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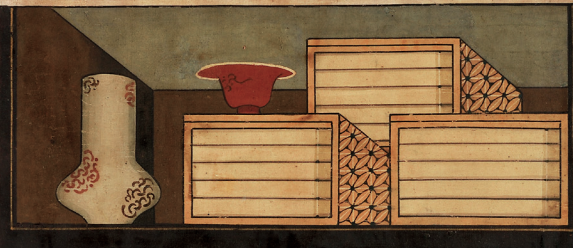
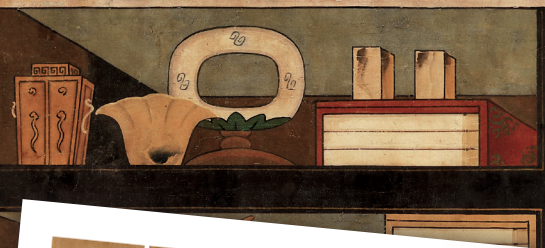
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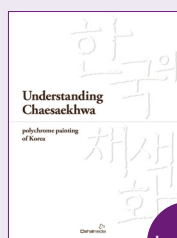
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## Chaesaekhwa, Polychrome paintings of Korea

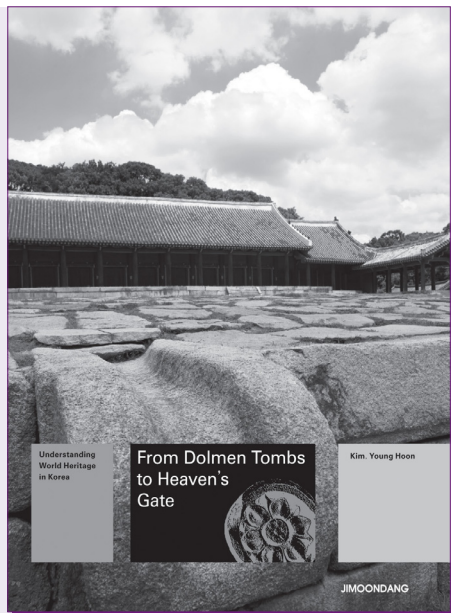
### Understanding Chaesaekhwa Included

Byungmo Chung

Christianity, one of the major religions in Korea, is indispensable for comprehending the complex contours of Korea's modern history. This sourcebook offers a convenient window for readers who are interested in a trajectory of Korean Christianity from its introduction to the present. It contains 62 documents on Catholicism and 64 documents on Protestantism. As a rare collection of original communiqués, letters, statements, firsthand accounts, and comments that span from 1883 to 2013, this sourcebook will surely help readers understand, through the inner voice, how Christianity has adapted itself to, influenced upon, and benefited from, the changing conditions of modern Korea. An essential reading of Korean Christianity!



Included



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## From Dolmen Tombs to Heaven's Gate

### Understanding World Heritage in Korea

Yeong Hoon Kim

When we explore the cultural heritage of a particular region, we not only gain its knowledge but are further guided to broader questions as well. For example, we are likely to continue questioning “How are the characteristics of Korean Changdeokgung Palace similar or different from other palaces in near East Asian countries such as China and Japan?” or “What are the unique features of Korean Changdeokgung palace that makes it different from palaces in Western countries?” Thus, I consider that every question can help us to have a more profound and broaden view toward the world and feel the special value in the history of humankind. I expect that such trials ultimately become the passage to every person in the world, not just limited to the studies of certain eras or regions.

# THE CULTURE OF *Arirang*

*Author*  
Kim, YeonGap

*Translators*  
Ki, MeeYang / Lee, JungHa

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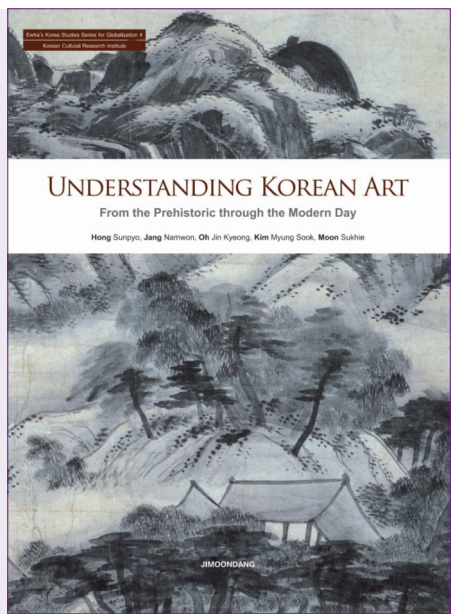
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## The Culture of Arirang

YeonGap Kim

Some say that I consider Arirang as a religion, and others say that I worship it. But that is not true. It is only that I maintain passion towards my fundamental goal; that is, my Pathos des Grundziels. Thus, I am participating in what I enjoy as much I enjoy it. From the mid 1980's, I came to understand that 'Arirang is not simple', and from the mid 1990's, I tried to make that notion of 'not-simpleness' more substantial.

What I had earned from this process is faith that started as 'Arirang is not a folk song', which in turn became 'Arirang is not merely a song,' and finally that 'Arirang is an independent genre' and a culture that holds the three spirits of resistance, unity, and co-existence. And also it is shared by both Koreas of South and North, along with oversea Korean residents..... My goal was to generalize this claim through objective data and logical analysis. Therefore, my studies were developed through various perspectives. Such an approach was inevitable as Arirang's frame was that much complicated, which required historical view points, along with that from folk study, evolution theory, and diffusion studies. This is because, without such viewpoints, the meaning of Arirang sung in North Korea and other historical scenes are unintelligible. Of course, I am not claiming that this viewpoint is necessarily adequate or that results from such an approach is the sole answer.



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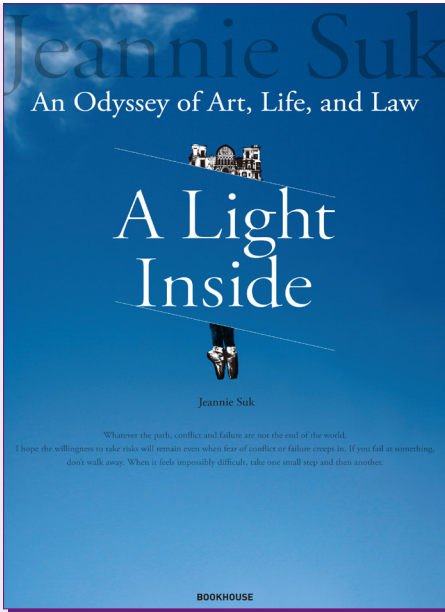
## Understanding Korean Art

### From the Prehistoric through the Modern Day

Sunpyo Hong

As the world becomes smaller, overseas interest in Korean arts has been on the increase. Korean performing arts and the exhibition of Korea's artifacts have been actively introduced and promoted abroad. However, it is difficult to find overseas academic researchers who specialize in Korean arts and thus contribute to rapid progress in this area through in-depth studies. Overseas research on Korean arts, music and dance has primarily been conducted by Eastern art experts as a subsidiary part of their studies, not by Korean art specialists. Given the current situation in which few English references on Korean arts exist, the publication of a textbook on the art of Korea will assist overseas researchers in expanding their studies and taking more interest in this field. The textbook is equipped with a plethora of images, audio data, drawings and glossaries as well as text, offering basic and specific contents needed to present Korean arts.

*Understanding Korean Arts*, Ewha's Korean Studies Series for Globalization 4 diachronically explores the arts of Korean seven chapters: Prehistoric Age; Three Kingdoms Period and Unified Silla; Goryeo Dynasty; Early Joseon Period; Late Joseon Period, and; Modern Era and Contemporary Period. Each chapter covers various art genres including fine arts, music and dance to help readers comprehend integrated characteristics of Korean arts and culture through history. It is particularly noteworthy that modern and contemporary art in Korea are discussed in this book, which have not been explored enough in other overseas publications on Korea.



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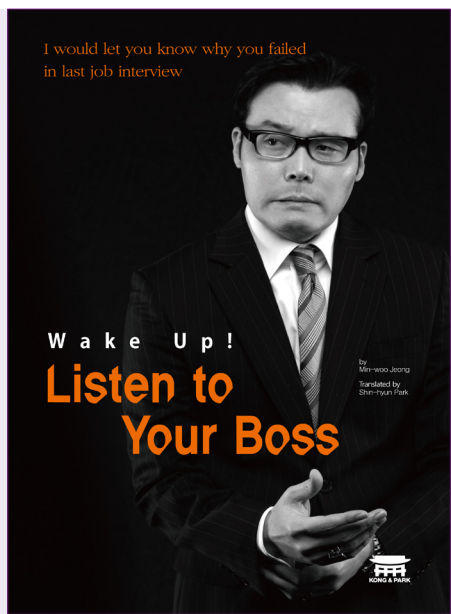
## A Light Inside

### An Odyssey of Art, Life and Law

Jeannie Suk

The first Asian Woman tenured at Harvard Law School, Guggenheim Fellow, Herbert Jacob Prize Winner, 'Best Lawyers Under 40' by the NAPABA, Jeannie Suk tells her heartfelt story. By telling her old love for Ballet, Piano and reading, she guides us to her passionate life and work and finally to the world "that she wanted to see". She decided to write this book because she was frequently asked to explain the connection between how she grew up and how she works and lives now. What world do we want to see? What is "education" in its true sense? What is "life" where one paves one's own path? Through this clean and elegant memoir, we learn that one's attitude and passion for life is the most important in life. and she suggests that we should be brave as we have freedom to be imperfect. Also she tells about her disciplines of life and work. One of those is "find what you really love to do."





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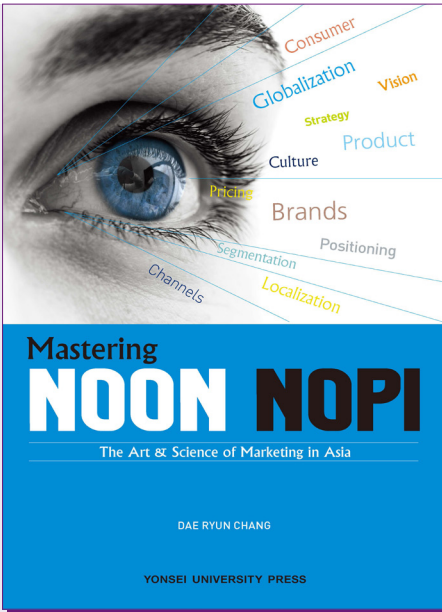
## Listen to your boss

I would let you know why you failed in last job interview

Min-Woo Jeong

However hard you have prepared for employment, however many job qualifications you have acquired, if you can't pass a job interview, all your efforts come to nothing. In this book general manager Jeong clearly reveals why you failed in last job interview, and what is the secret criteria of job interview, which will make you a winner in the poker game between interviewer and interviewee!

