Educational kit

EXPERIENCING &
DISCOVERING
THE OLYMPIC GAMES

2018

SPECIAL
PYEONGCHANG
2018
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The Olympic Winter Games
PyeongChang 2018

Thirty years after hosting the Summer Games in its capital city, Seoul, the Republic of Korea will welcome the Olympic and Paralympic Winter Games 2018 to the city of PyeongChang.

Hosting this global event places South Korea in the media spotlight, and brings it to the attention of the public worldwide. As host of an event with universal resonance and international scope, Korea is drawing upon its rich culture to present itself to the world.

"Experiencing and discovering the Olympic Games: PyeongChang 2018", designed by the Olympic Museum, provides teachers with:

- vital information about the 23rd Olympic Winter Games;
- an introduction to Korean culture as it affects the Games;
- classroom activities for pupils aged 6 to 11 and 12 to 15.

The purpose of this dossier is to show how the Olympic values and the culture of the host country have been incorporated into the 2018 Olympic Winter Games. The themes are designed to link with educational curricula in a variety of ways, and awaken student’s curiosity, while familiarising them with the Olympic Games.

ENJOY YOUR JOURNEY TO PYEONGCHANG 2018!
Profiles

Name: Republic of Korea
Capital: Seoul
Area: 99,720 km²
Population: 51.25 million
Population density: 513 inhabitants/km²
Language: Korean
Currency: won
Flag: the Taegeukki
National animal: tiger
National flower: hibiscus (mugunghwa)

Name: PyeongChang
Province: Gangwon
Area: 146,300 ha = 1,463 km²
Population: 43,666
Population density: 30 inhabitants/km²

Aims of the PyeongChang 2018 educational dossier

- To show how countries present themselves to the world through the graphical identity they create for the Olympic Games.
- To introduce the sports in the Olympic Winter Games, and point out original features of the PyeongChang 2018 programme.
- To show how Korean culture is portrayed through the 23rd Olympic Winter Games.
Part 1:

The Olympic Games
PyeongChang 2018
A brief overview of PyeongChang 2018

Let’s start at the beginning:
What, when and where is PyeongChang 2018?

**When?**
The Olympic Winter Games in PyeongChang take place from 9 to 25 February 2018. The Paralympic Games run from 9 to 18 March 2018.

The previous Olympic Winter Games were held in 2014 in Sochi, Russia, and the next will take place in Beijing, China, in 2022.

**Where?**
The city of PyeongChang is in Gangwon Province, 180 km east of Seoul, in a mountainous region that is known for winter sports.

The events will be centred around two main clusters:
- The PyeongChang mountain cluster, at 700m altitude. This includes the Olympic stadium, the Alpensia Centre, the Yongpyong and Jeongseon Alpine Centres, and the Bokwang Snow Park. These venues are for snow sports (skiing, snowboard, biathlon) and sliding sports (luge, skeleton and bobsleigh).
- The Gangneung Coastal Cluster (on the east coast, 37 km from PyeongChang). This cluster will host the ice sports (speed skating, ice hockey, curling, etc.).
- Other venues include the Olympic Villages, where the athletes and officials stay, the International Broadcast Centre, the Main Press Centre and the official training venues.
How?
South Korea has been working towards hosting the Winter Games for seven years, making preparations and building the Olympic venues. Many of these were existing venues that needed adapting to the requirements of such a major event, but others have been built specially for the Games. In order to be able to provide transport for the participants, Korea has invested in roads, highways and high-speed rail lines. The KTX (Korea’s high-speed train) connects Incheon international airport near Seoul with the coastal city of Gangneung in less than two hours. Athletes and spectators can reach every Olympic site in under an hour, which is key to helping them concentrate and keeping them in a good mood!

Why?
On 6 July 2011, the International Olympic Committee (IOC) elected PyeongChang as host city of the XXIII Olympic Winter Games, on the first round of voting. It was the end of a long road for PyeongChang, which was bidding for the third time! PyeongChang is the third Asian city to host the Olympic Winter Games, after Sapporo (1972) and Nagano (1998), both in Japan. What advantages does PyeongChang have? High-quality snow, ideal climate (cold enough to ensure the snow stays), pre-existing facilities and a compact footprint for the Olympic venues.

