

Contents

Preface 9

Chapter 1. The Ever-evolving Nature of Culture

Hierarchy of Cultures	15
Culture and Economic Development	22
Popular Culture	29
Culture and Literature	36
Horse Racing and Golf	44

Chapter 2. Ways of Thinking

Individualism and Collectivism	53
The First Confucius Institute	60
Church Cross and Fortune Cat	66
Horse Riders	74
Travelogue	82

Chapter 3. Linguistic Culture

The Korean and Chinese Languages	93
Foreign Words and Native Words	100
Speech and Writing	108

Chapter 4. Lifestyle and Rituals

Moon Cake and <i>Songpyun</i>	123
Excuses for the Gangneung <i>Dano</i> Festival	129
<i>Topoki</i> Research Center and <i>Jjajangmyun</i> Museum	134
<i>Sibeyuan</i> and <i>Hanok</i>	142
Wines	149

Chapter 5. Understanding of Social Issues through Culture

Credentials and Looks	159
Money	166
Local Color	173
Impression of South Korea and Its People	180

Bibliography 185

The Source of the Articles 187

Glossary 190