



SEJONG KOREAN LANGUAGE CENTRE

The Cultural Link

With the rise of the hallyu wave from South Korea, one institution, under the direction of LEE YOUN HAENG aims to fill the language gap.

South Korea's hallyu wave – also known as K-pop fever – has taken the world by storm in all forms of media imaginable: film, TV, music, and even fashion. While South Korean pop culture is immensely captivating, hallyu poses one problem for non-Koreans – the language barrier.

Founded in 2011, Sejong Korean Language Centre offers to bridge the gap, answering the demand and constant thirst for learning a second language in Hong Kong. The centre offers basic to advanced courses for business, education or leisure purposes, while also providing Cantonese and Mandarin lessons for Hong Kong-based Koreans.

Bridging the Gap

“Korean popular culture, or K-Pop, has been spreading globally, and we've noticed that the demand to learn the Korean language has been on the rise in Hong Kong,” shares Lee Youn Haeng, Managing Director at Sejong Korean Language Centre. “We want to make classes interesting and appealing to students, so there is a K-pop element in our curriculum, teaching Korean with lyrics and drama.”

Apart from integrating K-pop culture into lessons, Sejong Korean Language Centre espouses learning the Korean language within the context of practical situations, allowing students to actively practice what is learned. The school's goal is to build strong language skills in all areas – speaking, listening, reading or writing.

Youn Haeng adds, “As a language school, we don't stop at merely teaching the lessons; we value the cultural exchange between Hong Kongers and Koreans. We seek to bridge the two



communities by promoting both language and culture through dinner meetings, barbecues, and church activities. These facilitate our students' learning as they get to make more friends and know more about authentic Korean culture.”

Learning the Sejong Way

Since its inception, Sejong Korean Language Centre has adopted a student-oriented approach covering its curriculum, services and courses. It makes use of only the latest authentic Korean textbooks and materials. Moreover, the full support of the school's faculty enhances learning by means of encouragement and feedback.

In addition, the school provides audio and visual supplements to facilitate learning, and opens classes catering to students' specific needs. Among these is preparation for the TOPIK exam (Test of Proficiency in Korean), a worldwide public examination for Korean-learning students.

“We provide full support to students taking the TOPIK exam through our TOPIK preparation classes. We have observed that most students have the

greatest difficulty in oral and written tests, so we offer these training classes to strengthen their skills. All these we are very proud to have over our counterparts in the industry,” says Youn Haeng.

The future of Korean language in Hong Kong

As the interest in hallyu remains steadily on the rise around the globe and very much in Hong Kong, Youn Haeng proudly reveals that Sejong Korean Language Centre is to open its second school in Tsim Sha Tsui, with more classrooms and courses covering an even wider scope than its current programme.

From the school's foundation until the present, Youn Haeng's passion for teaching has been the greatest motivational force behind its success. “Doing something you really like always gives the biggest satisfaction. Of course, our school would not be able to go this far without the hard work of my staff and teachers, and the support they have given since day one,” concludes Youn Haeng. ■

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