

2021.03

vol. **32**

K-Book Trends

offers Korea's highly informative publishing content
to those in the global publishing industry.



KPIPA
Publication Industry
Promotion Agency of Korea

www.kpipa.or.kr



TREND

Topic	Introducing Korean Sci-Fi!
Special Project	K-Education
Export Case	Cases of Education Materials Developed and Distributed for Overseas Korean Learners
Book Trip	Bookstores that Create Books and Culture

INTERVIEW

Korean Publishers	Publisher Prunsoop
Korean Authors	Writer Sim Yun-Kyung

KNOWLEDGE

Publishing Industry	Korea's Audiobook Industry Ready to Fly in 2021
Publishing Policy	Major Affairs in Korean Publishing Policy in 2021

INFORMATION

New Books	Pit-a-Pat with Acorn
Best Sellers	2nd Week, February 2021
#K-Book	#Learning Cartoon Books

TOPIC

Introducing Korean Sci-Fi!

Written by Lee Ji-Yong

(Professor at the Institute of Body & Culture, Konkuk University)



Beginning of Sci-Fi in Korea

To pick the genre that the public has actively consumed in Korea for the past several years, it would be "Science Fiction." However,

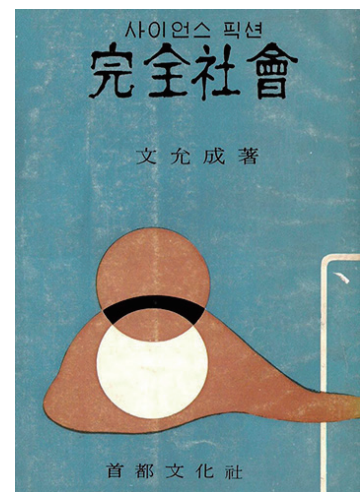
considering the massive fandom and cultural influence of Sci-Fi in other countries such as the United States, it has not been long since the public in Korea has highlighted the genre. This is why some people think that the Sci-Fi syndrome in Korea is a sudden phenomenon. However, Korea's Sci-Fi genre has been shaped to become what it is today from about 100 years ago, creating the foundation for today's Sci-Fi to be at the center of people's attention. Then, learning the history of Korean Sci-Fi will be a good way to understand it better and get a clearer glimpse of its future outlook.



Underwater Travel Log, The Iron World

The beginning of Sci-Fi in Korea goes back to 1907. The first Sci-Fi work recorded in history is *Underwater Travel Log* serialized in the journal *Taegukhakbo*- a journal for Koreans studying in Japan, which was a translation of *Vingt mille lieues sous les mers* (1818) written by Jules Verne. Since then, translated works have been continuously introduced to Koreans; *Les Cinq cents millions de la Bégum* (1879) by Jules Verne was translated with the title *The Iron World* in 1908

and a part of *Detective Nick Carter Series* by Diem Novel in the US was translated with the title *Airship* in 1910. Also, in 1924, play *R.U.R* (1920) by Karel Capek, a Czech writer who coined the word "robot" was serialized in journal *Gaebyeok* (meaning "the dawn of civilization" in Korean) with the title *A.I. Laborer*.



Venus Expedition, Perfect Society

The first Sci-Fi title written by a Korean is known to be *The Study of Doctor K* (1929) by Kim Dong-In. Featuring the story where feces is used to resolve the food crisis, this book has a Sci-Fi characteristic in that solutions through scientific imagination are offered for social issues. Since then, as Korean society underwent liberalization and war, the publication of Sci-Fi has been hesitant for a while, but then in the 1960s, it once again gained momentum through books for children and teens. Writer Han Nak-Won was at the center of the trend where he steadily serialized works such as *Venus Expedition* (1964) in journals. In 1965, *Perfect Society* by Moon Yoon-Sung won the "1st Mystery Fiction Contest" hosted by *Weekly Hanguok*. This story

featuring the 22nd century where only females survive on the Earth was published in 1967. After it was republished in 1985 with the title *The Republic of Women*, it returned to its original title in 2019.

In 1968, the "Korean Sci-Fi Writers' Club" was established with by Seo Gwang-Woon. They published their works in 1975 as a collection titled "Korea Sci-Fi Complete Collection," and in 1978, it was included in the "World SF Masterpiece" organized by Idea Hall. However, even until then, Sci-Fi in Korea wasn't that loved by the public. The main Sci-Fi works consumed by people were translated works from Western countries or those that were written for kids and teens. They were mostly used as a supplement for understanding science. What's more, as the genre was perceived to be reserved for a few fanatics, Sci-Fi was regarded as a genre that talks about difficult things related to science – professional knowledge for people of science and engineering or a low-grade story that talks about absurd things. However, entering the 1970s and 80s, more Sci-Fi subjects and stories were produced through videos, comics, and animations, and in the 1990s, the Sci-Fi genre met the new tide in history with the advent of a new medium called "PC."

Today and Tomorrow of Sci-Fi in Korea

It is not an exaggeration to say that elements that had a direct influence on Korea's Sci-Fi began with the emergence of PC in the 1990s. During that period, "SF clubs" were born in each of the PC communication services, and the so-called "SF fandoms" began to be created in

earnest. And thanks to the nature of the new technology, writing a story no longer required help from the publishing market. This led to the increased number of Sci-Fi writers centered on their fandoms. Writers that emerged around this time had a strong tendency to regard themselves as a Sci-Fi writers. This was a phenomenon that was hardly found in the traditional publishing market, excluding writer Bok Geon Il who published *Searching for the Epitaph* (Munji Books), calling himself a Sci-Fi writer in 1989 (He also serialized his next title *Under the Blue Moon* (Munji Books) on a PC platform before publishing it as a book).

The writers and fans that had been the major players on the PC platform around that period continue to influence the Sci-Fi genre today. The best example is DJUNA, who began writing Sci-Fi during that time and is still an active Sci-Fi writer. In particular, DJUNA is like the representation of Korea's Sci-Fi genre itself as the writer has introduced about 120 stories during the past 27 years since the 1990s. In particular, various attempts for "Sci-Fi written in Korean" have been made beginning with *Proxy War* (Igaseo, 2006), *Pacific Express* (Munji Books, 2002), and *Bloody Battle on the Broccoli Field* (Every Book, 2011), and works that show diverse indicators of Korean scientific imagination are being announced today including the recent works *Not Yet a God* (Changbi, 2013) and *I Existed in Arcadia as Well* (Hyundae Munhak, 2020).

Following the PC platform came the era of the "Webzine." The webzine, the medium with the most "Korean" characteristic like "webtoon" and "webnovel," has been the foundation for various

authors to write stories. Among the many webzines, *Mirrorzine* (<http://mirrorzine.kr/>), a webzine for fantasy literature, is a foundation for the past and present of Korea's Sci-Fi. In particular, webzine platforms have been the supporters for new authors who won the "Science and Technology Literature Contest" that was held between 2004 and 2006 to continue on with their career. Writers that won in the contest include representative Sci-Fi writers in Korea – Kim Bo-Young, Bae Myung-Hoon, Kim Chang-Gyu, and Jung So-Yeon.

Their works began to be introduced in the publishing market after 2010. Notably, *Hello, A.I.* by Bae Myung-Hoon won the 1st Munhakdongne Young Writer's Award in 2010. He also showed his imagination of a place that has a strong scent of Korea through his work *The Tower* (Munji Books, 2006) (This book was translated and published in English by publisher "Honford Star" in 2021). Then, he continued to announce experimental works and created new styles of Sci-Fi through his *Art and Acceleration of Gravity* (Book House, 2016), *Archeological Psychicist* (Book House, 2017), and *Round and Round Universe* (Giant Books, 2020). Meanwhile, writer Kim Chang-Gyu has announced works including *Our Banished World* (Arzak, 2016), and *Samsara* (Arzak, 2018), and is translating diverse Sci-Fi titles such as *Neuromancer* (1984), the representative book of William Gibson.



The Tower, Our Banished World

Writer Kim Bo-Young is skilled in linking Korea's traditional mythological subjects with Sci-Fi and covering social issues in her Sci-Fi stories. These aspects can be found in her collections *Myth of Evolution* (Happy SF, 2010), *The Seven Executors* (Pola Books, 2013), *The Prophet of Corruption* (Arzak, 2017), and *How Similar* (Arzak, 2020), and such unique characteristics have led to the recent sale of publication rights of some of her works to "HarperCollins Publishers" in the US. Also, she participated as the science advisor for "Snowpiercer" of Bong Jun-Ho, and has been showing her capacity in diverse fields such as novels and scenarios for games. Writer Jung So-Yeon had been the first president of the Science Fiction Writers Union of the Republic of Korea established in 2018, and has published various works, including *My Neighbor Younghee* (Changbi, 2015). These writers have been an indirect influence on new writers that made their debut after 2015 by acting as lecturers in all kinds of Sci-Fi writing academies or workshops.



The Prophet of Corruption, My Neighbor Younghee

Sci-Fi in Korea is enjoying rosy days today as young new writers are at the center of people's attention. Good evidence of such a trend is three Sci-Fi writers – Chung Se-Rang, Kim Cho-Yeop, and Chang Kang-Myung, who were selected among the top 10 writers that will lead Korean literature for the next 10 years in a survey conducted by "Aladin," an online bookstore. Also, making her debut after winning the grand prize and the first prize at the 2nd Korean Science Literature Award, Kim Cho-Yeop won the 43rd Korea Artist Prize with her *If We Cannot Move at the Speed of Light* (Hubble) and the 11th Young Writer's Award with her following works, emerging as one of the representative Sci-Fi writers in Korea.

Also, writer Chung Se-Rang who made her debut in 2007 through a genre literature magazine called *Fantastic*, has been writing stories in various genres, including Sci-Fi and others. Her *School Nurse Ahn Eunyoung* (Minumsa) has been the talk of the town as it was made into a drama series on Netflix. In addition, it is meaningful to look at the works written by new writers who made their debut as they won

the Korean Science Literature Award from 2016 to 2019, such as Park Hae-Wool, Cheon Seon-Ran, Kim Hye-Jin, and Hwang Mo-Gwa. The writers of these works signed contracts to have them translated and published in various languages in such a short period of time and even sold publication rights for video productions. In particular, writer Cheon Seon-Ran has been a rising star in the literary circle for her boundless possibilities with her *Broken Bridge* (Gravity Books, 2019), *Some Shape of Love* (Arzak, 2020), and *A Thousand Blues* (Hubble, 2020).



