

A New Learning Paradigm rich in Culture and Stories











First published in 2025 by Hello Korean Inc. © 2025 Prof. Jieun Kiaer with Hyun Mi Kim and Nicola Fraschini

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Prof Jieun Kiaer is the YBM KF Professor of Korean Linguistics at the University of Oxford. She also serves as a Korean Consultant for the Oxford English Dictionary and is recognized as a leading expert in Korean linguistics and Hallyu (Korean Wave) studies. Prof Kiaer holds a PhD in Linguistics from King's College London, as well as an MA in Linguistics and a BA in Child and Family Studies from Seoul National University. Her innovative approaches to language learning include fandom language learning, Al-driven digital linguistics, and storytelling methods that integrate culture and personal interests.

#### Hyun Mi Kim

Hyun Mi Kim has taught Korean to students in Canada, South Korea, the United States, and now Australia. Through her various teaching roles, she learned what students want by listening and connecting their interests with curriculum requirements. This dedication earned her the Citations for Outstanding Contributions to Student Learning from the University of Western Australia. Her rich experience enabled her to develop the Korean curriculum for the Western Australia Department of Education. Additionally, students' questions inspired her to co-author three books, including *Mission Accomplished Korean 1* & 2 and *Korean Conversation Gambits*. She holds a B.A. in education and an M.A. to students in Korean culture from Ewha Womans University. Her cultural studies background leads her to believe that engaging students in Korean culture through language strengthens their connection to Korean society and enhances understanding. She feels that learning languages builds connections and friendships, cultivating hope for a brighter future.

#### Nicola Fraschini

Nicola Fraschini is a Senior Lecturer at the University of Melbourne, where he is Convener of the Korean Studies program and director of the Global Korea Research Hub. His research interests are the psychology of language teaching and learning and Q methodology. He is co-author of the textbooks *Mission Accomplished: Korean 1 & 2* (Hawoo, 2022/2023), and co-editor of *Advancing Language Research through Q Methodology* (Multilingual Matters, 2024) and *Innovative Methods in Korean Language Teaching* (Routledge, 2025). In 2024, he was awarded from the Republic of Korea the Prime Minister's citation for his work supporting the Korean language.

# **FOREWORD**

The Korean language is quickly gaining global popularity, largely due to the cultural phenomenon known as Hallyu, or the Korean Wave. However, interest in Korea now extends beyond K-pop fans. and those enchanted by K-dramas. Professor Jieun Kiaer, who launched Annyeong? Hangeul!, is now joined by Hyunmi Kim and Nicola Fraschini in the series Annyeong? Korean!. The authors share a common goal of celebrating and enhancing intercultural connections while promoting the learning of the Korean language and culture in an inclusive and accessible manner that supports a long-term learning experience.

People around the world are learning Korean to connect more deeply with its vibrant culture and broaden their perspectives. Traditional textbooks, however, often lack the real-life, practical experiences that make modern Korean culture so engaging, focusing more on rules than on everyday language. Annyeong? Korean! was created to fill this gap, bringing learners closer to the language and culture in a way that feels immediate, relevant, and engaging.

n this series, you'll find real-life situations, relatable characters, and story-driven lessons designed to immerse you in contemporary Korea. Annyeong Korean connects you to the everyday language and culture you experience in Korea, from daily interactions to K-dramas and media. This approach fosters a deeper understanding, allowing you to feel connected to the people and places behind the language.

Annyeong Korean supports sustainable language learning with a pathway aligned to the International Standard Curriculum for the Korean language and the Common European Framework of Reference (CEFR), blending practical skills with cultural insights that grow with you. Each of the 10 books builds upon core language skills, pragmatics, and situational learning, helping you navigate social nuances and interact naturally in real-world settings.

Through iconic Korean locations-such as cozy hanok questhouses in Hongdae, the vibrant Han River Park, popular beauty stores like Olive Young, and the thrilling atmosphere of LOL Park for esports-Annyeong Korean brings the language to life, offering an experience that feels real and close. This series is designed to be inclusive and accessible, whether you're a student, a professional, a parent, or a lifelong learner, in a classroom or through self-study.

So, are you ready to start this journey? 준비 되었나요? Let's dive into the language and culture of Korea together and make every moment of learning feel connected, meaningful, and inspiring.

