

AN ANALYTICAL STUDY OVER BANGLADESHI LEARNERS' ATTITUDE TOWARD KOREAN LANGUAGE AS K-FAN IN 2020

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Abstract

The popularity of Korean language results from 'Hallyu' or 'Korean Wave,' the coinage for Korean entertainment culture. It came in the late 1990s as the wave first hit in China and Japan used the term first. The impact of glocalization of Hallyu is increasing day by day upon many aspects of life among young generation. K-ubiquity creates an overflowing popularity all over the world, regarding which a lot of studies have already been done. Bangladesh is also under the influence of Korean entertainment industry since 2009 or around. Youth of Bangladesh are fans of Korean pop culture as well as dramas as a result of cultural hybridization. Notably the highly passionate Korean language learners are involved in versatile economic sectors related to Korea. A number of K-pop cultural programs has been arranged by K-fans in Bangladesh. Therefore, I conduct the study particularly over Bangladesh as a need of 2020 to get an ultimate picture of K-fans attitude towards Korean language. A survey of more than 100 participants results an analytical comparison over Bangladeshi K-fans' attitude that aims for a further innovative curriculum of Korean language based on peoples' interests. Keenly observed facts in this survey are fields of interests behind learning Korean language. These facts reflect their inner views about Korean as a foreign language through various learning experiences. According to the survey results, the 66% youngsters of Bangladesh are interested to learn Korean language passionately by focusing on their individual motto of learning Korean. Therefore, through this work an average change in learning choice of Bangladeshi youth is obtained as an overview of 2020.

Keywords: attitude, Korean language, Bangladeshi, analysis, innovative curriculum idea

1. INTRODUCTION

Hallyu vibe generates vital changes in young peoples' interests impacting the social, personal as well as educational life. It has remarkable success of the historical drama 'Dae Jang Geum' ('Jewel in the palace'), 'Winter Sonata' and the pop song 'Gangnam Style' around the world as well as Bangladesh. According to the world's most influential music media brand Billboard (2017), Seo Taiji (Jung Hyun Chul) is known as the "President of Culture" in South Korea for his legendary 'Nan Arayo' ('I know') hip-hop performance in 1992 as the pioneer of today's K-pop culture. This vibe's acceleration is defined by Hallyu 1.0, 2.0, 3.0 and 4.0 eras (Kim, 2015). As fans become influenced by K-ubiquity through all the era of Hallyu, to term them as K-fan is obvious, rather than K-pop fan, K-drama fan or else. At this point, the popularity of Korean language become an issue of research, where its historical significance plays the most important role.

2. BACKGROUND

Hangeul or Hangul is the alphabet of Korean language, having 24 basic letters with 14 consonants and 10 vowels, which inherits traditional and historical

importance. Since Sejong, the fourth king of Choson (Yi) dynasty, developed this official writing system in 1446 solving the communication problem of illiterate people. Korean language history describe the contemporary Korean period in the late nineteenth century (Lee and Ramsey, 2011, pp. 287-305). Singaporean learners are strongly motivated by Hallyu in learning Hangul as the largest of 15% of the total variance (Chan and Chi, 2010). In the United States, 42% find high motivation and 40% find low motivation from K-pop among 129 learners desiring proficiency that 9.38% as native, 21.88% as fluent, 26.56% as conversational and 39.06% as basic (Damron and Forsyth, 2012). An Algerian study shows the 98.5% of 139 participants are attracted by Hallyu, where 99.3% of participants are influenced to use Hallyu products rather than Algerian ones. The language and behavior are two main influences, among the majority of them which encourage learning, as Korean is easy and rich with an expressive lexis (Touhami and Al-Abed Al-Haq, 2017). Korean language training institute in Wuhan has learners mostly influenced by Hallyu (Feng and Zhao, 2018). There are K-fans of 70.59 million from Asia and Oceania, 11.8 million from the Americas, 6.57 million from Europe, 230,000 from Africa and the Middle East. A total of 89.19 million of K-fans, having 1,843 communities outside of Korea, are from 113 countries around the world, according to 2018 data which is 22% more than 2017 data by Korea Foundation report (The Korea Times, 2019). According to Korea Economic Institute of America, 34.3% of students take language classes because of their interest on Korean pop culture at the King Sejong Institutes run by Korean government around the world (Gibson, 2020). K-fans of 70% are interested in Hangul among 117 respondents from 54 nationalities around the world (Akter, 2020). India has included Korean as a foreign language at the secondary level in country's new education policy of 2020 (Education Times, 2020).

