

## **Lesson on Korea**

**“Selling Seoul”** by Bobbie Mucha  
Westerville South High School  
Westerville, Ohio

**Location ... Location ... Location**  
**Seoul... Seattle ... St. Louis... Syracuse...**

### **Purpose:**

This lesson will prepare students to be successful problem-solvers. This lesson will prepare students to make reasoned decisions and to ask significant questions. Students will be introduced to Korea, especially Seoul, by applying universal economic standards.

### **Rational:**

Students will analyze the social, political, economic and environmental factors that have contributed to human migration now and in the past (Ohio Social Studies Standards).

### **Lessons Objectives:**

1. Students will work in groups to analyze an issue and make decisions.
2. Students will become acquainted with modern living standards in Korea.
3. Students will create a method of communication for their group decision.
4. Students will conduct research using the internet and other appropriate sources to analyze and evaluate policies.
5. Students will compare and contrast two industrial societies.
6. Students will define geographic and economic terms and apply them in a practical decision-making format.

### **Concepts:**

1. Standard of Living
2. Social Security / Pensions
3. Social Welfare
4. Green Space
5. Population Density

### **Materials and Resources:**

- Attached handouts
- Access to the internet

## **“Location...Location...Location”**

### **Bell-ringing activity:**

Ask students by what measures or standards would they judge a city for the purposes of living and operation of a business. Allow a few minutes for a class brainstorming session.

### **Activity 1: Location...Location...Location**

- The Student Handout #1 requires a group of students to evaluate criteria as they apply to Seoul and another city of their choice. Teachers may choose a city in their state or ask the students to pick any USA city that starts with the letter “S”.
- Groups are asked to develop a numerical decision-making chart for the purpose of locating a business. Students will critically evaluate the pluses and minuses of two major cities.
- Student Handout #3 contains standard of living facts about Seoul.
- Students are permitted a class period using the Internet to seek out additional information about Seoul and another city for comparison. Each member of a group is responsible for a different piece of information.

### **Activity 2: How do you see a city?**

- The Student Handout #2 requires a group of students to use communication skills to persuade an audience. Students are obliged to incorporate information learned through research for this advertisement.

### **Assessment:**

- Teachers may ask students to complete a Venn diagram comparing and contrasting Seoul and another researched city.
- Teacher may assign an essay explaining the choice of location for their business.
- Teacher may evaluate an oral explanation of the criteria chart (student handout #1).
- Teachers may evaluate the researched prospectus of the city competing with Seoul, as chosen by the students.
- Teachers may require students to write definitions of concept terms.

**Grade Level:** High School

**Subject:** Economics or Government

**Length of Lesson Time:** 2-4 periods

**Grade Adaptation:** This lesson may be modified for middle school. Terms listed under “Concepts” need to be teacher defined. The teacher may substitute a collage as a method of assessment. Data sheets may or may not be used depending on student reading level.

