

GEOGRAPHICAL NAMES OF THE ZODIAC OF THE YEAR: A PUBLIC AWARENESS PROGRAM



National Geographic Information Institute
Ministry of Land, Infrastructure and Transport

THE OVERVIEW OF PROGRAM

- ▶ The National Geographic Information Institute (NGII) of the Republic of Korea aims to provide information on geographical names and enhance public awareness of geographical names.
- ▶ Geographical names reflect the history of places and the cultural traits of groups who have occupied them.
- ▶ The importance of geographical names has been increasing with the advent of information technology (IT), such as commercial mapping services for mobile electronic devices.
- ▶ The Korean zodiac has been used in the daily lives of people and associated with diverse symbolic meanings.
- ▶ The NGII has released media coverage about place names that are related to the Korean zodiac of the year since 2010, which has received much resonance and increased public awareness of geographical names.

THE PROCESS OF PROJECT

- ▶ Since 2010, the NGII has researched and released geographical names that originated from the zodiacs, such as tiger, rabbit, dragon, snake, horse, sheep, and monkey through major broadcasting systems and newspapers.

Scope and Period of Survey

- ▶ SCOPE: geographical names associated with a zodiac of next year
- ▶ PERIOD: every September to December

Process of Project

STEP 1. Baseline data gathering

- ▶ Using the Geographical Names Database
- ▶ Considering different expressions of the zodiacs (e.g., Native Korean words, Chinese characters, and variants)
- ▶ Pilot survey to find an area for fieldwork
- ▶ Review of books and other materials

STEP 2. Identifying geographical names: 1st round

- ▶ List of names associated with a zodiac
- ▶ Using all possible search words
- ▶ Focusing on etymology section in the database

STEP 3. Identifying geographical names: 2nd round

- ▶ Line-by-line re-examination
- ▶ Using supplementary materials to minimize the possibility of omission
- ▶ Removing duplications

STEP 4. Field survey

- ▶ Visiting areas with the identified geographical names
- ▶ Finding good cases for eliciting public interest
- ▶ Taking photos and searching historical data and maps

STEP 5. Making a press release

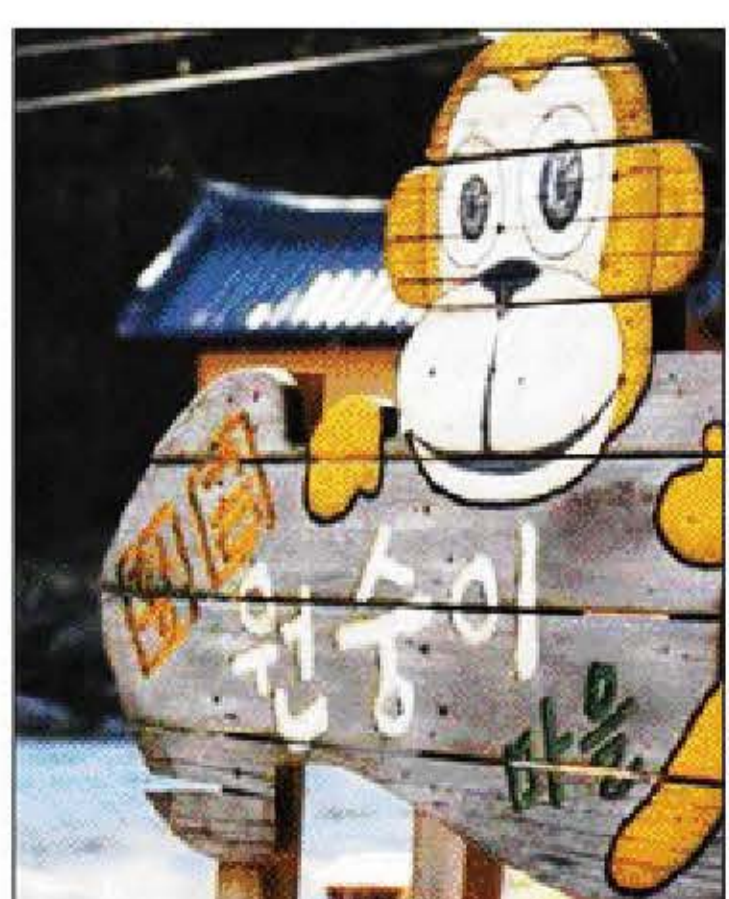
- ▶ Succinct and informative press release
- ▶ Aerial photos are used if necessary

EXAMPLES OF NEWS COVERAGES



TV (▲ Channel A, Dec. 29, 2015) and Newspaper (▼ The Kyunghyang, Dec. 30, 2015):
“There are only 8 geographical names related to monkey all over the country.”

