



THE OHIO STATE UNIVERSITY

EAST ASIAN STUDIES CENTER

# 2023 THE INSTITUTE FOR KOREAN STUDIES PRESENTS:

"한국의 MZ 세대의 문화와 커뮤니케이션 특성"  
(GENERATION MZ IN SOUTH KOREA: THEIR CULTURAL  
AND COMMUNICATION CHARACTERISTICS)

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The term 'Generation MZ' is used in South Korea to collectively refer to two age groups: Millennials, born from the early 1980s to the early 2000s, and Generation Z, born from the mid-1990s to the early 2000s. This term is often invoked in contexts that emphasize how these groups think differently from older generations. In Korean culture, this distinction manifests in various ways, including 'the MZ generation's way of thinking,' 'the MZ generation's way of socializing,' and 'the MZ generation's approach to work.' These concepts are often juxtaposed with traditional cultural values represented by key phrases like *woori* ('we'), *jeong* ('compassion'), and *chemyeon* ('social face'). The term *woori* encapsulates a sense of communal collective consciousness, while *jeong* describes warm affection and sympathy for others. The concept of *chemyeon* reflects the high value Korean culture places on preserving the dignity and face of others. While these traditional cultural characteristics still remain present in the younger generation, rapid changes in their perception are defining the culture of the 'Korean MZ' generation. Older generations, observing these changes, may label the younger generation as 'different from us and hard to understand,' but these evolving traits are becoming an integral part of modern Korean culture. In this lecture, I will explore key phrases commonly used by Generation MZ in Korea. Through an examination of these phrases, the audience can gain insights into their unique communication styles, which are readily observable in everyday life.



**Free and open to the public**

<https://easc.osu.edu/events/iks-target-language-lecture-mijin-won-hangugui-mz-sedaeui-munhwawa-keomyunikeisyeon>

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NOVEMBER 9

Thursday  
12:45-2:15pm  
Zoom