If We Cannot Move at the Speed of Light, School Nurse Ahn Eunyoung, A Thousand Blues

- * *K-Book Trends* Vol. 19 – Interview with Author Serang Chung
- * *K-Book Trends* Vol. 20 – Interview with Author Kim Cho-Yeop
- * *K-Book Trends* Vol. 30 – Interview with Author Cheon Seon-Ran

As such, the major characteristic of Korea's Sci-Fi works that have been receiving attention from the public is that the stories are manifested in the unique Korean sentiment and experiences moving away from the Western-style world view that had been dominating the genre for an extended period of time. Therefore, readers now think that they are not enjoying a specific code or customs of the special genre but are in fact, appreciating the familiar experiences through the world of "simulacra," which has become common today. In particular, as IT technologies and game culture have become a part of daily life in Korea, such perceptions of the young Korean readership are not new. Hence, rather than feeling distanced by the awe presented by Sci-Fi works, the meanings of various possibilities unfolded in each of the stories become more relevant to readers. These possibilities can be found in the fact that recently announced Sci-Fi works are turning into movies or videos. For example, on top of Netflix "School Nurse Ahn Eunyoung", a so-called "cinematic drama" titled "SF8" based on the works of writers mentioned earlier, is a good representation.



Posters of "School Nurse Ahn Eunyoung", "SF8"

Against this background, there is a strong possibility that Korean Sci-Fi could continue to expand in the future. Not only because there are several titles in the limelight, but also because various interests that have accumulated in recent years have emerged from diverse backgrounds. There have been various efforts to discover new writers, and those new figures continued on the path that led Korea's Sci-Fi to become what it is today. Also, publishers that specialize in Sci-Fi works are emerging steadily (such as Arzak, Hubble, and Gravity Books) along with public interest, and more publishers are actively publishing Sci-Fi titles such as Arte, Changbi, Goldenbough, Gufic, Editorial, Jamo Book, and Alma Books. In 2019, *SF Today* (Arte) was published, which is a periodic publication about Korean Sci-Fi. Also, more introductory books for the public related to relevant information or theories and critiques are being published or scheduled to be published.

Korea's Sci-Fi, which is currently at the center of public attention with the rise of new writers and changes in the social and public interest, not to mention the various possibilities born from past experiences, is expected to create more possibilities in not only the publishing culture but also across the entire culture. In particular, the unique characteristics of the genre where it is able to discuss social issues in the form of a story implies the possibility that it will be capable of responding to the diverse changes in the future generation alongside issues of today. Therefore, if you would like to see the cultural possibilities Korea has in 2021 and foresee the future, try reading various stories introduced by Sci-Fi writers in Korea.

SPECIAL PROJECT

K-Education

Education in Korea – A Country of Talented People

Written by Lee Ji-Hyeon



According to the statistics announced by Korea Statistics in 2021, the Republic of Korea is a relatively small country (107th place in the size of the national territory, 208th place in population). However, it

always astounds the world with outstanding national characteristics and unique capabilities exhibited by its people. Not only do Koreans win awards at international contests where talented people from all around the world compete against each other, but there are also prominent Korean figures that perform exceptionally in the global arena, such as the UN Secretary-General, athletes, and scholars. And indeed, the so-called "K-education" is the greatest contributor behind such achievements.

Koreans have an extraordinary passion for education. The "duty of education," where one has to guarantee at least the minimum level of education for their child, is designated as one of the four duties of Koreans. It implies the nation's will to improve its people's educational level, thereby promoting individuals' intellectual advancement and national strength, not to mention contributing to the development of human culture. Education in Korea consists of 12 years at school; 6 years of elementary school, 3 years of middle school, and 3 years of high school. As free education is expanded to cover the entire grades in high school, the burden for the educational cost is likely to fall, which is expected to raise students' intellectual level. Currently, the college admission rate of Koreans is more than 60% showing good performance in the Programme for International Student Assessment (PISA) as well.

Meanwhile, Korea's education is gleaming in the globally dull situation driven by the COVID-19 pandemic. While many countries repeatedly canceled and resumed semesters, Korea chose to carry out "contactless education" and open online classes from the

beginning. Meeting the expectation, Korea, an IT powerhouse, has established an online education infrastructure within a short period of time and helped marginalized low-income families by renting out smart devices. This month, we introduce books about Korea's passion for education and instructive guides for teachers.

K-Education gearing up for post-COVID-19

It's already been a year since the pandemic broke out. Last year, the Education Ministry of Korea faced an unprecedented situation where semesters had to begin online and announced "guidelines for checking attendance online, assessing and recording student performance" to systematize online classes. The Learning Management System (LMS) was adopted to keep track of class progress and login records for classes that mainly utilize content and give out assignments. Students who inevitably cannot come to class could check things they missed on Social Media and replace attendance by submitting an outcome for completing a substitute program for each subject.

It is not only the students that are thrown into confusion by the new online education system. Teachers were as bewildered as students as it has become their sole duty to produce and utilize content related to online classes.

70 Digital Devices for Professors and Instructors of Online Classes (Dizbiz Books) introduces 70 digital devices useful to digitalizing educational content for professors and teachers who lack knowledge

about online visual materials. It features various ways of making visual materials such as how to edit images, use free images that are not against copyright law, edit videos and subtitles, and make PDF files.

Another example is *Making Educational Content for Online Classes* (Ewha Woman's University Press Council). It contains tips for filming videos for class and a handbook about video shooting and editing that explains lecture videos, video conferences, and Social Media. Also, based on the "FAST principles" for making educational video content, the book suggests various ways that people can produce materials they need "fast and focused, action-based, systematically, and timely," using diverse programs (applications) that suit each topic. In addition, the instructions are written in a simple manual style where readers can easily understand the whole process of planning, filming, editing, distributing, and utilizing content using an application. Anyone would be able to create a moderate quality of educational content and use it in class right away without having to be buried in piles of information found online and offline. This book will be a practical guide for educators in Korea who will be the leaders of the "K-education" era to grow further as a content creator for online education.



70 Digital Devices for Professors and Instructors of Online Classes, Making Educational Content for Online Classes

Secrets of K-Education, where students have fun learning

Korea has been producing outstanding talents every year along with its strong passion for education. As the powerhouse of education, how is K-education transforming?

The Bible for Mastery Learning (Dasan Books) refers to a child's first impression about learning as the so-called "emotion for studying" and introduces how to cultivate this emotion in the right way. The writer claims that most of the children with outstanding performance at school have positive "emotion for studying," and those with relatively less interest in studying have negative "emotion for studying." Here, the writer introduces principles and methods of "Mastery Learning" for parents of children that have not yet cultivated their studying capacity and provides well-organized, clear, easy tips for each subject to prevent learning loss. The book contains teaching methods and learning strategies for the "mastery learning" of subjects from Korean language and English that focus

on enhancing reading comprehension skills to mathematics, science, and social studies that concentrate on understanding ideas and principles with various examples. Lim Jakga, the writer of this book, runs a Youtube channel, "Life Mentor Lim Jakga" that has 120K subscribers, and is spreading out "mastery learning" and positive influence through the online learning community called "Jagong Village."

Administrative district "Daechidong" in Korea is regarded as the mecca and leader of private education. The book *Secret of Studying Mathematics in Daechidong* (Gilbut) talks about how to study mathematics that many students find hard studying without feeling pressured. The experience and know-how of the writer, who had been an instructor in Daechidong, explain how parents can help their child gain confidence in mathematics and build a studying habit based on theories of educational technology. In particular, the "blank paper method" invented by the writer has been of great help for children that are experiencing difficulty learning mathematics.

In the era where homes have turned into classrooms due to the pandemic, Havruta, a traditional education method of Jewish people is at the center of people's attention. Yet, this Talmud's Havruta is quite distanced from the educational system of Korea. So, professor Kim Sung-Jin, a Havruta specialist, published a book titled *K-Havruta* (Sam & Parkers) where he has developed the original Havruta method to suit the tastes of Koreans. He likened Havruta to Korea's representative educational method, which is the so-called "Education by the Dining Table," customizing the Jewish

method to situations in Korea. As people are spending more time at home talking with their child about topics such as communication, emotion, good personality, creativity, critical thinking, and problem-solving ability, it is good to use the book to build a closer relationship with the family members. Besides, how about practicing the Korean-style Havruta method through the K-Havruta application "Jihye Talktalk" (meaning wisdom talks) developed by the writer?



The Bible for Mastery Learning, Secret of Studying Mathematics in Daechidong, K-Havruta

A guide for proficient teachers

Everyone has their first time. It is always difficult and scary to try something new for the first time. As such, teachers are not different. If you are a new teacher or are mulling over how to teach students, how about taking a glimpse at the stories of teachers that took this path ahead of you through books? There are guides for you to take the right path and the right shortcut.

The book *Good Teachers Have a Routine* (Tekville Education) is

like a guide for teachers who study to be good at teaching, in other words, a teacher that has an efficient routine of teaching students. The book helps teachers set up their own teaching routine by matching their current educational curriculum. The writer suggests what an ideal teacher is and what classes the generation demands, and says that education in the future should focus on building capabilities. Therefore, the book talks about what capability-focused classes are, how to run those classes, and restructure the existing classes in the form of a routine that readers can follow and adapt to their classes.

Pit-a-Pat First Library for Teachers (School Library Journal) is a book for librarian teachers that are asked to have library classes for all grades without a separate textbook or curriculum. The four writers of this book are librarian teachers that had been working at school for more than 10 years, and they have put all the class and sub materials they made by going through trials and errors into this book. By looking at what school libraries should teach, what kind of classes should be held for each grade, and how to cultivate problem-solving abilities and students' information-utilizing capabilities, the book suggests a systematic library education linked with the educational curriculum.



Good Teachers Have a Routine, Pit-a-Pat First Library for Teachers

Korea has been an ambitious country toward education. Such passion began far in the past in the Joseon Dynasty when there were Seodangs (village schools) that taught students. The reason Korea has been so eager to teach its people was that education is the key element that can decide the rise and fall of a nation. Therefore, it is natural to pay attention to how other countries are doing in regards to the educational methods and factors they put emphasis on. Korea's education is no different. Korea is transforming its traditionally passed down education style and advanced teaching methods brought in from other countries to create a better, modern way of teaching students that suits the situations unique to Korea.

EXPORT CASE

Cases of Education Materials Developed and Distributed for Overseas Korean Learners

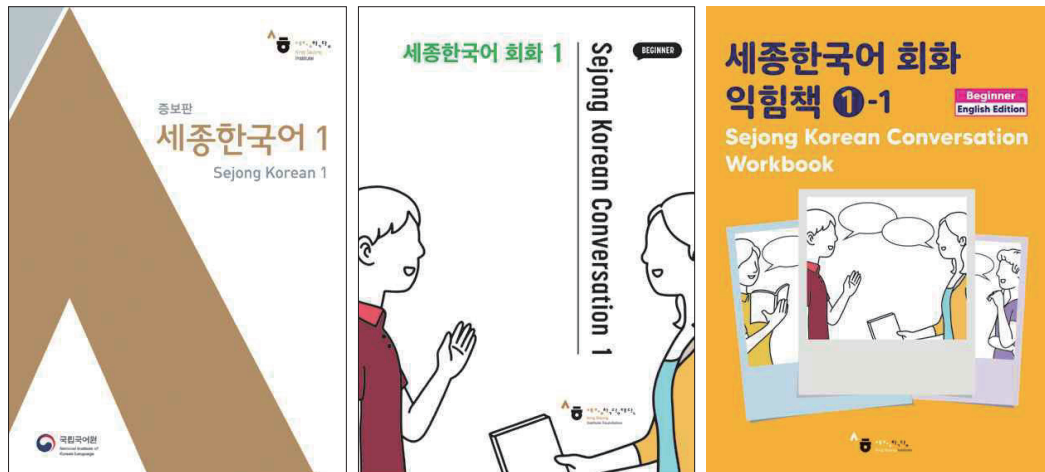
Written by King Sejong Institute Foundation



Development of various educational materials for learning Korean customized for different purposes and levels

The demand for learning Korean overseas is growing steadily with the spread of the Korean Wave across the world. While various education materials for Korean learners are under development,

this article introduces the best materials made by the King Sejong Institute Foundation, the representative organization contributing to the spread of Korean language and Korean culture.



