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**KSSNJ Student Forum**





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# Globalized Korean Values

Erika Tsai and Leah Park

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**01**

**Education**

**02**

**Sky Castle Clip**

---

**03**

**Gender Roles**

# INTRODUCTION

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The modernization of Korean culture, navigating the complex interplay between traditional and modern values in areas such as education and gender roles, has evolved into a captivating global phenomenon, embodying the intricate transformation of heritage in a rapidly interconnected world.





01

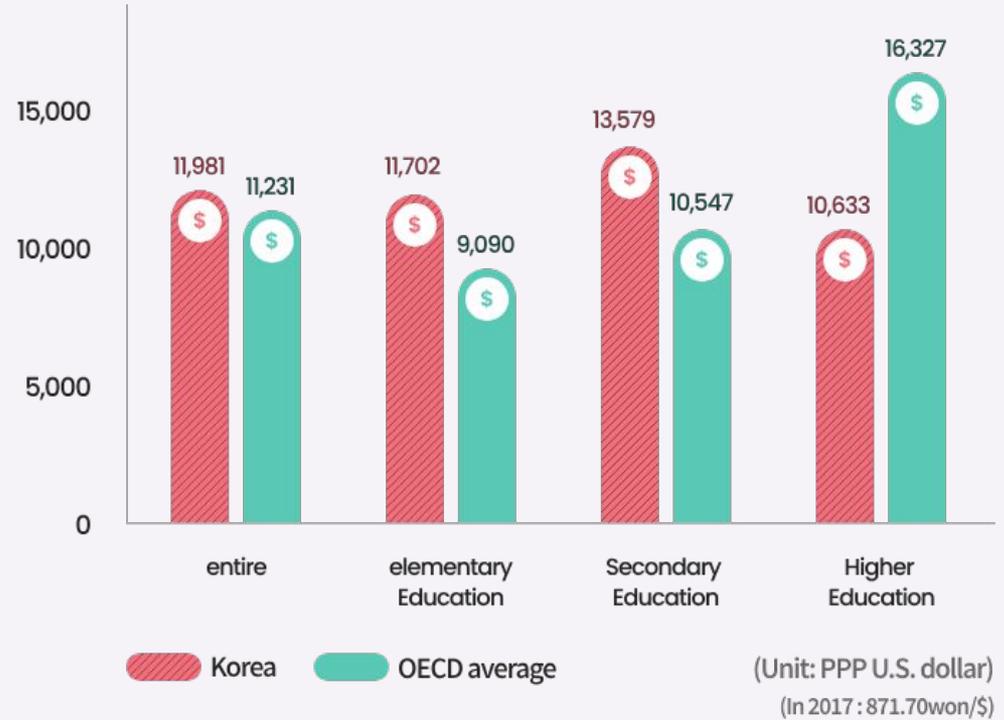
# Education

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# High Emphasis on Education

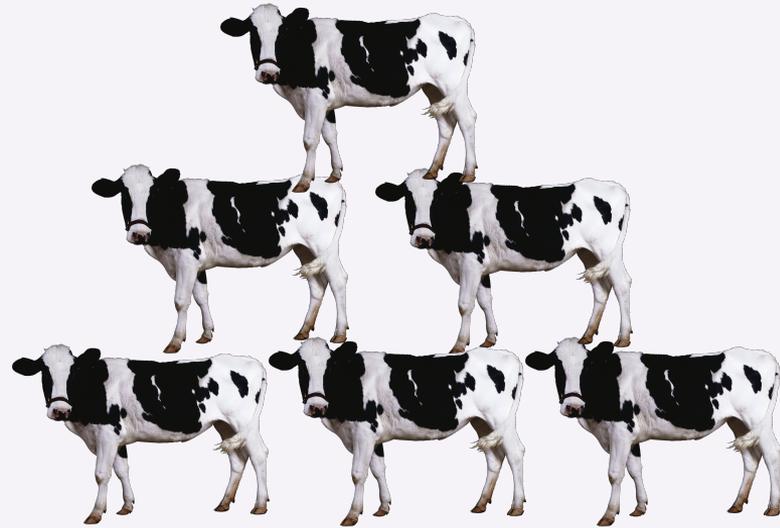
“We cannot help but admire this place and found something that really crushed our ego. Here, even the poorest have books in their homes. There is almost no one who is illiterate and the illiterate are looked down upon.”

-French naval officer, 1866



# Cow-Tower

- Japanese colonial rule (1910-1945) stunts education
- Korean language and history prohibited
- After liberation, there was a lack of government support in schools
- Parents sold cows and land to support children's education



## 5.31 Education Reform

- Initiated in 1995; origin of Korea's culture regarding education
  - Reform to increase education levels rapidly
  - Little regard for long term effects



## Brain Drain

- Korean talent leaving to seek jobs in other countries
- Loss of competent workforce that are crucial for the economy

NETFLIX



# Exchange of Korea and US

## 7th Curriculum

- Combats effects of 5.31 reform
- Emphasis on less traditional jobs
- deregulation of schools, focus on extracurriculars
- Prepares students for real-world application to global world

## American school reform

- US school system produced mediocre student performances
- Effort to raise educational standards
- Copies policies on testing and curriculum from Korea
- Instituting more competitive culture amongst students



02

# Gender Roles

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Let's explore the opportunities, challenges, and the progress made in South Korea and the United States.



# Immigration to the U.S.

**Figure 1. Korean Immigrant Population in the United States, 1980-2019**



- Some South Korean women found **refuge** in the United States, **escaping gender discrimination** and **finding more opportunities**
- The U.S. is perceived as a place where women have **increased opportunities**
- Higher **education levels**, exposure to **mass media**, and expanded **job opportunities**

# Housewife vs. Working Mom

**A**

## South Korea

Women were confined to the home, while men worked. However, the **Republic of Korea in 1948** gave women constitutional rights for equal opportunities.

**B**

## United States

In the U.S., women have been active in the workforce for decades, with the **number of working mothers steadily increasing.**

# Challenges in South Korea

- In **1987**, South Korea enacted the **Equal Employment Act**
- Challenges: gender-based exclusion, wage gaps, and underrepresentation in leadership roles
- **Younger** generations vs. **older** generations
- South Korea ranks **115th** out of **145** nations in a gender equality study

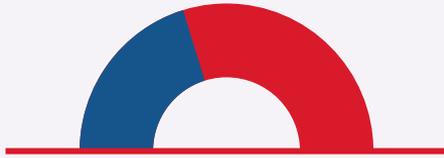
## Wage gap between men and women

(Unit: %, in 2020)



# Gender Pay Gap

**34.6%**



**South Korea**

**13.1%**



**OECD Average**

---

The gender pay gap in South Korea is **significantly higher** than the OECD average.

