

ASPECTS OF KOREAN CULTURE THAT HAVE TO BE INTRODUCED IN RUSSIA

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Abstract. Historically every country has its own peculiar culture. As far as now we are living in 21st century when the international economic and political relations between two countries is getting developed, mutual culture understanding is greatly important for further successful cooperation.

In addition, there is a great raise of Korean language learners, so the knowledge of some Korean cultural aspects can improve effectiveness of language studying process.

This study provides research of all information that is existing in Russia about Korean culture, its results and introduction of some crucial aspects of Korean culture that are still not published but have to be known in Russia and includes important cultural aspects for Korean people, special materials found on the Russian internet contained information about Korean culture and a collection of important cultural aspects, which need to be introduced in Russia.

In order to implement the main task of the study, Korean literature and internet resources, some dissertations, articles, travel guide books found on Russian Internet and devoted to Korean culture were thoroughly researched.

According to the results of implemented research, firstly, it needs to provide comprehensive Korean language materials, including Hanja tutorials, introduction of Korean literature, Korean customs, pansori and samulnori, Korean TV-shows and k-pop, Korean traditional paper art, Korean traditional dance, clothes (hanbok), kimchi and tea ceremony, taekwondo, Korean traditional house (hanok) and traditional heating system (ondol), traditional confessions and oblation ceremonies, the traditional idea of veneration of parents and family culture, Chinese medicine and other aspects of Korean culture need to be introduced.

Keywords: culture, Korean culture, traditional culture, spiritual culture, cultural pattern, living culture, Korean wave.

1. INTRODUCTION

The head of provisional government, who was also a fighter for independence and initiator of democratic ideas Kim Gu once said: “I wish our country become the most beautiful country in the world. I do not want it to be the most powerful or richest... my hurt is bleeding because of invasion, so we are not eager to invade. Our buoyancy is to live our life prosperously; our mightiness is just to defend our land against invasion. I do not wish my country imitate other cultures, I want to create unique and high original culture” (Kim Gu, 2008).

According to the Kim Gu’s opinion, culture is an extremely important element which forms human’s identity and essence. It includes all the aspects of human life, reflects pre-social culture of ethnics groups and culture of well-organized nations.

In the era of globalization in order to establish close and stable cooperation in different spheres between countries it needs to know partner-country’s culture for reaching efficiently visible effectiveness. That is why understanding of Korean culture by Russian people has a great value to knowledge of people’s life and can bring convenience in relations between countries.

In addition, it is not proper to ignore the fact that in case Russian people have some knowledge about Korean culture, learning language also can become much easier and effective.

2. METHODS

This study contains literature researches and materials found on the Internet. In order to calculate the percentage statistical data was used.

In order to make a study of Korean culture field a survey of bibliography and Internet recourses devoted to Korean culture was taken. In order to implement the survey of materials published in Russia we used “Korean culture” keywords and studied all the dissertations, articles, booklets and travel guidebooks on Russian Internet since 1 June 2017 until 31 July 2017. Researched materials were analyzed and put in order according to the subject of research. In order to get study item’s frequency, statistic of percentage was taken.

The study has been taken in the period since 1 June 2017 to 31 July 2017.

3. RESULTS

According to the results, due to efforts of Russian researches, the material about Korean culture and presented in Russia contains such aspects as Korean thought, religion, customs and recreational activities, art, literature, dance, music.

In the table below (Table 1), you can find the material, which has to be researched and presented in Russia.

Table 1: Aspects of Korean culture that have to be presented in Russia

Field	Contents	Elucidatory notes
Korean language	Korean alphabet, ways of Korean language education, Hanja	Publication of proper teaching materials for Korean language learners in Russia
Korean literature	Sijo (traditional three-verse Korean poem), poetry, novels, essays	Introduction and research of Korean classic and modern literary works
Korean customs and traditional games	Korean customs, holidays, Solar term, seasonal customs	Traditions, Solar term seasonal customs
Korean music	Gugak (Korean classical music), folk songs, pansori, masked dance	Pansori, Samulnori
Popular culture	Movies, serials, songs	K-pop, movies, animation, online games etc.
Korean art	Korean painting, ceramics, calligraphy, hanji	Korean traditional art, hanji, origami
Korean dance	Royal dance, folk dance, mask dance, ritual dance, creative dance.	Korean dance
Traditional Korean clothes	Hanbok	Hanbok
Korean cuisine	Kimchi, cooking, tea ceremony, gochujang (red pepper paste), doenjang (soybean paste), soy sauce	Kimchi, tea ceremony
Sport	Taekwondo, martial arts, Korean wrestling, glaiwe, foot volleyball	Taekwondo