What? Who?
Korea is expecting more than 50,000 people to be involved in the Olympic Games, including around 6,300 athletes and officials from 95 countries, plus organising staff. Athletes will compete in seven sports, subdivided into 15 disciplines, for the chance to win a total of 102 gold medals. The Paralympic Games will involve 1,550 athletes from 45 countries in 6 sports, competing for 80 gold medals.

50,000 participants
- 2,900 athletes

Less than 2 hours with the KTX

Ideal climate - Pre-existing facilities

Part 1: The PyeongChang Games
Opening up New Horizons

The Organising Committee of the PyeongChang Olympic Games wants to open up "New Horizons" in the host region, making it a major pillar of the national economy by becoming an international winter sports destination. This is key to ensuring the Olympic venues continue to be used after the Games, an important element for sustainability.

Say “23rd”

The first Olympic Games of modern times took place in 1896 in Athens (Greece), after they were revived by Baron Pierre de Coubertin. At that time, however, only summer sports were on the programme. It was not until 1924 in Chamonix (France) that the first Olympic Winter Games were organised. This is why there’s a difference in the numbering of the Olympiads – the Games of the XXXI Olympiad took place in 2016 in Rio de Janeiro, Brazil, while the XXIII Winter Games will be taking place in PyeongChang.
Snow and ice

Seven sports, 15 disciplines – how many events?
Let’s find out more about the programme of
the Olympic Winter Games for 2018.

What’s on the programme?
The Olympic Charter (2017 version) defines
winter sports as “sports which are practised on
snow or ice.” So far, so good.

Seven winter sports are officially on the
Olympic programme:

- biathlon
- curling
- ice hockey
- luge
- bobsleigh
- skiing
- skating

Bobsleigh, skiing and skating each include
several disciplines:

- bobsleigh: bobsleigh and skeleton.
- skiing: Alpine skiing, cross-country
  skiing, freestyle skiing, Nordic
  combined, ski jumping and snowboarding.
- skating: figure skating, speed
  skating and short-track speed
  skating.

The disciplines most recently added to
the official programme are freestyle skiing
and short-track speed skating (1988) and

Each discipline includes a number of
events. In Alpine skiing, for example,
athletes can compete in:

- downhill
- Super-G
- slalom
- giant slalom
- Alpine combined.

If we include all the men’s, women’s
and mixed (men and women) events in
all the different disciplines, there are
102 gold medals up for grabs!

New features
The PyeongChang Games will be showcasing
some new events. In snowboard, both men
and women will be competing in Big Air, an
event that involves boarding down a slope
and jumping off some very high jumps to
perform acrobatic tricks. Other new features
include a mass start event for men and
women in speed skating, a curling mixed
doubles event, and a team Alpine skiing
competition.
Winter sports in Korea

South Korea is a mountainous country well-suited to hiking, with relatively low peaks (max. 1,500 metres). But Koreans are not born on skis, and relatively few people practise winter sports. South Korea’s oldest winter sports resort, Yongpyong, was founded in 1975. Some of the events at the PyeongChang Games will take place there. The country’s government hopes that the Games will encourage Koreans to take up winter sports, and bring tourists to the slopes. South Korean athletes have competed at the Olympic Winter Games since 1948 (Saint-Moritz, Switzerland), winning their first medals in 1992 (Albertville, France). At the Vancouver Games (Canada) in 2010, Korea reached 5th place in the medals table, winning 14 medals, including 6 gold. Korean athletes excel in speed skating and figure skating.

1. A big air snowboarder in full flight in front of the Alpensia ski jump tower. © GettyImages
2. Ski jumping has been an Olympic discipline since the first Olympic Winter Games. © GettyImages
3. A Korean speed skater at the Olympic Winter Games St Moritz 1948. © 1948 / International Olympic Committee (IOC)
Winter in summer

The first time a winter sport appeared in the Olympic Games was in summer! In 1908 the Olympic Games in London (Great Britain) included a figure skating competition.

The discipline reappeared at the Games in Antwerp (Belgium) in 1920, alongside ice hockey. Fascination with winter sports grew throughout the 1920s, and in 1924 the first International Winter Sports Week was organised in Chamonix. In 1925, this Week (actually 11 days) was recognised by the International Olympic Committee as the first Olympic Winter Games.