# Progress in South Korea

**Lee Boo-jin**



**Choi Soo-yeon**



# Progress in the United States

**Toni Ko**



**Lee Min Jin**



# Why?

---

- South Korea has been influenced by global discussions regarding gender equality, with the U.S. as a significant player in promoting such values.
- The U.S. serves as a model for countries around the world, including South Korea.
  - Media and Cultural Influence
- International Pressure and Collaboration
- Internal dynamics and external influences





**Thank You**

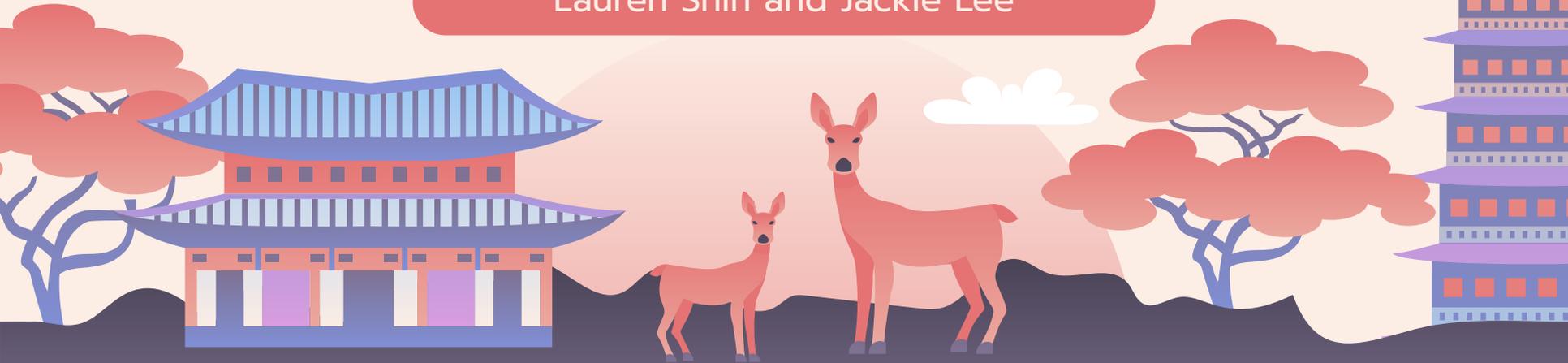
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# The Architecture of Korea and how it turned into a Global Phenomenon

Lauren Shin and Jackie Lee



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01

## History

Timeline of Korea's architecture and the changes it went through.

02

## Tourist Attractions

Popular tourist areas that attract people to come visit and experience Korea.

03

## Global Impact

You can describe the topic of the section here

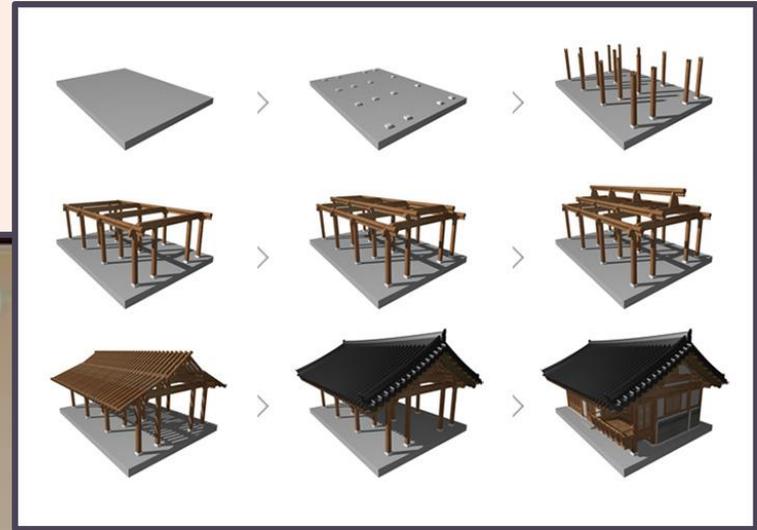




# General History

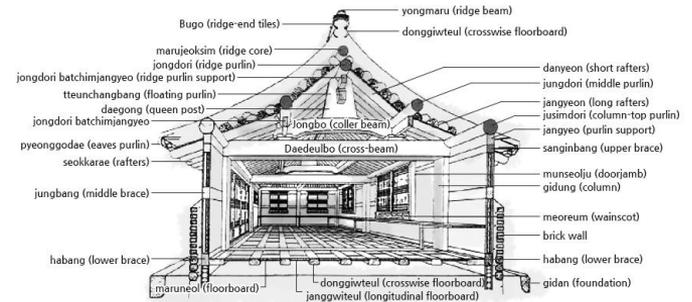
- ☆ Architecture harmonious with nature and elegant
- ☆ Topography was important
- ☆ Chinese styles
- ☆ Hanok (한옥)
- ☆ Ondol (온돌)
- ☆ Materials: wood, stone, clay

# Hanok (한옥)

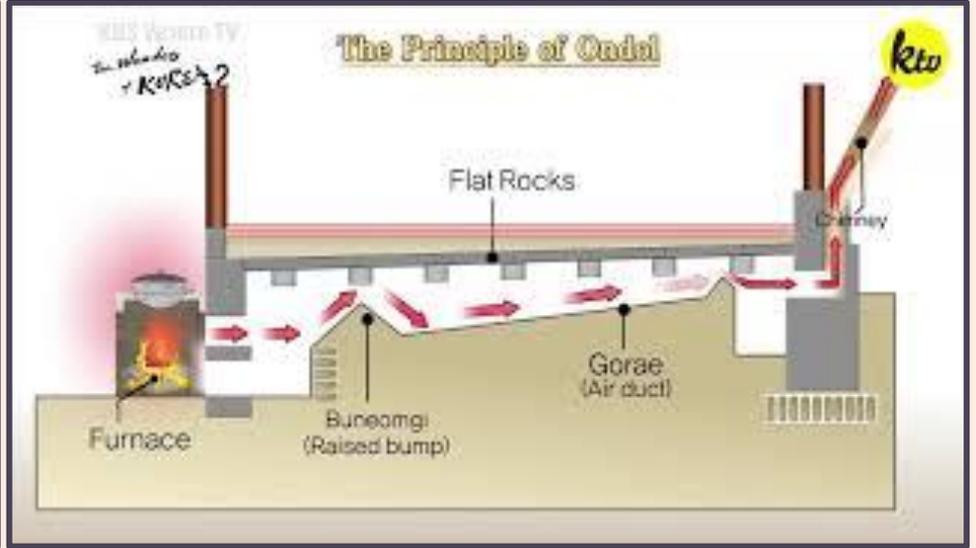


[Construction Order and Rituals < Hanok Construction < About "Hanok" < AURI NATIONAL HANOK CENTER \(hanokdb.kr\)](#)