General manger Jeong as the current post holder fully discloses the hidden secrets of job interview. This book extracted only essentials from what he said in his invited lectures for employment, which caused an enthusiastic reaction from the young audience. In Part I he demands that young men preparing for employment should become exactly the ideal type of talented person companies and interviewers want, and in Part II he unveils in an interesting manner the tips for actual job interview and the secret criteria of job interview, which were considered as vague. General manger Jeong currently working vigorously in his own field integrated his own 20-year experience and know-how into this book, so that it can be usefully taken advantage of by not only young job seekers who have not decided on the exact direction of their occupation but also young employees who as new recruits have not settled their position.



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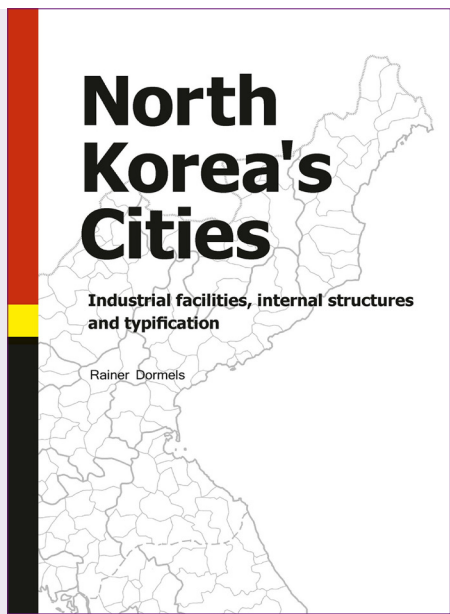
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## Mastering Noon Nopi

### The Art & Science of Marketing in Asia

Dae Ryun Chang

How does one approach Marketing in Asia, the fastest growing economic region in the world? That is the key question that is answered in *"Mastering Noon Nopi: The Art & Science of Marketing in Asia."* Noon Nopi is a Korean word which means "Eye Level," but the author uses it more broadly to signify the essence of Marketing. The Noon Nopi concept is used throughout the book to convey how companies need to understand their markets through the lenses of consumers. The author brings nearly 30 years of teaching, research and consulting experience and insight about Marketing into the book. He has taught Marketing in Korea, Finland, Australia, Hong Kong and Singapore. He was also raised as a child of diplomats and lived in many countries. The combined experience therefore allows the author to have a unique global perspective of how the "Eye Level" matching can be achieved. The author offers rich personal accounts and anecdotes to illustrate how one's ability to fine tune his or her "Noon Nopi" can be an asset not just in business but also in life such as in individual branding. Even though the book is focused on Asia, many of the analytical tools offered in *"Noon Nopi"* can be applied to marketing problems anywhere. As an added bonus, the book includes the author's many Harvard Business Review Online opinion pieces as well as a key article and case on Asian Marketing.



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## North Korea's Cities

### Industrial facilities, internal structures and typification

Rainer Dormels

The present study deals with the cities of North Korea and approaches the research topic from three different angles. One of the angles is of a qualitative nature and the remaining two are quantitative. The first approach deals with the facilities of the cities, especially with industrial plants. Therefore, five sources have been investigated separately. The second methodological approach was used to study the structure of the cities of North Korea. The analysis of the data on transformation in the administrative divisions within the cities answers to questions about the extension or reduction of the urban area and the development of centers within the city. This publication offers information about the 27 North Korean cities which either has a useful relevance for the typification of the cities and the elaboration of specific characteristics or can be used for the interpretation and explanation of the results of the quantitative research approaches of the present study. The presentation of the results is divided into two parts. First, the results of the interrelations between the cities (population shares, numbers of factories, etc.) are presented. Second, each of the 27 cities will be granted a separate chapter, where results are presented from all three approaches. In an appendix (in Korean) all the relevant names concerning North Korean industrial companies units are listed.



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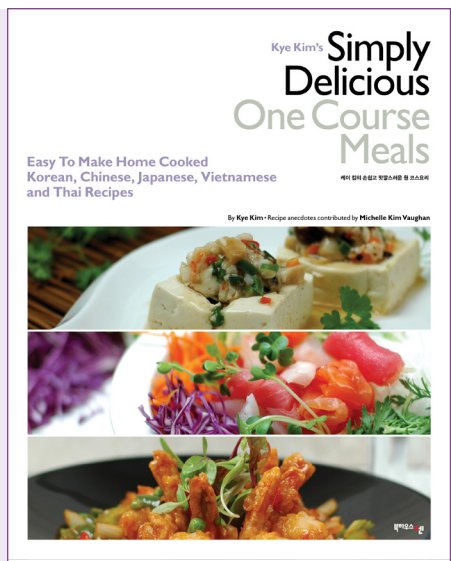
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## Kye Kim's Modern Korean Cooking

Kye Kim

Author Kye Kim, who has been living in Michigan for 33 years, is introducing easy and delicious 70 Korean food recipes, with the ingredients you can easily find in any grocery store in the States. This book is written for people in the U.S., including Korean American and Korean students in the States. This book includes recipes of American's favorite dishes, Bibimbap, Bulgogi Gui, Galbi Jjim, Samgyetang and Japchae. Recipes of traditional Korean dishes such as Sinseollo, Tteok Guk, Maekjeok are also included.



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## Kye Kim's Simply Delicious One Course Meals

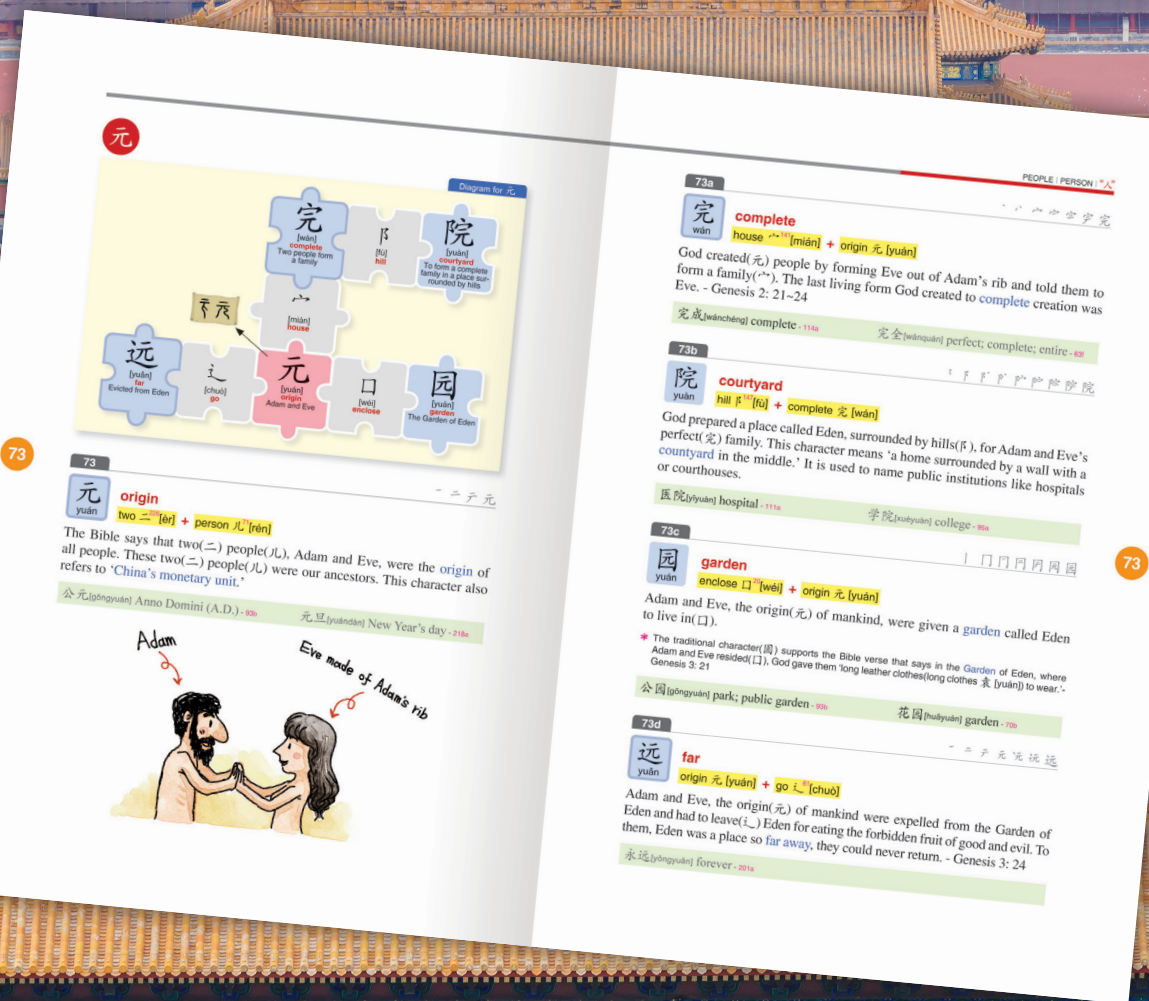
Kye Kim

With an emphasis on healthy cooking, author Kye Kim takes a modern twist of Asian flavors with her expert techniques and long years of cooking experience. This collection of recipes ranges from the classic (Kimchi Pancakes), to comforting (Sizzling Rice Soup), to fresh (Simple Asian Slaw with Black Sesame Rice), to deeply satisfying (One-Pot Seafood and Vegetable Rice), and features recipes for sauces, tips for substitutions and helpful hints, all aimed at helping you turn these one course meals into a new lifestyle with a focus on taking care of yourself and those you love.



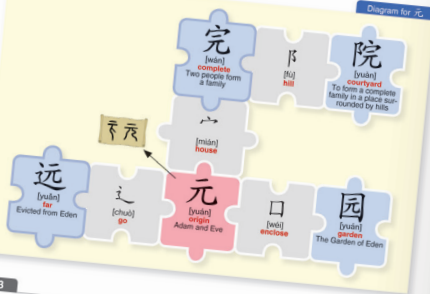
The background is a solid purple color. Overlaid on this background are large, faint, light-purple characters. On the left side, the Japanese characters '外国語' (Gokugogo) are visible, which translates to 'Foreign Language'. On the right side, the Japanese characters '学習' (Gakushin) are visible, which translates to 'Study'. At the bottom of the page, the English letters 'ABC' are faintly visible in a large, sans-serif font.

# **FOREIGN LANGUAGE STUDY**



元

Diagram for 元



73

元

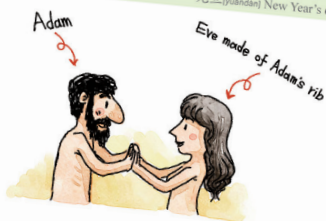
origin

two 二 [èr] + person 儿 [ér]

The Bible says that two(二) people(人), Adam and Eve, were the origin of all people. These two(二) people(人) were our ancestors. This character also refers to "China's monetary unit."