According to Embassy of the Republic of Korea in People's Republic of Bangladesh (2016), Bangladesh participates in the annual "K-pop World Music Festival" since 2015. This festival, organized by the Ministry of Foreign Affairs of Korea in cooperation with the Korean Broadcasting System (KBS), creates the K-fan gathering platform from different countries since 2011. Bangladesh had 30 teams among 13,000 participants from around 70 different countries in "2016 K-pop World Festival Dhaka: 'Hallyu' breaks the ice to make its way to Bangladesh" at Bangladesh Shilpakala Academy organized by the Embassy along with RTV and the first Bangladeshi K-pop and Korean Culture Community created in 2010, the BD K-Family. One of the popular Bangladeshi English Daily, Dhaka Tribune (2017), featured on a popular store named 'Beauty Box from Korea' by Bangladeshi starter describing various Korean beauty products that refers the impact of Hallyu in Dhaka. The Daily Star (2015), one of the most impactful English newspapers of Bangladesh, marked the increasing popularity of K-drama in Bangladesh. Later, it (2018) describes the fandom started with K-music and gradually leading to K-drama, K-skincare and K-fashion that K-food culture, K-idols beauty culture, in a word, K-culture creates impact over Bangladeshi lifestyle as well as economy. Another Bangladeshi news platform, The Business Standard (2020) states that many Bangladeshi K-fan communities organize competition, celebration, get together, cosplay etc. among more than 50 thousand of fans.

3. METHODOLOGY

I conduct a survey from 09-01-2020 to 21-01-2020 with responses from 106 random Bangladeshi people of three types: K-fan, Unfamiliar with Hallyu, Not K-fan. Bangladeshi staying in South Korea have also enjoyed participating. I analyze three categories, Institutions, Age and Gender; under three objectives, (1) Creating overview

of the popularity of Korean language, (2) To figure out motto and satisfaction over learning and (3) Analyzing the effectiveness of learning ways by K-fans' experiences. More than 65 varieties of participants' departments as well as institutions provide idea about the diversity in learning interest. They are, University of Dhaka: Applied Mathematics, Mathematics, English, Buddhist Studies, Public Administration, Anthropology, Law, Physics, Nuclear Engineer, Occupational and Safety Engineering, Chemistry, Banking and Insurance, Population Sciences, Zoology, International Business, Development Studies, Disaster Management and Vulnerability Studies, Geography, Management, Accounting and Information Systems, Soil, Water and Environment, IBA, MIS, Faculty of Business Studies, Institute of Social Welfare and Research, IER, Institute of Modern Languages: Chinese Language and Culture, Japanese Studies, Korean Language; Semyung University, Korea; University of Ulsan, Korea; Inha University, Korea: EE; Jahangirnagar University: Government of Politics; Home Economics: Food and Nutrition; Siddheshwari Girl's College: Accounting; North South University: BBA, MBA; Bangladesh Agricultural University; Faridpur Medical College; AIUB: MPH; Chittagong College: Statistics; National University: Bangla; International Islamic University, Chittagong: English; Daffodil International University; Bangla College, Mirpur; Brac University: CSE; M. Abdur Rahim Medical College; IIUC; Dhaka City College; Independent University Bangladesh: Finance, Marketing, BBA; Anwar Khan Modern Medical College; RUET: EEE; ECE: EWU; United International University: BBA; Birshreshtha Noor Mohammad Public College; IUBAT: Mechanical Engineering; Begum Rokeya University: Marketing; Eden: Physics; Bangabandhu Sheikh Mujibur Rahman Agricultural University; Bangladesh University of Professionals: International Relations; Tejgaon College; Jogamaya Devi College: Assistant Professor; Schools. Age average is 22.79 where median and mode are 23. The 22 – 25 range is of 60.38% participants having more than 10% of participants per slot.



