

ETHNIC CHARACTERISTICS AND COMMUNICATION ETIQUETTE (KOREAN EXAMPLE)

<https://doi.org/10.5281/zenodo.17901274>

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Abstract

This paper explores how communication etiquette is linked to the character, traditions, and values of a particular ethnic group. Specifically, it analyzes Korean communication etiquette and examines how these etiquette interacts with the Korean cultural context. Through this, it illuminates the influence of ethnic character on communication behavior and suggests ways to prevent misunderstandings and conflicts that can arise in interactions between different ethnic groups.

Keywords

Ethnic Characteristics, Communication Etiquette, collectivism, Honorifics, Euphemism

1. Introduction

Communication etiquette is an essential element of national character, and they are closely intertwined. National character can be defined as a set of unique characteristics passed down through generations within a particular social group, which are reflected in conversational behavior (Sukharev, 1997). It is utterly impossible to study the issue of communication etiquette without considering national character, unique customs, values, and traditions. Communication etiquette is an integral part of national character, and they are closely intertwined. Ethnic character refers to a collection of unique characteristics passed down through generations within a particular social group. Ethnic character is significantly influenced by a particular ethnic group's religion, surrounding environment, and social lifestyle, which are naturally reflected in their

conversational behavior (1, 119).

Just as the Earth's natural environment is diverse and diverse, the ethnic composition of the people who inhabit it is also remarkably diverse. Influenced by the aforementioned factors, each ethnic group develops distinct and unique character traits. Failure to consider these factors in interactions between representatives of various ethnic groups can lead to misunderstandings, conflict, and even clashes.

2. Ethnic Characteristics and Communication Etiquette

Ethnic character is influenced by a particular ethnic group's religion, surrounding environment, and social lifestyle. These characteristics are reflected in each ethnic group's communication style and must be considered during interethnic interactions. For example, each ethnic group's nonverbal communication style differs, exhibiting characteristics that can only be understood within a specific culture. Ethnic characteristics are often observed even in the use of nonverbal means. For example, certain gestures or signals may have a conditional character and represent ethnic characteristics, as they are symbols that convey specific meanings within the group. However, in other groups, these gestures or signals may have no communicative function at all or may have completely different meanings. For example, to convey the meaning of "hello" (goodbye), Russians turn their palms outward and wave them up and down, while Italians point their palms at themselves. They wave their hands up and down, with their palms facing each other. On the other hand, Koreans wave their hands horizontally with their palms facing forward. In greetings, Europeans hold each other's right hands, while Indians greet each other by placing their palms together in front of their faces. Eskimos greet by rubbing noses, and in ancient China, upper-class people reportedly held each other's left hand with their right when meeting (2, 49).

In Korea, with its long history, people bow with both hands down. Korean communication etiquette is deeply tied to their national characteristics. Koreans traditionally have a strong collectivist tendency, prioritizing group harmony over individuality. This characteristic is reflected in their communication style, where consideration for the other person's feelings plays a crucial role.

2.1. Korean collectivism and harmony

Korean society tends to value group harmony over individual harmony. This is reflected in communication, where it's crucial to consider the other person's mood and situation when using language. For example, in the workplace, it's essential to respect your superiors' opinions and use appropriate honorifics when

speaking.

2.2. Koreans' family-centered values

Koreans adhere to values that prioritize family. Respect and consideration are fundamental even in family communication. For example, it's common to always use polite language toward parents and to be polite in family conversations. These values significantly influence the overall communication style of Koreans.

3. Korean communication etiquette

Next, we will examine the most important characteristics of the Korean national character. The Korean people have developed their own diverse customs and rituals over a long period of time. In Korea, communication etiquette ("language etiquette") has been considered very important (3.5). First, Central Asian peoples have lived together for a long time and have developed many traditions and It's worth noting that they share similar customs. Until recently, the Korean people referred to themselves as "the Korean people." However, while Koreans have sometimes exhibited a reserved attitude toward other ethnicities and nations, historically, there were tribes and groups that merged with Korea's indigenous peoples. These groups gradually settled and adopted Korean customs, leaving their own unique traces. The unique character of the Korean people is deeply rooted in their communication styles, and this is essential for understanding their national characteristics. Conversational behavior is closely linked to national character, and research without considering this is impossible. Therefore, understanding this cultural background is crucial to preventing misunderstandings and conflicts that can arise in interactions between different ethnic groups. For this reason, the Korean people possess a diverse set of customs and rituals that have developed over a long period of time. To study Korean communication etiquette ("linguistic etiquette"), we must first understand the categories of communication etiquette in the Korean language. Communication etiquette in Korean can be divided into the following categories: (Currently, the following categories of communication etiquette exist in Korean:)

Below are descriptions and examples of each category of Korean communication etiquette.