公元(gōngyuán) Anno Domini (A.D.) - 80a

元旦(yuándàn) New Year's day - 210a



73a

完

complete

house 宅 [zhái] + origin 元 [yuán]

God created(元) people by forming Eve out of Adam's rib and told them to form a family(家). The last living form God created to complete creation was Eve. - Genesis 2: 21-24

完成(wánchéng) complete - 110a

完全(wánquán) perfect; complete; entire - 60

73b

院

courtyard

hill 阝 [fú] + complete 完 [wán]

God prepared a place called Eden, surrounded by hills(阝), for Adam and Eve's perfect(完) family. This character means 'a home surrounded by a wall with a courtyard in the middle.' It is used to name public institutions like hospitals

医院(yīyuàn) hospital - 110a

学院(xuéyuàn) college - 80a

73c

园

garden

enclose 口 [kǒu] + origin 元 [yuán]

Adam and Eve, the origin(元) of mankind, were given a garden called Eden to live in(口).

\* The traditional character(園) supports the Bible verse that says in the Garden of Eden, where Adam and Eve resided(口), God gave them 'long leather clothes(long clothes 裘 [yùan]) to wear.'

公园(gōngyuán) park; public garden - 80b

花园(huāyuán) garden - 70b

73d

远

far

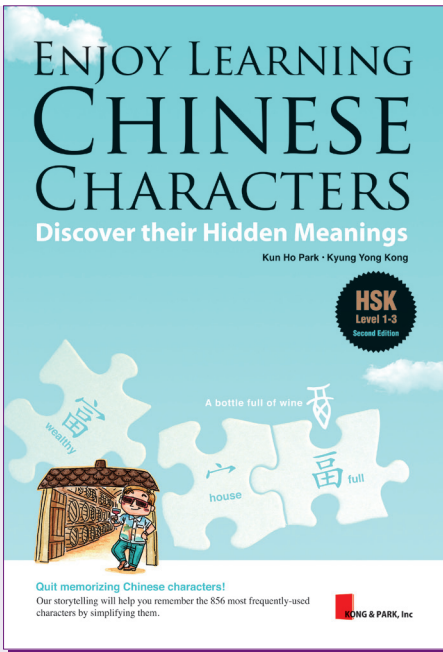
origin 元 [yuán] + go 辶 [chuò]

Adam and Eve, the origin(元) of mankind were expelled from the Garden of Eden and had to leave(辶) Eden for eating the forbidden fruit of good and evil. To them, Eden was a place so far away, they could never return. - Genesis 3: 24

永远(yǒngyuǎn) forever - 201a

"This book is an indispensable aid for people who want to master basic and commonly used Chinese characters and vocabulary within a short time. It is also a very useful reference book for Chinese language teachers."

- Professor of Chinese Language, Fudan University of Shanghai. Dr. Yong Jiang,



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## Enjoy Learning Chinese Characters

### Discover their Hidden Meanings

Kun Ho Park & Kyung Yong Kong

Chinese characters are represented as pictograms which are based on the shape of objects. If you feel even slightly disheartened that you will have to memorize each one of them, then do not worry. Just as the English language learning system is based on alphabets (A, B, C, etc.) which are a set of characters that represent the phonemic structure of the language; similarly, Chinese learning has about 250 basic and radical characters. Remember that you can combine these Chinese characters or break them in order to easily read, write and understand them.

Learning that can be used immediately

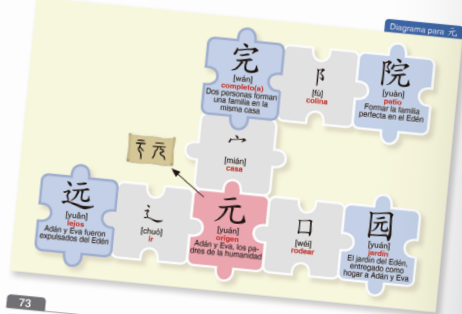
By learning how these Chinese characters came to be, you can also learn how adding a certain component changes the meaning. For example, the character “色[sè]” meaning ‘color’ depicts a person(人) on top of another person(巴) in the act of sexual intercourse, which causes one to flush in excitement. Once you know that origin, you will be able to understand why “色[sè]” also means ‘lust.’”

2013 Mom's Choice Award Winner





元



73

**元** **origen**  
yuán dos 二 [èr] + persona 人 [rén]

La biblia da a conocer que la humanidad actual se desarrolló **partiendo** de 2 (二) personas (人) 'Adán y Eva'. Por tanto, da a entender que estas 2 (二) personas (人) son antecesores y fundadores de la humanidad. A la vez, se utiliza como 'unidad monetaria de China'.

公元 [gōngyuán] Después de Cristo (d.C.) - 800 元旦 [yuándàn] Día de Año Nuevo - 2018



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SER HUMANO / PERSONA 人

73a

完

**completo(a)**  
wán casa 家 [jiā] + origen 元 [yuán]

Como orígenes (元) de la humanidad, Dios creó a Eva de la costilla de Adán y se la entregó como su esposa, para que entre ellos formen una familia (家). Con la creación de Eva, fue **completada** la Creación. - Referencia Génesis 2:21-24

完成 [wánchéng] completar - 118a 完全 [wánquán] perfecto(a), complete(a), entero(a) - 63a

73b

院

**patio**  
yuàn colina 山 [shān] + completo(a) 完 [wán]

Dios preparó para Adán y Eva para que formaran la familia perfecta (完), un hogar llamado el Edén el cual estaba rodeado de colinas (山). Con el significado de 'casa con jardín rodeado de muro' es utilizado también para entidades como hospital o tribunal, o también como nombre de instituciones públicas.

医院 [yīyuàn] hospital - 111a 学院 [xuéyuàn] instituto - 85a

73c

园

**jardín**  
yuán rodear 口 [kǒu] + origen 元 [yuán]

Este carácter da a entender que el Edén, designado como hogar (口) para los orígenes (元) de la humanidad, Adán y Eva, era una **colina** hermosa.

\* Es interesante saber que la letra original (園) fundamentalmente lo registrado en la Biblia, mediante el cual indica que Dios hizo y proveyó ropa larga de pieles de animales (ropa larga 裘 [qiú]) para Adán y Eva en el **Jardín** del Edén, que era su hogar (口). - Referencia Génesis 3:21

公园 [gōngyuán] parque; jardín público - 92b 花园 [huāyuán] jardín - 92b

73d

远

**lejos**  
yuǎn origen 元 [yuán] + ir 走 [zǒu]

Significa que los padres (元) de la humanidad, 'Adán y Eva', fueron expulsados (走) del Jardín del Edén por 'comer del fruto prohibido'. Para ellos el Jardín del Edén era como un lugar muy **lejano**, al que no podrían regresar jamás por más que quisieran. - Referencia Génesis 3:24

179

"Este libro es una ayuda indispensable para las personas que deseen dominar caracteres y vocabulario chinos básicos y comúnmente utilizados en poco tiempo. También es un libro de consulta muy útil para los profesores del Idioma Chino."

- Profesor del Idioma Chino, Universidad de Fudan en Shangai. **Dr. Yong Jiang,**

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## Disfrute Aprendiendo los Caracteres Chinos

### Descubra sus Significados Escondidos

Kun Ho Park & Kyung Yong Kong

El prejuicio que tenemos de que los caracteres chinos son jeroglíficos da lugar a la creencia errónea de que hay que memorizar los miles de dibujitos. Pero, al igual que el inglés que tiene sus alfabetos, el chino tiene aproximadamente unos trescientos caracteres básicos. Y a través de la descomposición y recomposición de ellos, se puede leer y escribir y además comprender el significado de miles de caracteres chinos. ¡Aquí usted se encontrará con estos métodos tan sorprendentes!

Una forma de estudio perfecta y práctica Esta forma de estudio, que enseña tanto los principios como el contexto en que se generaron las letras chinas, a la vez, ayuda a comprender la razón por la que se modifica el significado de cada carácter. Por ejemplo, el carácter "色 [sè]" llegó a tener el significado de 'color' a partir de la postura de una persona(ㄣ) encima de otra persona(巴), en una relación sexual, que se excita y se ruboriza. Si conoce este contexto del carácter "色 [sè]" es muy fácil de comprender el porqué tiene además el significado de 'lujuria.'



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NATURE NATURAL SCENERY

Diagram for 木

**木** (キョウ) root; book; counter for long cylindrical things  
Root of a tree

**一** (イチ) single line

**十** (ジュウ) two people on a wooden cart

**人** (ニン) person

**木** (キョウ) tree; wood  
Tree with focus on branch and root

**イ** (イ) person

**休** (キウ) rest  
A man leaning and resting against a tree

**磨** (マ) grind; polish  
To sharpen a blade on a whetstone

**石** (イシ) stone

**麻** (マ) hemp  
Processing hemp stems at home

**皮** (カ) skin of hemp stem

**本** (ホン) root; book; counter for long cylindrical things  
tree 木 [ボク・モク] + single line 一 [symbol]

A horizontal line (一) is added into the bottom of “木” to emphasize its **root**.  
“counter when counting long and thin objects” such as pencils.

絵本 (エホン) picture book >100 145  
基本 (キホン) foundation; basis >100 145  
本屋 (ホンヤ) bookstore; bookseller >100 146

**休** (キウ) rest  
person イ [ニン・ジン] + tree 木 [ボク・モク]

A person (イ) leaning against a tree (木) to rest.

休み (やすみ) rest; relaxation  
休まる (やすまる) feel rested; feel at ease  
休憩 (きゅうけい) rest; recess; interval >100 146  
連休 (れんじゅう) consecutive holidays >100 146

休む (やすむ) rest; relax; take a rest  
休める (やすめる) give a rest; suspend  
休暇 (きゅうか) holiday >100 146

**麻** (マ) hemp  
house 戸 [ド] + skin of hemp stem 木 [マ]

Symbolizes women processing the bark (示) of hemp stems to produce strings in a house (戸). Hemp leaves and flowers also contain anesthetic substance, which led into meaning for **numbness**.

\* Ancient character shows “麻” as a shape of **hemp bark** 示 being taken off.

麻酔 (まずい) anesthesia >100 130

**磨** (マ) grind; polish  
hemp 麻 [マ] + stone 石 [セキ・シャク]

One rubs (麻) a blunt tool on a whetstone (石) to “grind” it. Hemp (麻) has numbing properties and friction would numb (麻) that part of your body.

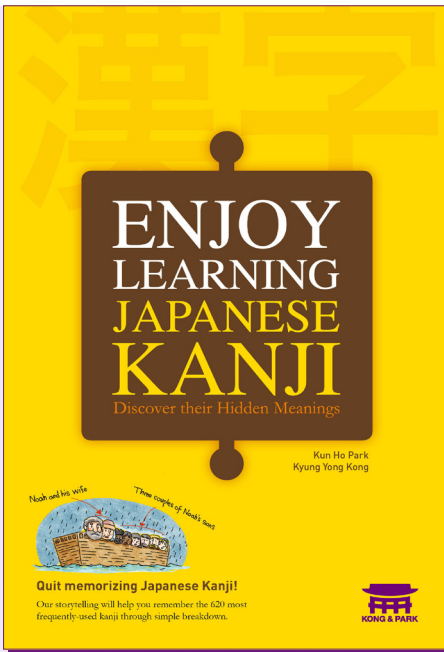
磨く (みがく) polish; grind; brush  
歯磨 (はみがき) brushing one's teeth; tooth powder; toothpaste >100 100

**乗** (ジョウ) ride  
tree 木 [ボク・モク] + person/spoon 人 [ヒト] + person/spoon 人 [ヒト]

Two people (人) riding on a wooden (木) cart.

