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April 8, 1997

EIU PROFESSOR, ROTARIAN HEADING TO KOREA

CHARLESTON -- Doug Bock of Charleston has spent the last four months studying about the Korean culture, listening to language tapes and reading the Korean Herald in preparation for a month-long trip to South Korea.

The Eastern Illinois University chair/professor of speech communication and 13-year member of the Charleston Rotary Club District 6490 will be the guest of Rotary Club members in 10 cities in South Korea.

Bock is the first member of the Charleston Rotary Club to be selected through an application process to lead a Rotary International Study Exchange team. He will accompany four non-Rotarian professionals on the trip to South Korea which includes visits to the southeastern cities of Kyongju, a major cultural center; P'ohang, an industrial city; and Andong, a major recreational area.

The purpose of the program is to promote international understanding through person-to-person contact. "I'm looking forward to seeing how the people of Korea view things and how they live. I'm going there with an open mind -- to

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BOCK

seek information and not to make judgments," Bock said.

Bock's team left Tuesday for South Korea and will return on May 10. They will be guests of Korean Rotarians, living in their homes and learning about their culture. They also will give presentations to clubs in Rotary District 3630 in South Korea and will meet with professionals in the host country who are in similar career fields. They will do some sightseeing and keep a daily journal of their activities. The Rotary Foundation pays for the study trip, and host Rotarians provide meals and lodging.

As a communications professional, Bock is particularly interested in ways Koreans communicate with others from their own cultures and from different cultures. "There are obvious differences in how Koreans communicate. They are much more formal in their interactions with others than Americans," he said.

For example, he pointed out that Koreans take exchanging business cards very seriously. "If you were a Korean, you wouldn't think of presenting a business card to someone with one hand or while seated. You would stand, present the card with both hands and bow your head. Formal job titles are held in high regard and are used when addressing others."

Although this is Bock's first visit to South Korea, it is not his first experience with the Rotary Group Study Exchange (GSE). He and his wife Gail,

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BOCK

an EIU speech-language pathologist who specializes in the speech problems of children with autism, have hosted GSE team members from Australia, Brazil, Sicily, Japan, Thailand and Argentina.

In late May or early June, Bock and fellow Charleston Rotarians will host a similar Group Study Exchange team from South Korea.

Bock is past president of the Charleston Rotary Club and is the advisor for the Charleston Rotaract Club and District 6490 Rotaract chairman. He has attended five Rotary international conventions and four United States, Canada and Bermuda regional conferences.