Korean architecture	Hanok (Korean style-house; thatched house, shingle-rooted house, tile rooted house), ondol (Korean floor heating system)	Hanok and ondol culture
Korean religions	Shamanism, Confucianism (ancestral rites, family clans and names), Buddhism, Catholicism, Protestantism, Korean religions	Folk religions, ancestor worship
Korean thought	Filial piety thoughts, community spirits	Filial piety thoughts, family culture
Korean medicine	Korean medicine	Acupuncture, moxibustion, cupping, chuna treatment, gigong, oriental treatments
Cultural assets	UNESCO world heritage and cultural assets	Cultural assets of each district

Increase in the number of Russian researchers interested in Korean culture plays a great role in its development in Russia.

4. DISCUSSION

We are going to survey Korean literature, philosophy, religion, cuisine, traditional clothes and peculiarities of living and features of Korean art. Moreover, we are going to overview all the aspects of inherited Korean culture that need development in modern time.

Speaking about Korean culture in general, we can classify it into 3 categories such as moral, material and living culture (Daum, 2017).

1. Moral culture: folk games, holidays, solar term, seasonal customs, Korean medicine etc.

2. Material culture: buildings, books, paintings, sculpture, crafted products and others are considered as types of cultural products. According archeological materials such cultural assets as palaces and Royal shrine, Hwaseong Fortress in Suwon, temples, dolmen sites (Gochang, Hwasun, Ganghwa), and etc. have historical value.

3. Living culture: cuisine (kimchi, traditional tea etc.), hanbok, household items (ceramics, fire pottery etc.).

As far as Korean government tries to maintain Korean traditional style, it is getting its own representativeness and symbolism. In view of this, Korean alphabet, cuisine, music and others, which can be involved in globalization, are becoming a whole brand (*The traditional Korean house*, n. d).

If to take an analysis of such materials as general summary called “Theory of Korean culture” (Park Young Sun, 2017) by professor of Korea University Park Young Sun (2008), “An encyclopedia of Korean culture” (Suh Cheong-Soo, 2014) by Suh Cheong Soo (2014), “Korean culture in full view” (Cho Dong Il & Lee Eun Suk, 2017) by Cho Dong Il and Lee Eun Suk (2017) it is possible to get acquainted with theory of Korean culture. The table below represents analysis results of these three books (Table 2).

Tab. 2 Coverage of Korean culture

Part	Field	Sections
1. Korean history and culture	1. Korean history	Go Joseon period and Buyeo period, Three kingdoms period, Unified Silla period, Balhae, Koryo Dynasty, Joseon Dynasty, the period of Japanese occupation, Independence period
	2. Identity of Korean culture	Ideological and religious identity, symbolism and identity, political and social identity, emotional identity, organizational identity, low and institutional identity
	3. Culture of Korean language	Korean language (specialty of Korean letter study, phonological specialty etc.), Korean literature (classical literature, modern literature)
	4. Korean art	Music, art, dance, theatre, movies
2. Korean nature and natural cultural treasures	1. Korean nature	Nature and climate, roads and transport
	2. Korean cultural treasures	Tangible cultural properties and tourism resources, intangible cultural treasures (regional groups: Seoul, Busan/Gyeongsangnam-do, Daegu/Gyeongsangbuk-do, Incheon/Gyeonggi-do, Jeju-do, others.

3. Korean culture in the world: Korean wave	1. Korean wave	Korean wave, Korean serials, popular songs, movies, comics, animation, online games etc.
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Books presented above covered almost all cultural aspects, excepting science and technology, economy and sport. That is why this study is oriented on all the aspects of Korean culture excepting Korean history, geography and language.

