



ANNYEONG!

A New Learning Paradigm rich in Culture and Stories



KOREAN!



Jieun Kiaer / Hyun Mi Kim / Nicola Fraschini 지음

AUTHOR

Jieun Kiaer

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, AI-driven digital linguistics, and storytelling methods that integrate culture and personal interests.

Hyun Mi Kim

Hyun Mi Kim has taught Korean 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. 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 Frascini 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.

In 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 guesthouses 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	Accommodation 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 아니예요	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	Today too is Olive Young	Everyday objects and goods	...에 가다; ...에서 오다	Haru asks Sophia to buy some items at Olive Young
5	Han river park and ramyon	Food	-으세요; 시간 + 예	Sophia and Sam go to a food stall at the Han river Park
6	#Seoulmuseumsuggestion	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 about the activities they conducted 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 arrangement for the weekend



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 ramyon	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 Koreans: 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 announcement	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	Set up a food trip in Korea	From ajeossi to trendsetter: The rise of the hiking clothes fashion

UNIT STRUCTURE

03과

Unit number

편의점: “24시간이 모자라”

Unit title



Image representative of the topic of the unit

The learning objectives summarise what the students will be able to do at the end of the unit.

LEARNING OBJECTIVES

- Identify and request items using simple phrases.
- Identify the location of an object.
- Engage in basic conversations related to purchasing goods.

GRAMMAR FOCUS

- 이, 그, 저
- 이/가 있다/없다
- ...에 있다/없다

The grammar focus shows the main grammar item covered in the unit.

Two to three items are included in each unit.



42 HANJONG HANJONG 1



KEY GRAMMAR AND EXPRESSIONS

1. 이, 그, 저

• MEANING AND USAGE

이, 그, 저 are used before a noun to indicate a person or an object, similar to the English this and that. 이 indicates something near the speaker and the hearer (this). 그 is used to indicate something distant from the speaker but near to the hearer (that). 저 is used to indicate something distant from both the speaker and hearer (that over there).

• STRUCTURE

이, 그, 저 cannot be used on their own, i.e. they must be followed by a noun. This could also be such as a noun 것 thing, as in 이것, this thing, usually used to indicate a general thing. A common structure is:

이(그, 저) + noun

• EXAMPLES

이게 뭐예요?

저거 물라예요?

이 김밥은 2+1예요.

→ This gimbal is buy 2 and take 1 free.



이게 이것 = 이거 다예요?

사람이 Is this everything?

네, 이게 다예요.

소리가 Yes, this is everything.



저게 (저것) = 이거 뭐예요?

사람 What is that?

저건 (저것) = 온 경복궁이에요.

사람 That's the Gyeongbokgung palace.

이 (이것) It indicates this, while 저 (저것) is the subject particle form (that). When 이 is followed by the subject particle 이, these are often abbreviated as 이. 이 (이것) is used to indicate a general thing.

UNIT 8, LESSON 1 (KOREAN) 43

Each grammar item is introduced First by an explanation of its meaning and usage, then by an illustration of its structure

Plenty of examples are provided so that the learner can fully understand how a grammar item is used

Dialogues are provided so that learners can see how the grammar item is used in context.

A dialogue provide the students with the opportunity to practice oral communication, giving a real-life context.

Each dialogue is followed by a roleplay exercise. Students therefore can safely practice the main grammar items guided by the structure of the dialogue

The role-play also provides the students with new vocabulary to learn.

대화

CONVERSATION

Pre-conversation activity

Sarang works part-time at a 24-hour convenience store. The customer is asking about specific items.

사람

이서 주세요!

사람

저 혹시 배나나 우유가 있어요?

사람

아, 죄송합니다. 지금 배나나 우유가 없어요.

사람

아, 네. 그럼 질량 도시락은 있어요?

사람

네, 있어요. 저기에 있어요.

사람

감사합니다.

Using the items listed below, role-play the conversation above by changing the items.