Figure 1. Age and Gender of Participants

4. RESULTS

A sharp observation through graphical data analysis provides the facts behind K-fans attitude toward language. The results of data collection are discussed below.

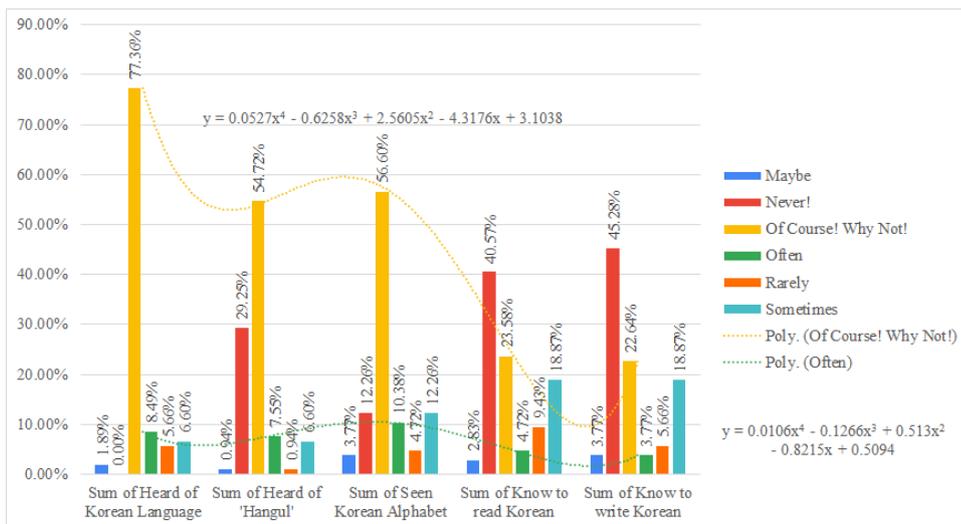


Figure 2. Fields of Interests for Hangul

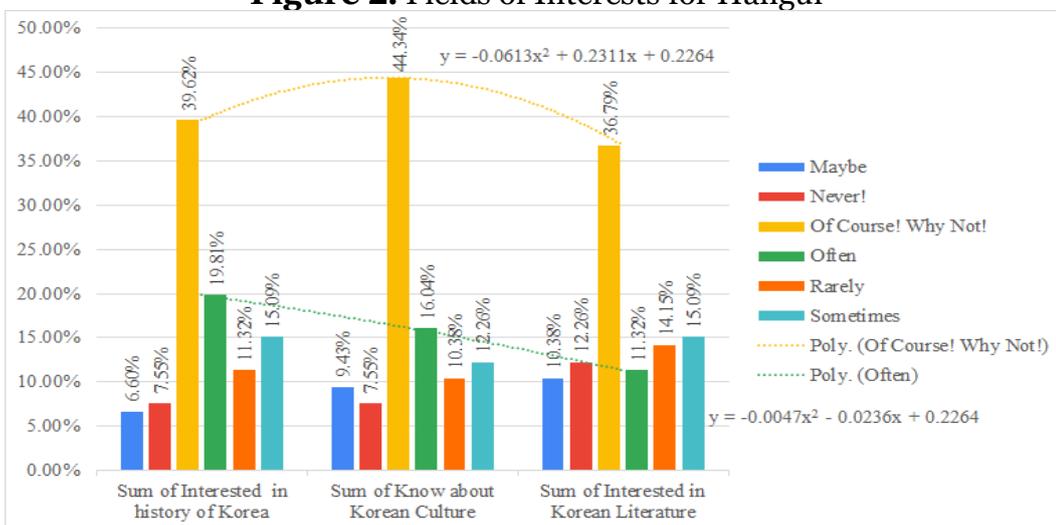


Figure 3. Fields of Interests for History, Culture and Literature

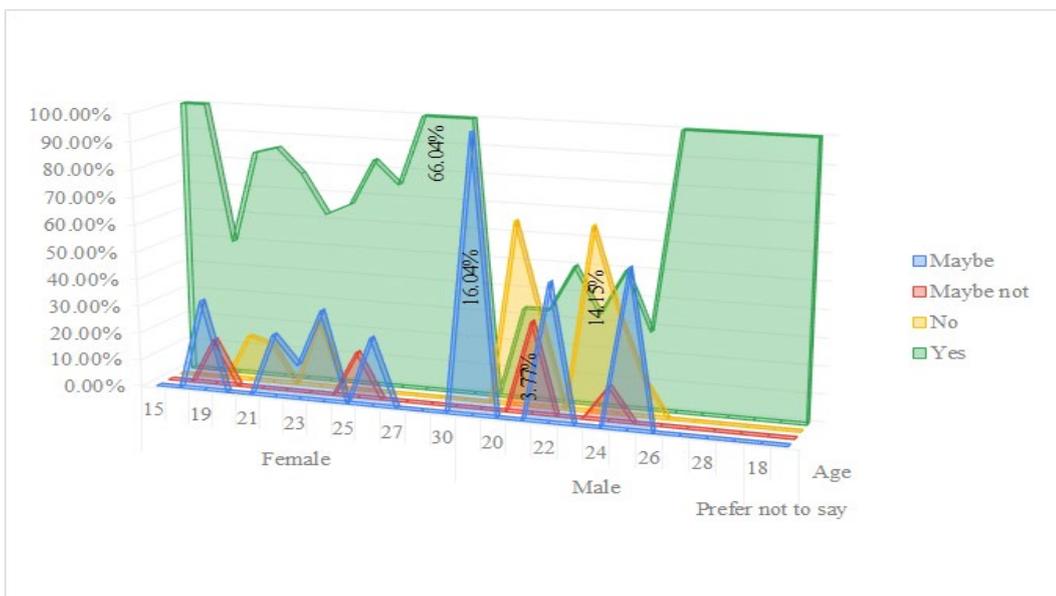


Figure 4. Korean Learning Interest

4.1 Motto of Learning Korean

K-fans specified their motto of learning this foreign language are: “I am learning Korean language because of my love for Korean language. And my motto is to explore more about Korean culture, literature and language”, “To understand K-pop stuffs without subs in the first place. But now maybe in the future if I can go there, I will love to learn Korean”, “I want to learn their language so that I can understand the drama and their music...”, “I want to know this language to some extent which can ease the communication maybe”, “I want to learn Korean language and culture, and want to visit there”, “I’m interested as a fan of K-pop & K-media... Also, for my future!”, “Talk to them with their own language when I would visit Korea”, “Want to meet my favorite actor”, “Just wanted to learn because learning languages is my hobby”, “Passion”, “I think... I love to learn this. It’s heard too sweet.”, “Knowing more about them and feeling native to them”, “I am learning Korean language for studying in Korea”, “I love their culture, that’s why I am interested”, “I want to get TOPIK level 6 which is the highest!”, “To go to South Korea for educational purposes”, “To get in touch with the Korean community”, “I love to learn different cultures.”, “Go to South Korea to study and work”, “To understand them”, “To speak and write”, “Becoming a part of technology advanced country”, “Just to learn Korean for having fun”, “To live comfortably in Korea”, “To pass TOPIK”, “No motto.”, “Don't know”.