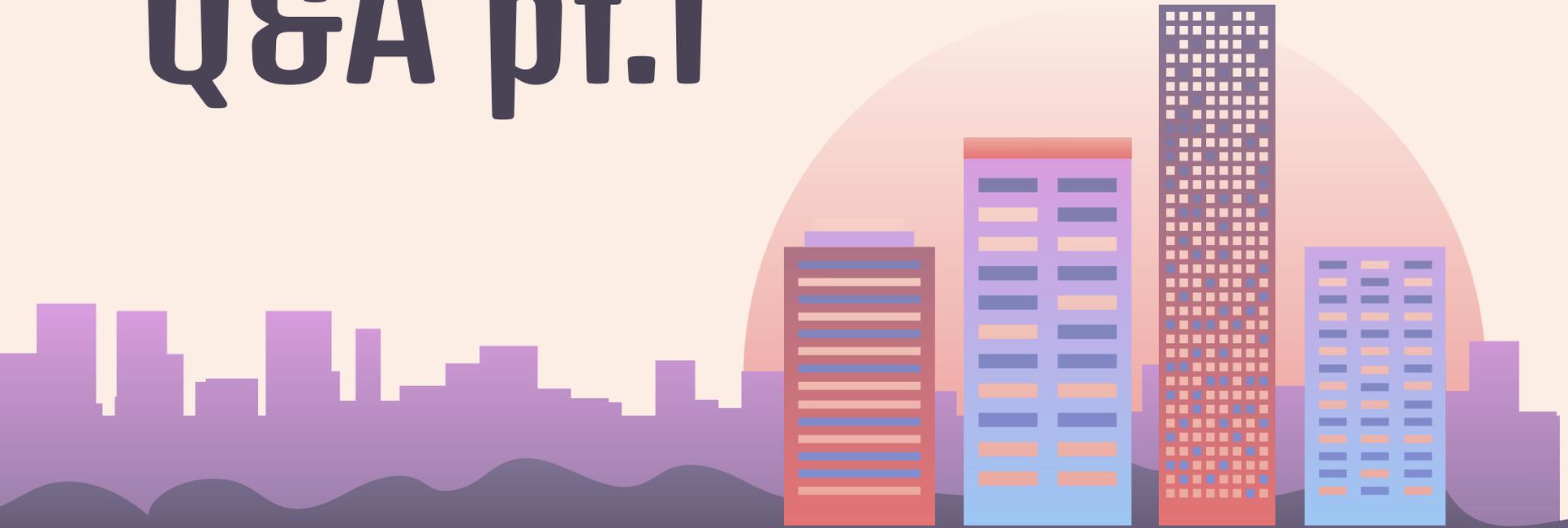
## Interior Structure



# Ondol (온돌)



# Q&A pt.1



**Question 1:**

**What part of the hanok is built last?**

**Options:**

- A) The windows and doors**
- B) The clay walls**
- C) The timber framework**
- D) The tiled roof**



**Answer :**

**D) The windows and doors**

**Correct Order:**

1. Column base stone
2. Trimming the wood
3. Assembly - The timber framework
4. Roof tiling - The tiled roof
5. Walls - The clay walls
6. Finishing - **Windows and doors**



**Question 2 :**

**What goes out through the chimney of a house when using an ondol?**

**Options:**

**A) Cold air**

**B) Smoke**

**C) Fire**

**D) Steam**



**Answer :**  
**B) Smoke**



**Heat and Smoke**





01

# History



Timeline of Korea's Architecture



# Prehistoric Times



## United Silla architecture

- ☆ Buddhist Art Thrived
- ☆ Cultural identity was built
- ☆ Peaceful time



# 10th-14th Century



## Goryeo architecture

- ☆ Buddhism-influenced
- ☆ Hard period to study



# 14th-19th Century



## Joseon architecture

- ☆ Neo-Confucianism
  - frugality, practicality, harmony
- ☆ Jaesil, clan memorial halls
- ☆ Jongryu, memorial shrines

# 1910 - 1945

-Japanese architecture-



-Japanese architecture in Korea-



## Architecture during Japanese Occupation

- ☆ Korean architecture destroyed
  - Cannot build freely
- ☆ New railways

1945 ~



## Post war

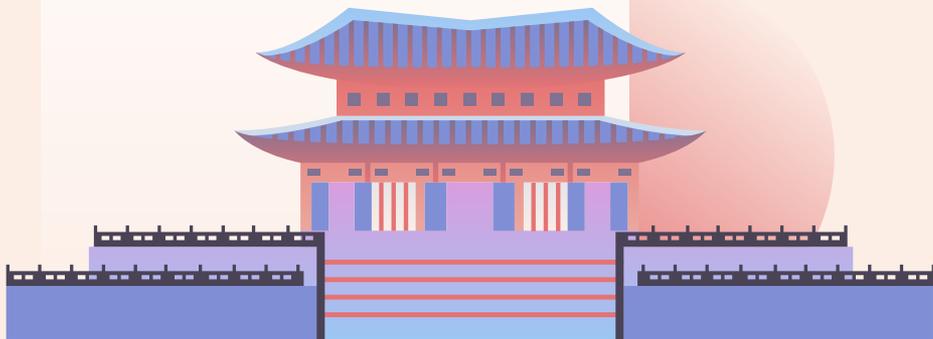
☆ Korean architectures have...