Women make their debut

There were no women at the first modern Olympic Games in Athens in 1896. Women gained entrance to Olympic competition at the second Games, in Paris in 1900. A few women (22 out of 997 athletes) were allowed to compete in tennis and golf. Since then, women’s participation in the Olympic Games has increased significantly, and the PyeongChang Games will see the biggest proportion of female athletes.
Every Olympic Games has its own visual identity, which is how the host country makes its mark.

**The emblem**

The primary element of the visual identity is the emblem, a kind of logo that symbolises a given edition of the Games, and which includes the five interlocking Olympic rings. The rings represent the five continents coming together.

The shapes that make up the 2018 Games emblem are derived from the first consonants of each syllable of the word “PyeongChang”, as written in hangul, the Korean alphabet.

The first character .readString() represents a gathering place where heaven, earth and mankind are in harmony.

The second character .readString() represents snow and ice. Its star shape is a reminder that the athletes are the stars of the Games.

The colours of the emblem are identical to the colours of the Olympic rings.

**The pictograms**

Pictograms, the second element of the visual identity of the PyeongChang Games, are used to represent all the different disciplines. They have to be easy for everyone to understand, whatever language they speak. They’re handy for finding your way around the Games venues!

Here too, the designers were inspired by hangul. They took elements from four consonants and three vowels of the Korean alphabet to create 24 dynamic pictograms.
Today, it’s impossible to think of the Olympic Games without the ceremonial lighting of the cauldron at the Opening Ceremony. And yet this tradition was not adopted at the Summer Games until Berlin (Germany, 1936), and beginning with Oslo 1952 (Norway) for the Winter Games.

In an echo of ancient traditions, the flame is lit in Olympia, in Greece, with the help of a parabolic mirror that focuses the rays of the sun. In Athens, the Greek capital, the flame is handed over to the host country of the forthcoming Games.

Once the flame has arrived in the host nation (usually by plane), it begins a relay around the country, punctuated with celebratory events, until it reaches its final destination, the Olympic stadium, where the Games Opening Ceremony takes place. The aim of this relay through the host country is to touch as many people as possible and share the Olympic values (excellence, friendship and respect).

The flame is due to arrive in South Korea on 1 November 2017, where it begins a 101-day journey of 2,018 km across the entire country, involving around 7,500 relay runners. It will be conveyed by some unusual modes of transport, including a yacht, a zip wire and a ski lift!

And of course, we can’t mention the flame without talking about the torch. Each edition of the Games provides an opportunity to create a new torch design. The PyeongChang torch was designed by artist Young Se-kim, whose wish was to inspire happiness in people looking at the flame. The song and slogan that go with the torch relay is “Let Everyone Shine!” It’s a complete programme in itself.
The *hangul*

Once upon a time, there was a very wise king named Sejong (1418-1450), who wanted to help his people to learn. Very few people in his kingdom could read or write, because the Korean language required mastery of Chinese characters, which were highly complex and difficult to learn. The king entrusted a group of scholars with the task of creating an alphabet that would be easy to learn. Thus, in 1446, *hangul* was born. Today, the alphabet is made up of 14 consonants and 10 vowels. To create the characters, three basic figures are combined: dots (representing heaven), horizontal strokes (earth) and vertical strokes (mankind). These days, smartphone keyboards in Korea have only 15 keys, which is all you need to write the entire *hangul* alphabet! And that makes for some pretty fast typing...

Mulberry paper is the ideal material for printing *hangul*. © GettyImages

**Portrait of King Sejong drawn using characters from the Korean alphabet, *hangul*. © 2017 / Yona Lee SA**
Icons of the Games 2/2

It’s not the Games without a mascot! This is another element of the PyeongChang 2018 visual identity inspired by Korean culture.

The mascots

The first official Olympic mascot was unveiled at the Munich Games in 1972. Since then, every Olympic Games has had its own mascot! The mascots are a clear and efficient means of communication. Their role is to embody the Olympic spirit and promote the host country throughout the world. They are popular, fun and dynamic, and they help to create the festive atmosphere of the Games.

