

KOREAN LANGUAGE AND CULTURE, BA

Students declared in the Korean Language and Culture major are immersed in the vibrant and globally influential world of Korea. As Korea emerges as a major economic, political, and cultural force, understanding its language, history, and society is more crucial than ever. Korea's significance continues to grow: its dynamic economy, strategic geopolitical role, and remarkable cultural output—from the global arts phenomenon of Hallyu ("Korean Wave") to innovative lifestyle trends—are reshaping international landscapes. The Korean language is recognized as a critical language for U.S. security, and Korean companies are making significant investments across the United States.

This major is thoughtfully designed to provide students with a comprehensive understanding of Korean civilization, preparing them for a diverse range of rewarding career paths. The program's rigorous curriculum provides instruction in Korean language, linguistics, history, literature, film, gender studies, and social sciences. This interdisciplinary approach ensures a holistic and profound engagement with Korean culture.

Students will have the opportunity to participate in cutting-edge research with UW–Madison's esteemed faculty, renowned for their expertise in various aspects of Korean studies.

Students in this major cultivate critical skills essential for success:

- advanced abilities in analyzing and synthesizing information from diverse sources;
- producing well-structured and sophisticated academic writing;
- engaging effectively in intercultural communication;
- advanced linguistic proficiency in both English and Korean;
- conducting independent research;
- deep cultural sensitivity;
- ability to interpret complex texts and cultural phenomena with nuance and insight.