- Money
- Freedom
- Support

02

# Tourist Attractions

How Korean architecture evolved into tourist attractions



# Evolution to Tourist Areas

- ☆ Traditional aesthetics
- ☆ Modern functionality
- ☆ 한류 (Korean wave)



# Popular Tourist Areas

- ☆ Lotte World Tower
  - “The jewel of Seoul”
  - good mix of traditional and modernity
  - tallest skyscraper in South Korea
  - fifth tallest tower in the world
  - 123 floors
- ☆ 북촌 (Bukchon) Hanok Village
  - A historic traditional Korean neighborhood
  - From around the Joseon Dynasty





03

# Global Impact

You can enter a subtitle here if you need it

# Korean Architecture shared through Books:

## Earlier Books:

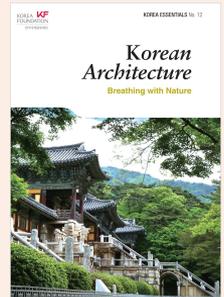


- Introduction to Korean Architecture (1991) by Sam Y. Park and Hanoak: Traditional Korean Homes (1999) by Jin-Hee Chun et al.8
- + Several articles published in English

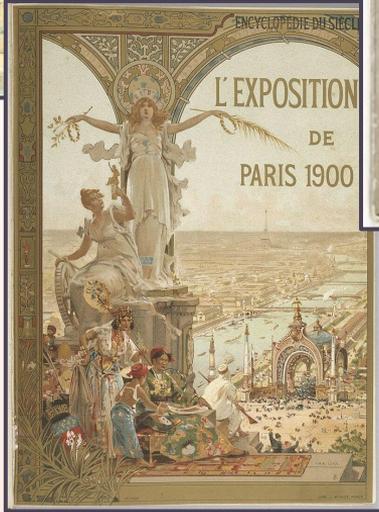
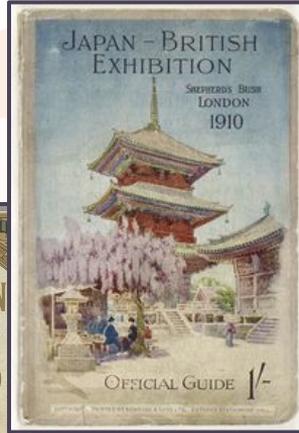
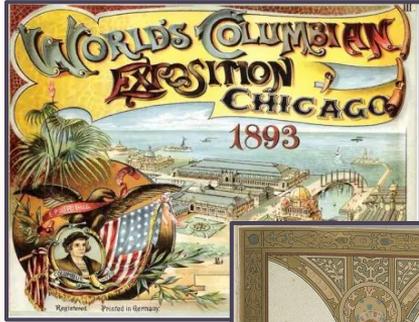
## Current Books:



- Korean Architecture: Breathing with Nature (2015) by Ben Jackson and Robert Koehler
- Korean Traditional Architecture (2013) by Inha University Press
- + Many more



# Architecture Introduced through International Fairs:



## Chicago

1893

## Paris Universal Exposition

1900

## Japan-British Exhibition in London

1910

# International Fairs:

- ☆ First Korean pavilion in West was built in **Chicago**
  - Quickly put together
- ☆ First proper pavilion built in **Paris**
  - Was not fully accurate
- ☆ Pushed boundaries and challenged the ideas
- ☆ Korea's aesthetic is presented in global cities



Seoul, South Korea



# Koreatown

Compared To



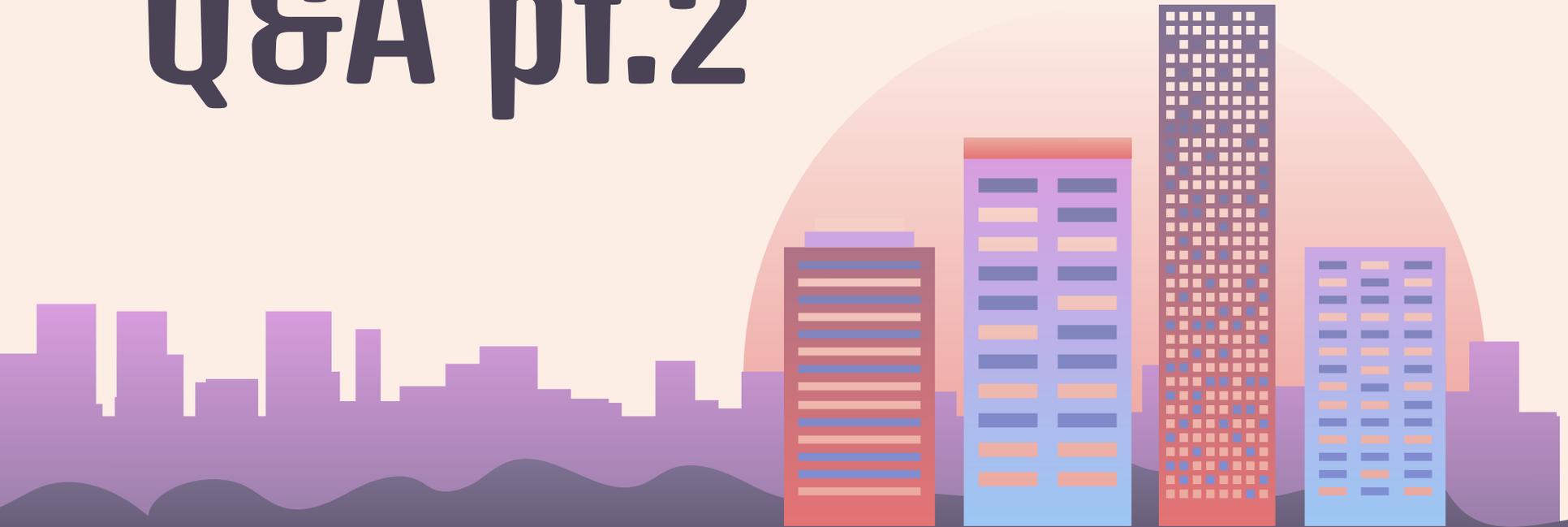
Koreatown, Los Angeles



# Travel Vlogs



# Q&A pt.2



# Question 1 :

What style did Korea follow with the curved roof?

Options:

A) America

B) China

C) Japan

D) Europe



# Answer :

## B) China

### Why?

Korean architecture followed Chinese style buildings with

- Curved tile roofs
- Large courtyards
- Prominent wooden beams and pillar



**Question 2 :**

**What are 3 ways Korean architecture became a global phenomenon?**



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# The Evolution of Korean Cuisine

Yenna & Remy



# History of Food





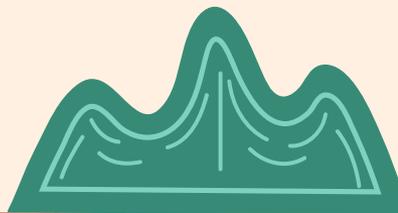
# 보릿고개



"밥 먹었어요?"

"밥 한번 같이 먹어요."

"한국인은 밥심!"