\* Ancient characters show that “木” is a variation of “木.”

乗る (のる) get on (transportation); be loaded  
乗せる (のせる) give (someone) a ride; load (up)



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## Enjoy Learning Japanese Kanji

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Kun Ho Park & Kyung Yong Kong

This is a new, highly visual, fun way—using pictures and jigsaw pieces—to learn written Kanji by learning the meaning of 250 characters that combine to form hundreds more. To say that characters are pictograms based on the shape of objects might make you think they must be memorized one by one. But as English has an alphabet, Kanji has about 250 basic and radical characters. Remember that you can combine these characters or use them to break down thousands of others so you can easily read, write and understand them. This book was written to help you understand the origin and usage of 250 Chinese characters. Now you can recall instead of memorize. By learning how these Kanji came to be, you can then also learn how adding a certain component changes the meaning.

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This book is written to help you understand the origin and usage of each character. Now you can recall instead of memorize. To remember means to strengthen the synapses which connect your brain cells. Synapses can be strengthened by stimulating the five senses - smell, hearing, taste, vision and touch. When multiple senses are used together, the memory lasts longer. Better results can be achieved when such stimuli is coupled by unforced repetition. One good way of strengthening the synapses is to repeat the same stimulation. This book expands on the basic character by adding parts that give new meaning in a radical form. This means you are exposed to the same basic character multiple times.

# TALK TO ME IN KOREAN



**TalkToMeInKorean.com** is a Korean language learning website that became popular overseas before it was recognized in Korea. Ever since its foundation in 2009, more than **5 million people have visited** TalkToMeInKorean.com. TTMIK audio lessons have **been downloaded over 50 million times** while TTMIK YouTube videos have received over ten million views thus far.





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Have you ever struggled to read the titles of your favorite K-dramas because of the fancy font? Do you sometimes wonder what Korean handwriting says because you can't entirely make out all the letters? Do you just want to learn to read and write Hangeul better? After studying with this book, you too will be a Hangeul Master! We cover all the Hangeul letters in detail and give you tips on how to easily read Korean handwriting or fonts.

This book has all the essentials to help you learn Hangeul, including a history of Hangeul, pronunciation and the stroke order of the 40 Hangeul letters, how letters are combined into syllables, and how to link sound together when speaking Korean. Free downloadable audio files are provided to help develop better pronunciation. Throughout the book, there are "time-out" sections that serve as a short study break. These sections contain cultural tidbits and facts related to Korean, including "Abbreviations in Korean Slang", "Chinese Characters in the Korean Language", "When Do Koreans Learn Hangeul?", and more. Following the extensive coverage of Hangeul is a section which covers Korean Handwriting. Over 300 examples of handwritten Korean, provided by native Koreans, are introduced with tips, explanations, translations, and practice exercises to help learners develop the ability to efficiently read handwritten Korean.



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## Máster Del Hangeul

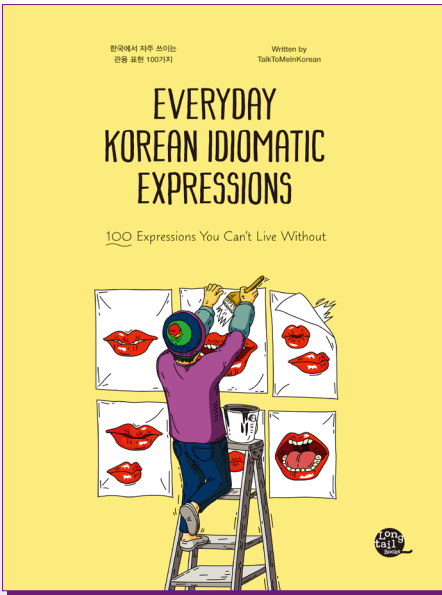
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¿Alguna vez has tenido problemas para leer los títulos de tus K-dramas favoritos a causa de la elaborada tipografía? ¿Algunas veces te preguntas qué es lo que dice un texto en coreano escrito a mano porque no entiendes todas las letras? ¿Quieres mejorar tus habilidades para leer y escribir Hangeul? Después de estudiar con este libro serás un ¡Máster del Hangeul! Abordamos de forma detallada todas las letras que componen el Hangeul y damos consejos para leer fácilmente coreano escrito a mano o en tipografía.

Este libro tiene todo lo esencial para ayudarte a aprender Hangeul, incluyendo la historia del Hangeul, la pronunciación y el orden de trazos de las 40 letras que componen el Hangeul, la combinación de las letras para formar sílabas, y la unión de los sonidos cuando se habla en coreano. El audio se puede descargar de forma gratuita para ayudar a mejorar la pronunciación. A lo largo del libro hay secciones tituladas “¿Sabías que...?” que sirven como un corto descanso del estudio. Estas secciones contienen notas culturales y hechos relacionados con Corea, incluyendo “Abreviaciones en coreano coloquial”, “Caracteres chinos en el idioma coreano”, “Los coreanos aprenden Hangeul a una edad muy temprana” y más. Con una extensa cobertura del Hangeul la sección titulada “Hangeul escrito a mano” contiene más de 300 ejemplos de coreano escrito a mano por coreanos nativos, presentados con consejos, explicaciones, traducciones y ejercicios de práctica para ayudar a los estudiantes a desarrollar la habilidad de leer coreano escrito a mano de forma eficiente.





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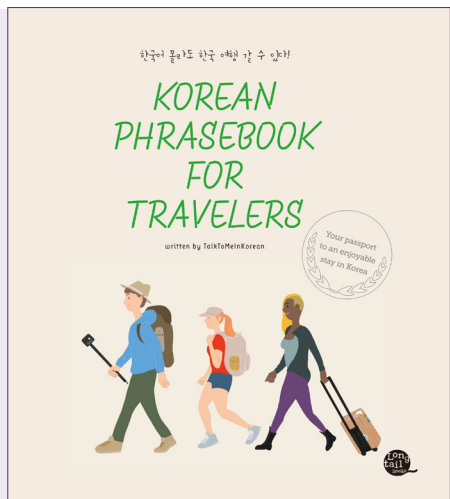
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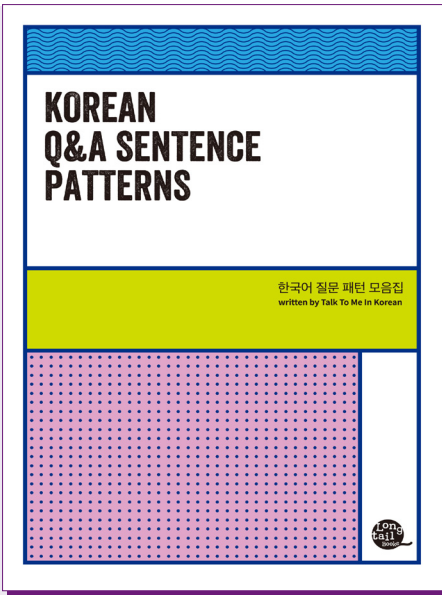
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## Korean Phrasebook for Traveler

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Traveling to another country where you are not familiar with the national language can sometimes lead to frustration and/or a poor experience. This handy guide, *Korean Phrasebook for Travelers*, complete with everything a traveler needs to know while staying in Korea, will make your trip more enjoyable, ease your communication woes, and gives you the knowledge to get around Korea with confidence.

If you don't know much when it comes to the Korean language, but you are traveling to Korea soon, don't worry! *Korean Phrasebook For Travelers* will be your passport to getting through that language barrier and making your trip more enjoyable without having to study the language in depth. This book is divided into sections by location and situation so you can easily find the word or expression that you need without wasting much time searching the pages. To help with the pronunciation of Korean, romanizations of Hangeul, the Korean writing system, are written for every word and phrase (the romanizations in this book have been slightly modified from the official romanization system to better suit English speakers). In addition to romanization, illustrations are included to not only help you have a visual representation of a word, but just in case you are having trouble being understood, you can show the other person/people the picture in the book to make things less awkward or frustrating for everyone.



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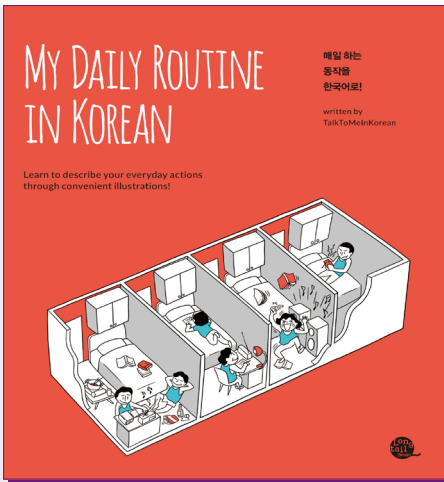
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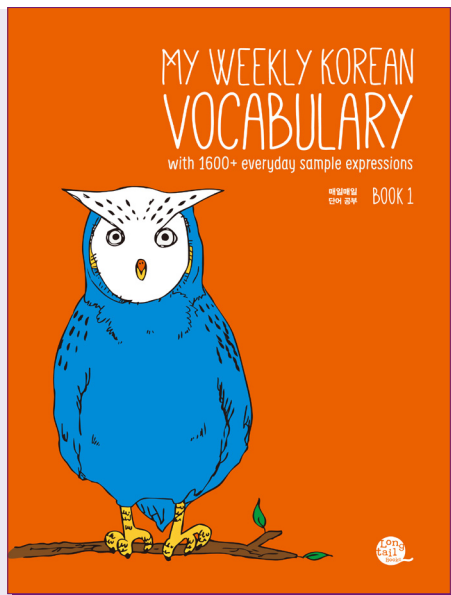
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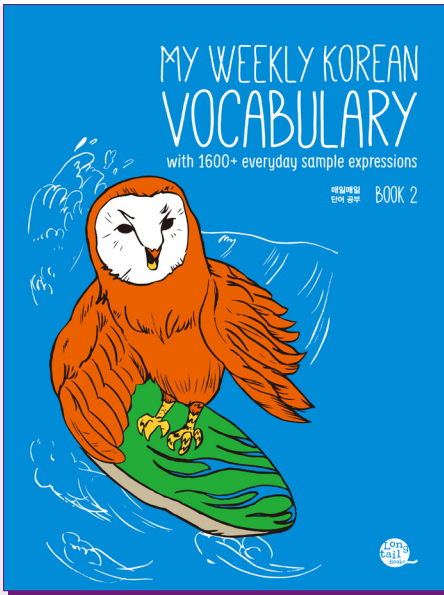
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The words and the expressions used in the articles in this book are frequently used in official news articles and television news reports, making it a perfect companion for those who are looking to take the TOPIK (Test of Proficiency in Korean) exam.