The PyeongChang 2018 mascot, called Soohorang, is a white tiger, a sacred animal and a symbol of Korea. Soho means “protection” (of athletes, participants and spectators); rang comes from ho-rang-hi, “tiger” in Korean, as well as Jeongseon Arirang, a traditional song from Gangwon province, where PyeongChang is located. Sohoorang’s white coat is the colour of snow.

The Asian black bear Bandabi is the mascot of the Paralympic Games. It symbolises courage and determination. Banda comes from the word bandal, which means “half-moon” in Korean, a reference to the white patch on its chest. Bi refers to the celebration of the Games.

The PyeongChang mascots are charming and friendly ambassadors for the Games. They have also been transformed into a series of emojis, which can be used in smartphone messaging apps.
Medals

The athletes competing at the Games all share the same dream: to win a gold medal. At the first modern Olympic Games in 1896, winners were awarded an olive wreath and a silver medal. Beginning in 1900, medals were produced in gold, silver and bronze.

While the medal design for the Summer Games must include a representation of Nike, the goddess of victory, on the obverse, the design of the Winter Games medals is completely unrestricted. Every Winter Games becomes an opportunity to create something new and completely original.

Acclaimed designer Lee Suk-woo created a set of highly geometrical and dynamic medals for the Olympic Winter Games PyeongChang 2018. The obverse features the Olympic rings, while the reverse is inscribed with the name of the discipline and event. The words “Olympic Winter Games PyeongChang” are written around the edge in the Latin and hangul alphabets.
Part 2: History and culture of the host country, South Korea
Korea on the podium

Throughout the 20th century, sport has provided a means for South Korea to gain international recognition.

From colonisation to partition

The Korean peninsula, between China and Japan, has been influenced by its two powerful neighbours for centuries. In 1910 the Empire of the Rising Sun invaded Korea, which at the time was beginning to soften its isolationist policy, and embracing baseball and football.

In 1936, the marathon of the Berlin Olympic Games was won by Korean champion Son Kee-chong, competing under the Japanese flag. On the podium he covered the flag of the colonial power on his uniform, in a sign of protest.

After the Second World War, Korea was freed from Japanese rule, but was split into two countries. The North came under the influence of the Soviet Union, while the South turned to the West. In 1948, Korea took part in the London Olympic Games and won its first medals. But it was not until after the Games that the Republic of Korea was declared in South, and the Democratic People’s Republic of Korea was declared in the North.

Between 1950 and 1953 the two Koreas were engaged in a bitter war. It ended when the territory was divided along the de-militarised zone, the DMZ. This was traumatic for the country’s people, and thousands of families were separated. At the time, the Republic of Korea was one of the world’s poorest countries.
Rapid progress

In the 1960s and 1970s, South Korea embarked upon a rapid economic development programme, despite a dictatorial political regime. The country took part in every Olympic Games, with excellent results in boxing and wrestling.

In 1987 democracy was re-established, and the country celebrated by hosting the Seoul Olympic Games in 1988. Olympian Son Kee-chong, then aged 76, experienced the joy of carrying the flame at the Opening Ceremony.

The Olympic Games have provided opportunities for diplomatic rapprochement between North and South, which paraded under a single flag at the Opening Ceremony of the Sydney 2000, Athens 2004 and Turin 2006 Games. In recent years, however, relations between the two countries have deteriorated, and hopes of reunification have receded.

In the front row

Koreans take pride in organising international sports events. In 2002 the country organised the FIFA World Cup jointly with Japan. Defying expectations, the national team reached the semi-finals. Thousands of young Koreans were inspired to join their local football clubs after the event.

Korean athletes have become international stars, such as figure skater Kim Yu-na, who won gold at the Vancouver Games in 2010. In 2012, at the London Olympic Games, South Korea came 5th in the medals table. The country surprised the world by winning six medals in fencing, a sport typically dominated by Europeans.