# Meals



# Table

서울특별시교육청



3첩 반상

서울특별시교육청

양반



5첩 반상

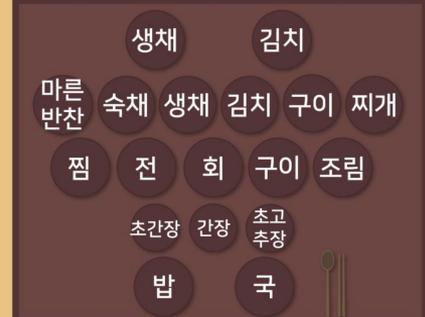
서울특별시교육청



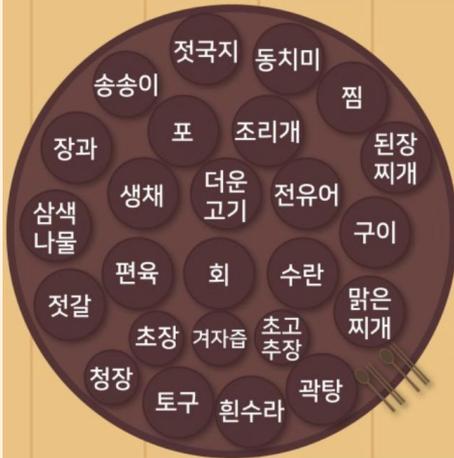
7첩 반상

서울특별시교육청

Kings servants

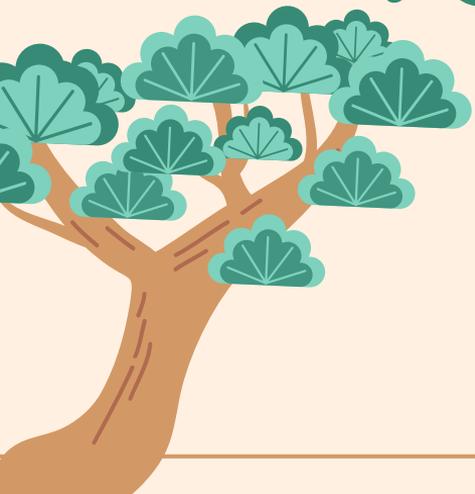


9첩 반상





# Table Placement





(클레어, 2019)

# Table Etiquette

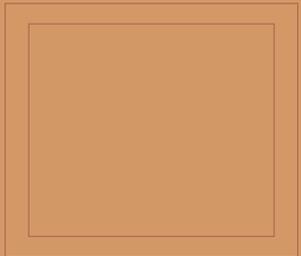
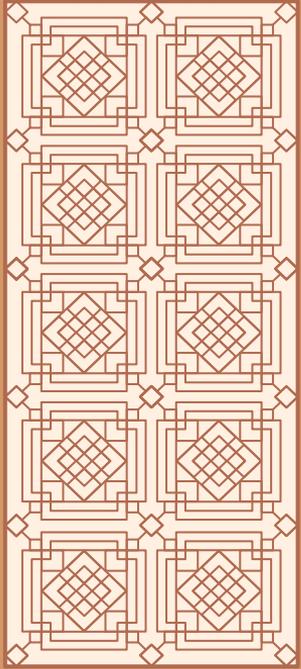


# Table Etiquette

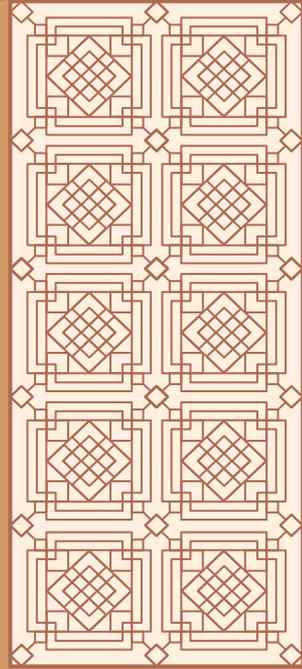


- Children set table
- Correct placement
- Elders first
- "잘먹겠습니다"
- Formalities
- Matching everyone's eating speed





# Foods



# ○ Kimchi (김치)- Before

- Korea's representative food
- On every meal
- Main dish
- No red peppers
- Barely any salt
- Preserved with soy sauce



(Jang, 2015)

# Kimchi (김치)- Modern



- Still Korea's representative food
- Korean Red Pepper was introduced (고춧가루)
- Fish sauce
- Miso paste
- Different levels of spice



# Bibimbap (비빔밥)

- Mainstream culinary phenomenon worldwide
- Emerged in Joseon
- Easy to make
- Variety of Ingredients



# Bulgogi (불고기)

- Also known as 막족
- Globally known food
- Different ways to cook



(Bellevue, 2018)



# Corn dogs (핫도그)



- 1980s
- Easy snack
- Various flavors and types



(Jane, 2020)





# Tteokbokki (떡볶이)



- 1800's
- Also known as tteok jjim
- Numerous spice levels and flavors
- Many toppings
- Popular late-night snack
- 궁중떡볶이



(Clark, 2021)



# How did K-food become global?

- Kdrama

- Travel



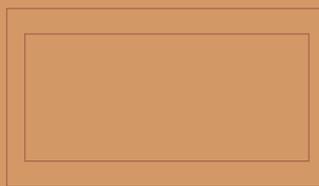
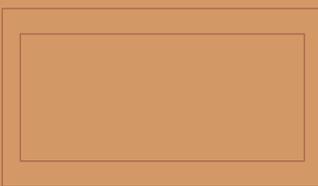
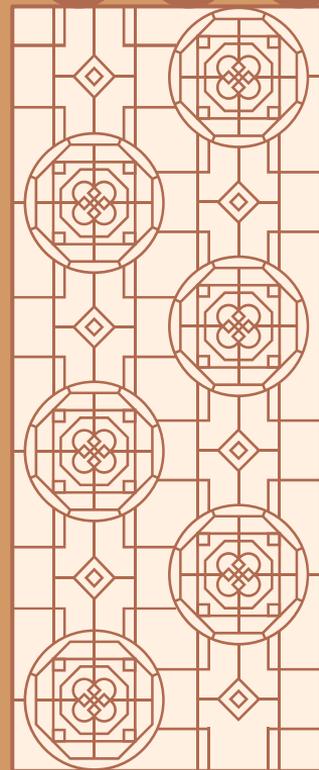
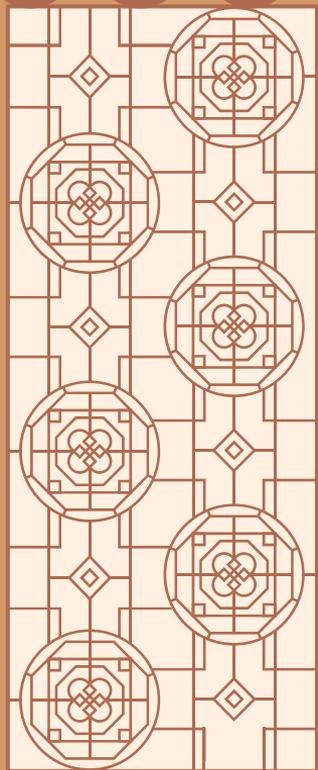
- Media

- Accessibility



(Chung, 2016)

Thank You!



