

CASE STUDY: LEARNING OF COMMUNICATIVE ETIQUETTE THROUGH K-DRAMAS

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***Аңдатпа.** Корей қоғамындағы сөйлеу этикет ережелерін корей тілін үйренуші студенттер корей дорамалары арқылы біле алады. Корея дорамалары тіл этикетіне қатысты құрмет білдіру айтылымдардың көздері ретінде қарастырылады.*

***Түйінсөздер:** қарым-қатынас, сөйлеу этикеті, құрметтеу, драма, шетел тілін меңгеру.*

***Аннотация.** Правила речевого этикета в корейском обществе можно изучать с помощью корейских дорам, которые популярны среди иностранных студентов, изучающих корейский язык. Драма является полезным источником выражений, которые являются важной частью языкового этикета в Корее.*

***Ключевые слова:** коммуникация, речевой этикет, почтительное обращение, драма, овладение иностранным языком.*

***Abstract.** The etiquette of communication rules in Korean society might be learned through K-dramas which are popular among international students studying Korean. K-drama is a useful source of honorific expressions, that is an important part of linguistic etiquette in Korea.*

***Key words:** communication, linguistic etiquette, honorific, K-Drama, foreign language acquisition.*

As in any other country in South Korea, there is a system of rules of speech behavior and norms for the use of language means in certain conditions. The etiquette of verbal communication plays an important role in effectively building strong relationships between people and preventing unintended conflicts.

The way the person will be treated in Korea depends on many different factors. As an Asian country, where traditions are still strong, the age hierarchy will be one of the most important of them. Although the social status of a person will be no less important, and in some situations, it can even prevail over the age factor. All people tend to play certain roles in various areas of life. For instance, when you are surrounded by your family or a company of friends, or while at the workplace you play both roles of a colleague and employee, providing a service to a client, and vice versa, you can play the role of a client. And as we said before, depending on the role you play in the society, the way people treat you and how you treat them changes. But it would also be wrong to consider how people treat each other only from the point of view of who is the interlocutor. It is worth considering the environment in which the interaction takes place, for example, whether it is working climate or non-formal environment.

K-dramas, which have recently been breaking records for views on various streaming services, can be a great help in learning Korean language etiquette. Watching them gives an opportunity to observe how the Koreans behave and communicate in those different circumstances. Examples of issues in these categories relate to respect, treatment, and communication.

As a Korean language learner, I noticed that the speech etiquette observed in Korean society is much more complicated and specific, comparing to English or Russian. There are 7 politeness levels to begin with, luckily, only three of them are the most used in modern society. The first is informal form that can be used between close people, such as friends, family members. It will also be normal to use it towards people that are much younger than you. I would like to notice, that even though it is

called informal, people with higher position can use it to address their employees. as an example, a scene from the K-Drama "My Mister" (2018), where the main character refers to his wards in an informal style of communication. But if there is someone whose social status is higher, it will no longer be appropriate to speak that way. The next form is informal polite or casual, as you can use it in most situations, and even in formal situation it will not be considered as offensive. It can be used between strangers or people at the same age, in employer-employee and customer relations or teacher-student relationship, almost everywhere. Therefore, the environment does not really matter. The example can be found in any K-Drama scene. The third form is used to express high level of respect and it is called formal polite. People use it in formal conversations to interact with people who hold a higher social status. Usually, I see Koreans using it when talking to CEOs of companies, like in "My Mister" (2018), whenever they met the CEO.

Students tend to be afraid of making mistake by using an informal style of communication but studying Korean language caution is required with each of the forms. Because using different forms indicates how close you are with the interlocutor. Sometimes people can get offended if you talk to them in formal polite form, as if you are pushing them away, and some really do use formal language to define appropriate boundaries. An example is scene from K-Drama "Vincenzo" (2021), in 18th episode one of the characters tries to become closer to his companion by speaking to him informally but fails as his proposal does not find agreement from his partner's side. In this case, the informal polite form can be considered as the safest option if you are hesitating which one to choose.

Apart from different forms of speech described above, there are special polite versions of the same words, that are used to imply respect and politeness to a person you are speaking to as well. For example, to talk about your house, it is fine to use the word 'jib', but someone else's house is 'taeg', there are 2 different words for the verb 'eat', if it is about you, then it will be right to use 'meogda', but when it is someone higher or older than you, then you need to use 'deusida'. In English and Russian you can talk about yourself saying 'I' / 'Я', whereas in Korean when using "I" statements, a person in the low position ought to use 'jo', while the other one should say 'na'. By using the form "jo" a person recognizes his or her partner as superior in social status or older in age, also not forgetting about a suitable form of speech. The same with pronoun 'you', there are polite version 'dangsin' and casual 'neo'. The latter in some scenes intentionally might be used to offend someone. As a fact, I have rarely seen in dramas Koreans who use the polite version of 'you', instead they use special words to address people. And this leads us to another category of language etiquette in Korean, which is formal titles.