배나나 우유

질량 도시락

아이스크림

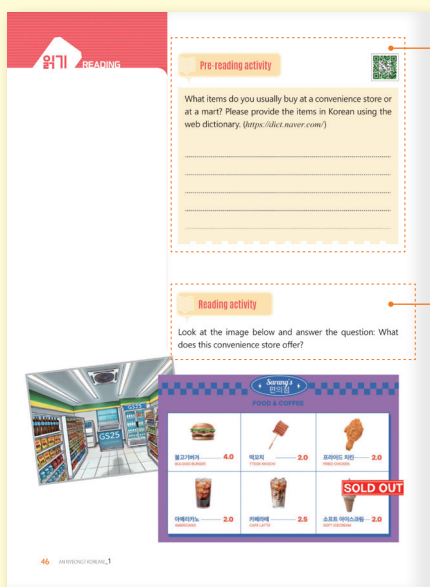
불닭볶음면

배나나 과일주스

제이클린 차우치 커피

09

UNIT STRUCTURE



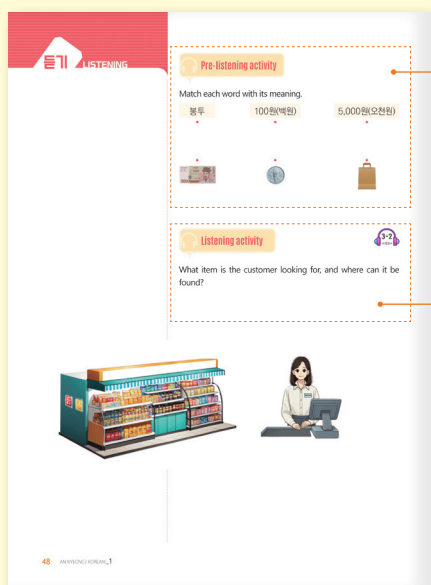
Readings activities are structure into three parts. In the pre-reading activity, students practice vocabulary and expressions useful to fully understand the reading.

In the reading activity students approach the main material. The material for the reading activities has a different format every unit, spanning from advertisement, to blog, to flyers to short narratives, providing the students to approach the language used in different contexts.

After each reading, the students can check their understanding of the content through True/False styles quizzes and open ended questions

A follow-up reading activity provides the opportunity to expand the communicative settings, by using the content learned in either a written or an oral activity.



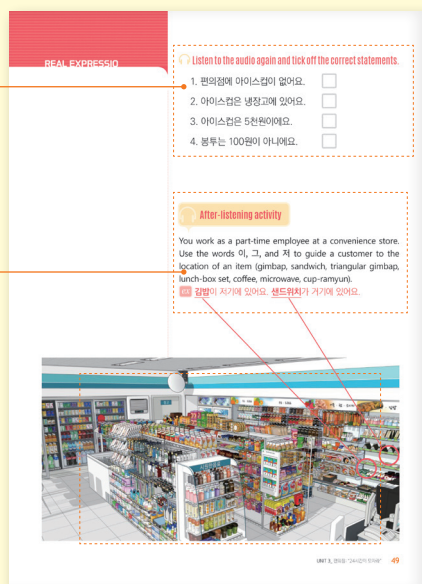


Each listening activity is introduced by an exercise through which learners can get used to the main vocabulary and expressions used in the main listening.

The main listening is always introduced by a listening question, i.e. what the learners should focus their attention when listening to the recording.

At the end of the listening activity, the students will find an exercise they can use to check their comprehension.

At the end of the main listening activity, the students have the opportunity to practice the language learned in the unit in a real-life like activity.



UNIT STRUCTURE



편의점: “24시간이 모자람”

Solo Dining and Driver's Restaurants: The Culture of 24-Hour Work in Korea

Korea's fast-paced lifestyle has led to the development of unique dining cultures, particularly among those working around the clock. 24시간 식당, or driver's restaurants, cater to taxi drivers, delivery workers, and anyone with long or irregular hours.

These budget-friendly eateries are open 24/7, offering hearty, home-style meals that provide a much-needed break for people constantly on the move. The warm, casual atmosphere of these places allows workers to recharge before heading back to their demanding schedules.

Solo dining, known as 혼밥, has also gained popularity in Korean society. With many individuals tied up with long work hours and late shifts, eating alone has become common. Whether it's at 24시간 식당, fast food chains, or convenience stores, which also run 24 hours a day, 혼밥 represents a shift in dining habits. Instead of the traditional emphasis on communal meals, there is a growing acceptance of dining solo, driven by the need for efficiency and the desire to enjoy a quiet moment amidst a busy workday.

This evolving culture highlights how Koreans are adapting to the realities of modern work life, where grabbing a quick, solitary meal often takes precedence over social dining.

50 KOREAN CULTURE 1

A K-culture corner introduces the students to an aspect of contemporary Korean culture and society mentioned in the unit.