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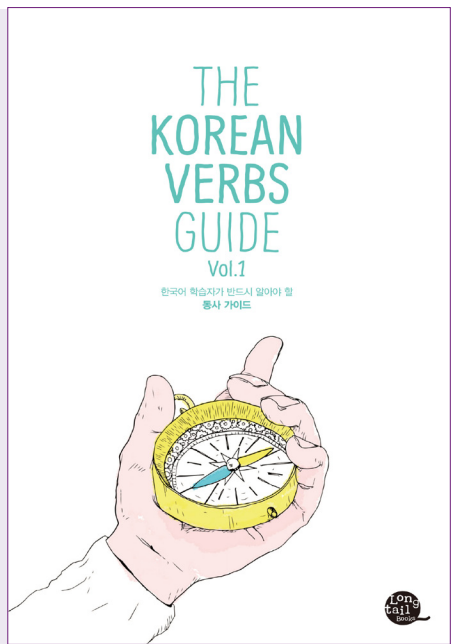
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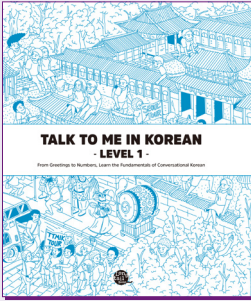
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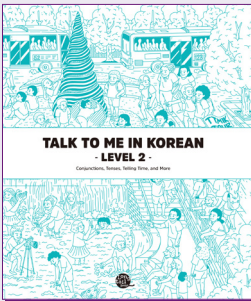
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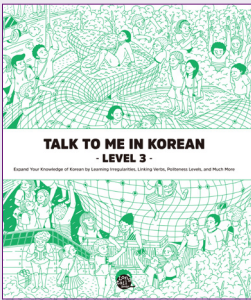
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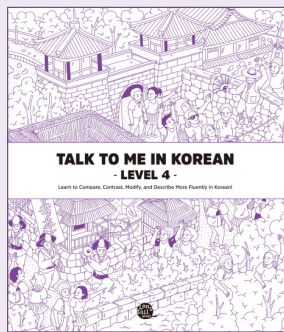
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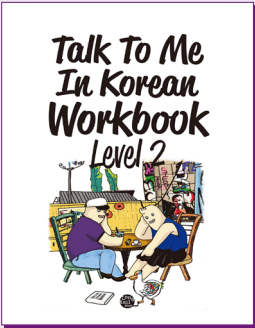
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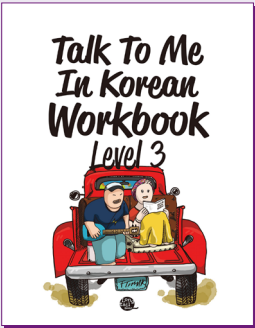
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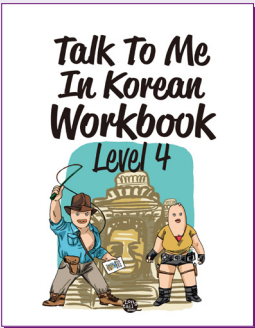
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


























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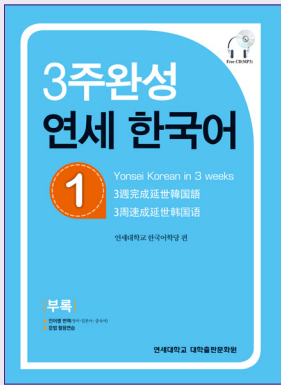


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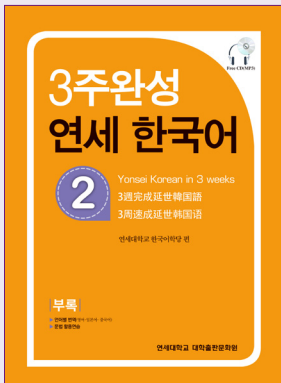
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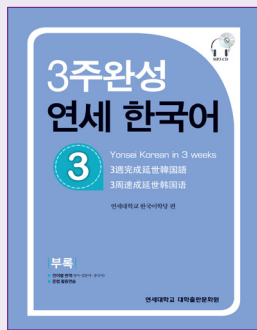
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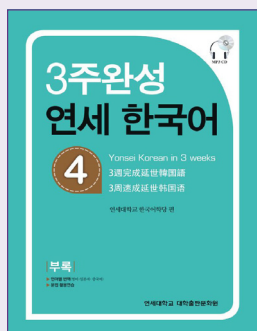
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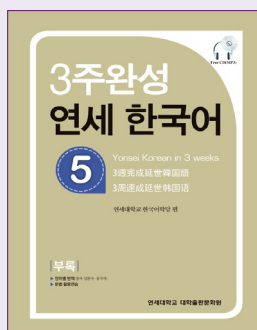
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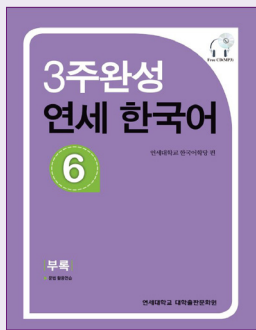
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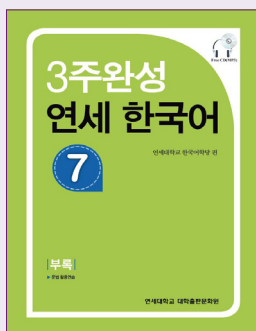
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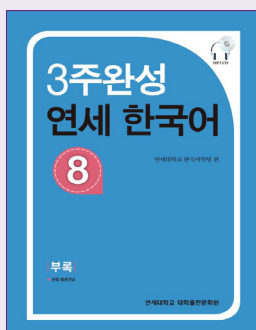
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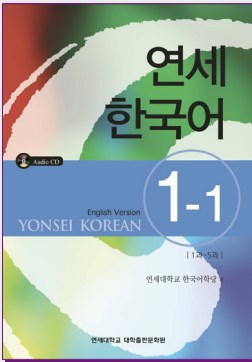
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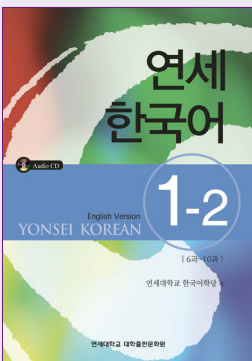
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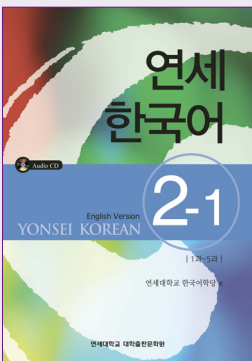
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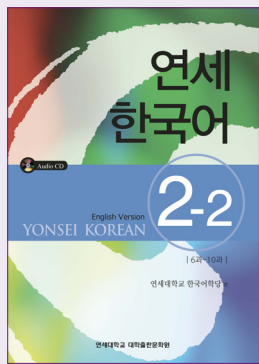
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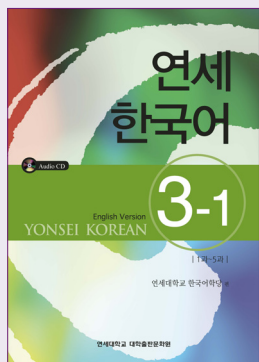
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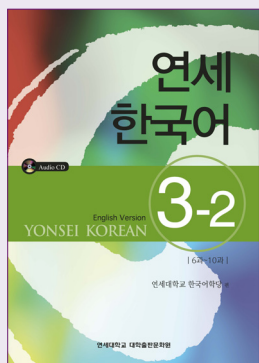
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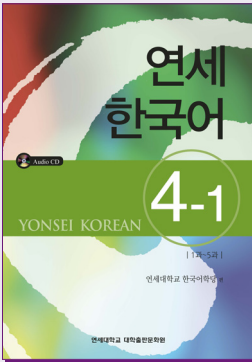
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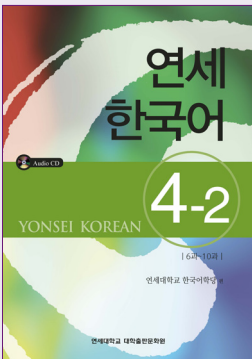
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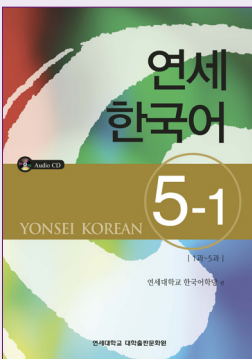
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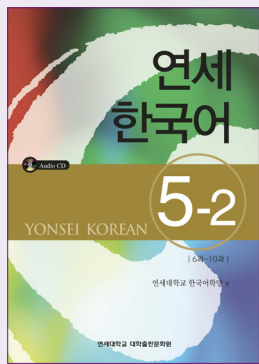
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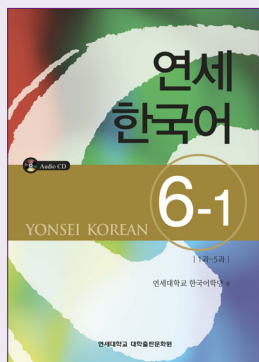
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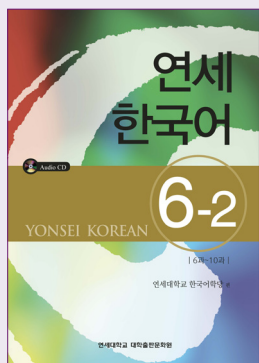
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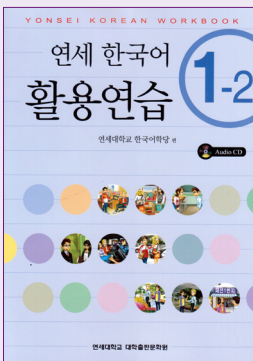
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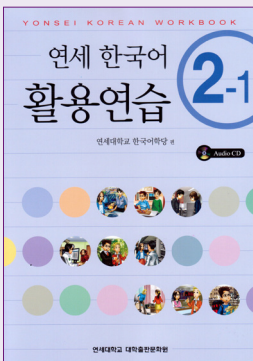
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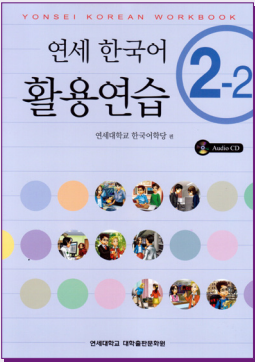
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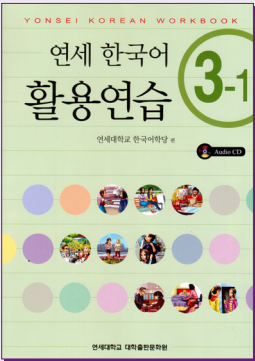
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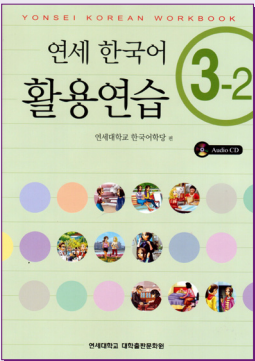
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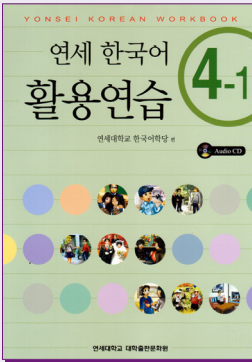
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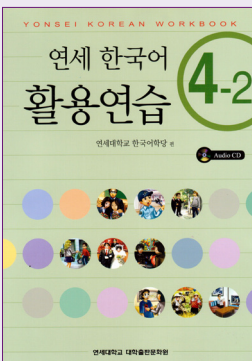
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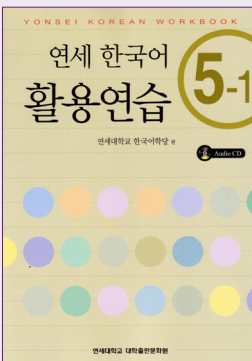
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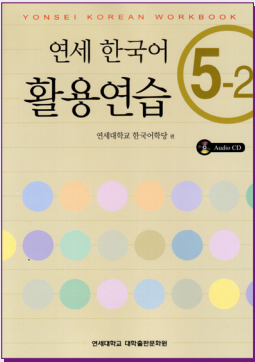
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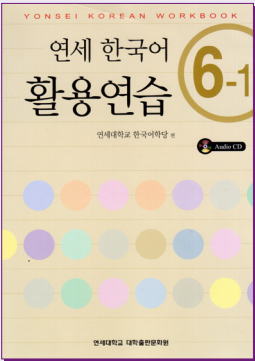
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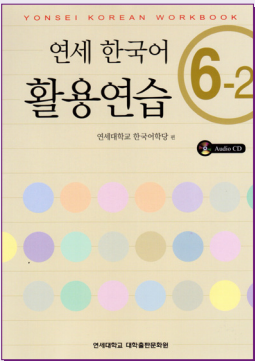
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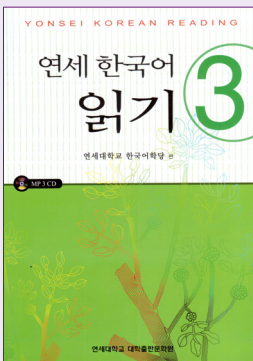
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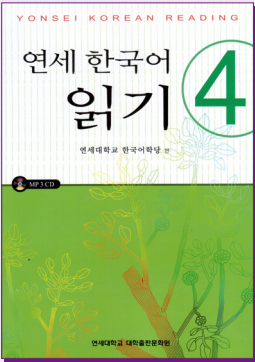
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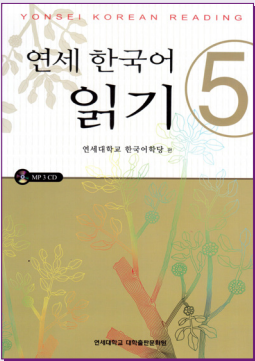