The authors

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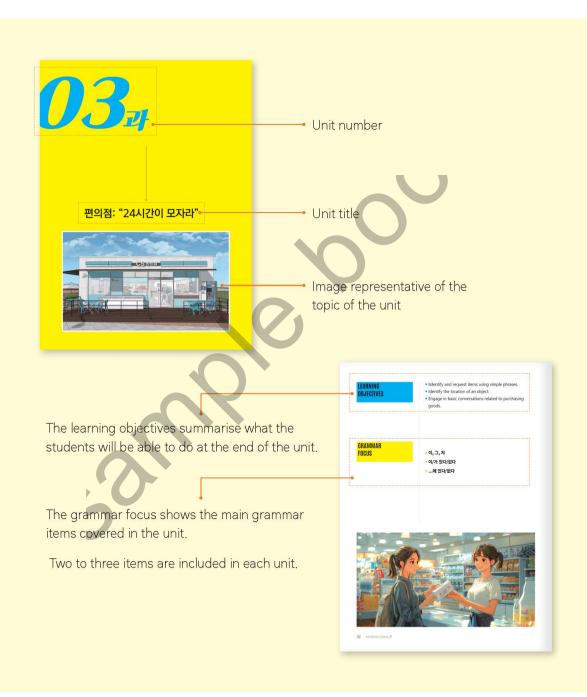
# STRUCTURE

Unit	Title	Vocabulary and Expressions	Grammar	Dialogue
1	Guest house	Accomodation and lodging	이에요/예요; 은/는	Tao checks in at Sumbisori guest house
2	Welcome to Korea	Nationality and personal information; public transportation	이/가;이/가 아니에요	Priya and Tao introduce each other
3	Convenience store: 24 hours is not enough	Everyday objects and goods	이, 그, 저;이/가 있다;에 있다	Sarang talks to a customer at the convenience store
4	It's Olive Young again, today!	Everyday objects and goods	에 가다;에서 오다	Haru asks Sophia to buy some items at Olive Young
5	The Han Rver Park and ramyeon	Food	-으세요; 시간 + 에	Sophia and Sam go to a food stall at the Han River Park
6	#Seoulmuseumsug gestion	Museums and public venues	−아요/어요; 을/를;에서 + 동사	Caroline and Gabriel talk about visiting a museum
7	Cinnamon punch in iced americano	Drinks; traffic and directions	안; (으)로	Tao and Priya discuss about coffee and beverages
8	League of Legends Park	Hobbies	-았어요/었어요; 못	Sophia and Tao talk the activities they did during the past weekend
9	Train to Busan	Travel booking and reservations	−고 싶다; −(으) 까요?	Sam contacts a travel agency to change his booking
10	Famous restaurants near the mountains	Leisure activities	형용사 -(으); -(으)러 가다	Umid, Gabriel, Maka and Priya make an arrangement for the weekend