금원산·납생이·곤신봉... 전국에 '원숭이 지명' 찾아보니 딱 8곳



경남의 '황금 원숭이 마을' 표지판.



경남 남해군 납산 또는 원산(猿山).

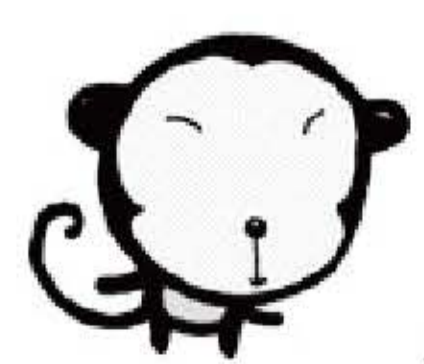
한반도에 살지 않는 원숭이 역사적 흔적 등 많지 않아 십이지 중 '용' 지명이 최다

국토교통부 국토지리정보원은 원숭이(申)해인 2016년 병신년(丙申年)을 앞두고 전국 지명 140만여 개를 조사한 결과 원숭이와 관련된 지명은 모두 8곳으로 나타났다고 29일 밝혔다. 십이지(띠) 중 '용'과 관련된 지

명이 1261개, '말' 744개, '호랑이' 389개인 것에 비하면 원숭이 활용도는 매우 낮은 편이다. 국토지리정보원 관계자는 “한국에 원숭이가 살지 않으니 다른 동물들에 비해 역사적 흔적과 지명이 많지 않은 듯하다”고 분석했다. 원숭이와 관련된 대표적 지명은 경남 거창군과 함양군에 걸친 금원산(金猿山)이다. 금원산은 '황금 원숭이 산'이라는 뜻으로, 이 산에서 금빛 원숭이가 날뛰자 한 도사