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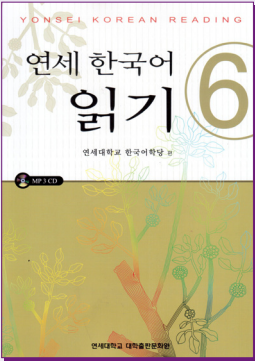


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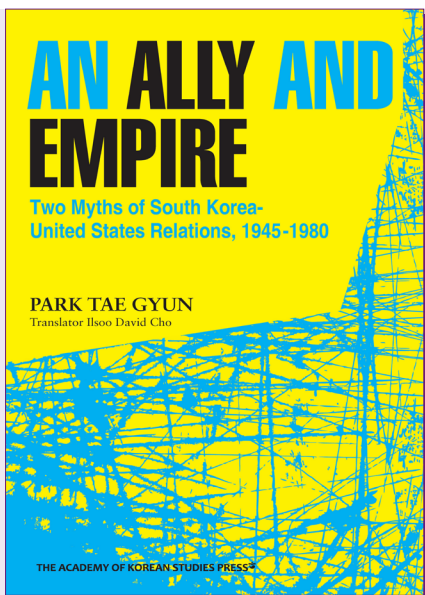


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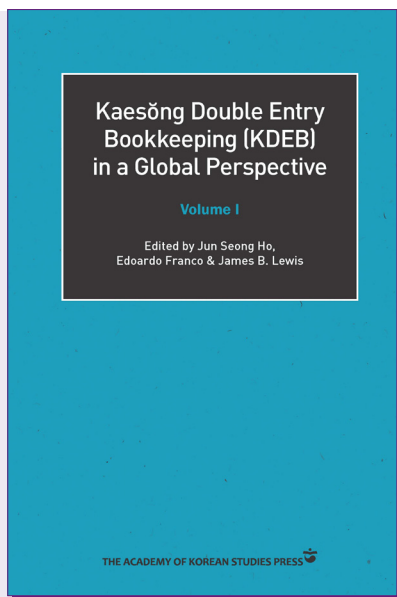
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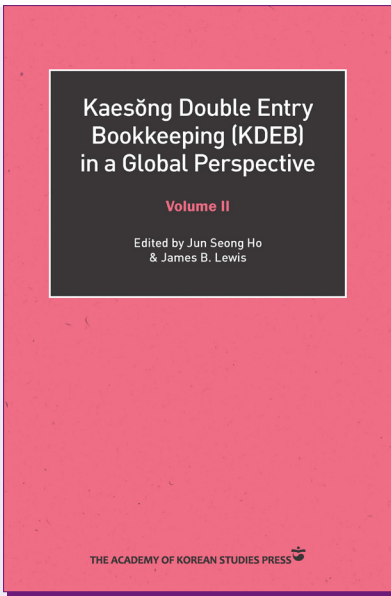
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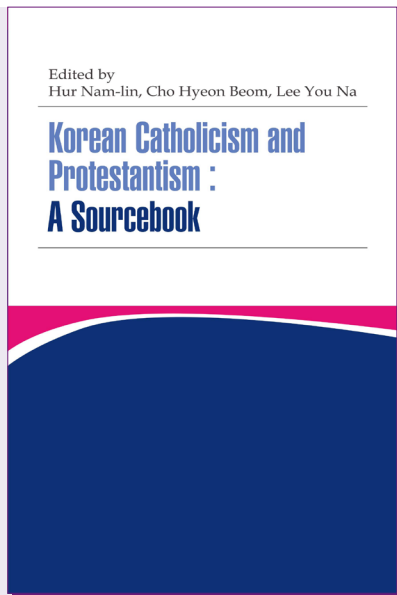
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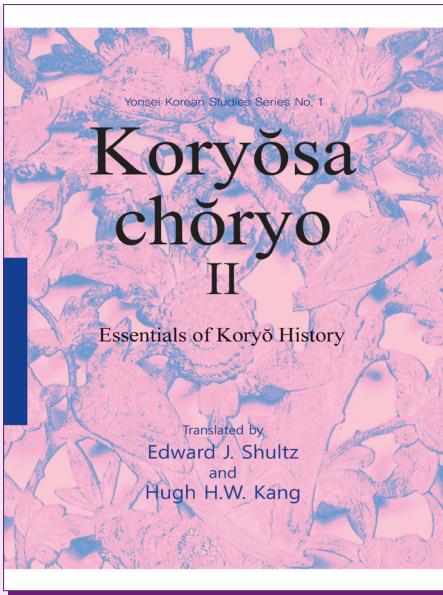
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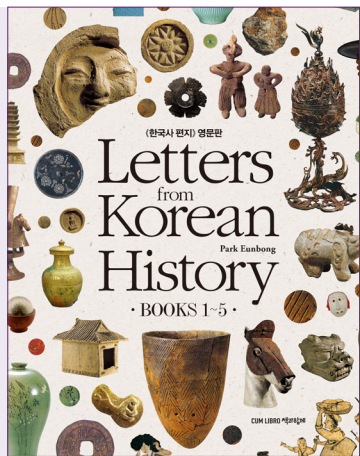
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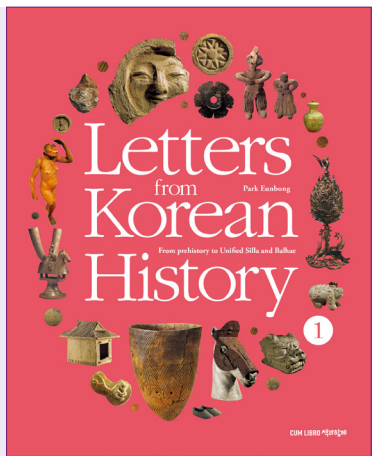
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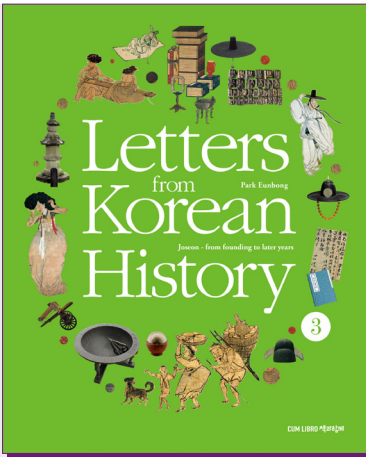
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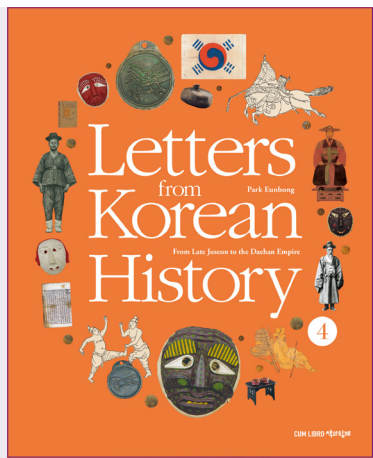
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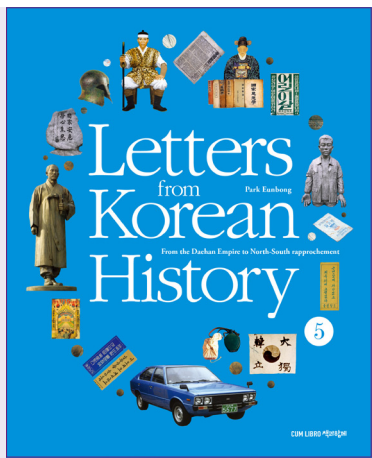
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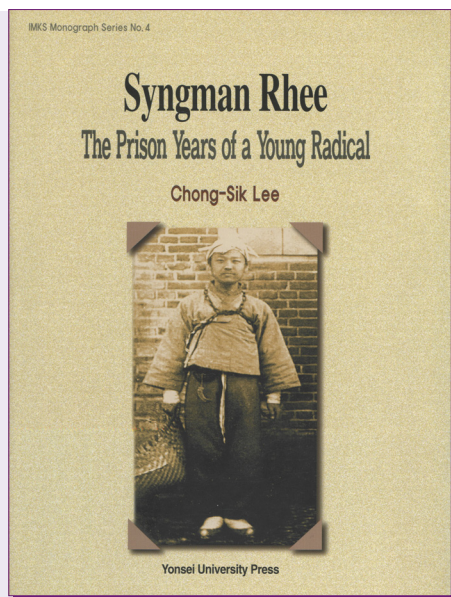
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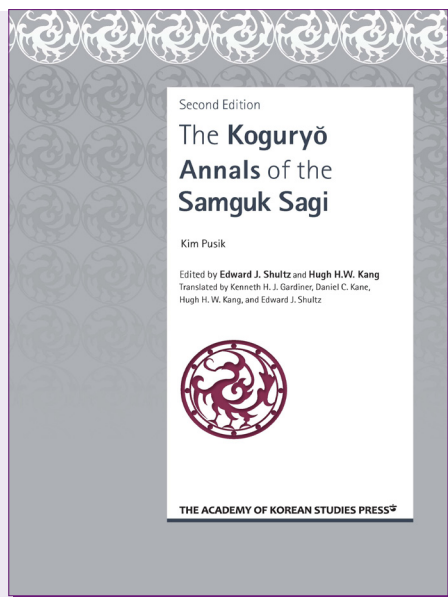
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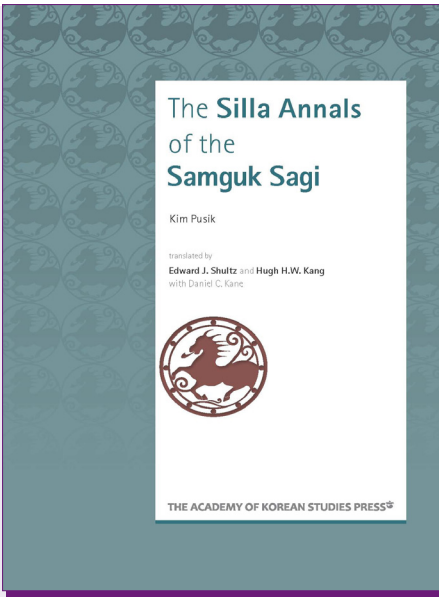
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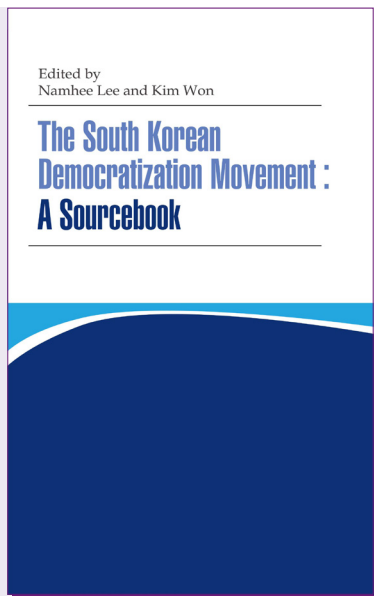
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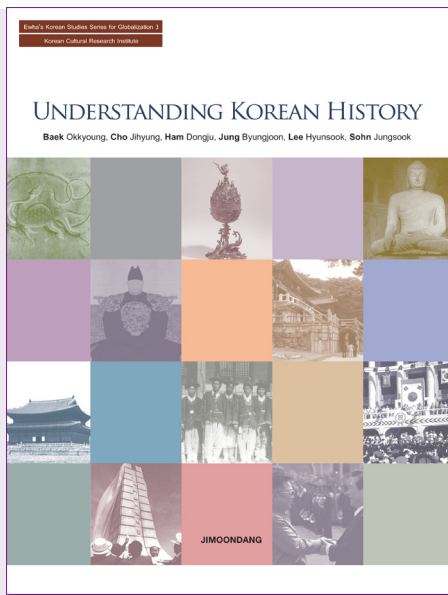
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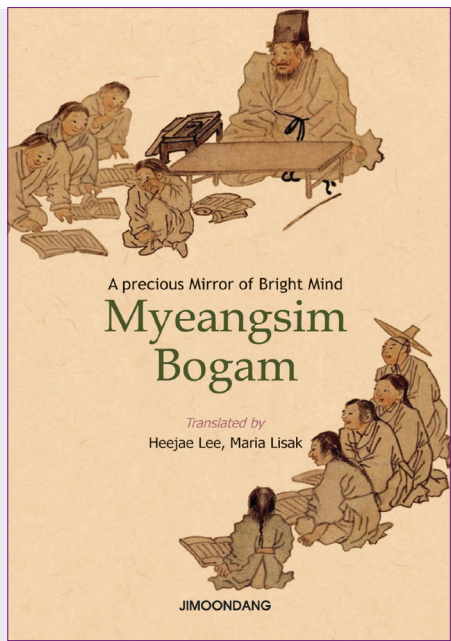
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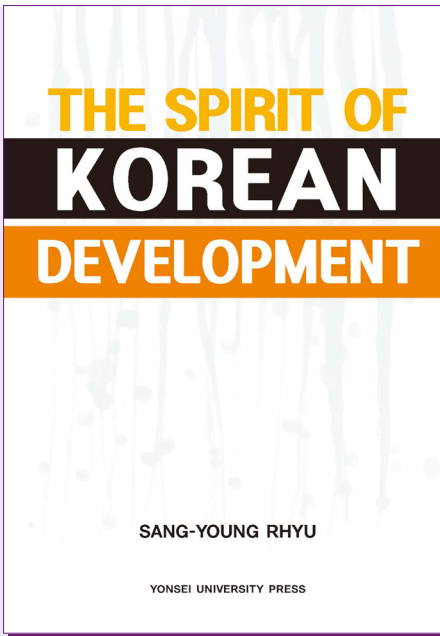
### A precious Mirror of Bright Mind