Sejong Korean, Sejong Korean Conversation, Sejong Korean Conversation Workbook

Sejong Korean Vol. 1-8 is an integrated series developed to help people understand Korean culture while improving their overall Korean skills (speaking, listening, reading, and writing). The primary targets are beginners and intermediate-level learners. As it is translated into 14 different languages, it is a helpful tool for foreigners to understand the Korean language more conveniently. Translated languages are English, Chinese, Vietnamese, Malaysian, Burmese, Indian, Indonesian, Cambodian, Thai, Filipino, Uzbek, Tajik, and Turkmen.

Meanwhile, *Sejong Korean Conversation Vol. 1-4* was designated as the essential textbook by national middle and high schools in the United States and the Philippines in 2018. This book aims to enhance the communication skill of learners mainly focusing on speaking and listening. The main targets are beginners and

intermediate-level learners, and its Mobile Learning App (Sejong Korean Conversation and Pronunciation (Beginner, Intermediate) enables students to practice speaking by themselves.

Sejong Korean Conversation Workbook is utilized for various purposes in Sejong Institutes across the world. It is supplementary material for a thorough and more in-depth understanding of what students learn from *Sejong Korean* and *Sejong Korean Conversation*. Targeting beginners and intermediate-level learners like the other books above, it is translated into English, Chinese, Russian, Vietnamese, Mongolian, Spanish, Indonesian, Arabian, Uzbek, Cambodian, Turkish, Persian, and Portuguese to help students better understand Korean.



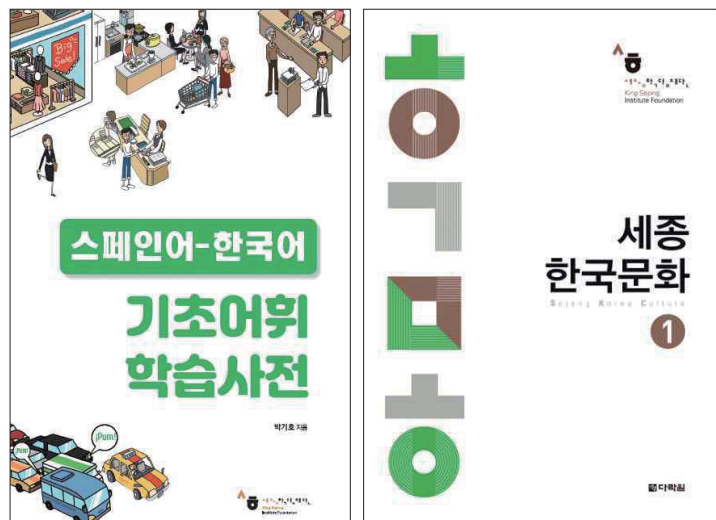
Business Korean, Korean Language for Travelers

Business Korean Vol. 1-2 is for learners to learn basic Korean communication skills and relevant knowledge at their workplace. Designed for beginners and those with a higher level of Korean proficiency, the Mobile Learning App (Business Korean) helps students study independently. Also, a rather practical book *Korean*

Language for Travelers has material that foreigners can refer to in various situations in Korea and easily grasp simple expressions classified by type and information about Korean culture. There are currently English, Chinese, and Spanish editions.



Cyber Korean Courses – Beginner 1, Cyber Korean Courses – Intermediate 1



Sejong Korean Basic Vocabulary: Spanish-Korean, Sejong Korea Culture

Some books of the King Sejong Institute Foundation are made for online courses where students can learn online in the era of COVID-19. For example, *Cyber Korean Courses – Beginner 1*,

2 is a book based on the International Standard Curriculum of Korean Language for beginner level 1 and 2. People can easily learn vocabulary, expressions, and grammar for each topic covered and practice using them. After finishing this book, students can move on to *Cyber Korean Courses – Intermediate 1, 2* which is also based on the intermediate levels 3 and 4 of the International Standard Curriculum of Korean Language. This book includes intermediate-level grammar, vocabulary, not to mention speaking, listening, reading, and writing activities. While translated into English, Chinese, Japanese, Thai, Indonesian, Russian, Vietnamese, Portuguese, and Spanish, people can continue studying by themselves through the “Online King Sejong Institute.”

Sejong Korean Basic Vocabulary: Spanish-Korean is a vocabulary book for beginners and intermediate-level students studying by themselves. Including approximately 5,000 vocabulary items, it is translated into English, Chinese, Russian, Mongolian, Vietnamese, Indonesian, Japanese, Thai, and French.

Meanwhile, *Sejong Korea Culture Vol. 1-2* was developed for Korean learners to learn Korean culture in an entertaining and friendly way. Intended for beginners, it introduces various photos, examples, and explanations about Korean culture.

Promotional activities to meet different needs, including international book fairs

No matter how outstanding, high-quality education materials are developed and produced, it is meaningless if those in need do not

know about their existence and do not make use of them. Therefore, we carried out promotional activities at home and abroad by subdividing targets such as by their role (learner, instructor) and purpose (study, hobby).

Domestic Promotion

Target	Major Promotions
Relevant Academies (e.g. Korean language education)	<ul style="list-style-type: none"> • The International Association for Korean Language Education (Exhibited education materials, made academic presentations, etc.) • The International Network for Korean Language and Culture (Exhibited education materials, made academic presentations, etc.) • The Korean Language And Culture Education Society (Exhibited education materials, made academic presentations, etc.) • The Korean Society of Bilingualism (Exhibited education materials, made academic presentations, etc.)

Overseas Promotion

Target	Major Promotions
International Exhibitions, Book Fairs, etc.	<ul style="list-style-type: none"> • The Language Show (Exhibited Hangeul booth, held cultural events, etc.) • Vietnam Book Fair (Exhibited education materials, etc.) • Frankfurt Book Fair (Exhibited education materials, etc.) • Doha International Book Fair (Exhibited education materials, etc.) • Visiting Korean Book Fair in Malaysia (Exhibited education materials, etc.) • Education and Sports Exhibition hosted by the Education Ministry of Turkmenistan (Exhibited education materials, etc.)
Korean Language Instructors, University Presidents, etc.	<ul style="list-style-type: none"> • World Korean Educators Conference • ACTFL, USA (Exhibited education materials, etc.) • American Association of Teachers of Korean (AATK) (Exhibited education materials, etc.)



Photos from the Language Show (left) and a Korean culture event (right)



Photos from the World Korean Educators Conference



Photos from the Education and Sports Exhibition hosted by the Education Ministry of Turkmenistan



Photos from conferences related to Korean education held in Korea and abroad

The growth of global channels such as Youtube has spread the popularity of Hallyu, or the Korean Wave, across the world. As such, the number of foreigners that wish to learn the Korean language and culture is rising, and the purpose is diversifying from studying the language from an academic perspective to just a mere interest in Korean or getting a job in a Korean company.

Hence, it is deemed that materials and content suiting the various needs and purposes of foreign learners need to be developed while steadily providing them with quality educational materials combined with various technologies for online classes.

BOOK TRIP

Bookstores that Create Books and Culture

Places Matured by Books, for Books, and with Books

Written by Kang Chan-Hwi



Publishers and bookstores might be different in that publishers “make books” while bookstores “sell books,” but the common attribute of the two is that they give joy and helpful knowledge to people through books. This is the medium that connects publishers and bookstores, while it is a gift for readers. Meanwhile, the

solidarity between independent publications and bookstores is notably stronger than any other. They contribute greatly to the spread of the cultural trend that respects individuals' preferences, and unique characteristics as independent publications set the stage for their stories to be heard, and independent bookstores mature with their own unique color.

As such, as the two pursue a common goal, more bookstores are carrying out publishing at the same time. Some of them publish books or magazines that embody the bookstore's unique color. Some others even turn into a publisher and take care of the entire publishing process from content planning, selection, production, printing, and sales. Indeed, some bookstores do not publish books themselves, but put effort into making books shine brighter, and those that explore and study books and share their genuine value with visitors. Such beautiful works of bookstores are spreading the reading culture in various ways. Let's look into some of the distinct bookstores that never stop taking on challenges for books, by books, and with books.

Younji Bookstore: Where little dreams come true

Younji Bookstore is an unmanned bookstore located in Gwangju, Jeollanam-do Province. Running a membership system, this bookstore covers independent and minor publications. The eye-catching characteristic of Younji Bookstore is that you won't be able to find the bookkeeper operating the bookstore. As it is open

all year round from 9 am to 11 pm, anyone from students to office workers can visit the bookstore at will. Also, the “Slow Post Office” in one corner of the bookstore is another signature characteristic of Younji Bookstore. If you write a letter and put it inside the “Slow Post Office,” it will be sent a year later. People can recall what they had been thinking a year before, and sometimes see how things went so differently from that moment. Thanks to Younji Bookstore in the village, residents can meet various books and cultures more conveniently. Meanwhile, Younji Bookstore is running Younji Publishing Company as well. This company publishes poems, essays, and socially-valuable manuscripts, and has produced more than 60 titles to date.



Views of Younji Bookstore

This is not the end. Younji Bookstore also owns “Indiepub,” a platform for independent publications and a distribution support program. Indiepub was established to improve the inconvenient aspects that the bookkeeper experienced while running the bookstore and publishing company. With this in operation, the bookkeeper is developing independent publishing to be sustainable and healthy. The bookkeeper says, “As indie music is recognized as a separate genre, independent publishing has become a genre of itself.” Indeed, independent publications are settling down as a culture that can be enjoyed by the public, growing from a “minor culture that only a few fanatics know.” The bookkeeper is devoted to developing independent publishing and bookstores because she believes that by helping them break free from capital limitations, the diversity of the publishing culture can be preserved for the distant future. Also, she hopes that many of the residents meet various independent publications in Younji Bookstore and gain energy for their life. It is a hope that such efforts of Younji Bookstore come to fruition one day.