Addressing people is as important as other categories because it is where the communication starts. Basically, it sets the mood for the whole conversation. Being a native speaker of Russian, I find the Korean's ways of addressing people hard to understand. In Russian it is okay to call people by their names, but in Korea it would be considered extremely rude. The only case you can call someone by their names is if you are close friends. Other than that, you need to attach 'ssi', which means 'Mrs.' or 'Mr.' to their name. There is a common scene in K-dramas, where the main characters show their intimacy by calling each other by their names. In 8th episode of "Our Beloved Summer" (2021) one of the characters finds out that his friends became closer,

than they used to be, because he hears them calling each other by names. The harder task is to contact a stranger. Mostly they say 'agassi' – meaning 'lady', 'ajossi' – meaning 'mister', 'halmoni' – meaning 'grandma', etc. Also, from my own observations, in many scenes Korean people were using word 'seonsaengnim', which literally can be translated as 'teacher', they use this word not only towards teachers, but towards anyone. Plus, it can be attached to any kind of human activity word. For instance, if a person works as a writer, he/she would be called 'jakkaseonsaengnim', the translation 'writer teacher' does not make sense to us, but not to the Koreans, who use it to sound polite. In office environment people refer to their colleagues by using titles based on their colleagues' rank within the company. But they also attach the polite suffix 'nim'. Examples of this characteristics can be seen in any K-drama related to work in the company.

In conclusion, the Korean language etiquette is far more complicated compared to Russian, but it is worth learning. As the knowledge of the moderate usage of polite speech will allow you to be

confident in talking to people of South Korea and get a better understanding of Korean culture. You ought to avoid situations where you could be misunderstood, and K-dramas can be considered as a great source of learning about the Korean's ways of communicating. While readings on learning language can be vague, watching people interact in every possible situation clears the things up. Through watching Korean dramas, students are able to see how the traditional Korean speech manners are being standardized with modern life and develop their own language skills.

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K-Dramas

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ИССЛЕДОВАНИЕ ОСОБЕННОСТЕЙ ИНТЕГРАЦИИ ПРЕДМЕТА И ЯЗЫКА В КОНТЕКСТЕ ПРЕДМЕТНО- ЯЗЫКОВОГО ИНТЕГРИРОВАННОГО ОБУЧЕНИЯ (CLIL) В КОГНИТИВНО-ЛИНГВИСТИЧЕСКОМ АСПЕКТЕ (НА ОСНОВЕ СПЕЦИАЛЬНОСТИ «БИОЛОГИЯ»)

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***Аннотация.** Статья посвящена роли предметно-языкового интегрированного обучения студентов неязыковых специальностей вузов. Рассматриваются особенности работы преподавателей профильных предметов и преподавателей иностранных языков в системе предметно-языкового интегрированного обучения, а также перспективы ее применения в сфере высшего профессионального образования. Приводятся модели и особенности использования методики CLIL на основе специальности «Биология» в высшем учебном заведении. Экспериментально установлена и теоретически обозначена необходимость применения данных приемов на уроках, которые преподаются на иностранном языке. Представленные ниже технологии применяются на занятиях по биологии, как в общеобразовательных школах города на уроках, так и в высших учебных заведениях в рамках преподавания биологических дисциплин.*

***Ключевые слова:** методика CLIL, когнитивия, интеграция, обучение биологии, иностранный язык для неязыковых специальностей, современные технологии.*

***Аңдатпа.** Мақала университеттегі лингвистикалық емес мамандықтары студенттерін біріктірілген тілдік оқытудағы рөліне арналған. Мамандандырылған пәндер оқытушылары мен шет тілдерінің оқытушыларының пәндік-интеграцияланған оқыту жүйесіндегі жұмысының ерекшеліктері, сондай-ақ оны жоғары кәсіптік білім саласында қолдану перспективалары қарастырылады. Жоғары оқу орнында «Биология» мамандығына негізделген CLIL әдіснамасын қолданудың модельдері мен ерекшеліктері ұсынылған. Осы әдістерді шет тілінде оқытылатын сабақтарда қолдану қажеттілігі эксперименталды түрде құрылған және теориялық тұрғыдан көрсетілген. Төменде келтірілген технологиялар биология*