

제출양식(Proposal)

Image of Korea from the International Point Of View

From personal experience I can say that South-Korea is represented in many different ways through varying sources. Us, foreigners, who might have never even been to that country cannot help but believe what we read or hear from a book, newspaper and website or via the media. Most of these materials are written and created by foreigners themselves who might not have that good understanding of the Korean nation and might make a work which is based on their opinion of the country or they happen to be disillusioned by a visit there. Unfortunately, these works are usually not checked by native Koreans who know the truth and origin of the country and who could correct these mistakes made because of bias as an example.

Another careless mistake which is made by many foreigners is that they still do not make a difference between North-Korea and South-Korea. They associate that both countries work according to the rules and lifestyle of the northern country when it is definitely not true. The worrying news when the North-Korean dictator threatens other countries made people think that the whole Korean peninsula is involved in this issue. However, to me who have did many research on the country and gained knowledge from native Koreans I can tell that the two countries in reality have nothing to do with each other. South-Korea needs to be promoted more so the world can create a realistic imagine of the southern part of the peninsula and that way South-Korea could be easily differentiated from the northern country.

Another problem which I have encountered many times so far is that, for example, European people do not understand me when I say I want to visit Korea since it has such a rich culture, traditions and customs. What I mean is that they do not know what makes Korea different from China. Foreigners tend to make the judgement that all Asians are the same as Chinese people, it is said that they look the same, act the same and their countries do not really present any significant differences. It all originates from the fact that we mainly hear about Chinese people around here and most of the immigrants come to Europe from there too. If a person in general is not interested in a certain Asian country then they will not even take time to do some research on it and just decide to trust the belief that Eastern Asia is all the same as China.

South-Korea has an incredibly rich and diverse culture in all areas of life which need to be shown to the whole world. It might not be the biggest country but I am more than convinced that people would change their opinion if they knew the real face of the country. It could be part of a general talk among friends, colleagues and more and more individuals would decide to pay a visit to Korea in order to experience everything personally. There are many ways in which the country could be made more popular and to show people the real South-Korea.

More and more books should be published by Koreans in several different languages, dealing with the past and present, telling the story of this nation. The best way to attract attention to these works would be to use numerous pictures to represent each and every aspect of Korean life. These creations also should be less formal to make it easy to understand to all age groups and contribute to the improvement of the image of Korea from an early age. People are interested in the unique characteristics, for example, food specialties, historical buildings, beautiful traditional costumes, spectacular festivals and events, different types of arts, catchy music, memorable movies and series, and of course the significant traditional features of the country which still play an important part in people's everyday life. A really colourful picture and interesting facts are the deciding factors when people are buying books, newspapers, magazines or visiting a website, watching a video online or watching a TV show. South-Korea is full of colours and uniqueness. It needs to be spread all over the world.

Authors should also try to focus on telling the stories of other cities, the countryside instead of always concentrating on the capital city, Seoul. The nature of Korea holds many wonders too and it would definitely highlight the image of the country. Sometimes, people are more interested and curious about little details, old traditional stories of small villages and about the lifestyle of native people in the past.

Besides that, more details could be shared about the efficiency of environmentally friendly and eco-friendly steps which were taken previously and about to be carried out in the future. Nowadays, it is a really important criteria how a country deals with global warming and other pressing international issues. In my view, the greener a location is, the more desirable it is for tourists to visit since not too many countries are willing to make steps in order to improve this situation and turn to sustainable eco-friendly solutions. After all, who wouldn't want to take a closer look at an eco-friendly company or hybrid cars among the many other developments which the country made?

Moreover, if we think of how fast technology advances, all of us are aware of the fact that just almost everyone owns a smartphone which is always nearby us. I think this would be a great opportunity to increase the number of sources through which people can reach out to South-Korea. Applications could be made which would contribute to anyone getting a closer look at this mysterious place and on top of that, in an interactive way. Music styles and other parts of culture could be represented through games. Foreigners could be offered to have a chat with Korean people to exchange culture and make permanent friendships. And it could be useful in many other ways too because getting to know other people from several different places can contribute an individual becoming more accepting, open-minded, tolerant and much more knowledgeable. Learning more about Korea with the help of a Korean would be a great option.

