

# World Englishes and Miscommunication

## Korean case

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## I. Introduction

This presentation is to examine some of the issues raised by language contact and convergence by conducting empirical research. For the purpose I examine the multi-faceted impact of the introduction of English in Korea.

- English in Korean advertising:
- Korean variety of English:
- World Englishes and miscommunication

## II. Contact and convergence of English in Korea

### 2.1 Historical context of Korean-English contact

The 1st phase: (1800s to 1945)

The 2nd phase: (1945 to 1985)

The 3rd phase: (1986 — )

## The 1st phase: (1800s to 1945)

- English was officially introduced to Korea through the modern educational system in the first phase.
- English was recognized as a language of barbarians during this period
- Many English loanwords were introduced

## The 2nd phase: (1945 to 1985)

- English gained power during this period.
- After the Korean War, the image of America and the Americans was completely changed.
- The 1st National Education Curricula (1954-1963)  
American English is designated as standard English in Korea.
- The 2nd National Education Curricula (1969-1974)  
English has been designated as the first foreign language

## The 3rd phase: (1986 — )

- The 1986 Asian Games
- The 1988 Seoul Olympics,
- "Globalization" initiative at APEC

In summary, the 1996 Asian Games, the 1988 Olympics, and Globalization have accelerated contact and convergence with English in Korea