A K-media corner provides suggestions to the students for films, dramas, and fiction works through which they can observe and experience the main cultural aspects included in the subject. Through these suggestions, students can also maximise their language exposure.

K-MEDIA CORNER

Korean dramas and novels often spotlight the nonstop world of 24-hour convenience stores, mirroring the hustle and resilience of modern Korean society. Backstreet Rookie (편의점 생황이) dives into the lives of a convenience store owner and his lively part-time employee, capturing the ups and downs of working late-night shifts and the unexpected friendships formed along the way. Similarly, the novel Uncanny Convenience Store (불현단 편의점) explores the hidden lives of those connected to a store, highlighting how these places become sanctuaries in a fast-paced world.

📖 How do convenience stores represent the 24-hour lifestyle in Korea?

🎬 What do these spaces tell us about community roles and social interactions in Korean urban life?



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실제 표현 Real expressions

- 뭐 찾으시는 거 있으세요?
→ Are you searching for something?
- 봉투 100원인데 필요하세요?
→ Plastic bag is 100 korean won. Do you need one?
- 영수증 필요하세요?
→ Do you need a receipt?
- 할인이나 적립 카드 있으세요?
→ Do you have a discount or loyalty card?
- 수고하세요.
→ keep up the good work/take it easy.

✓ Now I know these!

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

- 저거 카페 라떼예요? ☒
- 아게(아것이) 티어나 카드예요. ☐
- 편의점에 아이스크림이 있어요? ☐
- 도시락 ☐
- 냉장고 ☐
- 심 카드 ☐
- 필요하세요? ☐

The students can also get used to real expressions that they may heard in Korea, related to the content of the unit.

At the end of each unit, the students can reflect on their learning through a reflective sheet.



CHARACTERS



Sarang(사랑)

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



Priya(프리야)

Priya is from Indonesia. In her country, she works in a company. She is in Korea because she is interested in Korean culture.



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.



Haru(하루)

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



Tao(타오)

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



Maka(마카)

Maka is a university student from Nigeria. Is traveling to Korea for pleasure.



Sophia(소피아)

Sophia is from France. She is passionate about sport, and she likes go hiking on Korean mountains.



Sam(샘)

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



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(우미드)

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



Jina Ssaem(지나쌤)

Jina Ssaem is a Korean teacher in Annyeong Korean Series

Why Annyeong Korean?

Are you looking for an engaging and fun way to learn Korean?
Do you love Korean popular culture, or are you intrigued by Korea?
Are you thinking of visiting Korea?

Are you looking for an engaging and fun way to learn Korean? Do you love Korean popular culture, or are you intrigued by Korea? Are you thinking of visiting Korea? Annyeong Korean is the perfect guide to dive into the vibrant world of Korean language and culture.

Unlike traditional textbooks, it brings K-contents to life with storytelling, engaging characters, and practical language tailored specifically for first-time learners.

Designed from the learners' perspective, Annyeong Korean adopts a diverse and inclusive approach, making it one of the first Korean language textbooks to address cultural and demographic diversity.

This book reflects the varied needs of learners worldwide, offering a fun, accessible approach that mirrors everyday Korean spoken in real daily life.

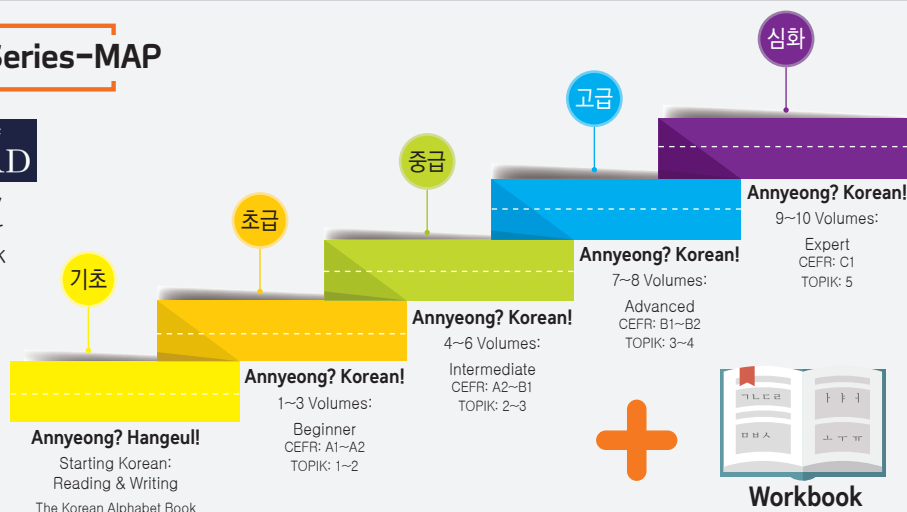
The structure progresses from beginner (Books 1–3) to intermediate (Books 4–6), advanced (Books 7–8), and expert levels (Books 9–10), making it the best way to kickstart, develop, maintain, and sustain your learning journey.

