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## South Korea Cultural Standards

### Photo and Graphic Images to Avoid

- ~ Subjects should not place their feet on chairs or desks. Hand motions and facial expressions should be toned down. Avoid subjects that are too animated, as this is not acceptable in South Korean culture. Open mouths are considered rude.
- ~ Do not use bright colors. Pink, yellow and red are not to be used either.
- ~ Avoid subjects that are not Koreans
- ~ Outlandish attire is not acceptable. Natural fabrics are preferred.
- ~ The youth wear modern fashions, and Korea has an active fashion industry.

### Design Elements

- ~ Bold and italics are permitted, however, they may not look attractive on a South Korean page. This is a section that should be thoroughly discussed with your Desk Top Publisher.
- ~ Be sure not to use a triangle shape in any presentation. They are a negative force in the South Korean culture.
- ~ Do not write a person's name in red ink, as this means the person is deceased

### Content

- ~ The South Koreans are a conservative group. They have a patriarchal society: the father and son are given the greatest respect; family members feel a sense of obligation to each other.
- ~ After reviewing the culture of the South Koreans, that the parents would be very interested in seeing the college setting, and most definitely the students would be interested in the facility.
- ~ Any information given as to the living quarters and any activities on the campus would seem to be most helpful to all students and families regardless of the country of origin.

### Education

- ~ South Korea views education crucial for success and competition is consequently very neatly heated and fierce. A centralized administration oversees the process for the education of children from kindergarten to the third and final year of high school
- ~ South Korea was the first country in the world to provide high-speed internet access from every primary, junior and high school.
- ~ 95% of junior college students are in private institutions. Fees charged by private colleges are approximately twice those of public institutions. Polytechnic colleges are state-run institutions under the responsibility of the Ministry of Labor. These schools have around 5% of the student population enrolled.



Your message. Clearly delivered.

### Miscellaneous

- ~ The population of South Korea is homogeneous (except for about 20,000 Chinese)
- ~ The alphabet is called Hangeul in South Korea. Russian, Chinese and English are taught as second languages in the schools.
- ~ The literacy rate for the total population is 97.9%. Rate among males is 99.2 and for females it is 96.6.
- ~ Life expectancy is 79 years

