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Overcoming cultural stereotypes in rural adolescents through extracurricular Korean studies at school

The relevance of the study is determined by the need to overcome cultural stereotypes among adolescents in rural areas, where access to direct intercultural interaction is limited. The popularity of the Korean Wave (Hallyu) creates a powerful motivational resource for familiarization with the culture of the Republic of Korea; however, in rural settings, this interest often remains unrealized and is mediated by stereotypical perceptions formed through media. This article argues that extracurricular Korean studies serve as an effective tool for deconstructing cultural stereotypes specifically in rural educational institutions. The author analyzes adapted forms of work (virtual tours, online exchanges, project activities) that compensate for territorial remoteness. Using examples of specific practices, it is demonstrated how systematic extracurricular activities enable rural adolescents to transition from clip-based perception to critical understanding of Korean culture, develop empathy, and form the foundations of intercultural competence, which is a key factor for their successful socialization in a globalized world.

Key words: cultural stereotypes, intercultural competence, extracurricular activities, Korean studies, rural adolescents, Hallyu, digitalization, project activities.

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