Alice’s Variety Space: A quiet place for you to look back on your life

Located in Cheongju, Alice’s Variety Space is a psychology-specialized bookstore run by a clinical counselor. The bookkeeper says that as beds are not only for sleeping but also for dreaming, Alice’s Variety Space is not just a bookstore that sells books, but a

place where “people gather around and find reasons to continue their life together.” Indeed, many Cheongju residents visit Alice’s Variety Space and get a warm pat on their backs. This place is also famous for running various programs. For example, “I am a writer, too,” “Alice’s Book Docent,” “Defense Mechanism Explorers,” “Byeolbyeol Bangtam,” “Voice-king Online Book-reading Salon” are programs planned and led by the bookkeeper. She writes books with the participants and hosts lectures on “bibliopsychology,” helping people to discover their true selves. These programs have been revitalizing the exhausted lives of people. The bookkeeper also hosted numerous other programs such as a guitar class, jogging club, and hiking club, but now they are halted due to the COVID-19 pandemic. Yet, Alice’s Variety Space has been an intermediary that strengthens residents' solidarity through such programs.





Views of Alice's Variety Space

Alice's Variety Space has also published an independent, local literary journal named *Byeolbyeolsai*. This was a project launched by the bookkeeper who wanted to record trivial but glittering stories of people that come to the bookstore. Her little courage has published the first volume of *Byeolbyeolsai*, which is filled with simple but compact stories. The budget for the production was funded by people through Tumblbug. This represents how the village and the bookstore are closely linked, as not many succeed in reaching their goal through the crowdfunding platform. A second volume of *Byeolbyeolsai* has been published to date, but further publication is paused due to the pandemic. Meanwhile, the bookkeeper says that the bookstore doing independent publishing is like having psychological counseling in the bookstore. In other words, bookstores that had a unified color in the past transforming into various forms seeking their own color is similar to how we desire to find the undiscovered self in ourselves. Indeed, the journey of finding your true self is quite similar to the independent publishing of bookstores. Such efforts of Alice's Variety Space are widening the viewpoint of Cheongju residents towards their life,

and it is becoming a place that helps people get a hold of “being their true self,” offering the space for relaxation and sharing values amidst the tough daily life. If you want to get a break to ease your life and mind, how about visiting Alice’s Variety Space?

Bookstore Kafka: A space complete with the touch of books



Views of Bookstore Kafka

Jeonju, Jeollabuk-do Province. Once you walk down from the Jeonju Hanok Village for about 5 minutes, you will be able to find Bookstore Kafka, a cozy and quiet bookstore. Bookstore Kafka mainly covers literary works, and sometimes finds and introduces authors that are not yet famous among readers. Even though big bookstores and online bookstores are growing day by day, the property of paper books that can only be experienced by touching and flipping over the pages with your fingers still attract people to find bookstores offline. There is another reason why people find Bookstore Kafka. It is the “Studying Reading Club” run by the

bookkeeper. Just as its name goes, it is a club where people read books and study them in-depth. Hence, if you are not particularly fond of studying, it might be difficult for you to maintain interest in participating in it. However, many people are exploring and studying books together in the club today. The bookkeeper says that it is contributing to the spread of reading culture and writing literature.



The era where only big publishers and bookstores survive is like the dark period for individuals' unique preferences. In this aspect, Bookstore Kafka is the only bookstore in the world, in that it resembles the bookkeeper. As every person in this world is unique in their own way, independent bookstores run and organized by the bookkeeper are distinct in their own way. In other words, to borrow the bookkeeper's words, as various personalities should be respected, bookstores with different characteristics should exist as well, and this is where freshness comes from. From this

perspective, the book curations of Bookstore Kafka prioritize the competitiveness and identity of the bookstore. The bookkeeper's philosophy is that when the identity of the bookstore is set straight, visitors can feel its unique color. Also, he says that even though the bookkeeper is setting the direction of the identity, it is ultimately the visitors who complete it. In other words, the identity of Bookstore Kafka is made together by the bookkeeper and the visitors. If you are looking for a bookstore that promotes books where you can study and read books together with others, Bookstore Kafka will be the right choice.

KOREAN PUBLISHERS

Publisher Prunsoop

A Beautiful Forest Filled with Books and People of Various Colors

Organized by Lee Ji-Hyeon



Prunsoop. With its name giving off a fresh and lively mood, publisher Prunsoop – meaning “a beautiful forest of books” is an all-around publisher that produces books about various values and ways of life and stories that will be remembered forever. As a beautiful forest consists of a variety of animals and plants, people with many different characteristics have gathered and made Prunsoop what it is today. Following is the story of publisher Prunsoop, who wants to be a precious courier of spiritual culture

that lightens the future by learning from the past and cultivating moments of today.

Please introduce Prunsoop to overseas publishers.

Established in 1988, Prunsoop has been an all-around publisher that makes books of various genres, including culture, liberal arts, politics, society, and children's books, while pursuing books that embody values and merits to change the world.

We have been offering warm consolation and hope, not to mention helping them realize how precious living a healthy life is, through books such as *Daughter of the Wind*, *A Journey Around Korea*, *Chicken Soup for the Soul*, *March to the World*, *Off the Map*, *My Sister Bong-Soon*, *You are Enough as You Are*, and *Late-Night Diner for Cure*. Also, we have contributed to the publicization of politics & society books with books including *Shut Up*, *Do Politics*, *The Journalist Joo*, *Journalist Joo's Fight for Jurisdiction*, and *Let's Go to Pyongyang* that shook the political paradigm in Korea with bold attempts to explain politics easily for the public, introduced works of Yú Huá, a Chinese novelist for the first time in Korea such as *Chronicle of a Blood Merchant* and *To Live*, and discovered various overseas novelists such as Peter Swanson of *The Kind Worth Killing* and Gillian Flynn of *Gone Girl*.

In 2000, we launched "Prunsoop Junior," a brand for preschoolers, kids, and teenagers to help our future generation have the right values in life, and published various series including *Lee O-Young's Thinking School*, *Prunsoop Junior Jinggeomdari Classics*, and

Prunsoop History Books for Children. In 2013, we set up another brand called “Lime,” where we widened the spectrum of children’s and teen books by producing titles including *Nora’s Welt 2084*, and *One Day in Gyeongseong*. Also, in 2016, we embarked on two other brands - “Simsim” which is a liberal art & psychology brand and produced books including *The Upward Spiral* and *Wild Remedy*, and “Benchwarmers” that focus on hobbies and practical activities and made *My Ultimate Stationery* and *How to Make Coffee* to interact with more various readers.

Is there a standard or value you consider when choosing an author or work?

We choose authors or books that well suit Prunsoop’s values of diversity, publicity, and connectivity while matching the spirit of the times and giving readers the joy of reading and happiness of learning.

The phrase “I dare to be reborn as Thoth in this era” is quite impressive. Why is “Thoth” the symbol of Prunsoop, and what path is Prunsoop pursuing to take?

“Thoth” is the god of wisdom in the ancient Egyptian myth. The Greeks thought of Thoth as the same character as Hermes, the messenger of the sky. Just as “Thoth,” Prunsoop aims to become a publisher that produces knowledge and delivers precious culture

and wisdom of humanity.

Prunsoop aims to produce books that embody the values and merits that can change the world. We would like to become a messenger of invaluable spiritual culture by learning from the past through books, the repository of boundless knowledge, cultivate today, and lighten the path towards the future.

If you could introduce some of your books to the readers of *K-Book Trends*, what would they be and why?



Now I Have Someone to Walk With, My Veganism: Comics, Planet of Robots

1. *Now I Have Someone to Walk With* / Written by Biya Han, Antonius Van Zutphen / Prunsoop

It is an experimental essay written by an emergency rescue specialist couple, Biya Han and Antonius Van Zutphen, who got married in their 60s and live separately in Korea and the Netherlands, about finding their own meaning of life.

2. My Veganism: Comics / Written by Bosun / Prunsoop

It is a comic about veganism written and illustrated by a vegan author. Made to introduce veganism, it talks about how to respect beings different from myself, attitudes that de-individualize or non-individualize animals, uncomfortable truth about the meat diet, and inhumane exploitation of animals.

3. Planet of Robots / Written by Yi Yeon / Prunsoop

This book throws a question, “If there is a robot that has the same intelligence and desires as a human being, should we regard it as a live human being?” As a Sci-Fi novel where a human-type android seeks to find its rights, freedom, and genuine dream, it asks a philosophical question as to whether this world is only reserved for human beings.

Please introduce us to the recently published books of Prunsoop.

1. Path of Poor / So Jun-Chol / Prunsoop

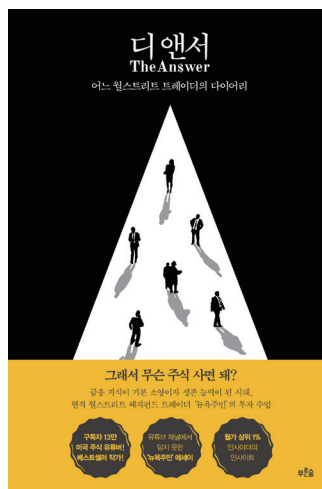
This book, from the perspective of a researcher of urban sociology, looks into the nature of poverty through an old lady that makes her living by collecting recyclable items which is deemed as the epitome of being poor in this era and her life history.

2. *The Answer* / NewYorkJumin / Prunsoop

An investment record of NewYorkJumin, a top 1% hedge fund trader in Wallstreet, and Youtuber with 130K subscribers that discusses the US stock market. In the book, she provides insights, principles of investing she learned through cases on Wallstreet, and the wisdom of the legendary investors. She shares her experience in the world's greatest stock market.

3. *Your Destiny* / Han Youn-Seop / Prunsoop Junior

This book is a new work by writer Han Youn-Seop of *The Boy Who Delivers a Letter*. Featuring the army raised in the cause of justice and national independence in the late period of Joseon, it describes the story of a boy becoming a member of the army and traveling to Manchu. The story of the courageous boy that did not succumb to the darkness and stood up to find light gives readers a lingering, touching impression.



Path of Poor, The Answer, Your Destiny

Many of Prunsoop's books are warm in their own unique way. What kind of mindset do editors of Prunsoop have?

Our editors are proud of connecting readers with authors, and with the world through books. To make meaningful books that can be read for a long time, we always pay heed to the stories of various voices and lives in the world and explore the world both online and offline, looking for stories that have not yet been discovered.

The major readership of Prunsoop Junior and Lime are children and teens. What is the difference between the two?

Freedom. To liken it to children or teens, Prunsoop Junior is like the scholar-type, the best student in the class, while Lime is rather like that kid that sticks out in class. So when we plan to publish a book, we tend to make rather difficult books for Prunsoop Junior, covering social issues such as human rights, environment, peace, and history, you know, providing lessons. Meanwhile, for Lime, we produce books of such kind, but it covers more diverse fields.

What do you prioritize when choosing books for Lime, the "fruit of thinking?"