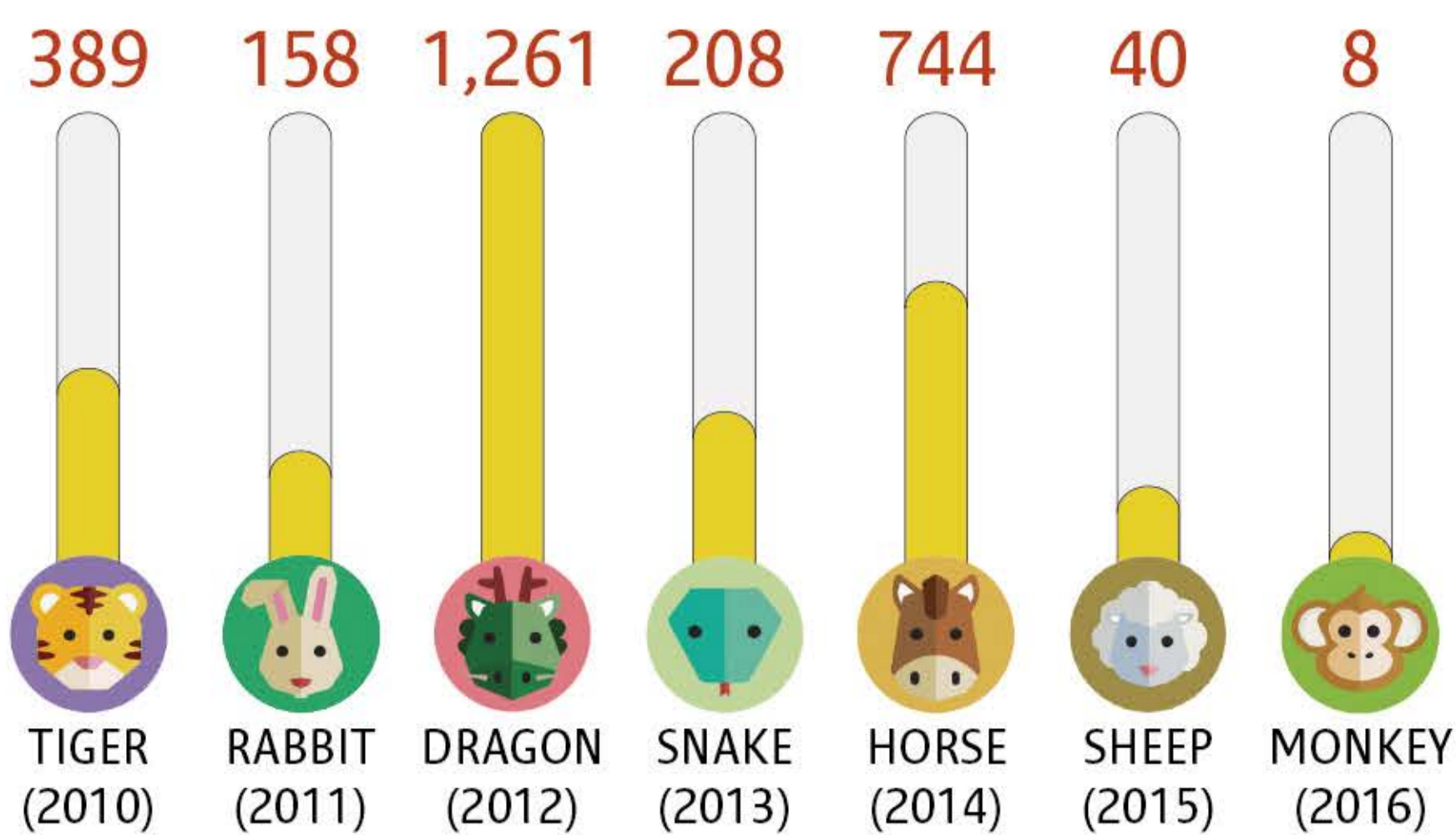
가 '원암(猿岩)'이라는 바위에 가뒀다는 전설에서 유래했다. 이 산으로 들어가는 길목에 위치한 상천마을은 이런 지명 유래를 활용한 벽화 등으로 꾸며진 '황금 원숭이 마을'로 조성돼 있다. 산 인근 거창군 위전면과 북상면 일대는 '원숭이가 뛰어놀고 학이 깃드는 곳'이라는 뜻의 '원학동(猿鶴洞)'으로 불린다. 경기 안성시와 평택시, 충남 천안시에 걸친 평야 '소사(素砂)'들

은 원숭이와 관련된 역사 이야기가 풀고 있다. 소사들은 임진왜란과 정유재란 때 명나라 장수 마귀가 철갑 기병과 함께 원숭이 수백마리를 이끌고 와 일본군을 무찌른 장소로 <택리지> 등에 기록돼 있다. 경남 남해군 이등면의 납산은 산 모양이 원숭이처럼 생겨 '원산(猿山)'으로도 불린다. 경북 영천시 화산면의 '납생이' 마을은 마을에 신(申)자가 들어가 있다. 원숭이(원)의 옛말)이 물을 먹으러 내려왔다고 해 붙여진 지명이다. 전남 영광군 동남면의 순원동마을은 원숭이가 과일을 품고 있는 형상이라 이름이 붙여졌다. 경기 화성시 팔탄면의 신술산(申戌山), 강원 평창군과 강릉시에 걸쳐 있는 '곤신봉(坤申峰)' 등은 원숭이 방위(서쪽) 쪽을 향하고 있어 이름에 신(申)자가 들어가 있다. 윤승민 기자 mean@kyunghyang.com



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THE DISTRIBUTION OF GEOGRAPHICAL NAMES ASSOCIATED WITH ZODIACS



▲ The number of place names associated with the zodiac in the Republic of Korea (2010~2016)



▶ The mural of underground passage at Hoge-dong



▶ The view of Hoge-dong



Tiger (2010): Hoge-dong

(호계동, 虎溪洞: tiger valley)

▶ The name *Hoge-dong* originated from the fact that tigers frequently appeared in the past. Although this area is an urbanized district with many apartment complexes, we can imagine the past of the place through the place name.



The view of Geomnyongso ▲▲



Dragon (2012): Geomnyongso

(검룡소, 儉龍沼: black dragon pond)

▶ According to a legend, a monster serpent swam up *Hangang*. The serpent transformed into a dragon when it reached the place and left a pond after it soared into the sky.



