

Teaching and evaluation method of Korean literature in classical Chinese using public campaign.

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The basic critical mind in this paper is that we can change the world through the education of Chinese character. In Korea, a perspective that education of Chinese character is conservative is dominant, but it is a fact that there is undeniable inner factor. Therefore the Korean education of Chinese character makes active efforts and attempts multilateral methods in order to break away from the traditional conservatism, then it consequently has new turning point. Lately, many conferences which devise theoretical and substantive measures in education of creativity and personality for education of Chinese character are typical examples.

I have suggested that using public campaign is one of good ways as a teaching-learning method carrying out education of creativity and personality in Middle & High School education of Chinese character. The public campaign is characterized as nationwide, fairness, non-political, public benefit, rationality, humanism, non-profit, ethicality and non-discriminatory. The public campaign places emphasis on rectifying social problems and establishing right ethical consciousness and values. In this respect, it can be a mean that changes the world. If such positive function of public campaign is combined with education of Chinese character, the education will be great method that changes the world.

Korea and China are representative nations which are located in a cultural area of Chinese character, when we analyze public campaigns, it is found out that there are considerable number of public campaigns using Chinese characters. The public campaign of China mostly utilizes the shape of Chinese characters. Also there are many campaigns based on the shape of simplified characters(簡體字) and traditional characters(繁體字).

In the case of Korea, it shows various aspects of public campaigns than China, like campaigns using the shape of Chinese characters and vocabulary change, combining culture with Chinese character.

The subject of public campaign chiefly deals with the common problem facing the world – typically such as anti-smoking(no-smoking), nature conservation, etc - than regional problem. By imagining Chinese characters, the anti-smoking campaigns of Korea and China deliver messages more effectively. On the other hand, the anti-smoking campaigns of Western give horrifying impressions with realistic image. Likewise, in a cultural area of Chinese character, Chinese character shows great promise as a function changing the world.

In Korea, Chinese character textbooks recently published contain public campaigns using Chinese characters. These can be classified roughly into using the shape of Chinese

characters and utilizing word formation ability. However, by concentrating the rhetoric of advertising copy, so examples that can forget and damage intrinsic feature of Chinese character are also seen here and there.

In the case of evaluation, I considered public campaigns used in College Scholastic Ability Test which is the most influential exam in Korea. They are divided into patterns asking Chinese character notation, subject and sentence of the Chinese classics that is related to contents. The reason why public campaigns used in evaluation are more simple than public campaigns used in textbooks is that there are various restrictions when they are developed into evaluation questions.

If we utilize public campaigns using Chinese characters in the learning of Chinese character, we make learners to realize the contemporary value of Chinese characters. Also, we can get effects imprinted the message on learners. For such a reason, it will be got rid of conservative of education of Chinese character and will gain great power to change world through education of Chinese character.