By hosting the Olympic and Paralympic Winter Games in PyeongChang, Koreans will be deploying their proverbial hospitality to share with thousands of athletes from all over the world the Olympic values of excellence, friendship and respect, under the gaze of millions of television viewers.
Hyper-connected

The Republic of Korea is one of the world’s most advanced countries in terms of new technology, thanks to the influence of such international powerhouses as Samsung and LG. Korea has one of the world’s best internet networks, and Koreans are extremely well equipped with smartphones and computers. Much of their daily life is governed by digital technology, whether they are travelling by underground or taking courses at university. During the PyeongChang Olympic Games, 5G networks will be used to transmit information at unthinkable speeds. “Passion. Connected.” – brought to you by cutting-edge technology!

Koreans enjoy ultra-high-speed internet thanks to 5G.
© GettyImages
Have you got Han Style?

The DNA of Korean culture is expressed by the term “han”. It’s a reference to traditional Korean culture, but it’s also an integral part of Koreans’ ultra-modern lifestyle. That is the secret of Han Style, and you may find yourself hooked!

Hangul
The Korean alphabet, with its minimalist, stylised geometric appearance, has inspired many Korean artists. They took the traditional art of calligraphy (the art of expressing beauty with lines and dots) and used it to inspire and create a contemporary Korean art movement. Kang Byung-in and Ung No-lee are major figures of this movement, and have helped to redefine a national identity. Today, a younger generation of graphic artists is following in their creative footsteps.

Hansik
These days, it’s easy to find a Korean restaurant in any major Western city. Korean gastronomy (hansik) has become increasingly popular. With its steamed rice, meat simmered in a judiciously spiced broth, and a wide variety of fresh vegetables, hansik has all the elements of a balanced diet, with added flavour!

1. The word Hangul drawn using characters from the Korean alphabet. © 2017 / Yona Lee SA
2. Korean cuisine – a plethora of side dishes. © GettyImages
Hanok
Houses built according to the traditional architectural style (hanok) have drawn the interest of architects worldwide, because they have always been based on principles of sustainable development, even before the existence of the term. They are located according to the surrounding topography, with underfloor heating for winter warmth, and a large, airy wood-floored living room to mitigate the heat in summer. Renovated hanok houses are a popular choice of accommodation for visitors to Korea.

Hanji
Traditional Korean paper or hanji is also part of the national cultural heritage. The way it is made, from the bark of the paper mulberry, gives it many important properties: longevity (it can last up to 1,000 years), softness, strength (it was used for armour and for window covering), resistance to mould and insects, transparency, etc. The Korean authorities are keen to promote the use of hanji in libraries worldwide, to help preserve our shared literary heritage. Japanese paper has long been the choice of book restorers, but hanji is becoming a serious competitor.

Hanbok
Let’s set the record straight: hanbok is not the same thing as a kimono! In their everyday lives, Koreans dress Western style, but the traditional costume (hanbok) is still a vital ingredient of wedding ceremonies and Chuseok (a harvest festival when Koreans remember their ancestors). Contemporary fashion designers draw inspiration from this traditional dress, reinventing it with creativity and elegance, and even producing variations for Westerners.
Happy New Year!

Korean New Year in 2018 will fall during the PyeongChang Olympic Games! On 16 February, Koreans celebrate Seollal, the lunar New Year, whose date changes from one year to the next, depending on the lunar cycle. Seollal is an important occasion for Koreans, who meet up with family, pay their respects to their ancestors, eat traditional food, play games and give gifts.

Surname and first name, please!

When Koreans introduce themselves, they give their family name first, which is generally one syllable, followed by their given name, usually two syllables. Wives do not take their husbands’ name, but children take their father’s surname.

새해 복 많이 받으세요

1. Lunar New Year celebrations outside the Gyeongbokgung royal palace in Seoul. © GettyImages
2. Singers and dancers in traditional dress celebrate Seollal with music. © GettyImages
Hallyu, the Korean Wave

The face that South Korea most commonly shows to the rest of the world is known as Hallyu, the “Korean Wave”. You might not realise it, but you have already encountered Hallyu. All those who have seen or heard “Gangnam Style” by Psy, raise your hands!

Going viral
Towards the end of the 1990s, South Korea produced a number of popular cultural products (television series, films, music, video games, fashion and design) that rapidly conquered the whole of South-East Asia. In the early noughties, this “Korean Wave” (Hallyu) spread across the entire world, and made a significant contribution to improving Korea’s image. The internet helped this massive expansion.

