

2025 Korean Speaking Contest for Foreigners

The Sejong Culture and Tourism Foundation is pleased to announce the 2025 Korean Speaking Contest for Foreigners. We look forward to your interest and active participation.

August 1, 2025
CEO, Sejong Culture and Tourism Foundation

Overview

- **(Title)** Korean Speaking Contest for Foreigners
- **(Contest Schedule)**
 - (Announcement Period) August 1(Fri) – September 12(Fri), 2025, 18:00(KST)
 - (Submission Period) August 18(Mon) – September 12(Fri), 2025, 18:00(KST)
- **(Eligibility)** Foreign individuals (youth/adults) or teams (youth/adults) and multicultural families

구 분	기 준
Foreigners (individuals /teams)	Foreign nationals (based on passport) or overseas Koreans whose native language is not Korean (Youth) Born on or after January 1, 2007 (Adults) Born on or before December 31, 2006 ※ Additional points will be awarded to participants enrolled in the foreigner literacy program by the Sejong Institute for Lifelong Education Promotion
Multicultural families (team)	A team composed of a parent (father or mother) and child, in which the parent is not a native Korean speaker

※ Applicants may be asked to submit supporting documents to verify their eligibility

- **(Contest Categories)** Presentation or Performance

Cate gory	Presentation		Performance	
Topic Exam ple	Literary speech	Poem recitation or Storytelling	Performance	Skits: drama/ movie parody/dubbing
	Thematic presentation	"Irreplaceable Korean Language"	Role play	Korean expressions for daily situations
	Explanation	Describe self-created artwork or photos	Sing	Pansori, A cappella singing or Rapping

○ **(Submission Guidelines)** Create a video

Create a video	Submit	Upload	Promotion
1 minute in length, MP4 format	Submit via Email Required: application form, consent form, video file	Videos will be uploaded on the Foundation's YouTube channel within 2 business days	Self-promotion period: Until September 15 * Open Participation
Selection of a field & topic from the options provided	Email to: sjhangeul@naver.com	Organized by the Foundation	Applicants must promote via personal SNS using the following:

- (Create a video) Approx. 1 minute in length, MP4 format
Must feature contest promotional material at video start
New recordings only (no reuse of previous content)
- (Submit via Email) Email to: sjhangeul@naver.com
Required: application form, consent form, video file
- (Promotion) Videos will be uploaded on the Foundation's YouTube channel within 2 business days. Applicants must promote via personal SNS using the following:
Hashtags: #외국인한국어말하기대회세종 #한글문화도시세종
Tag: on Youtube(@세종시문화관광재단), Instagram(@hangeul_sj)
Views and comments on personal SNS will count toward evaluation

○ **(Important Notes)**

- No regional restrictions, but finalists must attend the final round in Sejong City in person (Disqualification for absence; accommodation not provided)
- In-depth interviews will follow each final round performance
- Failure to tag required accounts and hashtags will disqualify promotional score

□ **Preliminary Round**

- **(Evaluation Method)** Based on submitted and uploaded videos
- **(Judging Panel)** Three members including Korean language experts and fluent foreign speakers
- **(Judging Period)** September 16 (Tue) – September 18 (Thu), 2025

- **(Evaluation Criteria)** ※ Bonus points awarded to participants from Sejong Lifelong Education Institute's Korean literacy program

Criteria Details		Points
Content	- Was the content appropriately aligned with the given topic? - Was the story coherently structured within the limited time?	30
Creativity	- Did the presentation reflect the participant's unique personality or style? - Did it feature new and engaging ideas that distinguished it from existing content?	20
Language Usage	- Did the participant use a diverse and rich range of vocabulary and expressions? - Were vocabulary and expressions used accurately? - Were pronunciation and intonation natural?	30
Comments	1 point per comment (max 10 pts)	10
Views	1 point per 100 views (max 10 pts)	10
Sum		100

- **(Selection)** Total Finalists: 14 individuals/teams

※ May vary depending on category and entry volume

Category		Presentation	Performance
Foreign	Youth	2 teams	2 teams
	Adults	3 teams	3 teams
Multicultural Families		2 teams	2 teams

- **(Announcement of Finalists)** September 19 (Fri), 2025
(via website and personal contact)

□ Final Round

- **(Date)** October 11 (Sat), 2025, 13:00–14:40
- **(Venue)** Maehwa Stage, Sejong Lake Park
- **(Participants)** 14 finalist teams
- **(Format)** Composed of a presentation and a short play lasting approximately 3 to 5 minutes.
- **(Judging)** Expert evaluation(70%) + On-site audience vote(30%)
※ Bonus points criteria remain the same as in the preliminary round.

Criteria Details			Points
Expert evaluation	Content	- Was the content appropriately aligned with the given topic? - Was the story coherently structured within the limited time?	20
	Creativity	- Did the presentation reflect the participant's unique personality or style? - Did it feature new and engaging ideas that distinguished it from existing content?	20
	Language Usage	- Did the participant use a diverse and rich range of vocabulary and expressions? - Were vocabulary and expressions used accurately? - Were pronunciation and intonation natural?	30
On-Site Audience Vote	- Top to 6th place: 30-15 pts	30	
Total			100

□ Awards

- **(Awards)** On-site Award Ceremony Following the Final Round
 - Date: October 11 (Sat), 2025, 14:40-15:00 (on-site)
 - Venue: Maehwa Stage, Sejong Lake Park
 - Number of Awards: 14(Includes awards from the Mayor, City Council Chair, Superintendent of Education, Foundation CEO)
 - Total Prize Pool: 1,000만원

Category	Youth	Adults	Multicultural families
	Awards		
Grand	200만원 (1Team)		
Excellence	100만원 (1Team)	100만원 (1Team)	100만원 (1Team)
Runner-up	50만원 (2Teams)	50만원 (2Teams)	50만원 (2Teams)
Encouragement	30만원 (2Teams)		
Popularity	40만원 (1Team)		
Total	1,000만원		

※ Awards subject to change depending on project status

- Video must be approx
 - 1 minute, 1920x1080 resolution
 - Less than 30 seconds or more than 2 minutes = penalty
- At least 80% of video must feature applicant's face without visual aids
E.g. in a 60-second video, at least 48 seconds must show the applicant speaking directly
- Reading from script during recording = penalty
- Use of AI-generated voices or deepfake images = disqualification
- Finalists must provide supporting documents; false info = disqualification
- Prior winners of other contests may still enter if foreign national
- Finalists must attend final & award ceremony
(absence = disqualification)
- All submissions must be received by 6:00 PM (KST) on Friday, September 12, 2025
- Views and comments will be tallied based on data collected at 9:00 AM on Monday, September 15
- Plagiarism or copyright infringement is the applicant's legal responsibility. Awards may be revoked post-facto.

**※ Contact: Hangeul Cultural City Project Team,
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