As Lime's books are for growing children and teens, we are trying to make the collection helpful for those to build good values and views toward the world, not to mention the capacity to interact with this

world. So we are putting quite an effort into planning and editing every single book for Lime.

What kind of publisher does Prunsoop want to become, and what are your future plans?

Prunsoop is communicating with readers through various channels. We have an account for Instagram and Facebook, and we created a Youtube channel this year, developing content that can make viewers happy. From the long-term perspective, we would like to create a venue where readers and authors can have bountiful talks about books. But as always, we will explore what the spirit of the times of living in the present is and create content that contains the spirit of that era.

Website prunsoop.co.kr

Instagram @prunsoop

Twitter @prunsoop

Facebook <https://www.facebook.com/prunsoop>

Youtube Prunsoop Publishing

KOREAN AUTHORS

Writer Sim Yun-Kyung

A Writer with a Broad Spectrum from Full-Length Novels to Children's Literature

Organized by Lee Ji-Hyeon

Writer Sim Yun-Kyung, referred to as the master writer of full-length novels in Korea, began writing fiction in 1998 and made her debut in 2002 with her *My Beautiful Garden*, winning the 7th Hankyoreh Prize for Literature. Since then, she has announced multiple full-length novels including *The Moon's Altar* (Munhakdongne), *Yi Hyeon's Love Story* (Munhakdongne), *The Seorabeol People* (Silcheon), and *Seol-I*, not to mention the children's book *The Series of Eun-ji & Ho-chan* (Sakyejul) that has six volumes so far, astonishing her readers with her capability of writing stories across a number of fields from novels to children's books. This is why her recently announced work *Eternal Heritage* is much anticipated.



Please introduce yourself to our subscribers.

Hello, everyone. I am novelist Sim Yun-Kyung. I published my first book in 2002, and until the newest title *Eternal Heritage*, which I have announced this year, I have written more than 10 fictions. It is quite difficult to introduce myself as a writer in a couple of sentences. It's just that I feel lucky to have been able to write novels. I think I look into the most basic pains that anyone would have in their lives through the medium called novels and talk about them in my stories.

You won the 7th Hankyoreh Prize for Literature with *My Beautiful Garden* in 2002, and the 6th Muyeong Literary Award with *The Moon's Altar* in 2005. How did you feel when you received those awards?

I was a lucky person in the early days of my career. I was lucky to a point where I even felt that everyone is as lucky as me, and it will last forever. But I believe that the awards and encouragements I got from the early days of my career helped me go through challenging times later on. If it were not for those glorious moments, I would have lost in the endless swirl of questioning myself whether I can even be called a novelist.

You were an office worker before you began writing stories. What kind of work did you do, and how did it help you in writing stories?

I had been working for a company for about 4 years. I worked at a publishing company as I had a mere idea that I wanted to write stories someday. As I didn't think of the workplace as a place where I should build my career as a specialist, but as a place where I can stick together with good people and have a good time, I had fun working there. I didn't feel so pushed. I feel quite embarrassed now. I thought that I would be able to write stories if I work with many writers, but then I realized that you cannot learn writing by watching over others' shoulders but should have a firm resolution and do it yourself. This is why I quit the job. But I do think that my 4 years of work experience, a blend of financial issues, human

relationships, and tough time commuting, has become a precious asset to me.

Is there any of your work that you would like to recommend to overseas readers?

My Beautiful Garden (Hanibook) is a novel that talks about an ordinary elementary school kid living in a mountain village near the Blue House, where he witnesses and experiences the turbulent moments in modern history. I chose the village where I was born and grew up as the background and tried to mirror the experiences and emotions of the people who lived there into the story.

Seol-I (Hanibook) is a coming-of-age story where a 12-year-old orphan named Seol experiences the “passion towards education,” which is one of the key characteristics of Korean society. Seol is a poor orphan, but as she experiences the zeal for education in Deachidong, the mecca of middle-income families’ education, she throws out controversial questions such as “What is the love of parents?” and “Is passion for education a love?”

Another book I would like to recommend is *Eternal Heritage* (Munhakdongne). It is a generational novel that in which the background is an old village near the Gyeongbokgung Palace. In the “Byeoksusanjang,” a fancy Western-style house left by pro-Japanese Yoon Deok-Young, his daughter Yoon Won-Seop and Lee Hae-Dong, a son of an independent activist, meet each other. The confrontation of the two characters who pursue two totally opposite

values takes place in the Byeoksusanjang, which the UN UNCURK used as their office building, and reflects our painful and confused minds toward the heritage left by the enemy.



By *Beautiful Garden*, *Seol-I*, *Eternal Heritage*

Is there a line that you felt most impressive? If so, why?

The most impressive line was “Grandma, shall we go to Noruneomi?” by Dong-gu, the protagonist in *My Beautiful Garden*. It was a blood-stained line that I let out as one with Dong-gu, condensing all the trials, challenges, and fear that I had as I was writing the first novel.

In my other title *Seol-I*, the most precious line was “There is no shoulder that does not shake in this world.” Being a parent makes you feel like you are a commander in war, where you have to be responsible for your child’s life and lead it to victory. Still, sometimes you need to realize that you, the parent, is also just another incomplete human being, and let go of the burden you

have on your shoulders.

Also, in *Eternal Heritage*, I would like to pick “There are things that last forever in this world.” It is a line murmured by Lee Hae-Dong, the son of a nameless independent activist, as he looks at Yoon Won-Seop, the daughter of a pro-Japanese who continues the successful life of her father with the help of the Byeoksusanjang. The devotion for independence that his dad exchanged for his life has faded away with time, but Byeoksusanjang remained firm and fancy. However, the mansion that was deemed to last forever has disappeared today.

Among your many novels, which one is your favorite and why?

Well, apparently, my mind is mostly into the recent work *Eternal Heritage*. The great mansion “Byeoksusanjang” and the UN UNCURK were famous landmarks in the village that I grew up in. However, it faded away in people’s memory as it burned down in a fire in 1966. When historical facts and my personal experience faintly pass in my memory, power bursts in my body that I must put into letters. It was a long and challenging mission to describe what message the long-gone mansion wants to leave us, but it was indeed a rewarding experience.



Photo of writer Sim Yun-Kyung and her grandmother. The building far behind is the Byeoksusanjang mansion in *Eternal Heritage*. The mansion was brought down after the photo was taken, and it became a reason for writer Sim to write a novel about it.

What made you write in the two different genres of novels and children's books?

Perhaps it's because there is still the voice from my childhood vividly heard in my mind that hasn't been heard yet. In other words, I am a woman in my 40s, but deep inside my body, there is a part that did not age as much as my physical body that still stays in my childhood. In my novels, too, two of them have an elementary school kid as the main character. As my most painful ego still lives in that period, I sometimes have to let go of everything like literary techniques or imagination and just follow its voice.

Your novels have a diverse and rich worldview for each work. What is your method for writing novels?

Well... I don't have specific method, but as a person who lives quite a calm and non-fluctuating life – I don't even leave my little town that often, I might have a strong desire to race from one end to another in a totally different world in my novel like *Son Goku*. When I plot a story, I get to think about the parts that I haven't touched yet.

What do you do after you finish a work?

I spend time of ultimate peace. Nowadays is such time. When I am writing a novel, my mind is filled with anxiety, nervousness, rush, and blame for my lack of ability. So when I am not writing one, I try to ease my body and mind as much as I can like a sloth. I walk around in my house and my village, enjoying the moments in daily life. Then, I would be ready once again to go through the challenge of writing my next title.

Lastly, is there anything you would like to say to our subscribers?

It's been 20 years since I began writing stories, and during those years, I personally had to go through some key struggles in my life which were as painful as breaking a bone. As I went through each of them, writing novels helped me calm down my bleeding heart and find meaning in life and heal the wounded mind. If it were not for the novels, I am sure that my mind would have broken into pieces. I believe that reading and writing have such power. If the young me read and wrote stories for the interest and joy of myself, now, I do so to cure my torn heart. Struggles in life will come again unless you reach nirvana, but I am yet happy that with this mindset, I might be able to remain a writer for a longer time. I hope that the power of reading and writing is with you at all times, just like it is with me.

Publishing Industry

Korea's Audiobook Industry Ready to Fly in 2021

The Ongoing Rapid Evolution and Development of the Audiobook Industry in Korea

Written by Beatrice YongIn Lin (Publisher of Storytel South Korea)



The most striking news in the new year was Influential, the operating company of an audiobook service platform ‘welaaa’, succeeding in winning 25 billion won worth of Series C sole investment from UTC Investment. This is after another mega-

investment in 2020, where it attracted 13.5 billion won worth of Series B investment. Such a fast and massive investment implies that the future of the audiobook industry in Korea is rosy indeed. The domestic e-book industry says that the audiobook market's size has reached 30 billion won in 2020 and is likely to hit 60 billion won in 2021, which is nearly double the size. The audiobook market in Korea was formed in the early 2000s, but its size was trivial, with 10 billion won worth volume even until 2018. Given that situation, it is worth paying attention to the movement that has been taking place in the audiobook industry for the past 3 to 4 years when it began to gain growth momentum.



The audiobook market began to grow energetically around May 2017. This was when the favorable environment for audio content began to grow with the spread of A.I. speakers and connected vehicles. Korea's largest web portal Naver of "Clova," an A.I. speaker and KTB Network joined hands together and established a fund worth 30 billion won to develop audio content. After acquiring Audien, domestic audiobook service platform, Naver embarked on servicing "audio clip" for its audiobook and podcast service in July 2018. To secure an ample of quality content, Naver

provided financial support for domestic publishers to produce audiobooks and rented out recording studios for free. Also, Google began audiobook service in late 2017 with 10,000 audiobook titles by partnering with domestic audiobook companies. In 2018, Korea's representative bookstore 'Kyobok Book center', domestic audiobook service platform 'welaaa', and an e-book subscription service platform 'Millie', began to provide a subscription-based audiobook service of their own. In addition, on "Podbbang," Korea's largest podcast service platform, approximately 1,000 podcast channels of audiobook were created, and in November 2019, global audiobook service from Sweden 'Storytel' began to provide its Korean audiobook service in Korea. At the time of Storytel's launch into the Korean market, it projected the Korean audio content market to grow into a trillion-won market within 5 years.

Amid the gradual blooming of audiobook services as such, however, it has been hardly reported any of those made a profit until 2019.

Conversely, however, the popularity of audiobooks started soaring entering 2020, as people spent more time at home due to the pandemic. The audiobooks offer a new "experience" for those exhausted by massive photo-and-video content while it plays multiple roles from delivering information to easing the so-called "Corona Blue," and enables users to do multitasking while listening audios. The phenomenon was proven in figures as follows; as of January 20th 2020, when the first case of the disease was reported in Korea, the weekly listening time rose by 36% and 7 weeks after, and the usage of 'welaaa' increased by 26% every month from

February to August. In particular, in July and August, when the second wave of the pandemic hit the Korean peninsula, it exceeded 50% of growth rate. At 'Millie', the playtime of audiobooks for the two months rose by approximately 27%.

