


# BRANDEIS

< Back to front page

Text size  

BRANDEIS

## Rapper Psy credited for heavy interest in Brandeis' first Korean language class

Posted by Matt Rocheleau October 31, 2013 01:27 PM

73 15 0 0

Comments (0)

E-mail story

Print story

Share  Facebook  Twitter  Pinterest  Share  Share

By Matt Rocheleau, Town Correspondent

South Korean rapper Psy and his recent meteoric rise in popularity are being credited for Brandeis University students rushing to sign up for the school's first-ever Korean language course this fall, campus officials said.

The university said the course, Korean 10A, exceeded enrollment limits within "a couple of hours" after the sign-up period opened, and most of the 18 students who have enrolled do not have Korean roots. Instead, they were introduced to the Korean language, culture and K-pop music by Psy's viral video and song "Gangnam Style."

"Psy did increase my curiosity about the Korean language," junior Sara Brande, a student in Korean10A, told the university-run news website, [BrandeisNow](#). "I knew Psy was a really famous comedian so I wanted to learn Korean to understand his jokes."

Her classmate, sophomore Leah Ditmore, said she enjoys K-pop and Korean cuisine.

"Asian cultures put a lot of importance on being more reserved, and while Koreans are polite and humble, they are really outgoing, too," Ditmore told BrandeisNow.

"I really want to study abroad and work in Korea after graduation," says Ditmore. "Maybe one day I'll even become a translator or interpreter who can help young, international Koreans grow accustomed to America. That would be a dream job for me."

Students at the university created the Brandeis Korean Course and Language initiative two years ago. The release of Psy's single "Gangnam Style" in the summer of 2012 helped boost interest in the club and the school's newly-launched language course.

"The demand for the Korean course has been simply astounding," said the initiative's president senior Ku Jung, who helped establish the Korean 10A course.

Brandeis professor ChaeRan Freeze introduced Jung to the Korea Foundation last year to help secure funding to hire a full-time instructor for the course, which is now being taught by graduate student Sung-Chul Hong, according to BrandeisNow.

The initiative also runs a peer-tutoring program in Korean and are trying to create more Korean courses, and eventually a full Korean curriculum at Brandeis.

### Connect to Brandeis



Follow @YCBrandeis on Twitter



Click here to follow Your Campus Brandeis on Twitter.

ADVERTISEMENT

### Other Boston Area Campuses


- Boston College
- Boston University
- Brandeis
- Emerson
- Harvard
- MIT
- Northeastern
- Suffolk
- Tufts
- Wellesley
- UMass Boston
- Simmons
- Berklee
- Babson
- Bentley

### Recent blog posts

- Video: Harvard students pose as Yale students, give prank campus tours at rival school
- Scientists at BU and MIT report breakthrough on water resistant materials
- MIT student honored by Smithsonian Magazine with American Ingenuity Award
- MIT student honored by Smithsonian Magazine with American Ingenuity Award
- 7-year-old cancer survivor drafted to Tufts University men's lacrosse team

ADVERTISEMENT

### Get Updates

 My Yahoo

 RSS Feed

- [Learn about RSS](#)

"Whether or not we end up with a full Korean curriculum over the long run, I believe BKCLI can continue to help students in many ways," Jung told BrandeisNow.

Matt Rocheleau can be reached at [mjrochele@gmail.com](mailto:mjrochele@gmail.com). Looking for more coverage of area colleges and universities? Go to our [Your Campus pages](#).

73

15

0

0

Comments (0)

E-mail story

Print story

Share



Facebook



Twitter



Pinterest



Share



Share

PREVIOUS STORY



Meet the student hackers behind the 'Plaid Parliament of Pwning'

FRONT PAGE

NEXT STORY

MIT picks urban design team, seeks feedback for plan to redevelop Kendall Square, east campus

### RELATED CONTENT

Sponsored Content by Taboola



14 Benefits Most Seniors Didn't Know They Had  
Newsmax



If You Ever Want to Retire Look at This Chart  
Money Morning



You Haven't Lived Until You Visit These 10 All-Inclusive Resorts  
TripCurator



One of the Most Classic SNL Sketches of All Time  
Yahoo Screen



5 Foods You Should Never Eat Again  
My Diet



Jenny McCarthy Bares All  
Ora.TV

### FROM THE WEB

5 Major Signs if Your Parents Will Get Alzheimer's in Their Brain (NewsmaxHealth)

Little Known Way to Pay Off Mortgage (Weekly Financial Solutions)

Millennials are Drinking so Much Wine They're Changing How it's Sold (Parade)

4 Places You Should Avoid Using Your Credit Card (Bankrate)

Check Out the Surprising Car that Mark Zuckerberg Drives (Wall St. Cheat Sheet)

### FROM BOSTON.COM AND PARTNER

Woman on flight from Florida becomes ill and is pronounced dead at Logan Airport (Boston.com)

Pierce Brosnan's daughter dies of ovarian cancer (Boston.com)

Student killed and 3 hurt in high school fight (Boston.com)

Red Sox intensifying search for trade possibilities (Boston.com)

Married couple, infant twin sons found dead in Arlington (Boston.com)

Promoted Content by Taboola



Be the first to comment below

Oldest

Newest

Best

Please [log in](#) to comment.

---

[Home](#) | [Today's Globe](#) | [News](#) | [Business](#) | [Sports](#) | [Lifestyle](#) | [A&E](#) | [Things to Do](#) | [Travel](#) | [Cars](#) | [Jobs](#) | [Real Estate](#) | [Local Search](#)

[CONTACT BOSTON.COM](#) | [Help](#) | [Advertise](#) | [Work here](#) | [Privacy Policy](#) | [Your Ad Choices](#) | [Terms of Service](#) | [Newsletters](#) | [Mobile](#) | [RSS feeds](#) | [Sitemap](#)

[CONTACT THE BOSTON GLOBE](#) | [Subscribe](#) | [Manage your subscription](#) | [Advertise](#) | [Boston Globe Insiders](#) | [The Boston Globe Gallery](#) | © 2014 Boston Globe Media Partners, LLC