



# **KOREA-AFRICA**

## **EDUCATION COOPERATION CONTEST**

### **AFRICANO**

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# OVERVIEW OF THE PROJECT

- There are various reasons why Koreans' perceptions of Africa are negative. One of the reasons is that the public has not had enough opportunities to learn about Africa.  
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- Cho Sung-wook (Professor of the Department of Geographic Education at Jeonbuk National University)  
“We focus on the positive aspects of Europe and North America in various subjects. However, despite having little knowledge about Africa, we are learning negative, knowledge-oriented content about it.”  
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- A study on African cultural content by Jang Yong-gyu and three others  
“Africa is alienated from the study of cultural content in our country.”

**Due to lack of information about Africa, the public may perceive it negatively or show indifference.**



Therefore, we designed a project to enable the public to acquire knowledge of African language, culture, and education. In particular, we aim to achieve positive project results by taking advantage of the accessibility of video content to the public.

# OBJECTIVES OF THE PROJECT

## Providing

Providing African students with opportunities to produce video content

## Expanding

Expanding the exchange of language, culture, and education aspects between African and Korean students

## Enhance

## Informing

Informing Korean young people of the relations between Korea and the countries that constitute Africa

## Encouraging

Encouraging Korean young people to participate in the Korea-Africa education cooperation initiative

# OVERVIEW OF THE PROJECT

Supporters produce video content in three African countries:

Nigeria, Ethiopia, and Kenya. Each country was selected based on its university (Ibadan University, Gambella University, and Kenyatta University) that interacts with Korean universities, and the themes of the videos focused on the interface between Africa and Korea.

Korean supporters students stay in one country for two months, travel across all three countries, and collaborate with African supporters to produce video content. African supporters are recruited from students who attend the African universities (Ibadan University, Gambella University, and Kenyatta University) and participate in video production activities with Korean supporters for two months.

**1 week meeting -> 3 weeks shooting -> 3 weeks video editing -> 1 week feedback**

## Title

'Strengthen cooperation between Korea and Africa through education', 하나지기(Han-Ajigi)

## Number of supporters

12 from Korea and 12 from each country in Africa

## Eligibility

Korea and African students who are interested in Korean-Africa educational cooperation and video contents

## Duration

6 months(2 months each country)

# CONTENT OF THE PROJECT <1>

## the video production of supporters(Han-A jigi)



Nigeria, Ibadan University (K-culture and N-culture)

University of Ibadan has been interacting with Soongsil University since 2015.  
And in Nigeria, K- culture is booming, with K-pop contests continuing to be held

### Objectives of the video

- ✓ We produce a video of how "K-culture" is gaining popularity in Nigeria, attracting the public's attention in Korea.

### Content

- ✓ Video about experiencing K-POP, music video of experiencing K-POP dance and N-POP
- ✓ Video about experiencing K-culture, including music culture as well as various Korean culture, such as K-drama and taekwondo or traditional costumes

### Casts

- ✓ Korean-African supporters, young people interested in K-culture and N-culture, interviewees

# CONTENT OF THE PROJECT <2>

## the video production of supporters(Han-A jigi)



Ethiopia, Gambella University (Ethiopia and the Korean War, Korea Village)

Gambella University signed an academic exchange agreement with Hannam University this year. Ethiopia sent troops to the Korean War in the past, and as a result, Korean culture remains in Ethiopia's "Korea Village."

### Objectives of the video

- ✓ This will allow Koreans to remember Ethiopia's help during the Korean War and remind the public of Ethiopia's culture and its relations with Korea that have been forgotten.

### Content

- ✓ A puppet show video for youth living in the Korea Village area: supporters make dolls with stones, grass, and trees found around them, and the puppet shows are made with stories about Ethiopia's relationship with Korea. This process and the puppet shows are included in the video.

### Casts

- ✓ Ethiopian young people, Korea-Africa supporters, and Korean Village residents



# CONTENT OF THE PROJECT <3>

## the video production of supporters(Han-A jigi)



Kenya, Kenyatta University (Sekong institute)

Kenyatta University signed an exchange agreement with Chosun University in July 2013, and in January 2016, Kenyatta University Language Education Center and Chosun University opened the Sejong Institute.

### Objectives of the video

- ✓ By having supporters attend classes at the Sejong Institute, we inform Koreans that there are countries in Africa interested in the Korean language and Korean culture. In addition, by highlighting the important roles Korean teachers play at Sejong Institute, we want to inspire young people in Korea to work in Africa to promote the value of Korean culture and language.

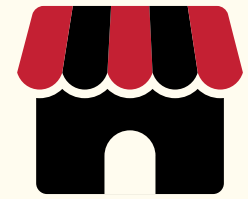
### Content

- ✓ Videos of Korean supporters' experiences at Sejong Institute
- ✓ Videos of interviews with teachers and graduates from Sejong Institute

### Casts

- ✓ Korea-Africa Supporters, students and teachers of Sejong Institute
- ✓ “송지원”, a Korean teacher at Sejong Institute in Nairobi, “은디안구이”, Nairobi Sejong Institute's first scholarship student and Sejong Institute's teacher

# FUTURE PLANS



## the creation of a website (1)

(Selling goods)

**We are going to create a website to facilitate communication with supporters and young people.**

When sending supporters to Africa, we will have them record articles, photos, and illustrations of the region's culture. Using this content, we plan to create and sell postcards, writing tools, and tumblers. These goods will be sold on our website, and profits will be used for new supporters next year.





