



Ready to travel to Korea for WYD Seoul 2027?

Let's Learn Hangul & Social Etiquette



King Sejong the Great 세종대왕

King Sejong the Great was the fourth king of Korea's Joseon Dynasty, reigning from 1418 to 1450. He is best known for creating **Hangeul 한글, the Korean alphabet**, to help the public read and write. A wise and compassionate ruler, he also promoted science, technology, and education. His reign is considered one of the most brilliant periods in Korean history. Today, he is honored as one of Korea's greatest leaders.

Korean 한국어 101

Chapter 1. Hangul 한글 & Basic Sentence Structure

Hangul 한글, the Korean alphabet

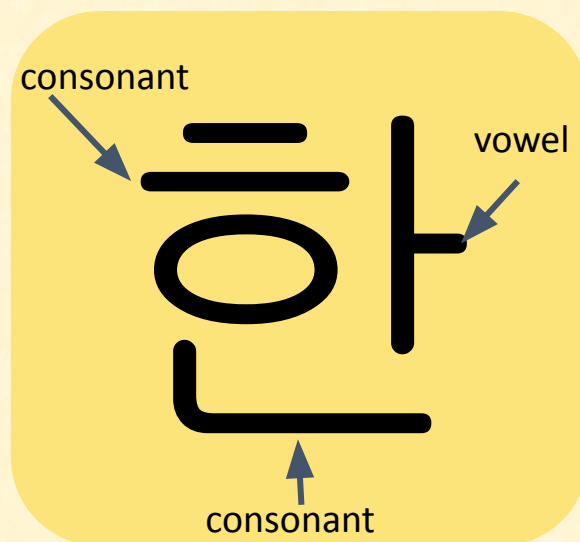
- **14 Basic Consonants:**

ㄱ (g), ㄴ (n), ㄷ (d), ㄹ (r/l), ㅁ (m), ㅂ (b),
ㅅ (s), ㅇ (silent/ng), ㅈ (j), ㅊ (ch), ㅋ (k),
ㅌ (t), ㅍ (p), ㅎ (h)

- **10 Basic Vowels:**

ㅏ (a), ㅑ (ya), ㅓ (eo), ㅕ (yeo), ㅗ (o), ㅛ (yo),
ㅜ (u), ㅠ (yu), ㅡ (eu), ㅣ (i)

- Additionally, **5 Double Consonants** (ㄲ, ㄴㄴ, ㅅㅅ, ㅈㅈ, ㅊㅊ) and **11 Combined Vowels** (ㅗㅓ, ㅗㅕ, ㅗㅛ, ㅗㅜ, ㅗㅠ, ㅗㅡ, ㅗㅣ, ㅓㅕ, ㅓㅛ, ㅓㅜ, ㅓㅠ).



consonant + vowel + consonant
ㅎ (h) ㅏ (a) ㄴ (n)
= "han"

Basic Sentence Structure

Subject

ㅏ
나는
na-neun

Object

rice
밥을
ba-beul

Verb

eat
먹어요
meo-geo-yo

Korean 한국어 101

Chapter 2. Essential Korean Phrases for Travelers

Hello
안녕하세요
An-nyeong-ha-se-yo

Good bye (I stay)
안녕히 가세요
An-nyeong-hi ga-se-yo

Thank you
감사합니다
Gam-sa-ham-ni-da

Good bye (They stay)
안녕히 계세요
An-nyeong-hi gye-se-yo

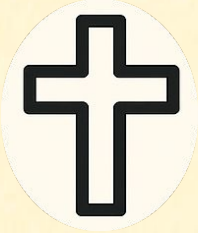
I'm sorry
죄송합니다
Joe-song-ham-ni-da

Hello, my name is [Name].
안녕하세요,
제 이름은 [Name] 입니다.
An-nyeong-ha-se-yo,
je ireu-meun [Name]
im-ni-da.

I'm Catholic.
저는 천주교 신자입니다.
Jeo-neun Cheon-ju-gyo
shin-ja im-ni-da.

Please give me [water].
[물] 주세요.
[Mul] ju-se-yo.

Korean Catholic Vocabulary



God

하느님

Ha-neu-nim



Jesus

예수님

Ye-su-nim



Holy Spirit

성령

Seong-nyeong



Priest/Father

신부님

Shin-bu-nim



Church

성당

Seong-dang



Nun/Sister

수녀님

Su-nyeo-nim



Mass

미사

Mi-sa



Peace be with you

평화를 빕니다

Pyeong-hwa-reul bim-ni-da



Rosary

묵주

Muk-ju

Korean Social Etiquette - 4 Key Values



Hierarchy

유교질서/서열 문화

- **Age** matters in every social interaction
- **Use formal language** with elders or superiors
- **Bow** when greeting, especially to seniors or higher in rank
- **Address others by title**, not first name
- **Let elders go first** - in seating, eating, and entering spaces



Collectivism

공동체 의식/화합

- **Prioritize group harmony** over individual expression
- **Avoid direct confrontation** to maintain peace
- **Use “our”** instead of “my” for family, home, and even belongings
- **Participate in group activities** like meals and team events
- **Share responsibility** and success as a team



Social Reciprocity (Jeong)

정

- **Exchange small gifts or favors** to show thoughtfulness
- **Help others** without being asked (i.e., carry bags, assist elders, etc.)
- **Return favors** promptly as part of unspoken mutual obligation
- **Express warmth through action**, not just words
- **Maintain long-term loyalty** in friendships and work relationships



Modesty & Humility

절제/겸손

- **Dress neatly and modestly** in public and social settings
- **Downplay achievements** and respond to compliments humbly
- **Speak with restraint** and avoid interrupting others
- **Avoid showing off** wealth, status, or success
- **Reject praise gently** and show deference to others

What is *Jeong* 정?

Giving heart



A deep, enduring emotional attachment that grows from living, working, and caring together.

Jeong is not directly translated into English, but it is understood as:

- a feeling of **affection** and **empathy**
- A long-lasting **connection**
- A sense of **loyalty** and **obligation**

Why *Jeong* matters in Korean culture

Not Love, Not Friendship - It's *Jeong*!

Korea is a **relationship-driven, community-based society**, emphasizing **interdependence, emotional ties, and long-term connection**. This subconscious sentiment prevailed when Koreans lived in **poverty**, under foreign occupation and authoritarian regimes.

Jeong in daily life



Family

Elderly parents keep giving food even when you say no



Friendship

Longtime friends help each other without asking why



Work

Coworkers cover for each other out of loyalty



Strangers

A shop owner might give away a free item out of *Jeong*