### **State Standards:**

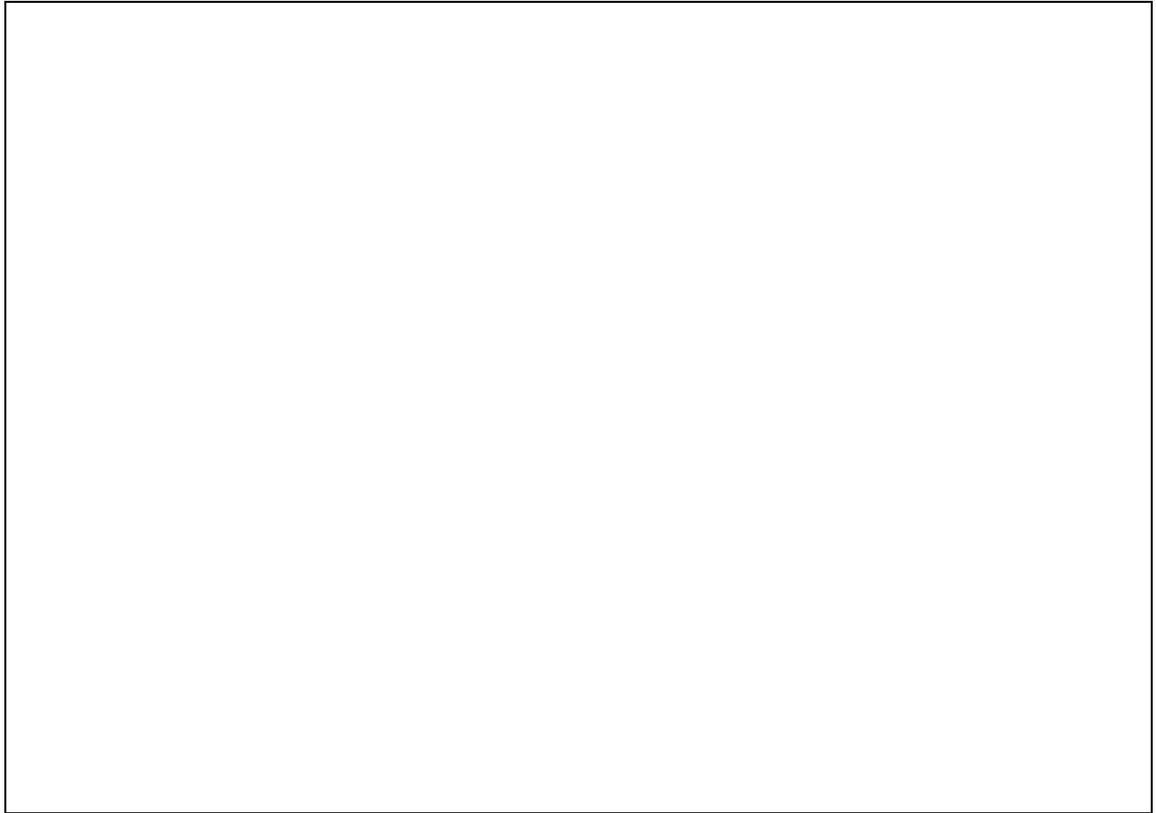
Geography: Benchmark C Analyze the patterns and processes of movement of people, products and ideas.

Student name \_\_\_\_\_ **Student Handout #2**  
**“Selling Seoul”**

### **How do you sell a city?**

Directions: Complete Student Handout #1.

Using the result from the decision-making table, design an advertisement for your business which incorporates the 5 criteria, location, name, and type of business. Students may design their advertisement for any media type.

A large, empty rectangular box with a thin black border, intended for students to design their advertisement. The box is centered on the page and occupies a significant portion of the lower half of the document.

Prospectus on Seoul, Korea

Facts and Figures

1. As of 2002, 96.97 percent of the Korean population had access to health insurance, with the remaining 3.03 percent being able to receive direct medical assistance. ( 1)
2. The National Pension System...finally came to cover the entire nation in 1999. (1)
3. Schools in Korea operate 6 days per week. (2)
4. The subway, with eight lines and one national railway line, covers the entire area of Seoul including the surrounding areas. Subway trains run on the average every 5 minutes, and usually every 2 during rush hour. Subway stations are strictly no smoking. ( 3)
5. Since the Employee Medical Insurance was introduced, the whole nation benefits from medical insurance systems. The medical protection system applies not only to ordinary hospital and clinics, but also Oriental medical clinics. (4)
6. The City of Seoul operates 119, 24-hour Rescue Teams. Transport to a hospital is free of charge. Mobile medical teams of doctors and nurses are sent to where immobile or low-income families are concentrated. The citizen to doctor ratio is 440: 1. (4)
7. The City of Seoul has created large-scale bedroom communities to form a ring around Seoul. Also, five new satellite cities have been created to reduce housing and space shortages. (4)
8. The National Standard of Living Security Law of 1999 ensures the quality of welfare for the low-income regardless of ability to pay. Welfare is expanded to include emergency allowances for medical, education, childbirth, funeral and sacrificial services. (4)

9. Seoul has more than 100 community workshops for the elderly and seven home centers. Women's Development Centers exist for job training and sponsorship for women's projects. There are over 22 women counseling centers. (4)
10. There are 84 after-school child care centers run by the government. (4)
11. The air pollution in Seoul in 1999 was lower than the World Health Organizations recommended standard. (4)
12. There are a total of 1,405 parks, with a total land area of 154.06 square km.  
The ratio of park area per person is 14.83 square meters. (4)
13. In Seoul, 49.8% are Protestant, 28.4% are Buddhist, and 14.8% are Catholic. (4)
14. Korean housing and clothing are undergoing rapid westernization, but Korean food remains the most favored diet.
15. The average number of family members per household was 3.12 in 1994 and continuing to decrease. Similarly, single-member households, both young and old, increased to 9.1% in 1990.
16. As of 1998, Seoul has 12,000 sport facilities of all kinds, and an additional 28 sport facilities that are city operated.
17. Seoul has 73 museums and art galleries in addition to 14 private galleries.
18. Seoul has 121 national treasures, 369 treasures, 65 historical sites, and 11 natural monuments.
19. Seoul boasts 10 major multi-purpose performance halls.
20. Printing originated in Korea, and today over 97,000 printing companies make their home in Seoul.