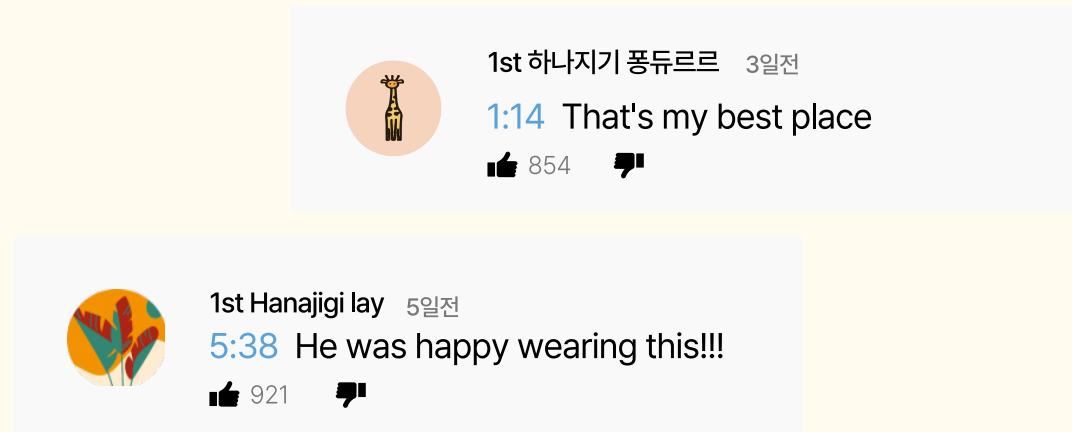
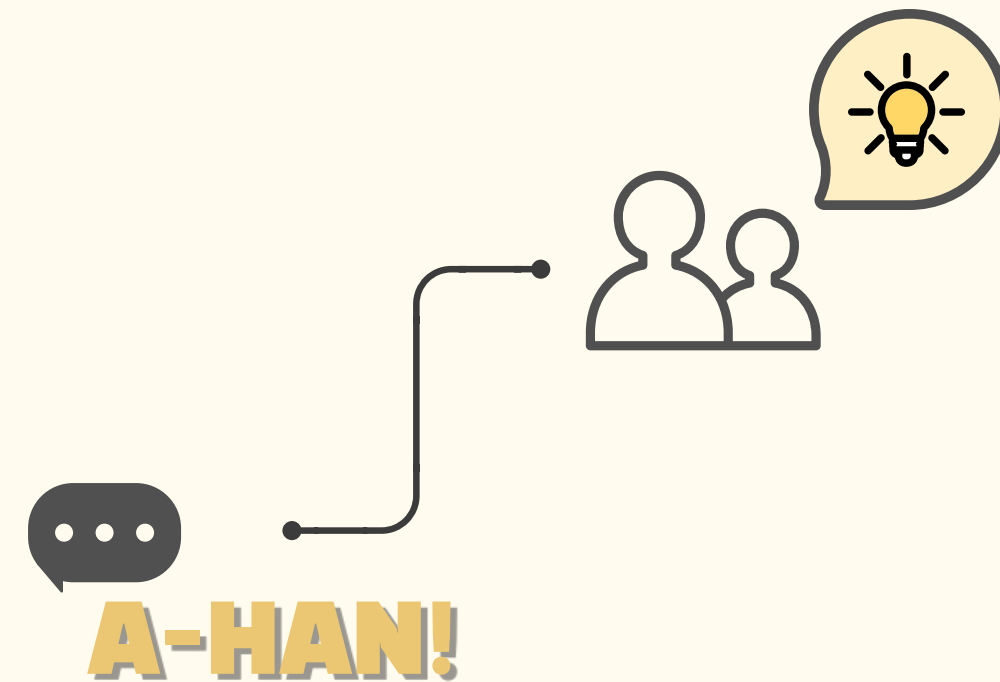
# FUTURE PLANS



## the creation of a website (2)

(Communicating with users on the website)

We plan to create a Korea-Africa communication channel with a primary focus on Nigeria, Ethiopia, and Kenya. We will create an 'A-Han!' page on the website to enable communication between supporters and website users (from Korea, Nigeria, Ethiopia, and Kenya). Korean supporters and African supporters communicate with website users in a variety of ways, such as answering questions uploaded by website users for a certain period of time after the video is posted on the website. We hope that this activity will contribute to the exchange of language and culture as well as the exchange of information between Korea and Africa.



# EXPECTED EFFECTS

- We raise young people's awareness by informing them of the relationship between Africa and Korea.
- We seek to expand young people's participation by informing the value of educational exchange between Africa and Korea.
- We look forward to the friendly relationship between Korea and Africa by providing African and Korean students with opportunities for cooperation and exchange in terms of language, culture, and education.
- Additionally, we expect that we will be able to disseminate this message to the general public through award-winning content aimed at raising awareness of Africa among age groups beyond youth.