Abstract of the presentation by Eun Hye “Halie” Kang

Title: Interrelationships Between Global Culture and Visual Communication

Global culture has an interrelationship with visual communication. Different cultures define words and their meanings in their own way, therefore creating different perceptions and images. I have experienced such misperceptions since I came to America to study abroad. I was surprised to see a variety of foods in America besides fast food because by watching American movies I thought American food is all fast food. The meaning of “Friend” in Korea is different from that of America. A “Wisdom Tooth” is called as a “Love Tooth” in Korea. Possessive pronouns in Korean reflect collectivism compared to individualism in America. Diverse cultures influence us on how to see the world.