The next table presents all the found materials which were published in Korea (Table 3).

Table 3: Aspects and contents of Korean culture

№	Aspects	Contents	Content which is being frequently introduced abroad
1	Korean language	Korean alphabet, Hanja	Korean language
2	Korean literature	Legends, sijo, novels	
3	Korean customs and traditional games	Old and modern customs, folk games (baduk, jangi, yunnori etc.), holidays (new year, Chuseok), Solar term, seasonal customs	
4	Korean music	National music, folk songs, pansori, masked dance	Samulnori
5	Popular culture	Movies, serials, songs	Korean wave, K-pop
6	Korean art	Korean paintings, ceramics, calligraphy, hanji	Origami
7	Korean dance	Royal dance, folk dance, mask dance, ritual dance, creative dance	
8	Korean traditional clothes	Hanbok	
9	Korean cuisine	Kimchi, cooking, tea ceremony, gochujang (red pepper paste), doenjang (soybean paste), soy sauce	Bibimbab, bulgogi, kimbap
10	Sport	Taekwondo, martial arts, Korean wrestling, glaiive, foot volleyball	
11	Korean architecture	Hanok (Korean style-house; thatched house, shingle-rooted house, tile rooted house), ondol (Korean floor heating system)	
12	Korean confessions	Shamanism, Confucianism (ancestral rites, family clans and names), Buddhism, Catholicism, Protestantism, Korean religions	Buddhism, shamanistic rituals, ancestor worship
13	Korean thought	Filial piety thoughts, community spirits	
14	Korean medicine	Korean medicine	
15	UNESCO world heritage (13)	Seokguram Grotto and Bulguksa Temple, Haeinsa Temple Janggyeong Panjeon, Jongmyo Shrine, Changdeokgung Palace Complex, Hwaseong Fortress, Gyeongju Historic Areas, Gochang, Hwasun and Ganghwa Dolmen Sites, Royal Tombs of the Joseon Dynasty, Historic Villages of Korea: Hahoe and Yangdong, Namhansanseong, Baekje Historic Areas, Complex of	

	Goguryeo Tombs, The Historic Monuments and Sites in Kaesong	
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The first introductory material about Korea in Russia is considered the work by the first Russian ambassador to China (1675-1678) Nikolay, who described situation of Korean cities and region in embassy (Ursul, 1980).

Later, in 2016, D.S. Bilyalova presented a book called "Analysis of Korean, Japanese and Chinese history and its study in Russian textbooks". «Russian school history textbooks contain information about development of countries in Asian region. However, if to speak about information about Korean history, there is comparatively less amount of it and it is often described in relation to Japanese and Chinese historical events... Overall, Russian textbooks contain a little amount of information devoted to political treaties and economical contracts, Korean economic development. However, there is no description of Korean culture» (Bilalova, 2016).

The extract of the research devoted to Korean history textbooks that describe materials about Russia researched by Young Cheol Ko in 2016 is as follows. «Korean history textbooks have materials devoted to Russian history, international relationship between Russia and Korea since 19th century» (Young Cheol Ko, 2016).

The extract from research implemented within the period from 17 June 2017 until 31 July 2017 is given below. «All materials were taken from electronic resources in open access, links are attached in footnotes: online library of dissertations (*Electronic library of dissertations*, n. d), science library of dissertations (*Scientific library of dissertations*, n. d). Using the catalog search, we input special keyword "Korean culture". In the first electronic resource, we managed to find 2077 documents, 67 documents of which are the most suitable for the chosen topic. The second electronic resource showed 4584 documents, but the number of suitable materials without reiteration is 6» (*Electronic library of dissertations*, n. d).

The number of all materials presented as follows (Table 4).

Table 4: Number of materials devoted to Korean culture

Books	Dissertations	Articles	Korean introductory books	Total
38	73	76	8	195

Based on this, we have compiled a table for a brief introduction to the content of these literature sources. Analysis results of found material presented as follows (Table 5).

