAL WORD

„[Tell me and I forget. Teach me and I remember. Involve me and I learn.](#)“ The reason this quote is in introduction and appearing twice in the text is because no matter how loud, no matter how many times we said something, it was forgotten. It does not matter how much of things we learned if we never used it, we just have it in our minds and remember it if something brings the memory of it, but it is just stored there. Last part is what counts: involving and taking action. This is the right thing to do, involving people, especially people of different opinions. That is what makes difference between succes and fail. Whole the text above is Korea involving my opinion and opinion of many others in order to improve itself, to improve the way World see it. With that small involment of individual, Korea has made one huge involment which is the whole World. There is so many people like myself writing the text with different opinions and suggestions which is a great step towards the top. Involving another people's opinion about something is a great step because it helps to discover all mistakes about that something, since a oneself can not see his/hers mistake in the light they really are, through only his/hers own eyes. „A business has to be involving, has to be fun and it has to exercise your creative instict“ a quote by Richard Branson explains what is needed in order for one business to be successful, lets make hypothesis that understanding Korea is a kind of business- so it needs those three things: involving, being fun and waking up the creative instict. Great fact is that Korea, indeed, already is a sucessfull business since it does involve all the three mentioned above, but it is never too much, new strategies and new idea's about it's improvement are always very welcome and will always pay off.

날짜(Date) 14/09/2015

서명(Signature) 