Student name \_\_\_\_\_

Student Handout #1

**“Selling Seoul”**

**Location...Location...Location**  
**Where would you put your new business?**

- A. Seoul or  
 B. \_\_\_\_\_

Name of your business \_\_\_\_\_  
 Type of your business \_\_\_\_\_

Choice of Location \_\_\_\_\_

Criteria to consider in choosing a location are many but you may choose 5 that you think are most important.

Suggested criteria:

- health care
- recreational
- transportation
- housing
- aesthetic / emotional / attributes
- taxes and other government regulations
- etc.

Directions: Complete the chart below. Use the internet and the information contained in the Student Handout #3. Rank 5 selected criteria of your choice using a scale of 1 (being the best) to 5 (being the worst)

CRITERIA	SEOUL	?
	1 2 3 4 5	1 2 3 4 5
1.		
2.		
3.		
4.		
5.		
	<b>Total</b>	<b>Total</b>

5. T.I.P List of Resouces listed by lesson

T.I. P. p. 3`

Lesson on China: Comparing the Great Leap Forward and S.E.Z.'s by

## **Roberta Mucha**

### Works Cited

“China’s Great Leap Forward.” The University of Chicago Chronicle. Vol.15, No.13. 14.March 1996. <<http://chronicle.uchicago.edu/960314/china.shtml>

“Myths About Maoism.” Maoist International Movement. 4.March 1990. revised September 1995 < <http://www.etext.org/Politics/MIM/wim/mythsofmao.html>>

“The Great Leap Forward.” The People’s Republic of China: II <<http://www-chaos.imd.edu/history/prc2.html>>

McKenney, Karen I. “An Assessment of China’s Special Economic Zones.” Assessment of China’s Special Economic Zones. 1993. The Industrial College of the Armed Forces. 22/2/06. [www.ndu.edu/library/ic6/93S94A.pd](http://www.ndu.edu/library/ic6/93S94A.pd)

“Special Economic Zones, China.” Wikipedia, the free encyclopedia. 22/2/06. <[en.wikipedia.org/wiki/Special\\_Economic\\_Zone](http://en.wikipedia.org/wiki/Special_Economic_Zone)>

## **Lesson on Japan: Japan and Disputed Land by Roberta Mucha**

### Works Cited

Cheng-China Huang. “Diaoyo Islands Dispute.” ICE Case Studies: June 1997. < <http://www.american.edu/projects/mandala/TED/ice/DIAOYU.HTM>>.

“ The Kurile Islands Dispute.” Trade and Environment Database. ICE Case Studies. Case Number 8. < <http://www.american.edu/projects/mandala/TED/ice/Kurile,htm>>

McCormack Gavan. “Okinawa and the Revamped US-Japan Alliance.” ZNET. 16 Nov. 2005. < <http://www.zmag.org/content/showarticle.cfm?itemID=9132>

“The Territorial Dispute over Dokdo.” < <http://www.geocities.com/mlovmo/page4.html>>

Schippke, Wolfgang. “Tok-D0 Island, disputed area between Japan and South Korea.” 27.March 1997. <<http://www.425dxn.org/dc3mf/tokdo.html>>

**Lesson on Korea: “Selling Seoul” by Roberta Mucha**

Works Cited

Facts about Korea. Seoul: Korean Overseas Information Service. 2003 edition

Korea, Land of the Morning Calm. Ed. Sohn, Yong-taik, and Chung, Chan-young. Seoul: Korean Educational Development Institute, 2002.

“Seoul Metropolitan Government.” 19/2/2006.  
< [http://english.seoul.go.kr/today/about\\_09way.htm](http://english.seoul.go.kr/today/about_09way.htm)>.

“Transportation in Seoul, South Korea.” 30/1/2006. AsianInfo. 19/2/2006.  
< [http://www.asianinfo.org/seoul/transportation\\_in\\_seoul.htm](http://www.asianinfo.org/seoul/transportation_in_seoul.htm)>

“World Comparisons.” 29/1/2006. AsianInfo. 19/2/2006.  
<http://www.asianinfo.org/asianinfo/profiles/world.htm>.