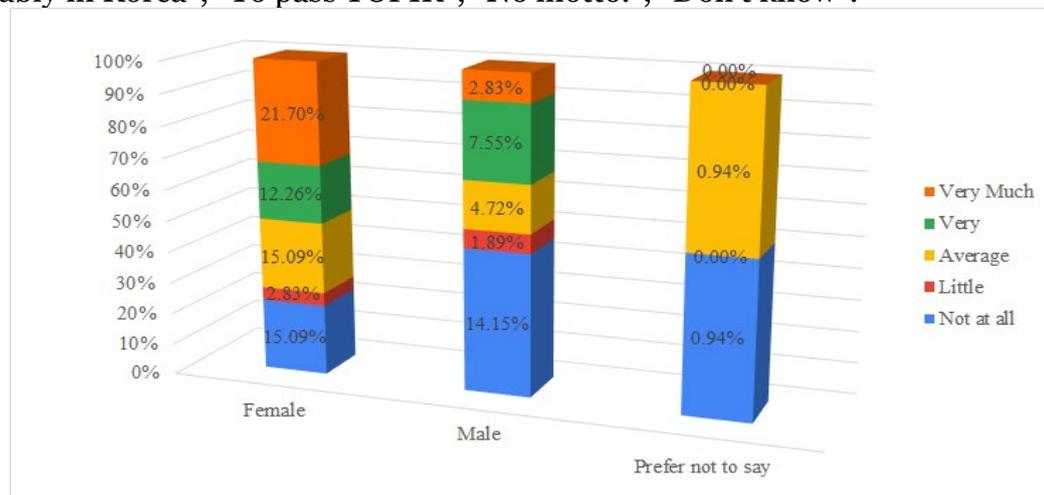


Figure 5. 100% 3-D Stacked Column for Satisfaction over Korean Learning

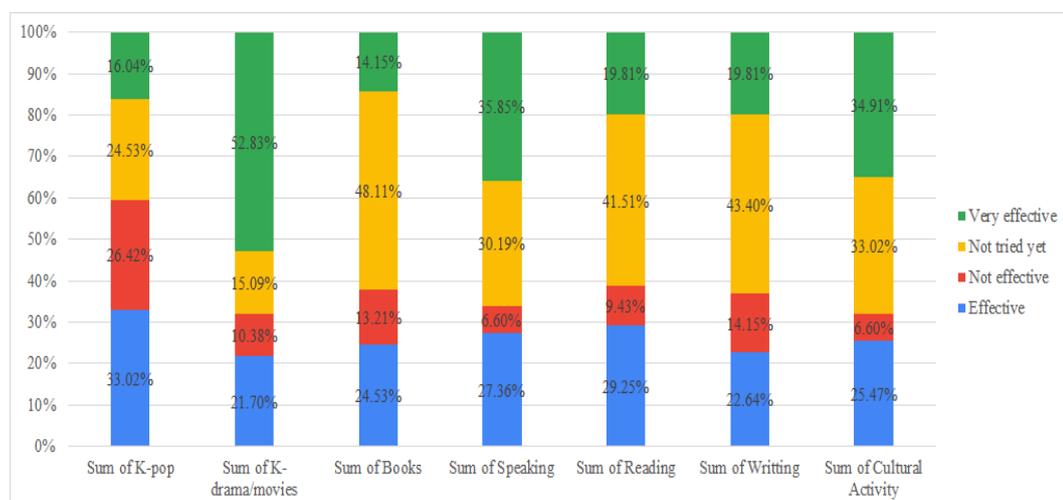


Figure 6. Effectiveness of Learning Ways

5. DISCUSSION

Learners' attitude as K-fan is obtained by combining the facts. Since K-fans are attracted by Hallyu, they are easily identifiable among all participants by the general questions in 'Fields of Interests'. K-fans are also interested into the significance of 'Hangul' (Figure 2). I connect two of the scales 'Of Course! Why Not!' and 'Often' to get more accuracy by polynomial curves that establish the relationship through K-fans' interest types and levels in Figure 2 and 3. It shows that if K-fan is interested in K-history and K-literature s/he also knows about K-culture. Though by knowing about K-culture, one may or may not be interested in K-history or K-literature. Hence, there is a higher chance that K-fans will learn Korean language which is not obvious but a common fact for all K-fans. Participants who are not interested to learn it, may or may not be K-fans. However, Figure 4 estimation provides that total 82.08% under 'Yes' and 'May be' of K-fans are interested in learning. The understanding of entertainment program is found as major motto. Tourism or study abroad plan needs language proficiency which are also targeted. But the beauty of the language, K-fans enjoy mostly, is considered first that attracts them regardless of any motto. Since the alphabet 'Hangul' is scientifically easy to learn, most of the passionate K-fans initially learn by themselves in various ways. From Figure 5, K-fans of 30.19% are not satisfied while 24.53% are highly satisfied with their learning experience. On the other hand, 20.75% of the learners have average experience. The satisfaction ranges from 'Average' to 'Very Much' within which 65.09% (=20.75%+19.81%+24.53%) of the Bangladeshi K-fans are presenting a greater mass. Therefore, we can say Bangladeshi K-fans are quite satisfied by learning Korean in various ways. Noticeably a big mass of fan never tried systematic education like books, reading, writing etc. to master the language as Figure 6. Thus, K-fans' opinion about the effective ways of learning can be used to establish an innovative curriculum or study plan as the following sample table shows.

Table 1. Curriculum Plan based on K-fans Attitude

	K-pop	K-drama/movie	Book	Cultural Activity