Creating a memorable website is not that easy, most of them are barely visited by a few people. It can be, however, really attractive and creative if we do it the right way. Some of the most important things which need to be taken into consideration is that first of all, a good website needs a witty logo, a slogan, a name which could spread quickly and would be easy to remember for people. According to my experience, it's significant to work with the right

colours and style too. I think it shouldn't be either too serious and sophisticated nor too colourful and childish. It has to be bright and contain the main information about the content which would urge the visitor to stay and look more into further information. These websites need be kept up-to-date and diverse constantly. The main points, like remarkable historical events of Korea should be highlighted and explained briefly with visual representation of that era, for example, pictures of buildings, clothes, prominent rulers.

Cities could be shown which still preserve the values and lifestyles of the past, then Seoul and other greater contemporary cities could be introduced, how they developed into their current state and the benefits of their advancements which helps the country to thrive among others. For instance, how great multinational companies provide hundreds of workplaces to people and they never fail to innovate and develop their goods and services, and methods to please the customers and workers at the same time.

I would also create a part where Korean fashion is shown over time. Many people especially females are really fascinated by those amazing 'hanbok' pieces and by the Korean pop inspired clothes and accessories. And then the music is something quite outstanding factor of the country as well. Korean pop is one of the things which spread to most of the countries all over the world and is famously known to be Korean, but many people associate this music style with PSY's Gangnam style and they do not know that it's much more than that. They do not know that there are other styles too, lyrics with meanings, different idols inspiring people and doing their bests to entertain the fans and anyone who is willing to listen to them. The whole Korean pop culture is actually something which cannot be compared to other nations. I was surprised how the whole show business branch differed from our kind or the American world. It works differently in South-Korea. Idols represent a whole new style, their music is unique, they provide fan service once in a while which I found really interesting when I first met Kpop, the concerts have a really pleasant atmosphere with all those lights and singing along to the songs with the stars. I didn't know either that groups might treat fans to some snacks or be so considerate of them. And part of this, I heard a lot about saesang fans as well who are excessively obsessed with the idols. These all are important traits which would grab anyone's attention.

The case is same with the world of movies. Korean dramas, doramas are getting to more and more countries year by year, gaining more fans and viewers. The history behind the beginning is something worth to be mentioning too, besides details about budget, actors, producers, directors, locations, how a filming is carried out, and famous genres and themes. People would definitely be encouraged to watch some of these famous movies and get a taste of Korea.

Furthermore, the Korean language is not that plain and simple either. I consider it really exciting to watch people talk in movies and use varying tones and intonations while talking to each other and of course, it must be mentioned how incredibly important the way we talk to other people is. I still cannot completely memorise all the levels of respectful, formal and informal ways I can interact with a person based on age, position and closeness. This should be represented visually and with an audio which would let the visitor hear a conversation in

that certain matter. From personal experience I know that if someone sees and hears something then it's much easier to understand and remember that information later on.

The same way the working people's culture and Korean educational traits should be described too and it could be made more colourful with interviews from students and workers who would help in the process of enlightening foreigners about their customs and I'm sure many people wonder why they say that the Korean people are the most hard working on the whole world.

Another fact is that Koreans hold many intriguing festivals which should be advertised abroad too to make these events even more international, popular and visited. A website could serve as the place where really well designed posters of these events would be posted for everyone to see and it could be shared in many other social media too. Competitions and contests could be published as well, for example, essay writing contest with the title 'What South-Korea means to me...' and these works could be shared online and maybe making other people wonder why this country is so special to many others.

All in all, the most substantial thing is to provide the content of materials and websites in a way which makes people want to stay and come back later on too. The content needs to be shared in different ways helped out by visual, audio-visual, acoustic and other elements. If people take liking to the information given to them, they might even want to get even more details about a certain areas like history so there should definitely be an option where people could purchase different books. After all, a website cannot contain everything and even if the whole history of Korea would be uploaded, people not interested in all the minor details would not even take their time to read a single line of it because of the length and major amount of information. That's why I suggest using the main point method, writing long stories in short too with the most significant facts involved will ensure people to gain some knowledge from all aspects of Korea without getting bored and leaving the website.

And lastly, I think that brochures about South-Korea's monuments, attractions, historical cities, famous districts and cities could be sent to people who are interested in paying a visit to the country and would like to spend their time making unforgettable memories and making the best of their journey. The country is unique and special in countless ways from several aspects, it just needs to be advertised the right way so nobody will create false image in their heads and instead will be fascinated by the brand new culture which they have never known existed before.

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