

Importance of learning Korean Language

Pulkit Sharma

Assistant Professor, Korean Language, Center for Global Languages, Bengaluru City University

The rise of Korea in last few decades made the world believe in miracles. From being economically weak to a member of the organization of Economic Co-operation and Development (OECD) in 1996, the miracle was named “Miracle on the Han River.” The miracle is not supernatural but definitely makes it stand in the league of world superpower. In the last few decades Korea became the World’s leading producer and exporters of automobiles, ships, mobile phones, cosmetics, textile etc. The name Korea became synonym to quality and excellence.

Recently, to the surprise of the world comes another wave from Korea i.e. Hallyu. Hallyu the Korean origin word is coined to name the popularity of Korean products in the world. These Korean products are the work of art like Korean drama, music, films, dance, fashion, food and cosmetics.

Gradually through country’s cultural diplomacy and different means of promotion be it social media, you tube or different channels hallyu has picked up momentum in India as well other parts of the world. The work is an effort to study the impact of Korean wave Hallyu in India. How it impacted today’s youth, the new generation which led to the increasing demand of Korean Language.

Introduction to Korean language

Korean language is an East Asian language. It is the official and national language of south and North Korea. And there are 84 million speakers who used to speak Korean language in all over the world.

Script

Korean Alphabet known as Hangeul or Hangeul is the script of Korean language. King Sejong invented the Korean alphabet in 1443 and promoted it in 1446.

Why to choose Korean Language

Korean language is an Asian language that has 40 letters. The Korean Alphabet is easy to learn because sounds are same like Hindi. If a learner knows Hindi, one can learn it easily. Korean has a simple grammar system. There are no articles and verb conjugations. This makes Korean language easier to learn.

Sentence formation is same as Hindi for example मैं सेब खाता हूँ, in Korean 저는 사과를 먹습니다. In Hindi we use जी just a name of person and in Korean we use 씨.

Career Opportunities in Korean language

As the world becomes more and more a global village, career opportunities are opening up like never before, and not just in numbers but also in the types of jobs possible.

Translator: Many Government Organization (Cabinet Secretariat etc.), Korean companies and MNC's require translators to help understand their communication with their counterparts. Jobs can be regular, full time or part-time. There are also many translation agencies which employ personnel having good knowledge of Korean language. A person can work free-lance after gaining a few years' experience.

BPO: A recent addition to the requirements in industry. A number of BPOs have come up in India. Jobs could involve speaking skills or data processing.

Tourism Industry: A person speaking Korean Language is most suited for this industry! Large number of Korean tourists coming to India gives major boom to this industry. There is huge requirement of Korean language speaker in India.

Teaching: As A large number of educational establishments as well as companies having regular exchanges with foreign countries require good Korean language teachers for students and professionals alike. The job opportunities in this field are a plenty – across the country.

Communication and Coordination: As the business between Indian companies and multinationals increases and more and more projects are launched, there is a need for people who can coordinate the projects and communicate between the two teams.

Different Roles, Different Names

Korean language experts have a variety of roles depending upon their skills and experience as well as the job. Here are some of the professions you can look for:

- Diplomatic Service Professional
- Foreign Language Trainer
- Translator for MNCs and Government Organizations
- Research Associate
- Interpreter
- Tourist Guide
- Air Hostess or Flight Steward
- Attendant at hotels
- Freelance Writer, Translator, Interpreter
- Public Relation Officer

Top Companies

Some of the top Korean companies and MNC's that hire Korean language experts are:

- Samsung
- LG
- Kia Motors
- Hyundai
- TCS
- Tech Mahindra
- Infosys
- Amazon
- HCL
- Oracle
- Wipro

Conclusion

Knowing Korean language definitely gives knowledge. But it professional or personal Korean language expertise helps climb the success ladder and achieve the desired goal.

As more and more Korean companies coming to India and the world turning from local to global, Korean language knowledge will prove a turning point.

References

1. A study of society and ideology. Cambridge, MA: Council on East Asian Studies, Harvard Univ., 1992. 439 p. НАУКА ТЕЛЕВИДЕНИЯ № 16.3, 2020 154 THE ART AND SCIENCE OF TELEVISION 6. Hwang O. No «Korean Wave» Here: Western Classical Music and the Changing Value System in South Korea // Southeast Review of Asian Studies.
2. <http://www.koreatimes.co.kr/www/common/printpreviews.asp?categoryC>
3. KIUCHI, Y. Hallyu 2.0: the Korean wave in the age of social media. CHOICE: Current Reviews for Academic Libraries, [s. l.], v. 53, n. 5, p. 734, 2016. Disponível em: <http://search.ebscohost.com/login.aspx?direct=true&db=edsglr&AN=edsglr.A440402189&site=eds-live&scope=site>. Acesso em: 26 jun. 2021.