What's more, the recent notable trend is the rising influx of millennial users to audiobook service platforms. Until early 2018 when audiobooks began to be revitalized, major users were those in their 30s and 40s who are dominant book consumers. This new trend implies that the millennials who are used to multitasking and multimedia have begun to choose audiobooks as one of their ways of reading books. This is good news to the domestic publishing market as it serves the opportunity to attract people who have not been close to books to start reading, thus it is highly expected to create a new reader base.

Another factor to the spread of audiobooks along with the aforementioned A.I. speaker technology of the 4th Industrial Revolution and social and environmental factors are continuous production and distribution of audiobooks. In the 2000s, most of audiobooks in Korea were non-fiction categories such as self-development, liberal art, and economy, where playtime was within 2 hours providing summaries or excerpt from the original full books – with sound effects and the background music overly added. These audiobooks alone lacked the diversity of genres, and above all, it could not form a loyal audience of audiobooks who wanted to consume the entire book and ultimately serve the solid foundation of market growth. This, in turn, explains the Korean audiobook

industry has not been in its golden age yet so far.

Reflecting such a situation while audiobooks began to gain popularity in 2018, various types of audiobooks are being produced and experimented with; for example, 'welaaa' and 'Storytel' produce full-length audiobooks that cover the entire volume of a book, and 'Millie' produces an audiobook called 'Reading Book' that introduces a book for about 30 minutes. Naver is servicing both types, an unabridged audiobook and a abridged audiobook that plays for around 2 hours. In particular, Naver invites famous celebrities to narrate books they service to attract the massive number of current users of its web portal to its new audio service from the beginning of the service launch. Millie's 'Reading Book' also provides epic books where popular celebrities and authors read out the books, aiming to appeal to potential consumers who are not yet interested in reading books.



As such, audiobook service platforms have been making bold investments to promote the production and distribution of audiobooks through close cooperation with domestic publishers. The government has also stood up to support the audiobook ecosystem and its development in Korea. As a statusquo, domestic

publishers could not dare think of investing in producing audiobooks for themselves under the current production situation where it takes around 7-8 million won for a 400-page-long book to be produced as audio book by one narrator with no additional sound effects. This is why the Publication Industry Promotion Agency of Korea (KPIPA) of the Ministry of Culture, Sports, and Tourism opened Audio Book Center in 2019, to provides comprehensive audiobook production aid with 4 audiobook recording studios, 3 editing rooms, and equipment for sound and recording to anyone that pre-book to use the facility and system. Also, the agency has been supporting publishers to produce audiobooks of various high-quality books each year since 2019 through its subsidy that facilitates the production and distribution of 300 or more full-length audiobooks every year.

Today, Koreans are in a frenzy about the launch of ‘Spotify’, one of the global market leading audio streaming service and ‘Clubhouse’, a social networking app based on audio-chat in Korea market. This is evidence that people have already become more interested in audio content based services that will provide a new user experience in Korea. As Millennial generation is taking a great part in the user base of audiobook services along with the older generations. and the “contactless” culture has become the new normal in the COVID-19 era, shall we expect the prime time for audiobooks arrive in Korea this time? Korean audiobooks have now evolved into a variety of markets where not only web novels and webtoons can be listened to as audiobooks, but also meditation and

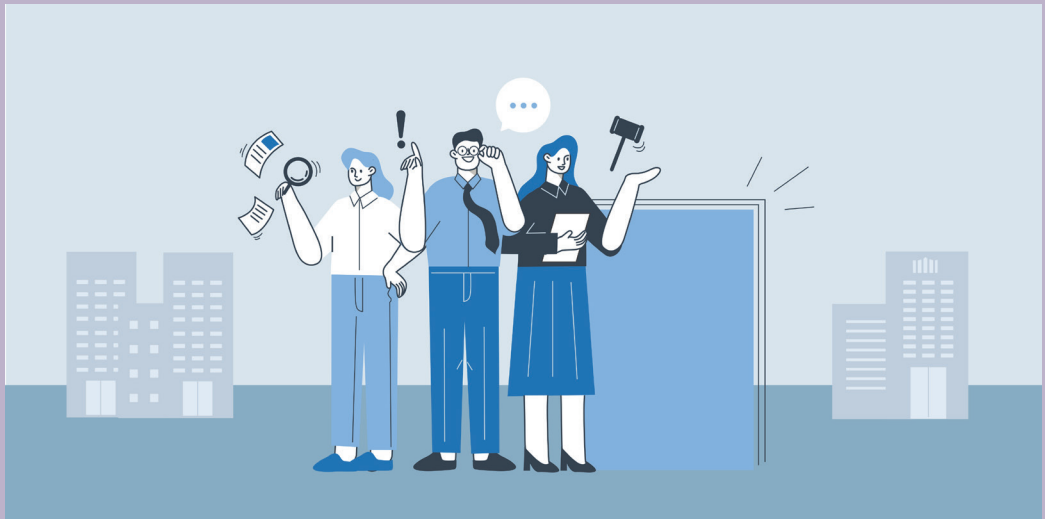
ASMR contents as audio services. With on-going diverse audiobook content planning and innovative audio production and service technologies, it is reasonable to trust Korea's audiobook market will step up to new stages of market growth in the near future.

Publishing Policy

Major Affairs in Korean Publishing Policy in 2021

Written by Jung Won-Ok

(Senior Researcher at the Korea Publishing Policy Research Institute of the Korean Publishers Association(KPA))



Last year had been a particularly tough year for the Korean publishing industry due to several issues, including the COVID-19 pandemic, the bankruptcy of Interpark Song-in Books Corp., fixed book price policy, the *Cloud Bread* writer's loss in a lawsuit, and

several other incidents that violated the freedom of publishing. Various policies are also scheduled to change in 2021 including a revision of copyright law, which is expected to transform the publishing environment. While it is highly important to narrow down the difference in ideas and find a way for coexistence regarding cases that have many interests entangled in the publishing and cultural industry, it seems that such cases will take place quite often this year. This section covers significant affairs related to the law revision currently under discussion and publishing policies.

Introduction of Additional Claim for Compensation

Korea's 21st National Assembly has proposed two kinds of amendments to the copyright law related to the revision of copyright contracts. The first one is the revision of the copyright law initiated by lawmaker Noh Woong-Rae on November 24, 2020, and the overall amendment of the copyright law initiated by lawmaker Do Jong-Hwan on January 15, 2021. The two amendments have a common aspect: they aim to establish a mechanism that can reinforce creators' rights. The proposal of lawmaker Noh mainly focuses on the "right compensation" for the copyright holder. In contrast, the other proposal by lawmaker Do covers mostly the new addition of the "Additional Claim for Compensation."

The "Additional Claim for Compensation" included in the overall amendment of the copyright law proposed by lawmaker Do has

particularly been the focus of attention as background to the “Cloud Bread” case. This case set off a controversy over the contract being unfair as Baek Hee-Na, the original author of *Cloud Bread* (Hansol Education – Hansol Subook), only earned 18.5 million won while her work produced a total of 440 billion won worth of added value. Even though it has been clarified later that the amount being 440 billion won is false information and the judge ruled that the contract was not disadvantageous for the writer in 2020, the “Cloud Bread” case left a task for Korea’s publishing industry to inspect and improve their current contract practice.

The publishing industry agrees to the fact that the contract practice needs improvement by announcing papers such as "Study on Ways to Improve “Sellout” Contracts and Copyright Transfer Contracts in the Publishing Industry". However, they seem to be opposing the introduction of the “Additional Claim for Compensation.” They argue that this policy may harm the principles of free contract and observance, hamper efforts to discover new authors, and contract investment in book publishing. Also, as the law is not in line with the “copyright transfer” part of the Korean Copyright Law, fierce disputes and discussions are likely to occur until the amendment is made.

The Publishing Industry Adopts “Integrated Standard Contracts”

On January 15, 2021, heads of publishing organizations, including the Korean Publishers Association, announced the “Integrated

Standard Contract.” This contract is an integrated, improved version of different standard contracts used by publishing groups. However, it is at the center of conflict between authors and publishers for its content.

The most disputed part of the contract is that it sets 10 years for the contract period of “publishing right (paper book)” and “exclusive publication (e-book).” The publishers claim that it is necessary to adjust the contract period in order to collect the expenses they put in to various content and ensure a stable investment from the business perspective, and ensure that the authors have a stable income. However, the writers strongly oppose this idea that extending the contract period to 10 years from 5 years is an infringement of copyright and an unfair clause.

Meanwhile, on January 29, 2021, the Ministry of Culture, Sports, and Tourism administratively announced 10 standard contract formats for the publishing industry and confirmed the final version of the standard contract in February after collecting feedback. The publishing industry made their position clear after the Ministry’s announcement that they will fix the “Integrated Standard Contract” after having negotiations with the writers’ groups.

Controversy over public libraries’ e-book lending services

In February 2021, the publishing industry raised an issue that public libraries’ e-book lending services are against copyright law. Public libraries run by the office of education and local

governments established an e-book service system in representative libraries and have been expanding the e-book lending service where libraries share e-books each of them has. Currently, the publishing industry is urging the libraries to stop the service as it is violating the copyright law. The libraries are opposing this argument saying that they have been providing the e-book lending service under the lawful procedure, and therefore they have not violated the copyright law. As such, the dispute surrounding how the law can be interpreted is likely to intensify.

The publishing industry has constantly been bringing up the issue that the clause for libraries' permanent possession of e-books in the B2B contract is particularly unfair, let alone the inter-library e-book lending service. Hence, the libraries need to come together with the publishing industry and come up with a solution that can satisfy both library users and the sustainability of the e-book publication ecosystem even though they might be perplexed by their argument. Meanwhile, the two bodies agreed on operating the "Consultative Organization for the Coexistence of Libraries and Publishers" in 2021, and have completed organizing its members.

Implementation of the Artist Employment Insurance Law

In 2020, the National Assembly passed the "Artist Employment Insurance Law" that allows artists to benefit from the employment insurance law. The new law enables artists in the blind spots of the employment insurance law to receive unemployment benefits and

perinatal wages if they sign a contract related to workers providing culture and art service and pay insurance fees for a certain period. However, as the types and forms of contracts in the culture and art industry are complex and vary significantly, and as the interests of artists and business owners have to be reflected at the same time, it had been a controversial issue until the enforcement ordinance was enacted. The Artist Employment Insurance Law took effect in December 2020, and eligible workers include literary writers, critics, translators, and others in the publishing business and illustrators, designers, editors, translators, and others in the outsourcing part of the industry.