3.1 Honorifics: Using Honorifics

Honorifics are an important way to express respect in Korean. There are various honorifics in Korean, and you should choose the appropriate one based on age, status, and relationship. For example, you might address a friend as "너" (you), but you should use honorifics like "선생님" (teacher) or "아빠" (father) to address an

adult. These honorifics demonstrate respect and play a crucial role in forming social relationships.

Example: Informal: "Where are you going?" Formal speech: "Where are you going?" (Here, "gani" is an informal expression, "Go" is polite.)

3.2 Euphemisms: Indirect Expressions

Euphemisms are a way of expressing a message in a less direct, more gentle way. Koreans tend to be considerate of the other person's feelings and try to convey their message more politely and gently. For example, when commenting on someone's appearance, it's more common to say, "You look healthier these days," rather than, "Why have you gained so much weight?"

Example: Direct: "Why have you gained so much weight?" Euphemism: "You look healthier these days." (Using euphemisms can help you get your point across without offending the other person.)

3.3 Greetings: Greetings and Farewells.

Greetings are important expressions used when meeting someone for the first time or saying goodbye, and they serve to soften relationships and show respect. In Korea, it's common to greet someone with "Hello?" followed by a slight bow. For farewells, "Goodbye!" or "Goodbye!" are used. These greetings demonstrate consideration and respect for the other person and are an important part of Korean culture.

yes: Goodbye: "Goodbye!" (An expression used when the other person is leaving, it is a polite way to say goodbye.)

3.4 Nomenclature and designation:

Appropriate use of titles. Titles are the names or expressions used to address or refer to others. Using appropriate titles demonstrates an individual's dignity. For example, addressing parents as "father" or "mother" and using names or nicknames for friends. Using the wrong title can offend others, so caution is advised.

Example: Appropriate title: "Father, where are you?" (Use the title "Father" to show respect to your parents.) Inappropriate title: "Hey, mister over there!" (If the person you are talking to is an adult, it is more appropriate to use a title like "Father" or "Teacher" instead of "Mister.")

3.5 Hospitality and Respect for Elders

In Korea, hospitality and respect for elders are considered important national characteristics. When guests visit, Koreans are hospitable, and this tradition has been passed down through all socioeconomic stages to the present. In Korea, in particular, hospitality and respect for elders have traditionally been considered

among the most important characteristics of the national character. This long-standing tradition of hospitality stems from a necessity of life and has continued through all socioeconomic stages to the present. For example, in Korea, guests are usually seated in the living room or the best seat in the house. Or, if a stranger gets lost on a dark street or accidentally arrives at a house during heavy snow or rain, they knock on the door and, when the host appears, begin by saying, "Hello! Excuse me!" ("Hello! Excuse me!") and explain the situation. Koreans, like their Korean counterparts, are kind and gentle. In such a situation, the host would invite the guest into their home by saying, "Yes, welcome! How did you come?" If the host cannot accommodate guests for special reasons, he or she will explain the reason, recommend another place to stay, or offer any necessary advice before saying goodbye.

4. Conclusion

tradition among Asian peoples, particularly Koreans, and has persisted for a very long time. Furthermore, customs and values such as respecting the younger generation, nurturing them to be polite and moral, and cherishing nature are also important aspects of the Korean national character. Conversation and behavior are integral parts of the national character and are closely intertwined. The unique character of the Korean people is deeply rooted in their communication styles, which are essential for understanding their national characteristics. Conversational behavior is closely linked to national character, and research without considering this is impossible. Therefore, understanding this cultural background is crucial to preventing misunderstandings and conflicts that can arise in interactions between different ethnic groups. Korean communication etiquette is deeply tied to national characteristics and is expressed through respect and consideration for others. Honorifics, euphemisms, greetings, titles, and designations reflect the cultural background of Korean society, and understanding these etiquettes provides profound insight into Korean culture. In an era of ever-increasing intercultural interaction, understanding and respecting Korean communication etiquette is crucial.

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Международный журнал менеджмента , 12 (2).