Table 5: Analysis results of materials devoted to Korean culture published in Russia

№	Aspect	Classification					Total	%
		Books/%	Dissertations/%	Articles/%	Introductory books/%			
1	Korean language	-	2-mar	5-jul	-	7	4	
2	Korean literature	jul-21	¾	oct-13	-	20	10	
3	Korean customs and traditional games	may-13	¾	19/25	-	27	14	
4	Korean music	-	14/19	-	-	14	7	
5	Popular culture	2-may	1-ene	-	-	3	2	
6	Korean art	3-ago	oct-14	oct-13	-	23	12	
7	Korean dance	1-mar	15/20	-	-	16	8	
8	Korean traditional clothes	-	1-ene	3-abr	-	4	2	
9	Korean cuisine	-	-	-	-	0	0	
10	Sport	2-may	2-mar	3-abr	-	7	4	
11	Korean architecture	1-mar	-	2-mar	-	3	2	
12	Korean confessions	oct-26	5-jul	14/18	-	29	15	
13	Korean thought	3-ago	17/23	oct-13	-	30	15	
14	Korean medicine	-	-	-	-	0	0	
15	UNESCO world heritage (13)	-	-	-	1-dic	1	1	
16	Whole contents	4-nov	-	-	jul-88	11	6	
Total		38/100 %	73/100 %	76/100 %	8/100 %	195	100 %	

On the base of results, we can make following conclusion.

The most frequently introduced part of Korean culture in Russia includes such aspects as Korean thought (15%), religion (15%), customs and traditional games (14%), art (12%), literature (10%), dance (8%), music (7%). Such aspects of Korean culture as Korean language (4%), Sport (4%), popular culture (2%), Korean clothes (2%),

Korean architecture (2%), UNESCO world heritage (1%) were shown as less introduced comparing with other fields. Materials such as guidance books, different booklets are forming 6%. Korean cuisine and Korean medicine did not get any development.

In order to introduce Korean culture to Russian people it is not proper just to translate it into Russian or transform the image of Korean culture according their preference. The best way is to show the dynamic aspects of Korean popular culture such as Korean TV-shows or K-pop those are gaining popularity around the world.

Usage of language and culture express the way of thinking, special peculiarities of language and special cultural qualities such as way of thinking, feelings, behavior (Jung Il Young, 2009). What is more, during social communicational activity knowledge of cultural peculiarities in the language can raise the level of understanding of proverbs and neologism (Lee Jin Sook, 2003).

1. SUMMARY

Today it is very important for both countries to understand each other's culture in order to build stable economic, political and social relationship.

The main task of this study is to learn the level of Korean culture spreading in Russia and by means of that find out what aspects of Korean culture need to be known. The content of research is based on the material devoted to Korean culture existing in Russia via data survey on the Internet and cultural aspects that are stressed in Korea.

In order to implement the main task of the study, Korean literature and internet resources, some dissertations, articles, travel guide books found on Russian Internet and devoted to Korean culture were thoroughly researched.

According the results of implemented research, first, it needs to provide comprehensive Korean language materials, including Hanja tutorials, introduction of Korean literature, Korean TV-shows and k-pop, movies and comics, Korean traditional paper art, clothes (hanbok), kimchi and tea ceremony and other aspects of Korean culture need to be introduced.

2. CONCLUSIONS

Based on implemented study of Korean cultural aspects and materials presented in Russia we can make following conclusion.

During globalization era, we can see not only political and economic, but also social and cultural changes. Now everyone freely can use news, movies, television, advertisement, popular music and others. Now cultural production, consumption and distribution form international system that is why modern culture and life style is speedy expanding around the world.

These days, the number of foreigners who want to learn Korean is rapidly increasing around the world. Language includes the mindset, lifestyle and cultural traditions of people who are using it. Foreigners learn many honorific forms in Korean language depending on the speaker and listener's status, or learning how to respect Korean seniors by means of understanding complicated Korean address terms. Therefore, language education includes a kind of cultural education.

In order to resolve this, there is a great necessity if efforts by Korean scholars and governmental associations related to Russia.

What is more, in-depth research needed to cover specific details of Korean culture that have not been discussed in this study.

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