Establishment of the 5th Basic Plan for Promoting Publishing and Culture Industry (2022-2026)

The “Publishing Industry Promotion Act” urges the establishment and implementation of a basic plan for promoting the publishing and culture industry every 5 years. In 2021, studies and discussions for the 5th plan will take place. The 4th plan included 6 major plans: the establishment of an advanced system for publishing and distribution, expansion of the Korean Publishing Foundation fund and investment facilitation, legislative improvement friendly to the publishing industry and establishment of a publication research center, facilitation of publishing content’s usage and fostering small- to medium-sized publishers, support for “publishing Hallyu (Korean Wave)” and designation of the year 2018 as the “Year

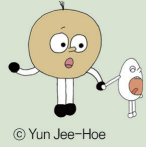
of Books” while promoting reading campaigns. It is necessary to assess and analyze thoroughly how much progress these plans have made, and the causes of failure if a policy could not be implemented. In this respect, it is vital for the Ministry of Culture, Sports, and Tourism and publishing organizations to cooperate in a bid to make the 5th Basic Plan for Promoting Publishing and Culture Industry a practical help for the overall development of the publishing industry by reflecting the various voices and changes in the publishing industry.

New Books

Pit-a-Pat with Acorn



Almond is
very strong

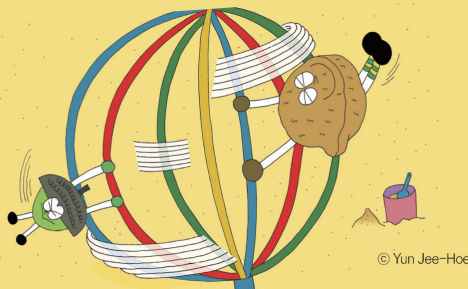



Macadamia is
warm-hearted and
worries when I get sick

Ricey is a thoughtful
friend who eats cucumber
for me during lunch



They are all
my precious friends in
moments of joy and sorrow!







A lovely and heartwarming story
about the **'first friend'**
kids make in their life in this world



<Pit-a-Pat with Acorn>

is an invaluable picture book made with
the author's daring mind for her only son
as she fights against stomach cancer.



Author Yun Jee-Hoe's message

for all the 'friend-like'
readers
across the world

Hey, friends!
Let's play together,
Pit-a-Pat! ㄷ



Pit-a-Pat with Acorn ㄷ

Picture Book by Yun Jee-Hoe | Mirae N Iseum

Best Sellers

2nd Week, February 2021

Bestseller Trends in the Four Biggest Online Bookstores in Korea

When we look at the top 10 bestsellers analyzed by major online bookstores in Korea for the second week of 2021, half of them were from Economics & Business Administration. This implies that it has not lost its strong influence in the Korean book market. For example, *My First Investing Lesson Vol 1, 2* scored high from the moment of its pre-order period. Investor Kim Jung-Hwan, the writer of this book, is a major value investor in Korea. He has been gaining public fame across the nation, which is well-reflected in his Youtube performance of recording 450K subscribers in 5 months. The book turned into an issue in the market as the news spread that he has put secrets to investment, which he said he only taught his daughter, in two volumes of a book rather than in a video.

While books about economics and business administration are at the center of the bestsellers, the novel *Pachinko* has joined the bestsellers'

list. Published in 2018, the book is gaining popularity once again as Korean celebrities Lee Min-Ho and Yoon Yuh-Jung, who has won an award for the film “Minari,” joined the cast of its drama adaptation scheduled to be produced by “Apple TV Plus” in the United States. *Pachinko* is a full-length novel by Lee Min-Jin, who moved to the US when she was seven. She has vividly manifested the desperate life of Koreans living in Japan into letters. The literary value of the book has already been recognized by several news outlets, including “10 Best Books” selected by the New York Times, “USA Today,” and “Book of the Year” chosen by BBC.

Meanwhile, *The Little Prince (Gyeongsang-do Dialect)* has joined the bestsellers’ list eight months after its publication. This book is a translation of the globally famous classic *Le Petit Prince*, special in that it was translated into the Gyeongsang-do dialect in Korea. The unique point of this book reinterpreted by a Korean dialect is that its 300 copies were first published in Europe in June last year. After being widely popular among Korean fans living overseas, it was published in Korea in October last year. *The Little Prince (Gyeongsang-do Dialect)* began when Choi Hyun-Ae, a Korean writer in Singapore, met a German publisher that publishes *Le Petit Prince* in unique languages in each country at the Singapore Writers Festival (SWF). With love and support from readers across the world, it is scheduled to be translated into various Korean dialects such as Chungcheong-do, Jeolla-do, and Jeju-do dialects.

* The rank of bestsellers below was organized after integrating domestic best sellers in the 2nd Week, February, from the four biggest online bookstores in Korea – Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

BEST SELLERS

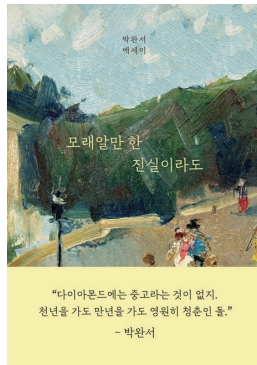
<p>1</p>		<p><i><u>The 77 Most Important Questions for Novice Stock Investors</u></i></p> <p>Author Yeom Seung-Hwan Publisher Mate Books Genre Economics & Business Administration</p>
<p>2</p>		<p><i><u>How Today's Biggest Trends Will Collide and Reshape the Future of Everything</u></i></p> <p>Author Mauro F. Guillen Publisher Leaders Book Genre Economics & Business Administration</p>
<p>3</p>		<p><i><u>Dollagoot Dream Department Store</u></i></p> <p>Author Lee Mi-Ye Publisher Factory Nine Genre Novel</p>
<p>4</p>		<p><i><u>The Tyranny of Merit: What's Become of the Common Good?</u></i></p> <p>Author Michael J. Sandel Publisher Mirae N – Wiseberry Genre Politics/Society</p>

BEST SELLERS

<p>5</p>		<p><u>Pachinko. 1</u></p> <p>Author Lee Min-Jin Publisher Literature & Thought Genre Novel</p>
<p>6</p>		<p><u>The Little Prince (Gyeongsang-do Dialect)</u></p> <p>Author Antoine de Saint-Exupéry Publisher Ipap Books Genre Novel</p>
<p>6</p>		<p><u>My First Investing Lesson – Vol. 2: Investment</u></p> <p>Author Kim Jung-Hwan, Kim Yi-Ahn Publisher Trust Books Genre Economics & Business Administration</p>
<p>8</p>		<p><u>My First Investing Lesson – Vol. 1: Mindset</u></p> <p>Author Kim Jung-Hwan, Kim Yi-Ahn Publisher Trust Books Genre Economics & Business Administration</p>

BEST SELLERS

8



Even if the Truth is Worth a Grain of Sand

Author | Park Wan-Suh
 Publisher | Segyesa
 Genre | Essay

10



The 8 Principles of Advertising

Author | Oh Doo-Hwan
 Publisher | Daehan Book
 Genre | Economics & Business Administration

#K-Book

#Learning Cartoon Books

KPIPA Introduces K-Books for Global Publishing Markets through K-Book Platform

Biotechnology

1. Publication Details

Title | Biotechnology
 Subtitle | Investigation: Eum-meong's DNA Incident
 Author | Yoon Sangseok
 Publisher | MIND ALIVE CO.LTD(Weizmann BOOKs)
 Publication Date | 2019-04-05
 ISBN | 9791187513599
 No. of pages | 156
 Dimensions | 188 * 257

2. Copyright Contact

Name | Oh Sungim
 Email | kkonaa@askwhy.co.kr
 Phone | +82-2-2033-8928

3. Book Intro

Futurists argue that biotechnology will realize the human desire to live in a healthy, clean environment without resource constraints. Biotechnology is a field of applied science that aims to enhance human welfare and deals with all forms of organisms in the ecosystem, including microorganisms, plants, animals, and insects. It crosscuts a wide array of topics, including medicine, agriculture, fishing, and



environment. Recently, these areas of studies are fusing and further developing with digital technologies, such as communications technology, nanotechnology, and environmental technology.

This volume introduces basic biotechnology concepts, such as cells, chromosomes, and DNA. It also goes into DNA fingerprinting and barcodes, genetic recombination, stem cells, cloning, and nanotechnology, and further discusses the implications of biotechnology for humanity and the environment. "The Future Society and Professions with Biotechnology" explores how our lives will be impacted by biotechnology.

* http://k-book.or.kr/user/books/books_view?idx=1807

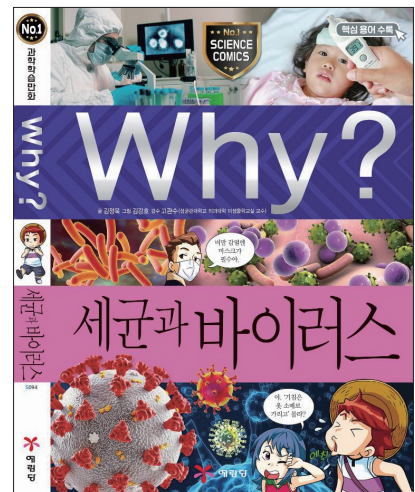
Why? Science

1. Publication Details

Title | Why? Science
Author | Kim Jeonguk
Publisher | YeaRimDang Publishing Co., Ltd.
Publication Date | 2020-04-10
ISBN | 9788930237949
No. of pages | 164
Dimensions | 188 * 250

2. Copyright Contact

Name | Holly Moon
Email | moon.hy@yearim.kr
Phone | +82-2-3404-8460



3. Book Intro

Why? Science Series is a learning cartoon that solves children's curiosity by providing a wide range of scientific knowledge from basic science to natural science to applied science in an easy and fun cartoon. It consists of key information and tip boxes, fine detail and vivid photos, and delivers accurate scientific knowledge through expert scrutiny

* http://k-book.or.kr/user/books/books_view?idx=3716

Amazing Discovery 1 Denmark

1. Publication Details

Title | Amazing Discovery 1 Denmark

Author | Kim Jaehun

Publisher | Wisdomhouse Mediagroup Inc.

Publication Date | 2019-02-27

ISBN | 9791189709952

No. of pages | 294

Dimensions | 168 * 232

2. Copyright Contact

Name | Choi Yeonjin

Email | yeonjin@wisdomhouse.co.kr

Phone | +82-70-9191-5659



3. Book Intro

The *Amazing Discovery* series is finally released! This collection of books gives readers the opportunity to see an alternative, happy life they dream about by taking them on a trip to various countries and showing their cultures and history. A blending of the writer's own on-site surveys and knowledge of the humanities, this comic book provides valuable information on history, culture, religion, language and geography based on people's lives in each country. The 1st book of the series is about the welfare powerhouse of Northern Europe, Denmark. By closely looking into life in the country ranked No. 1 in the worldwide happiness index, readers will be able to learn about the "Hygge" (meaning coziness) life.

* https://k-book.or.kr/user/books/books_view?idx=1651

Historica Cartoon Encyclopedia Series

1. Publication Details

Title | Historica Cartoon Encyclopedia Series

Author | Bombom story

Publisher | Mirae N Co., Ltd.