Heejae Lee

'*Myeangsim Bogam: The Precious Mirror of Bright Mind*' has sold steadily in Korea for decades. With all the change that Korea has witnessed in the past century, what makes this one book such a successful seller over the years in Korea?

Going back to the sixteenth century, Korea has suffered from invasions by Japan and the Ching Chinese. These invasions influenced Korean leaders ideologically causing schisms and in-fighting within Korea itself. To recover from strife caused by foreign invaders and domestic political confusion, average Korean needed to regain their peaceful mind. *Myeangsim Bogam* emerged to provide relief from this strife and share universal wisdom to guide human relations and balance one's mind. *Myeangsim Bogam* does this by combining accepted Taoist ideas as well as Confucian manners.

While originally published centuries ago, *Myeangsim Bogam* became especially endeared to Koreans and enjoyed a resurgence in publication in the modern age during the Japanese Occupation. Koreans have taken comfort from this book—nowadays, as well as the recent and ancient past. This book is as much beloved by Korean people today as it was in the past.



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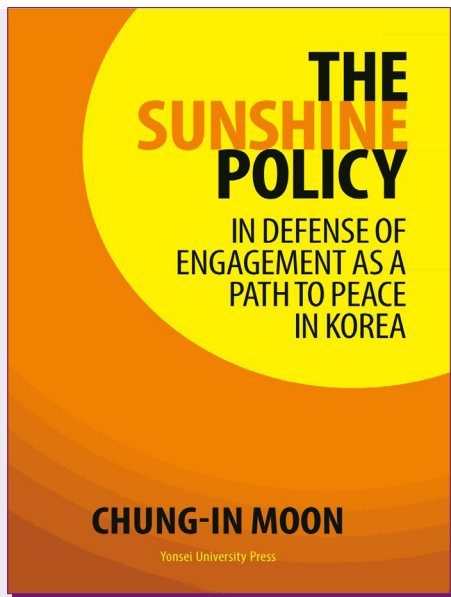
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## The Spirit of Korean Development

### The Art & Science of Marketing in Asia

Sang-young Rhyu

There has been much debate surrounding analysis of the economic success and political transformation of Korea. However, the interest of this book does not lie in the tangible factors fueling development. What is puzzling to non-Koreans is the intangible factor that enabled tangible factors to work together and thereby enable for Korean development. In other words, what we are seeking here is an explanation for Korea's miraculous development within the spirit of Korea. Korea is neither unique nor diverse from an economic perspective... This book divides Korea's developmental trajectory into four stages: economic growth, democratization, informatization, and smart power, and analyzes how these four aspects formed a virtuous cycle and advanced. Within the four stages of development, three factors related to the spiritual content of historical development were examined: the historical memory of poverty, cultural genomes for democracy and human rights, and nomadic dynamism. The book introduces seven success stories that emerged alongside the success of the spirit of Korean development: Saemaul Undong, POSCO, the Gold Collecting Movement, Hyundai, democratization, Samsung, and Hallyu (Korean Wave). In order to trace an intangible spiritual and cultural impetus, this book introduces many words from major leaders as well as politico-economic anecdotes and historical incidents.



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## The Sunshine Policy

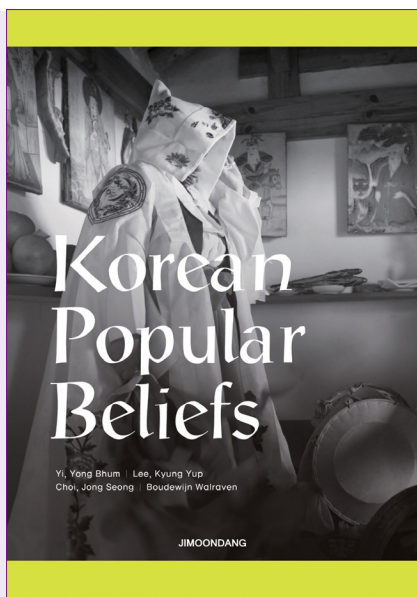
### In Defense of Engagement as a Path to Peace in Korea

Chung In Moon

Persuasion is better than force. This central belief behind the late South Korean President Kim Dae-Jung's unprecedented policy of engagement with North Korea became a key that promised to unlock half a century of conflict and provocation between North and South Korea. Kim's Sunshine Policy argued that encouraging North Korea to come out of isolation and end confrontation was better than trying to force it to change. This came to define a generation in South Korean politics, allowing millions to dare to believe that half a century of war could be brought to an end. Now, this new book by Chung-in Moon, a Yonsei University professor and former South Korean government adviser, presents a definitive analysis of how Kim developed and implemented his revolutionary policy, the challenges it faced, and the mistake that Lee Myung-bak's government has made in abandoning it. Moon was a first-hand witness to the events of the Kim years, assisting in drafting the Sunshine Policy, attending the historic inter-Korean Summits in 2000 and 2007 that were fruits of its labors, and chronicling the public, political, and global support for the policy. He argues forcefully that critics of the policy in recent years are wrong to dismiss it as a failed appeasement experiment that was too generous to North Korea. Instead, he sees it as a victim of circumstance, hampered especially by the hardline policies of US President George W. Bush and anxieties over global terrorism. Even so, he explains, it did more to normalize North Korea in the world's eyes than any attempt before or since. With tensions and uncertainty between the Koreas at a new high in the first months of Kim Jong Un's regime, the policy and its principles are more sorely needed than ever.