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# Modernization of Korean Culture into a Global Phenomenon: Beauty Standards/Impact of Cosmetics

Olivia Seohye Fitts, Allison Kang, Gina Han Park

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# History/Evolution

Allison Kang, Gina Han Park



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“Within a beautiful body, rests a beautiful soul.”

- 영육일치사상; 靈肉一致思想  
The Silla Dynasty



gonji

yeonji

Light make-up

### **The Three Whites**

**White of the eye**

**Skin**

**Teeth**



### **The Three Blacks**

**Hairs**

**Eyebrows**

**Pupils**



### **The Three Reds**

**Cheeks**

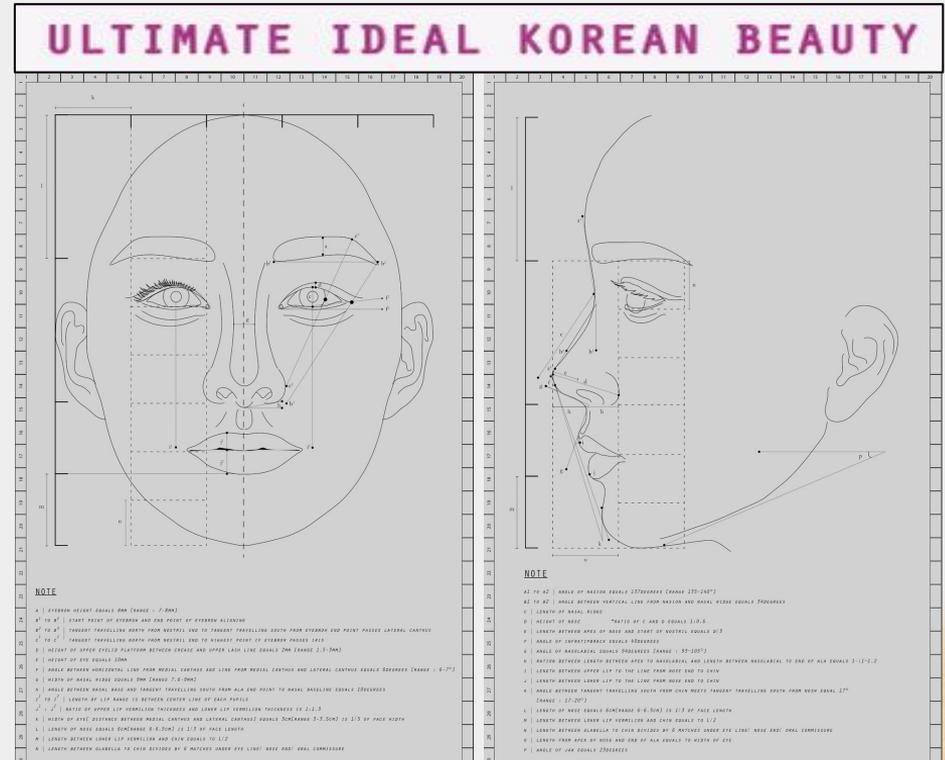
**Lips**

**Fingernails**



# Beauty Standards Now:

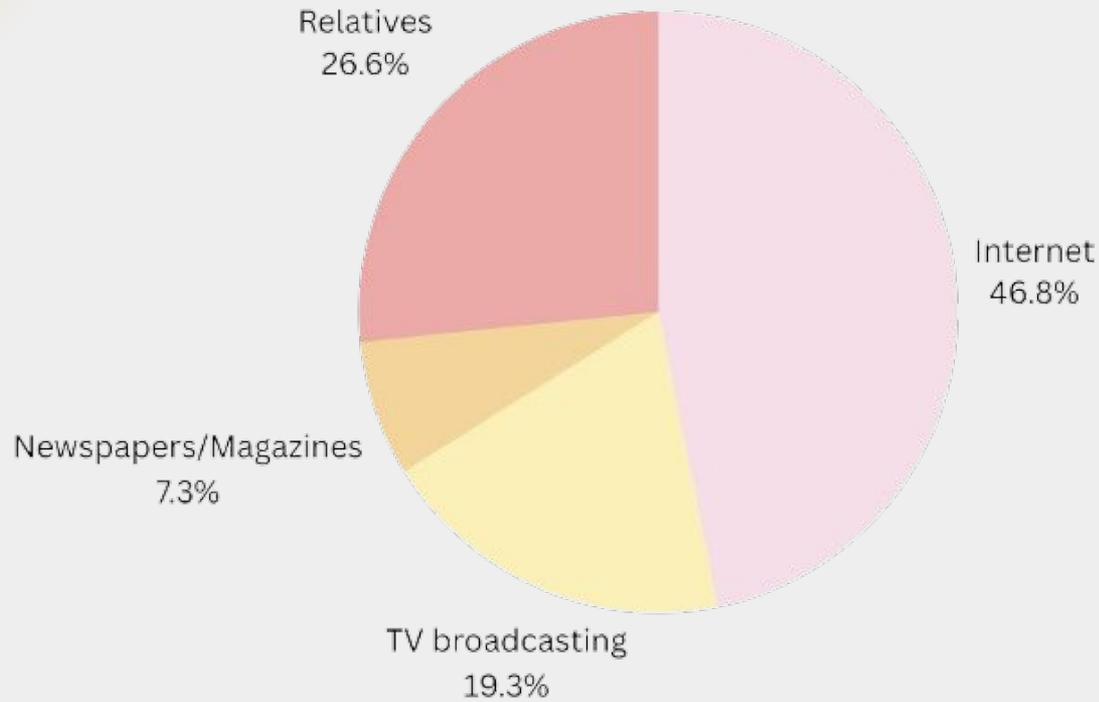
- A youthful look
  - Small face
  - Big eyes
  - Slim body
  - Pointy nose
  - Straight eyebrows



(Yoo, 2013)

How has social media and pop culture affected people globally? What caused these changes in beauty standards?