Publication Date | 2016-06-13

ISBN | 9791162335130

No. of pages | 168

Dimensions | 188 * 257

2. Copyright Contact

Name | Lee Ahram

Email | ahram.lee@mirae-n.com

Phone | +82-2-3475-3937

3. Book Intro

This book is based on the curriculum of social subjects for 5th-6th graders in elementary school and provides an easy overview of the main historical content. The *Historica Cartoon Encyclopedia* series has been published by MiraeN, a leading company in the publication of educational materials with a 70-year history, and the imprint of Iseum, which is leading the Hallyu wave in the field of educational cartoons. This book series helps children think about and understand history by themselves and fosters sensitivity to history.

Those who learn Korean history for the first time will be able to take an interest in studying the subject and obtain a general understanding of it.

* http://k-book.or.kr/user/books/books_view?idx=684



The Song of Yan'an

1. Publication Details

Title | The Song of Yan'an
Subtitle | The Story of Jeong Yulseong
Author | Park Kunwoong
Publisher | Woorinabi Publishing Company
Publication Date | 2019-05-31
ISBN | 9791186843383
No. of pages | 445
Dimensions | 158 * 221

2. Copyright Contact

Name | Rosa Han
Email | joerosa@hanmail.net
Phone | +82-70-8879-7093



3. Book Intro

Jeong Yulseong is a composer who is not well-known to his fellow Koreans; however, he is a composer who is still respected and loved by many people in China. He was born as the youngest of the five children in the city of Gwangju in South Jeolla Province in 1914 during the Japanese occupation of Korea. In 1933 at the age of 19, Jeong followed his older brother to China to fight for the independence of his country. At Nanjing, Jeong Yulseong was trained as a member of Euiyeoldan (the Heroic Corps), an organization of independence activists who believed in the means of revolutionary uprising to liberate the country. However, he was extremely musical, and he began composing music. When he was in Yan'an where the headquarters of the Chinese communist party was located, he composed "The Song of Yan'an," a song so lyrical and powerful at the same time that it was popular among not only Chinese but also Japanese. He wrote a song initially called "March of the Eighth Route Army" which was to become the military anthem of the People's Liberation Army. Through black and white illustrations resembling woodblock prints, *The Song of Yan'an: The Story of Jeong Yulseong* is a graphic novel which tells the life story of Jeong Yulseong to readers who are not familiar with his name. After the liberation, the country went through the turmoil of division followed by a civil war, and during this chaos, Jeong could not return to his hometown in South Korea, and he could not settle permanently in North Korea. Yulseong stayed in China, and in 1976, he died at the age of 62 in Beijing while fishing. The writer and artist of the graphic novel, Park Kunwoong included his statement in the book: "During war when many were forgetting their inherent goodness, people were able to maintain their integrity as human beings because of art and music... In the end,

one man's music was stronger than a gun or sword, and it became a testament to the power of music that was greater than revolution."

* https://k-book.or.kr/user/books/books_view?idx=4670

Science History of Observation and Expression

1. Publication Details

Title | Science History of Observation and Expression

Subtitle | Drawing the Sky

Author | Kim Myeong Ho

Publisher | IDEA Book Publishing

Publication Date | 2020-06-29

ISBN | 9791189143183

No. of pages | 304

Dimensions | 140 * 205

2. Copyright Contact

Name | S. K. Han

Email | idea_book@naver.com

Phone | +82-70-4208-7212

3. Book Intro

In the 17th century, a huge change came about in astronomy with the advent of the telescope. People broke through the limitations of observation with the naked eye. As a result, astronomy became a field of discovery rather than a field of recording. Illustrations also became a great means of communication to present new astronomical phenomena and prove one's hypothesis. But how could scientists argue that the phenomena observed through a telescope were true? Also, how could people believe that the pictures, which recorded the findings, were right?

This book shows the process of pictures becoming part of science as a visual language while also examining the Scientific Revolution through 17th-century scientific illustrations. Introduced in this book are interesting pieces of history including the moon observed and drawn by Galileo, competition among the inventors of different telescopes, and the struggles of astronomers who tried to find safe routes during the Age of Discovery. It also portrays the disputes over Jupiter's satellites and Saturn's rings.

* https://k-book.or.kr/user/books/books_view?idx=4393



Chohanji, Vol. 1 – 9

1. Publication Details

Title | Chohanji, Vol. 1 – 9
Author | Lee Munnyol
Publisher | Gorillabox
Publication Date | 2009-07-28
ISBN | 9788994629124
No. of pages | 176
Dimensions | 188 * 255

2. Copyright Contact

Name | Yang Claire
Email | claire@bir.co.kr
Phone | +82-70-4261-9547



3. Book Intro

Alongside Luo Guanzhong's *Romance of the Three Kingdoms*, *Records of the Chu-Han Contention (Chohanji)* is one of China's most important historical novels that tells the story of heroes and heroines who confronted the supremacy of China toward the tail end of the Qin dynasty around 200 BC. Through this series of graphic novels, children can learn important aspects of Chinese history, geography, and culture that are often overlooked in textbooks.

* http://k-book.or.kr/user/books/books_view?idx=1147

The Annals of the Joseon Dynasty 1 ~ 20 (the 2015 revised edition)

1. Publication Details

Title | The Annals of the Joseon Dynasty 1 ~ 20
(the 2015 revised edition)

Author | Park Sibaek

Publisher | Humanist Publishing Group Inc.

Publication Date | 2015-06-22

ISBN | 9788958628217

No. of pages | 4732

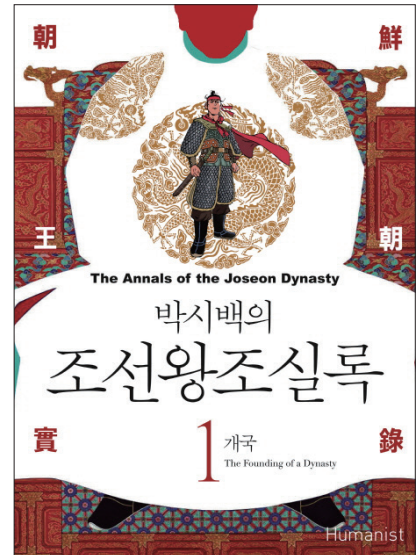
Dimensions | 170 * 235

2. Copyright Contact

Name | Choe Inyoung

Email | iy2001@humanistbooks.com

Phone | +82-70-7842-9409



3. Book Intro

National Treasure No. 151, *The Annals of Joseon Dynasty* listed in the UNESCO World Record Heritage is the only authentic record of those days. Although *The Annals of Joseon Dynasty* is the first step to understanding our history and is the heritage that is a source of our culture, it was not easily accessible by readers due to the vast volume of 400 books, each with 300 pages. Artist Park Sibaek has been studying the history of the Joseon Dynasty since 2001 and has re-created *The Annals of Joseon Dynasty* as comics anyone can read easily and interestingly.

The Annals of the Joseon Dynasty vividly revived the 500-year history of the Joseon Dynasty based on the thorough historical investigation, solid composition, and his own clear viewpoint and has become a representative book as a primer on the history of the Joseon Dynasty with sales of about 4 million copies. Park Sibaek was awarded the Grand Prize of the Comics of the Republic of Korea and the Bucheon Comics Grand Prize.

The Annals of the Joseon Dynasty consists of 20 volumes and its revised edition was published in 2015. It is an educational comic set balanced with knowledge and fun that allows readers to look at the reign of each King from the founding of the Joseon Dynasty to the fall thereof, and to easily understand the 500-year history of the Joseon Dynasty.

* http://k-book.or.kr/user/books/books_view?idx=602

Magic Hanja (Magic Chinese Characters)

1. Publication Details

Title | Magic Hanja (Magic Chinese Characters)
Subtitle | Son Goku's Exploration of Hanja
Author | STUDIO C-REAL
Publisher | BOOK21
Publication Date | 2003-11-11
ISBN | 9788950936006
No. of pages | 170

2. Copyright Contact

Name | Lee Yunkyung
Email | tynytoon@book21.co.kr
Phone | +82-31-955-2119



3. Book Intro

The book consists of two series. The first is about a journey to the West, and the second is about Greek, Roman, Norse, and Egyptian mythology and the struggle between good and evil. On October 10, 2018, the latest volume (the 43rd) was published.

Season 1 has been published in 21 volumes, and Season 2 has been published in 50 volumes. Excluding one volume that consists of a total of nine chapters, each volume has ten chapters. The first volume presents 21 Chinese characters, while all the other volumes introduce 20 new Chinese characters along with flash cards for additional learning. In order to allow readers to easily learn Chinese characters by enjoying cartoons, the characters presented in the book engage in battles their with enemies by doing Hanja magic with the meanings and sounds of the Chinese characters.

* http://k-book.or.kr/user/books/books_view?idx=285

Ryan's Math Adventure 1

1. Publication Details

Title | Ryan's Math Adventure 1
Subtitle | Numbers Smaller than 20
Author | WeDu Communications
Publisher | WeDu Communications
Publication Date | 2017-07-01
ISBN | 9791187714064
No. of pages | 184
Dimensions | 188 * 252

2. Copyright Contact

Name | Courtney Boyett
Email | ourtney@wedugroup.com
Phone | +82-70-7604-7413



3. Book Intro

Ryan's Math Adventure is an elementary mathematics learning cartoon based on an integrated global curriculum that includes those of Korea, China, the United States, and Japan. By linking stories and math concepts organically, children can read books and learn math principles in a natural and fun way. Through what we encounter in the world, they will learn how mathematics is related to real life.

Ryan's Math Adventure is a children's fantasy story that inspires interest in math and motivates children to learn. Ryan, who doesn't like math, moves to the mass continent of fantasy world. In a world where mathematics have disappeared due to the magic of the villain Pessia, Ryan embarks on an adventure with Aris, Numi, Gili, Pavel and many others. Each character is in charge of a different branch of mathematics, such as figures and measurements. As Ryan's math ability grows, so too will that of the elementary students who reads this cartoon . In this way, children can naturally learn math concepts by reading books, but without feeling like they're studying.

In Korea, a total of 11 printed books have been released including *Beginning of the Journey*, which is the prologue of the story, and episodes 1 to 10. Up to 20 e-books have been released. Since May 2018, it has also been sold on Amazon in the USA. A total of eight printed books are currently on sale, from the Prologue up to Volume 7. WeDu Communications is a global learning comics brand and participates in the Frankfurter Buchmesse, the Beijing International Book Fair and the NCTM Exhibition in the US every year. Also, in April 2019, WeDu Communications participated in the Bologna Children's Book Fair.

Numbers Smaller than 20 teaches the concept of numbers through a fantasy

story. Incorporating elementary school math into a story allows readers to learn math principles in a natural, fun way. The book also features a workbook to help with reviewing the concepts learned and comprehension questions to help with understanding.

* http://k-book.or.kr/user/books/books_view?idx=2365