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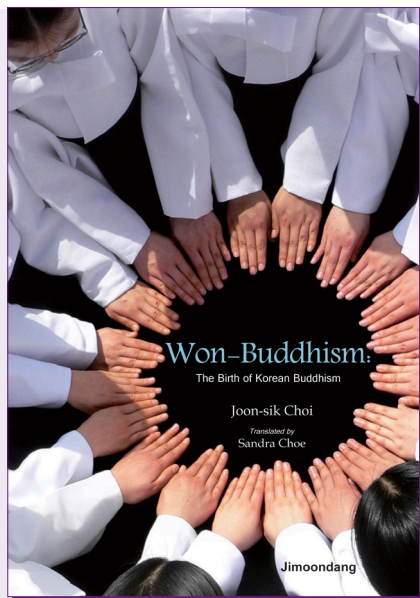
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## Korean Popular Beliefs

Yong Bhum Yi

There are shamans, known as mudang in Korean, who serve as priests in shamanic ceremonies, and the number of shamans never becomes smaller. Today, many people still resort to shamanist rituals known as kut in Korean to settle their problems. Family beliefs or village beliefs have gradually been weakening, but Korean popular beliefs still have their place, in shamanism, in divination, and in geomancy, adapting to changes of the times. In other words, popular beliefs are still part of the meaningful world of the Koreans even now, influencing their judgment and behavior when they are in trouble. From this viewpoint, this book intends to demonstrate the general aspects of Korean popular beliefs and also shed light on their historical changes and present conditions.

Korean popular beliefs do not remain separated from Korean lives or other religions such as Buddhism, Confucianism, and Christianity, but are related to them. Considering such aspects of Korean popular beliefs, this book focuses on the correlation between Korean popular beliefs and other religions, between Korean popular beliefs and the lives of the Koreans, and between types of Korean popular beliefs rather than each type of Korean popular beliefs in isolation. This way, the book aims to identify the status and meaning that Korean religious beliefs have in Korean lives and culture.



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## Won-Buddhism

### The Birth of Korean Buddhism

Joon-sik Choi

This book is about new Korean Buddhism called "Won Buddhism," which was created by a religious genius named Chungbin Park (Sot'aesan) in 1916. Park innovated traditional Buddhism in the following various ways. First, Won Buddhists do not worship Buddha statues any longer, but instead enshrine circle (Il-Won-Sang) as a symbol of the Truth. That is why this Buddhism is called Won Buddhism ('won' means circle in Korean). Second, celibacy system of traditional Buddhism is no longer valid in this Buddhism, but it should be noted that only male ministers can marry, but no female ministers! Third, we can find many Won Buddhist temples in the cities, whereas traditional Buddhist temples are located in deep mountains. The fourth characteristic of Won Buddhism is that canons of this Buddhism are written in easy modern Korean, while those of the traditional Buddhism are mainly in difficult classical Chinese. This book may be remembered as the first easy introductory book in English on Won Buddhism.

Edited by  
Eun Ki-Soo, Moon Hyuna, Minja Kim Choe  
Translated by Crystal Moon

## Modern Korean Family : A Sourcebook

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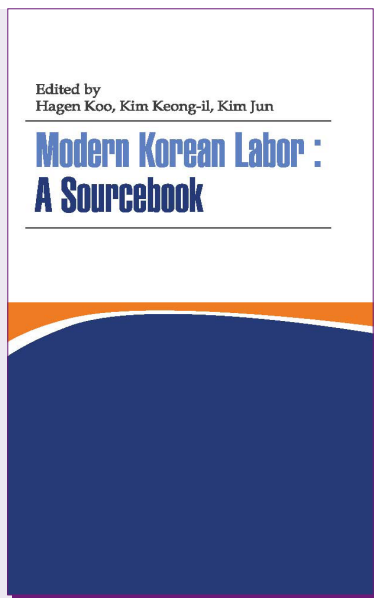
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## Modern Korean Family: A Sourcebook

Ki-Soo Eun

The series “*A Sourcebook*” organizes and provides primary data sorted by subjects and areas on the understanding of and research into modern Korean society and culture in an attempt to meet academic interest on the foreign study of Korea in its rapid achievements of industrialization, democratization, and social change.

*Modern Korean Family: A Sourcebook* is designed to be the most basic reference book for researchers, both within and outside of Korea, who are pursuing research on subjects related to the Korean Family. It should serve as an essential reference tool both for non-Korean researchers who are unfamiliar with issues related to the Korean Family and for any researcher having difficulties accessing resources related to the Korean Family, which are unfortunately only available in the Korean language.



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## Modern Korean Labor: A Sourcebook

Hagen Koo

This book is a compilation of data sources on the subject of Korean labor, which were originally written in Korean but have been translated into English. The purpose of the book is to provide essential data sources for researchers and students inside and outside of Korea who are interested in Korea's labor history, labor politics, and culture. The book consists of seven chapters, covering the following seven periods: (1) 1920–1945 (Japanese Colonialism); (2) 1945–1950 (post-Liberation); (3) 1950s (the Korean War and post-war restoration); (4) 1960s (initial economic development); (5) 1970s (industrialization and the emergence of the democratic labor movement); (6) 1980s (democratization and intensifying labor struggles); and (7) 1990s (neoliberalism and the labor crisis). Each period is characterized by its unique labor policies, organizations, labor conflicts, and workers' culture, and these themes have been used as subchapters to organize the referenced sources in an orderly fashion within each chapter.

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Edited by  
Yun Mi Hwang, Stephen Epstein

## **The Korean Wave : A Sourcebook**

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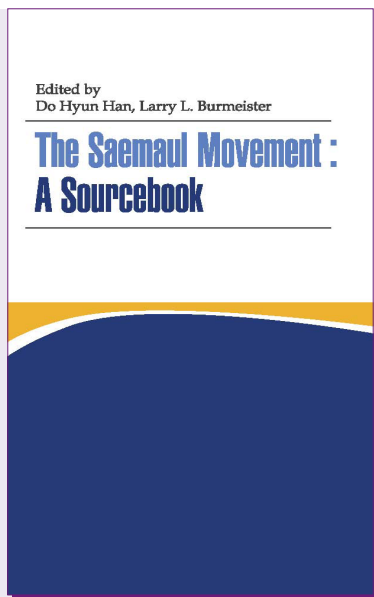
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This volume consists of three main sections. Part 1, "Institutional Contexts," draws on documents that encapsulate the rationale and strategies behind the Korean government's promotion of Hallyu. Part 2, "Industrial Operations," covers four sectors within Hallyu that have arguably drawn the most attention: television, film, music, and celebrity. Part 3, "International Reception," treats the presence and peculiarities of Hallyu in seven regions around the world (China, Japan, Southeast Asia, the Americas, Europe, Central Asia, and the Middle East), as seen from a Korean perspective.



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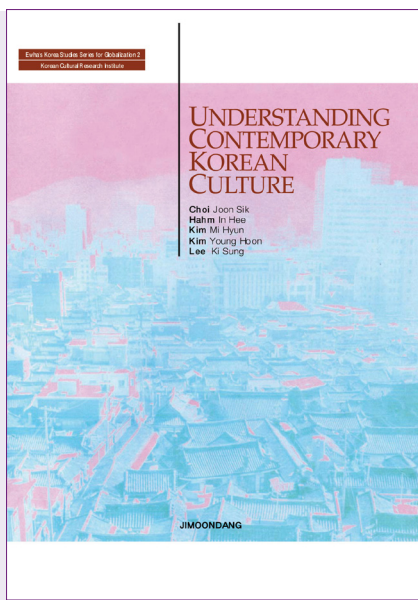
## The Saemaul Movement: A Sourcebook

Do Hyun Han

This sourcebook provides scholars, development practitioners, and government officials with a representative sample of original source documents of the Saemaul Undong experience now available for examination in several archival collections. Documents in the collection range from presidential directives and personal presidential reflections to guidelines developed by various government agencies involved in Saemaul Undong administration and testimonials of villagers involved in the grassroots implementation of Saemaul Undong village development projects.

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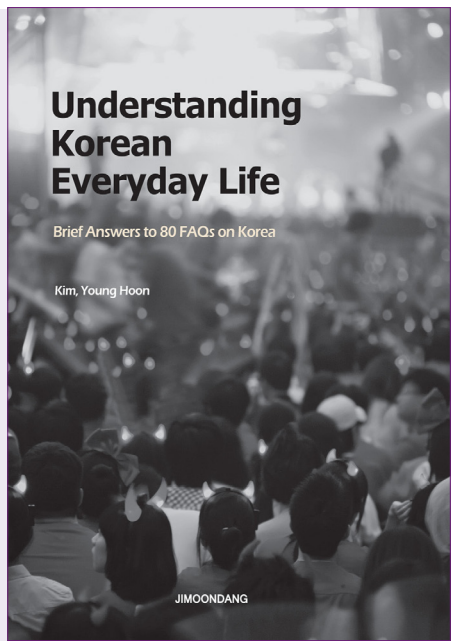
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## Understanding Contemporary Korean Culture

Joon-sik Choi

The Korea Culture Research Institute (KCRI) at Ewha Womans University is proud to announce the publication of Ewha's Korea Studies Series for Globalization, a comprehensive set of textbooks on Korean language, culture, history and arts that can deliver academic, yet realistic information about Korea to domestic and foreign college level students in and out of Korea, as well as Koreans living abroad.

*Understanding Contemporary Korean Culture*, Ewha's Korea Studies Series for Globalization 2 explores the cultural phenomena in Korea that have resulted from dramatic economic growth and rapid change in society over a short period of time. This book covers various aspects of Korean culture including Korea's daily culture by focusing on food, clothing and shelter, the characteristics of the modern Korean family and the status of women, the religious pluralism of Korea, Korea's 20th Century Popular Culture originating from the Korean Wave Hallyu, and the current situation of divided Korea.



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## Understanding Everyday Life in Korea

### Brief Answers to 80 FAQs on Korea

Yeong Hoon Kim

This is an easy-to-read introductory book for foreigners to pursue their curiosity on Korea. This book tries to explain Korean culture by answering 80 questions on various subjects, including the characteristics of Korean customs, rituals and traditional ceremonies, manners, interpersonal relations and behavior, language and values, religion and folklore, food culture, housing culture, entertainment, pop culture, etc. The author gives an anthropological and historical explanation to these questions collected from international college students as well as from the internet.

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