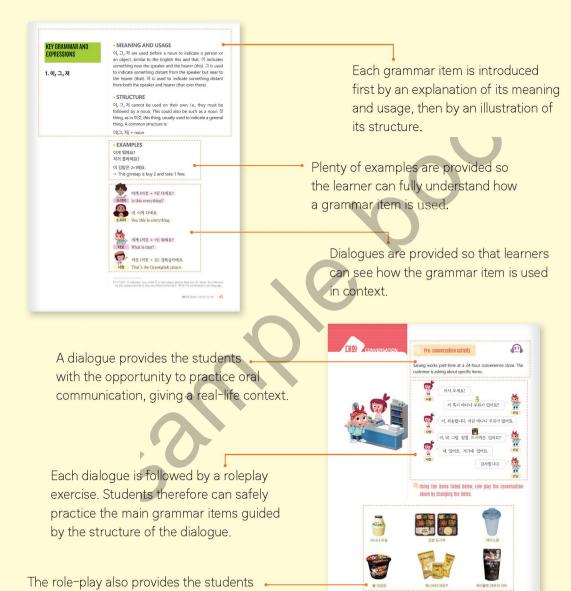


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Reading	Listening	Activity	Culture
Guest house advertisement	Airport coach payment instructions	Self introduction	Seoul's living spaces
Public transport information	Bus information	Jobs and professions	President Yoon Suk Yeol- Defined Age: A New Chapter for Koreans?
Convenience store flyer	Buying goods at a convenience store	Shopping at a convenience store	Solo dining and driver's restaurants: The culture of 24–hour work in Korea
Enquiry email and reply	Shopping at Olive Young	Online shopping	Do you know GRWM? Dive into K-beauty with "get ready with me"
Instructions to cook ramyeon	Using the transportation card	Ordering at a street food stall	Dalgona: From Squid Game to the Oxford English Dictionary
Museum brochure	Museum guide instructions	Preparing a flyer for a museum exhibition	Ganada song
Korean map app	Ordering at a Korean traditional tea house	Providing street directions	A coffee-loving Korean: 405 cups a year!
Blog entry	Telling friends about past experiences	Writing a travel diary	Eating samgyeopsal while playing e-games?
KORAIL website announcement	KTX speaker annuncement	Plan a trip in Korea and explain your plan to your friend	Busan International Film Festival
Blog entry	Discussing with friends about where to eat	Organise a food trip in Korea	From ajeossi to trendsetter: The rise of the hiking clothes fashion

# **UNIT STRUCTURE**







with new vocabulary to learn.

# **UNIT STRUCTURE**



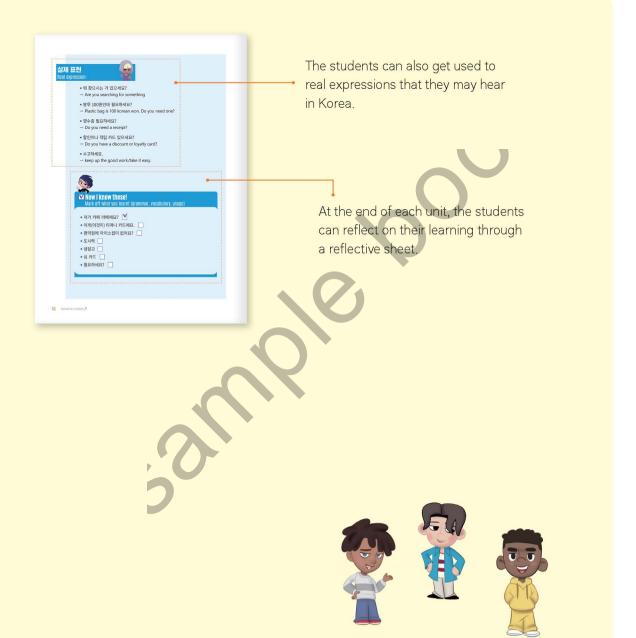




# **UNIT STRUCTURE**







# **CHARACTERS**



Sarang(사랑)

Sarang has British-Korean background, and she is the manager of Sumbisori's guest house, located near Hongdae station. She also works part-time at a convenience store



Haru(하루)

Haru is a Japanese student interested in Korean dramas and K-pop. He is in Seoul to learn Korean.



Priya is from Indonesia. In her country, she is a Korean language teacher.



Tao(타오)



Tao is from China. He likes Korean food and he is into e-sports.

Caroline(캐롤라인)

Caroline is from the US. She is professor of history at university, and she is in Korea to learn more about Korean culture and history.



Maduka(마두카)

Maduka is a university student from Nigeria.

He is traveling to Korea for pleasure.



Sophia(소피아)



Sam(샘)

Sophia is from France. She is passionate about sport, and she is a YouTuber.

Sam is from Australia. He loves cooking and loves Australian football and cricket.



Gabriel(가브리엘)

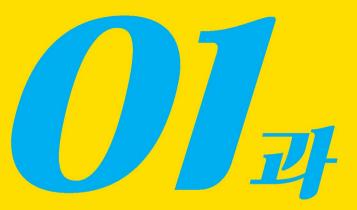


Gabriel is from Canada. He studies architecture, and he is interested in Korean traditional houses. His grand-father participated in the Korean War.

Umid is from Uzbekistan and has Korean ancestry. He is a professional graphic designer.



Jina Ssaem is a Korean teacher in Annyeong? Korean! Series



# 게스트하우스



Sarang manages a cozy hanok-style guesthouse in Hongdae, Seoul. Sarang helps Tao with checking in, then she and Friya head to the airport to pick up a new friend coming to the guesthouse.

# LEARNING OBJECTIVES

- Introduce yourself and greet others.
- Understand payment options for public transportation.
- Understand and use vocabulary related to accommodations and lodging

# GRAMMAR FOCUS

- 이에요/예요
- 은/는



# **KEY GRAMMAR AND EXPRESSIONS**

## 1. 이에요/예요

#### MEANING AND USAGE

이에요/예요 is used to indicate identity (e.g., this person is Sarang), a state (e.g., this building is Sumbisori quest house), or a fact (e.g., this is my phone). Korean generally employs a subject + object + predicate format, differing from the common English structure of subject + predicate + object. For this reason, 이에요/예요 is used at the end of the sentence. In English, it corresponds to the verb 'to be'.