Television series sparked a renewal of interest in Korean cooking, with a multiplication of cookery courses, and unprecedented growth in people learning hangul.

K-dramas
Korean soaps such as Winter Sonata and Jewel in the Palace have been spectacularly successful in Japan, China and the Philippines. They have helped to boost tourism to the places where they were filmed. Scenes in Winter Sonata were shot in the ski resort of Yongpyong, one of the venues of the 2018 Olympic Winter Games, which has drawn thousands of Korean and Chinese fans to the site.

The actors have become international stars. These soaps have been exported to Russia, Turkey, Romania and even Mexico, where Korean culture is little known.
**K-pop**

Korean pop is a musical genre that originated in South Korea, combining a variety of popular music genres (dance, electro, light rock, hip-hop, R&B). Often performed by slick and photogenic girl groups or boy bands, K-pop has conquered the world.

Some K-pop groups that have become famous in Europe are Super Junior, SHINee, Girls Generation, 2NE1 and BlackPink. Most of these groups promote themselves through social media, which helps them to reach fans all over the world.

The organisers of the PyeongChang Games have latched on to this phenomenon, naming as Ambassadors Taeyang (a singer in the group BigBang), Kim Woo-bin and Lee Min-ho (soap stars).

**Let’s dance!**

Alongside the modern and media-friendly culture of Hallyu there is a very old and traditional Korean artistic culture. It is still possible to see traditional dance in theatres, often performed by dancers wearing masks and hanbok. The Andong traditional masked dance festival is a cultural highlight. Traditional Korean music (gukak) also has its dedicated venues, which ring to the sounds of astonishing instruments invented hundreds of years ago.
South Koreans love sport, whether they play themselves or enjoy it as supporters. Their best athletes compete with the global elite in international events.
Traditional Korean sports

You’ve probably heard of taekwondo. This martial art, which officially became an Olympic sport at the Sydney Games in 2000, was developed in Korea in the 1950s. During the Japanese occupation, martial arts were forbidden. After the Japanese left, the Korean authorities decided to take another look at traditional martial arts, with a view to forging a new national identity. That was how taekwondo, the “way of the foot and the fist”, was born.

Combat sports are very popular in Korea. Taekkyon, the oldest Korean martial art, is almost a dance, with its reliance on foot techniques. It was included on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO in 2011. Ssireum, traditional Korean wrestling, has been practised in sand circles since ancient times. The aim is to grasp the opponent’s satba (fighting shorts or trousers) and throw them to the ground. The winner is given the title jangsa (“strong man”).

Everyone to the stadium!

When it hosted the FIFA World Cup in 2002, Korea built several new football stadiums, where thousands of amateurs play every week. Korea’s professional footballers are often courted by European leagues. The national team won the bronze medal at the London Games in 2012.

Baseball is also extremely popular, and the national side was rewarded with the gold medal at the Beijing Games in 2008. Golf, tennis, table tennis, long-distance running and archery are all popular in Korea. The authorities support these sports, investing in modern infrastructure and talent-spotting up-and-coming young athletes to train for international competitions.
**Video game competitions**
Where technology meets sport, we get e-sport. Korea is an e-sports champion. The installation of high-speed internet throughout the country has contributed to the growth of online gaming. Television was not far behind, broadcasting matches between the country’s best players, who have now become celebrities. E-sports clubs have also been created, complete with physical conditioning programmes and training regimes overseen by managers. Fans wear the jerseys of their favourite club! Competitions between players from all over the world regularly take place in Seoul.

**Fanbots, robot fans**
Would you like to support your baseball team without leaving your sofa? Well, why not rent a fanbot? A what? A robot, which is also a fan! This is a unique invention from Korea. Fanbots are animated mannequins which, instead of a face, have a screen that can display your photo. Fanbots sit in the stadium alongside the other fans, wearing their team jersey. They take the place of spectators who are unable to travel. With the aid of a tablet or smartphone, you can transmit messages to your team through your rented fanbot. The robot raises a screen above its head, displaying your chosen text. Fanbots can even join in with chants and Mexican waves!
Part 3: Activities to try in class
The PyeongChang 2018 programme

Soon, you’ll know everything there is to know about Olympic winter sports.