Aligned with international standards like the Korean International Standard Curriculum, Common European Framework, and ACTFL, this book ensures a reliable and structured path to learning Korean.

Annyeong? Series-MAP



Oxford University
Language Center
a Korean textbook



10 Selling Points for Annyeong Korean!

1 Aligned with International Standards

Annyeong Korean follows the International Standard Curriculum for Korean Language by the National Institute of Korean Language, along with global frameworks like the Common European Framework and ACTFL. This ensures a reliable and structured approach to learning Korean that meets international standards.

2 Developed by K-Experts

Created by Korean language experts from the Universities of Oxford, Melbourne, and Monash, ensuring a high-quality learning experience grounded in academic excellence.

3 K-Contents Filled and Up-to-Date

Features the latest trends from K-dramas, K-films, and K-pop, making it perfect for fans who want to learn Korean through the content they love.

4 Simple and Fun to Learn

Designed with easy-to-follow lessons that make learning Korean enjoyable for beginners of all ages, offering a rewarding way to maintain and sustain your language learning.

5 Storytelling-Based Approach

Learn through engaging stories set in Sarang's village, featuring characters like Sarang and her friends, making vocabulary and grammar more memorable.

6 Educational Sample Provision

We provide a sample unit from the book to help teachers prepare their classes effectively and experience the teaching method in advance. This allows teachers to understand the learning structure and conduct systematic lessons.

7 Colloquial Korean

Focus on everyday language and expressions used in real conversations, making your learning experience practical and authentic.

8 Simple Grammar Points

Grammar is broken down into easy-to-understand segments, making complex concepts accessible for beginners.

9 Diverse and Inclusive Approach

The book also meets the needs of diverse learners, with culturally responsive exercises and interactive activities that cater to various learning styles, making it accessible for everyone.

10 K-Teacher Support

Ideal for self-study or classroom use, backed by resources and training developed for K-teachers worldwide.

Hello Korean Textbook Line-Up

"Annyeong? Hangeul!"

Korean Alphabet:
Reading and Writing

Korean Textbook (Course Integration)

Starting Korean:
Basics of reading and writing.

This introductory textbook is
designed for beginners to learn
Hangul effectively and easily.

Annyeong? Hangul! Rel: Oct'24

(The Korean Alphabet Book)

"Annyeong? Korean!" Series

Beginner Intermediate Advanced Expert

Korean Textbook(Including Workbook)

- Structured for all learners, from beginners starting Korean to those mastering it.
- Each volume contains 10 units and is designed for a 3-month curriculum(Custom curriculum available).
- Designed for self-paced learning with a systematic and gradual progression.

Annyeong? Korean! Series Seq.Rel: Dec'24

1~3 Volumes: Beginner(CEFR: A1~A2/TOPIK: Level 1~2)
4~6 Volumes: Intermediate(CEFR: A2~B2/TOPIK: Level 2~4)
7~8 Volumes: Advanced(CEFR: B1~B2/TOPIK: Level 3~4)
9~10 Volumes: Expert(CEFR: C1/TOPIK: Level 5)

K-Series

Reader
Hallyu
Guide

Question
Bank

Supplementary Korean Texts(VR-Linked)

- A series of textbooks developed to improve reading skills with various topics and exercises that learners can use in real-life situations.
- Helps learners naturally build vocabulary and grammar, enhancing reading abilities and comprehension.

- K-Reader series Sched: 1~2 Vols / yr
- K-Hallyu series Sched: Qtrly
(k-pop / k-beauty / k-food / k-travel / k-fashion)
- K-Guide Book series
(Essential Language Skills for Travelers in Korea)
- K-Adventure Sched: Jan'25
- K-Food Sched: '25

Practice Exercises

- A textbook designed to provide learners with comprehensive practice exercises to build their skills systematically.
- Includes vocabulary and skill expansion necessary for each level.

- Practice Sched: '26
- Problems



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!

Delightful 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.

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