#### STRUCTURE

이에요/예요 is written attached to a noun. 이에요 is used after a noun ending with a consonant, 예요 to a noun ending with a vowel

#### EXAMPLES



이름이 뭐예요?

What is your name?



저는 사랑이에요 이분은 캐롤라인 씨예요

I am Sarang, this (person) is Caroline.



캐롤라인 씨, 직업이 뭐예요?

Caroline, what is your job?



교수예요. 타오 씨는요?

**롤라인** I am a professor, What about you?



저는 대학생이에요.

I am a (university) student.

#### 2.은/는

#### MEANING AND USAGE

은/는 is a topic particle. In Korean, particles are attached mostly to nouns to indicate a grammatical function, and as such have no translation in English. 은/는 indicates the topic of the sentence, or "what is being talked about", a known piece of information, something which has already been mentioned before. Therefore, the usage of 은/는 depends on the context.

#### STRUCTURE

 $\stackrel{ ext{$\sim$}}{=}$  is attached to nouns ending with a consonant, and  $\stackrel{ ext{$\sim$}}{=}$  to nouns ending with a vowel.

#### EXAMPLES



이름이 뭐예요?

What is your name?



저는 사랑이에요. 이분은 캐롤라인 씨예요. 캐롤라인 씨는 미국 사람이에요.

I am Sarang, this (person) is Caroline. She is American.

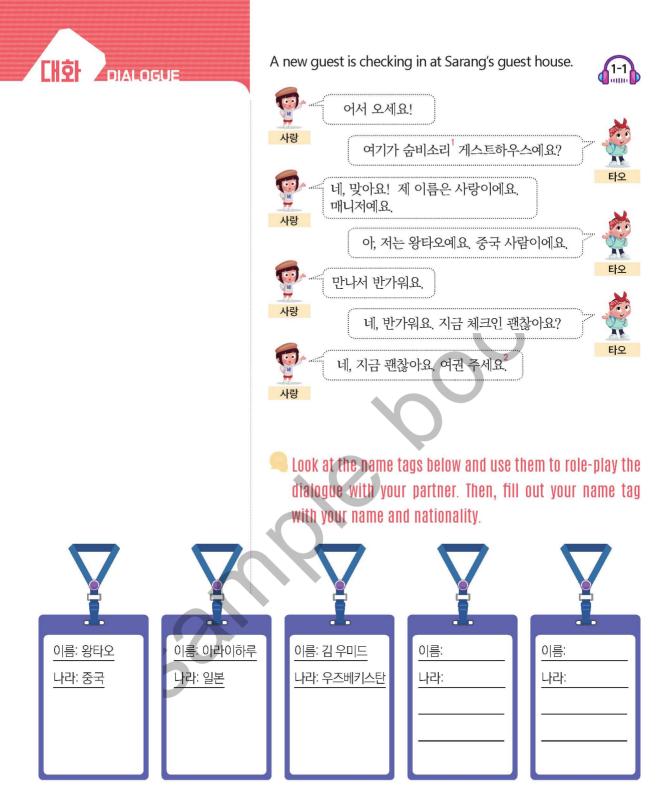


치콜이 뭐예요?



치콜은 치킨하고 콜라예요.

This is the Chikol set. Chikol is chicken and Coke.



<sup>1</sup> In the dialect of Jeju Island, 숨비소리 refers to the breathing sound of a traditional Korean female diver, known as haenyeo.

<sup>2</sup> Real expression is 여권 좀 보여주시겠어요.



# Pre-reading activity

Match the pictures to the Korean words below.

게스트 하우스

화장실

와이파이

온돌

에어컨

1.



2.



3.



4.



5. 게스트 하우스

## **Reading activity**

Check out Sumbisori's guest house homepage. What options can you find at there Sumbisori guest house?



READING

Read carefully the guest house homepage information, then check off the items that indicate the correct information.



# **After-reading activity**

Fill out the missing syllable of the following words.

- 와이 이 (WiFi)
- 체크 웃 (Check out)
- 에어 (Air Conditioner)
- 중 어 (Chinese language)
- 장실 (Toilet)
- 온\_\_\_ (Korean traditional heating system)
- 안녕 세요? (Hello!)