In this list of Olympic disciplines, pick the ones that are on the programme of the Olympic Games PyeongChang 2018.

1. Alpine skiing
   - Boxing
   - Curling
   - Ice hockey
   - Rowing
   - Swimming
   - Judo
   - Luge
   - Skeleton
   - Rugby
   - Trampolining
   - Nordic combined
   - Fencing
   - Speed skating
   - Badminton
   - Cross-country skiing
   - Biathlon
   - Sailing
   - Snowboarding
   - Tennis
   - Figure skating
   - Archery
   - Handball
   - Ski jumping
   - Freestyle skiing
   - Golf
   - Short track speed skating
   - Bobsleigh
   - Taekwondo

Here’s a clue: there are 15
2. Divide the Olympic winter sports into two categories: snow sports and ice sports. Can you suggest a reason for this division?

3. In small groups, decide on your favourite Olympic winter sport, and list the reasons why it’s your favourite.

Your group should take 3 minutes to present your arguments to the rest of the class, and try to convince them of your point of view.

The class will take a vote to decide which was the most convincing group.
Pictogrammar!

Put yourselves in the shoes of a designer, and invent your own style to illustrate your favourite sport.

1. Look at all the pictograms for the PyeongChang Games, and identify which disciplines they represent.

[Image of various pictograms]

2. Design a pictogram for your favourite sport. Remember, a pictogram is a stylised and simplified pictorial representation, which acts as a kind of universal language. Your pictogram must be immediately understood at first glance, without the need for explanation.
Part 3: Activities to try in class

3. Prepare an exhibition on hangul: explain its history, its graphical design and the way it has been used as part of the visual identity of the PyeongChang Games.

4. Organise a presentation of your work (an exhibition on hangul and pictograms) for your school or institution, in the entrance hall, the canteen or the library.

5. Write an opening speech on the exhibition for your classmates, explaining your research, your approach and the content of the exhibition.
In pursuit of values

The Olympic competitions take place in a unique spirit. Find out more about the Olympic values.

Print off the three mystery words puzzles – the mystery words will appear in the coloured squares. Fill in the squares vertically with the name of the corresponding image. The images all have a connection with the Olympic Winter Games PyeongChang 2018.

Crossword 1

Mystery word, read horizontally: ____________
Crossword 2

Mystery word, read horizontally:

__________________
Crossword 3

Mystery word, read horizontally:

_ _ _ _ _ _
Role play

Imagine you’re an Olympic athlete!

Read this document carefully, and identify the three Olympic values that govern the Games. In a group discussion, try to identify some more universal principles (e.g. cultural diversity, tolerance, awareness of stereotypes) that emerge from the Olympic Games PyeongChang 2018, and what you have learned about South Korea. Explain your thought processes.

1

2

3

Split the class into three. Each group discusses one value, and thinks about its meaning in the context of the Olympic Winter Games in PyeongChang.

On the basis of this discussion, each group imagines a scene that illustrates this idea in a concrete way, in the context of the Games, during a competition or outside it.

Example: to illustrate cultural diversity, the group might imagine a scene where athletes from different countries meet in the Olympic village. They talk about their culture and their daily lives.
Calligraphy

Try your hand at Korean calligraphy and unleash your creativity!

1. Find out about hangul and its history: who was King Sejong, when did he live, why did he decide to invent an alphabet, how did he do it, what are the advantages of hangul, etc.

2. Organise this information to create an illustrated poster.

3. Write PyeongChang in hangul (see below) using the medium of your choice (felt tips, crayons, pen, paintbrush). Don’t hesitate to use different colours, vary the size of the characters and the way they are arranged, to create a work of art.

4. Display your work (poster presentation on hangul and calligraphy) in a place where it will be seen by everyone in your school or institution.
(Very) special envoys

Pretend you are an accredited journalist looking for the best Olympic news.

During the Olympic Games and/or the Paralympic Games in PyeongChang, four students should volunteer every day to act as “special envoys”.

1. Two special envoys tell their classmates about the events and results of the previous day. You should also look for interesting stories, put them in context and cross-check your sources to ensure your information is correct and reliable.

2. Present this information as a report on the Games, presented orally to the class each day in a dynamic and interesting way.