# Exposure



# Marketing in the Industry

- Skin Bleaching Effects
  - Skin disease
  - Eczema
  - Irritant dermatitis
  - Acne
  - Higher risks of skin cancer

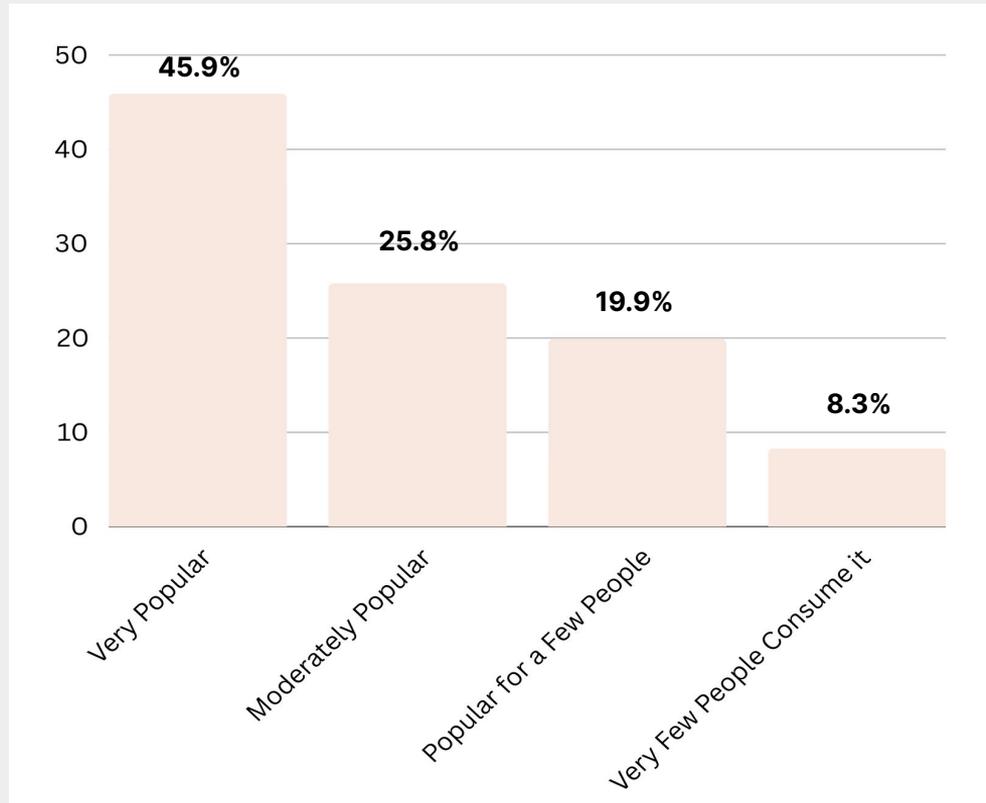
(del Giudice and Yves, 2002; Mahé et al., 2003)



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(Prieler, 2014)

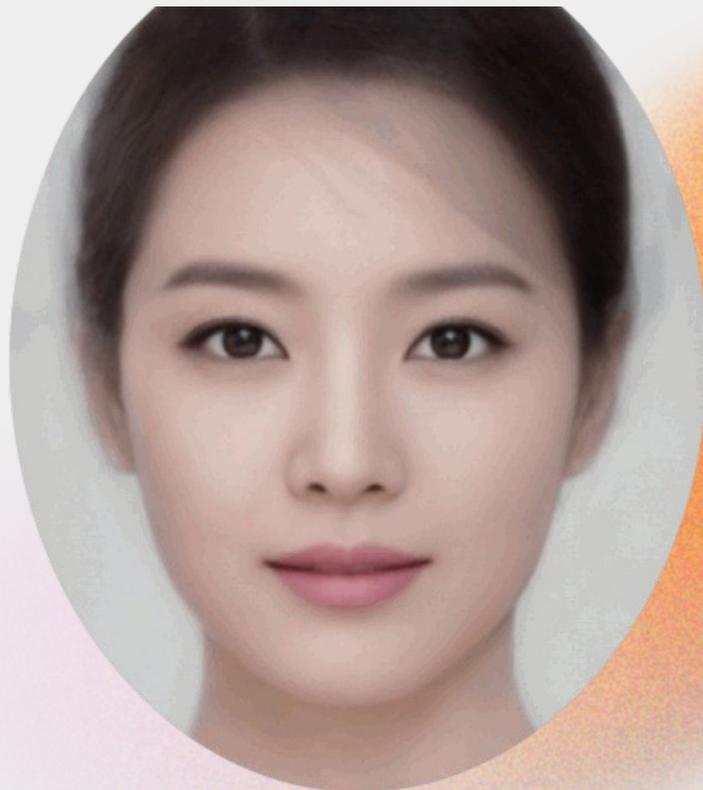
# Popularity of South Korean K-pop Worldwide as of December 2022



(Statista Research Department, 2023)