Match the pictures to the correct words/expressions.

현금

여기 찍으세요.

신용 카드









## Listening activity



Tao and Sarang are heading to the airport bus stop to pick up their friend from the guest house who is visiting Korea. The bus has just arrived. Which terminal are they heading to, and what payment method will be used for the bus?



Listen to the conversation between Tao, Sarang and the bus driver. Then, select any words or expressions you hear in the conversation.

Words/Expressions		Words/Expressions	
신용카드	$\checkmark$	에어컨	
안녕하세요?		현금	
나라		여기에 찍으세요.	
이름		와이파이	

#### LISTENING



Create a self-introduction to share with other guesthouse residents, taking inspiration from Maduka's example. Make sure to incorporate a greeting, your nationality, and your profession.

안녕하세요? 저는 마두카예요. 저는 나이지리아 사람이에요. 제 집은 라고스예요. 저는 대학생이에요. 만나서 반가워요.





## Seoul's Living Spaces

Seoul offers a wide range of accommodation options, especially for students and young people preparing for their future.

Popular choices include 고시원 (tiny study rooms), one-room apartments, and 반지 하 (semi-basement) units. 고시원, originally meant for those studying for civil service exams in areas like 노량진, provide basic, affordable living spaces, making them popular for budget-conscious students facing intense competition.

One-room apartments offer more space and privacy but can be pricey, especially in areas like 강남. 반지하 units, made famous by the film Parasite, are often cramped and damp but serve as cheaper alternatives in Seoul's competitive housing market.

Despite the many apartment buildings in the city, Seoul's high population density and soaring housing prices contrast sharply with rural areas, where housing is plentiful but underused.

This imbalance highlights Korea's diverse yet challenging living options, with urban areas struggling with high demand and rural homes remaining empty.

## K-MEDIA CORNER

Sumbisori is a cozy Hanok style quest house in Hongdae, Seoul and is where the stories in Annyeong? Korean! start. These questhouses, common in cities, offer shared spaces, simple vet inviting rooms, and a sense of community, making them perfect for students, young professionals, and those looking for affordable housing.

In **Doona!**, the questhouse is a place where characters connect, reflecting how these spaces foster community. Reply 1988 shows close bonds in shared living during the 1980s, while *Start-Up* highlights young entrepreneurs supporting each other in modern co-living. Hotel Del Luna adds a magical twist, with its hotel bringing together wandering souls, emphasising connections beyond life.

How do shared living spaces in K-dramas reflect changing housing trends and community values in Korea?

Mhat cultural insights can we gain about Korean society from the portrayal of guesthouses and communal living?

[이미지 출처: 네이버]







▶ 웹툰: 꽃미남 게스트하우스 IN 북촌

# 실제 표현 Real expressions



- 성함이 어떻게 되세요?
- → What is your name? (This is a polite way of asking for a name)
- 여권 좀 보여주시겠어요?
- → May I see your passport?
- 어느 터미널로 가세요?
- → Which terminal are you going to?
- 어느 호텔로 가세요?
- → Which hotel are you going to?
- 어디에서 내리실 거예요?
- → Which bus stop will you get off at? (Lit. Where will you get off?)
- 여기에 카드를 대세요.
- → Please place your card here.
- 카드를 다시 대 주세요.
- → Please swipe your card again.



# Mow! know these!

Mark off what you learnt (grammar, vocabulary, usage)

- 게스트하우스 🔻
- 만나서 반가워요.
- 여권 주세요.
- 현금 🦳
- 신용 카드
- 여기 찍으세요.

# ANNYEONG? KOREAN!



The "Annyeong? Korean!" series is a carefully crafted textbook by global experts aimed at helping you learn practical Korean that you can use immediately!

**D**elightful learning alongside a comprehensive curriculum developed in line with recognised standards like the CEFR (Common European Framework of Reference for Languages) and the International Standard Curriculum for Korean Language.

Packed with real-life scenarios you may encounter directly in various situations on your journey!

Immerse yourself in Korean culture while learning the language.

We're living in the age of Hallyu, where K-trends dominate globally, and the desire to learn Korean for work and leisure has never been greater.

This book, with its rich K-content and the most up-to-date insights into K-wave, is an incomparable resource for anyone eager to master the language in a modern and exciting way.

Rando Kim,
Professor of Seoul National University,
Author of < Youth, Painful Splendor> and < Trend Korea> Series