Purposes	Lyrics or story as speaking practice.	Dialogue or Story as Text Content.	Various topics as content for Grammar and Vocabulary.	Organizing Program, Festival, Workshop, Exhibition, Occasional Event, Competition, Seminar, Conference.

Aims	<ol style="list-style-type: none"> 1. Getting idea of changes in generations. 2. Acquiring motivation through youthfulness. 3. Introducing changes in spoken language. 4. Learning various vocabulary use. 5. Realizing communication approach. 	<ol style="list-style-type: none"> 1. Getting knowledge of social culture. 2. Broadening interests in content. 3. Reducing the understanding gap of content by video clips. 4. Enriching vocabularies of synonyms. 5. Realizing communication approach. 6. Introducing variety of social topics. 7. Introducing changes in spoken language. 8. Conceptualizing spoken vocabulary differences. 9. Introducing Korean literature. 	<ol style="list-style-type: none"> 1. Specifying structural study plan by ability. 2. Topics based on importance. 3. Practicing step by step. 4. Introducing culture and tradition. 5. Introducing Korean literature. 	<ol style="list-style-type: none"> 1. Identifying cultural differences. 2. Understanding cultural values and richness. 3. Introducing to cultural involvement. 4. Increasing adaptability in new culture. 5. Practicing core cultural beliefs. 6. Realizing communication approach. 7. Introducing history, tradition and heritage. 8. Exploring natural beauties in tourism.
Application	<p>All types of contents are applicable for learners various proficiency level according to curriculum structure.</p> <p>All are applicable as Speaking, Reading, Writing, Listening Practice Material based on learners' interests.</p>			

6. CONCLUSION

The educational background data refers a remarkable size of educated mass became biased towards Hallyu. The number of Hangul learning K-fan is increasing day by day. Cultural diversity paves the way of learning foreign languages satisfactorily. In this perspective, South Korea inherits a very amazing culture to attract language learners. Their learning interests tend to the communication as well as culture and literature studies indicating that the learning appetite among Bangladeshi youth has become changed into Korean in respect of foreign language study plan. Therefore, a new curriculum for Korean language studies is necessary that meets fans' interests to make learning more enjoyable through institutional education system.

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