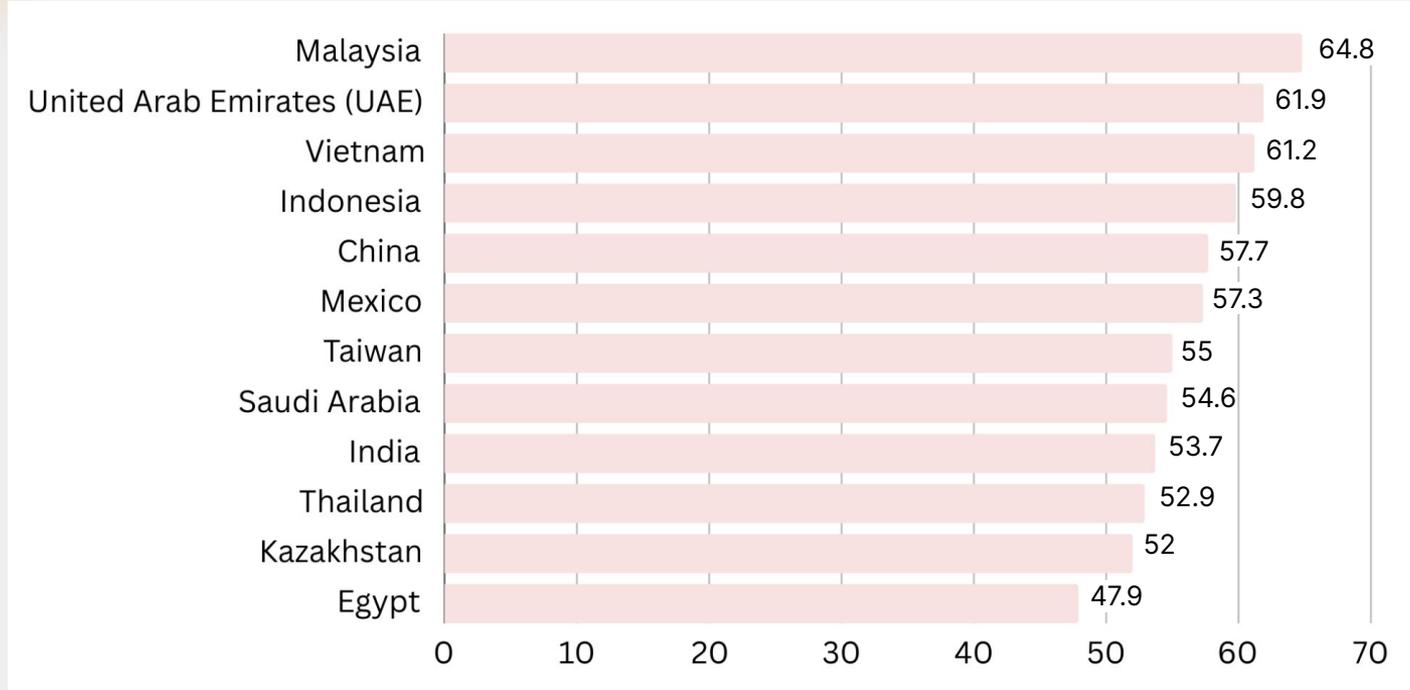
# Composite Image of an Attractive Korean Face

- Suzy Bae
- Chae-Won Moon
- Hye-Kyo Song
- Tae-Hee Kim
- Ji-Hyun Jun
  - Min-a Shin
  - Hyo-joo Han
  - Ji-min Han
  - Ye-seul Han



(Rhee, 2017)

# Popularity of South Korean Beauty Products Worldwide in 2023, by Country or Territory



# Cosmetics

Gina Han Park

# Skincare Wave

- Korean beauty first debuted in the West after the launch of BB Cream
- Korean cosmetics exports rose 90% in Indonesia, 55% in Southeast Asia, 60% in the UK, the US rose to 21%
- 2023: K-beauty market is worth 10 billion

Why did K-beauty become so popular?

- Easy to read, clean ingredients
- Concerns/awareness raised by social media
- 10 step beauty routine was popularized



# K-Beauty Brands

## Korean v. Korean American Brands

- Korean: brands that are popular in Korea and assimilated into Western market
- Korean American: Korean brands that are more known in Western markets

## Amorepacific Group

- Korea's leading beauty company
- 30 different skincare/makeup brands
- Helped to introduce Korean brands into the Western market

## Online K-beauty Shops:

- Result of the demand for "obscure" or hard to find Korean products
- Helps to further expand K-beauty's influence in foreign markets



(Palace Beauty)

# The Rise of Cosmetic Surgery

Olivia Seohye Fitts

# Popular Cosmetic Trends

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## Double Eyelid

Double Eyelid surgery is one of the most popular procedures in Korea



## Rhinoplasty

Rhinoplasty has become increasingly trendy in recent years, as Korean people prefer a higher, raised nose bridge



## Face Fat Graft

Having a full, V-shaped face is considered most ideal according to Korean beauty standards



## Liposuction

Having a slimmer body structure is one of the most desirable features in Korea

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# Skin bleaching:



Another very common procedure is Skin Bleaching.

Pale skin is another feature that is considered more beautiful,

Some choose to use whitening creams to lighten their complexion,

but there are also professional skin-bleaching treatments available.



# Cosmetic surgery popularization

- One of the biggest influences of cosmetic surgery in South Korea is the entertainment industry
- Kpop and KDramas are a very big part of Korean pop culture
- Inspires many undergo facial or bodily procedures

Kpop and Kdramas are heavily associated with Korean beauty standards, as all of the idols portrayed in the media fit most of the standards perfectly. Appearance is very important to many Koreans for jobs and social acceptance, so many get surgeries to fit the standards more.



# Effects

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- Helped South Korea gain more recognition worldwide.
  - Raised South Korea's P.S stock percentage
  - Brought in a lot of revenue from tourists
- 
- Promotes unhealthy standards that people feel pressured to fit
-

# Industry Statistics

The global plastic surgery market was 45.55 billion dollars in 2022, and the Korean plastic surgery market is valued at 3.7 billion dollars (5 trillion Won).

- Many girls are encouraged to get plastic surgery, even at an early age
- Double-eyelid surgery is a popular teen-birthday or graduation gift in many households
- Some estimates have shown that 33% of South Korean women between ages 19 - 29 have had cosmetic surgery, others higher

In conclusion, South Korea is considered to be one of the most cosmetically-enhanced countries worldwide.

# Thank you!

Olivia Seohye Fitts, Allison Kang, Gina Han Park

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2023





# Q&A Time

## Q.1 What is the main reason for the global success of the Korean film industry

- a) More Korean movies are being produced giving the Korean film industry much more variation
- b) Quality of non-Korean movies are getting worse, giving Korean movies more attention for the better quality compared to other movies
- c) Large streaming companies giving more exposure to Korean movies, allowing them to rise in popularity
- d) Korean movies start incorporating English appealing to a larger American audience



**Answer is...**

**C**

Q.2 Which movie was the first non-American film to win an Academy Award for Best Picture.

- a) Parasite
- b) Train to Busan
- c) Pororo The Movie: Racing Adventure
- d) Avengers: Endgame



**Answer is...**

**A**

Q.3 Which of the following is NOT a reason for K-pops success stated in the video

- a) Collaborations with other famous artists leading to an increase in viewership
- b) The use of other languages within songs to appeal to a more broad audience
- c) Korean artists gaining popularity for their good looks and choreography
- d) Infusion of other music genres such as Hip-hop and Rap



**Answer is...**

**C**

Q.4 According to the video which of the following countries saw a surge of Korean enrollment classes

- a) Indonesia
- b) Taiwan
- c) Philippines
- d) Vietnam



**Answer is...**

**D**

## Q.5 When did the Korean Wave first begin

- a) Late 1970s
- b) Early 1990s
- c) Early 2000s
- d) Early 2010s



**Answer is...**

**B**

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