3. The other two special envoys should read the foreign press (newspapers, television, internet) and look for information on the PyeongChang Games. Compare the way the news is presented from one country to another, and explain the difference.

4. Organise your press review and present it orally to the class.
A class mascot

Design a mascot to represent your class until the end of the year.

1. Based on the example of Soohorang and Bandabi, think about the role of a mascot and what it represents. How does South Korea want to present itself to the rest of the world through these mascots? What qualities, what personality, does the country want to showcase?

2. In small groups, define the characteristics of your class and decide what constitutes its identity. Ask yourselves how you would like other classes to see your class. List these traits as positive adjectives.

3. Pool your conclusions and define a spec sheet for your mascot. What qualities should your mascot possess, if it is to meet these criteria?

4. In pairs, design your ideal class mascot. Draw a picture and give it a name.

5. The class will vote on the winning design. The design will be displayed in class until the end of the school year.
During the Olympic Games, why not introduce all the students in your school to Korean culture, by organising a mini-festival?

Outline the programme of your festival:

1. find some Korean music (traditional and/or K-pop);
2. arrange to show a film by a Korean director (e.g.: As One by Moon Hyeon-seong; Take Off by Kim Yong-hwa; Kids from Heaven by Park Heung-sik; Pacemaker by Kim Dal-joong; Le Grand Chef: Kimchi Battle by Baek Dong-hoon);
3. prepare a Korean buffet as an introduction to Korea's gastronomy;
4. contact a taekwondo club and ask them to put on a demonstration of this martial art at your school;
5. ask around to find out whether someone who has visited Korea can bring in some photos of their trip to show;
6. find out if there are any people from Korea living near you, or if there is a Korean cultural institution or club that has links with Korea, and ask someone to come and give a talk.

Give everyone a role or responsibility depending on their interests. Who should contact whom, for which dates... create an action plan! Don’t forget to ask permission if necessary. Ask your school librarian for help finding information, music, films, etc.

Spread the word about your festival: design posters, send out invitations.

On the big day, be worthy ambassadors of South Korea!
Sujeonggwa

Why not try a glass of Sujeonggwa, a refreshing traditional drink, after a day of winter sport?

Ingredients:
• 100 g fresh ginger
• 3 cinnamon sticks
• 75 g brown sugar
• 75 g white sugar
• a few pine kernels
• 2 litres water

Method:
1. Peel the ginger and slice thinly.
2. Rinse the cinnamon sticks.
3. Put 1 litre of water in a pan, add the ginger and bring to the boil.
4. In a separate pan, do the same with the cinnamon.
5. When the water is boiling, reduce the heat and simmer for around 30 minutes.
6. Remove the ginger and cinnamon with a strainer.
7. Combine the two liquids in a single pan, add the sugar and bring back to the boil.
8. Reduce the heat and simmer for a further 10 minutes.
9. Leave to cool, then chill the sujeonggwa in the fridge for 2 hours before tasting.
10. Sprinkle a few pine kernels into each cup to serve. Geon bae! (Cheers!)
Activity answers

Check the answers to the exercises for pages 30, 32 and 34/35.

The PyeongChang 2018 programme (page 30)

- Alpine skiing
- Curling
- Ice hockey
- Luge
- Skeleton
- Nordic combined
- Speed skating
- Cross-country skiing
- Biathlon
- Snowboard
- Figure skating
- Ski jumping
- Freestyle skiing
- Short track speed skating
- Bobsleigh

Pictogrammar (page 32)

Alpine skiing (speed events) Alpine skiing (technical events) Biathlon Bobsleigh Cross-country skiing Curling

Figure skating Freestyle skiing (aerials) Freestyle skiing (halfpipe) Freestyle skiing (moguls) Freestyle skiing (slopestyle) Freestyle skiing (ski cross)

Ice hockey Luge Nordic combined Short track speed skating Skeleton Ski jumping

Snowboard (Big Air) Snowboard (Boardercross) Snowboard (Halfpipe) Snowboard (parallel giant slalom) Snowboard (Slopestyle) Speed skating
In pursuit of values (pages 34–36)

Crossword 1: The mystery word is EXCELLENCE

Crossword 2: The mystery word is FRIENDSHIP

Crossword 3: The mystery word is RESPECT