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Pinkfong and Baby Shark Introduce Korean Culture to Children Worldwide

KOCIS releases English booklet exploring Korea with Pinkfong and Baby Shark A traditional Korean music-themed music video for children produced in conjunction

The Ministry of Culture, Sports and Tourism (Minister YU In Chon, MCST) and the Korean Culture and Information Service (Director KIM Jang Ho, KOCIS) have unveiled “LET’S EXPLORE KOREA with Pinkfong and Baby Shark,” an English booklet aimed at introducing Korean culture to children worldwide.

This 100-page booklet for children aged 7 to 11 is designed with a fun and easy-to-understand format, involving globally popular characters Pinkfong and Baby Shark. It explores Korea through five chapters, covering symbols and Hangeul, cultural heritage, food, seasons, and cultural arts. Each chapter concludes with a quiz to captivate readers and foster an enjoyable learning experience.

A gugak-style music video for kids to further ignite interest in Korea

KOCIS has concurrently produced a music video incorporating *gugak* (traditional Korean music) featuring Pinkfong and Baby Shark based on the introductory booklet. Combining the Korean folk song *Arirang* with the infectious melody of the Pinkfong Baby Shark Dance (with over 13.7 billion YouTube views), the video invites little kids to sing along.

KOCIS plans widespread distribution of the English booklet to schools and libraries globally through overseas Korean Cultural Centers, diplomatic offices, and embassies. The accompanying music

videos will be available on the KOCIS website (www.kocis.go.kr), social media platforms (Instagram, Facebook), and the Korea.net website (www.korea.net).¹

Director KIM of KOCIS expressed, “Through the English booklet and music videos introducing Korean culture to children worldwide, we aim to foster curiosity and familiarity with the country. We plan to observe the response and consider publishing booklets in languages other than English.”

¹ The multilingual portal run and operated by KOCIS, promoting Korea and the country’s culture worldwide by delivering multilingual news.

