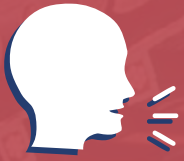


# Why Learn Korean?



**Join the K wave!** Think you like K-pop music and K-dramas in translation? Imagine singing along with TVXQ or Kim Wan-Sun! Enjoy the addictive beat and haunting melodies of Korea's pop-culture "like a native speaker of Korean."



**Mingle with millions!** Communicate directly with the world's 75 million Korean speakers! Korean isn't the easiest language for English-speakers, but with only 24 letters, the Korean alphabet *Hangul* is far easier than character-based languages. Whether negotiating a contract with Hyundai or singing in the *noraebang* (Korean karaoke) with K-pop-loving pals, Korean skills will come in handy.



**Learn the layers!** Korean society is changing, but still stresses respect for elders and superiors. Koreans use formal verbs not only when talking to superiors, but even when talking about them. For casual Americans, learning Korean formality in language and comportment through the concept of *yeui* (socially-appropriate behavior) is a mind-expanding education in a whole different social view of the world.



**Get a great job!** With companies like Samsung, LG and Hyundai, South Korea has the 13<sup>th</sup> largest economy in the world. Now more than ever, Korean is a critical language for U.S. national security. Knowing Korean will help bridge the cultural gap and let you build business relationships—and a great career.



**Open a gateway to Asia!** Korean shares a rich history, as well as many linguistic and cultural concepts, with its geographical neighbors, making it easier to work across all of East Asia.



**Enjoy a "hot" and healthy cuisine!** Korean food shares similarities with other Asian cuisines but is lighter and leaner than Chinese and more full of healthy vegetables than Japanese—not to mention the fiery peppers that characterize *kimchi* and other Korean delights. Speaking Korean, you can haggle your way through Seoul's big markets and order *bulgogi* or *bibimbap* like a native—and learn to cook this great food at home yourself.



**Explore the rich culture of Korea!** Korean opens the door to learning about everything from traditional *hanok* architecture to ultra-modern design; Neolithic ceramics to cutting-edge computer programming; and traditional Buddhism and Buddhist temples to the vibrant mix of religions traditions found from the heart of the city to the beautiful countryside.



**Kick up your taekwondo!** Learning Korean enables you to deepen your connection to the world's finest masters of a dynamic and acrobatic martial art. Develop a deeper appreciation of the commands you learn in your "dojang" while cultivating a disciplined mindset for today's competitive world. Olympics, anyone?



#LivetheLanguage

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