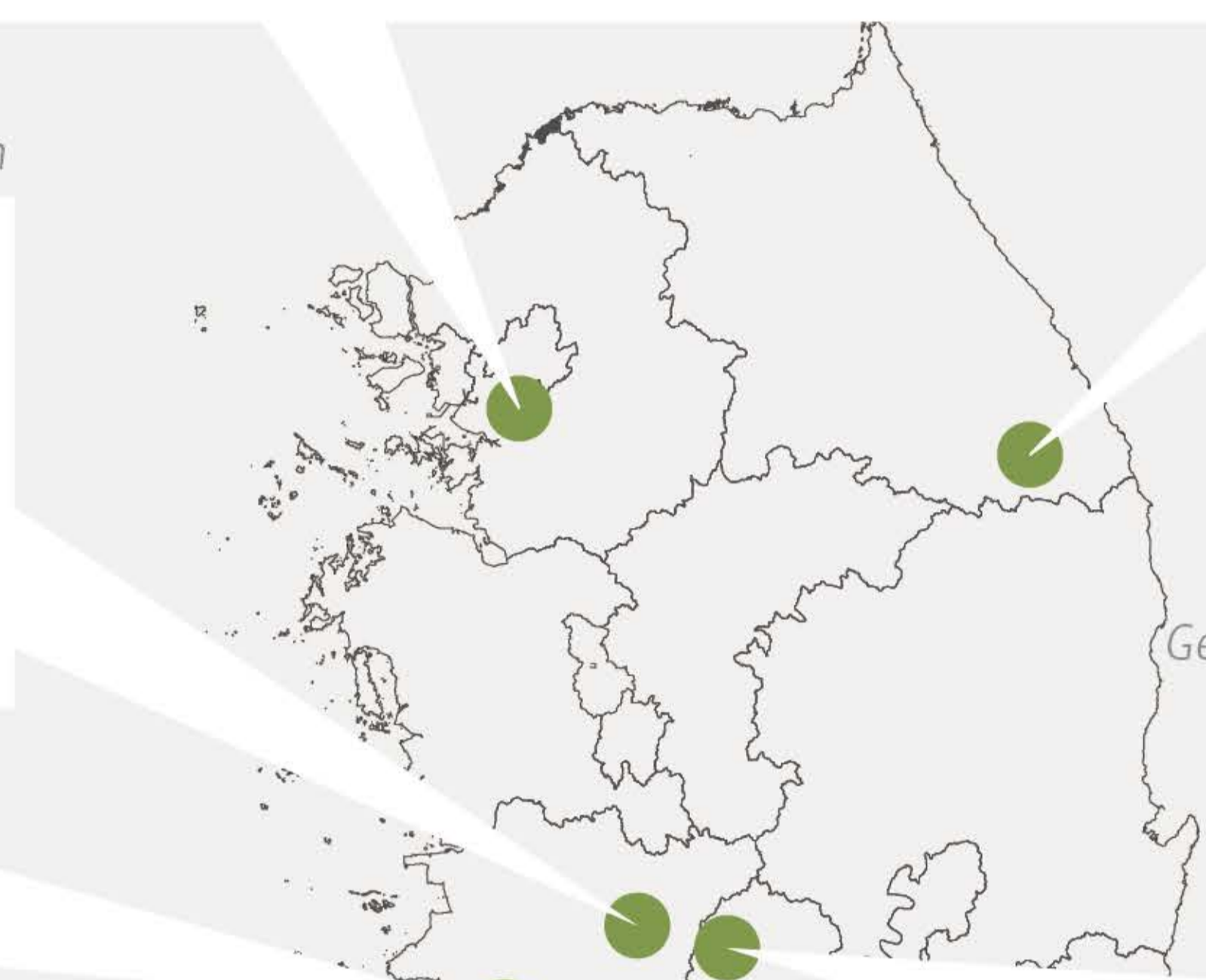
▶ The view of Maisan



Horse (2014): Maisan

(마이산, 馬耳山: horse ear mountain)

▶ When we look at the picture of these two peaks, it is difficult not to think about the ears of a horse.



The view of Geomwonsan



The entrance of Geomwonsan: Golden Monkey Village ▼



Monkey (2016): Geomwonsan

(금원산, 金猿山: golden monkey mountain)

▶ The name originated from a legend that a golden monkey was imprisoned in a rock in the mountain. A village of golden monkey was established at the entrance of the mountain.

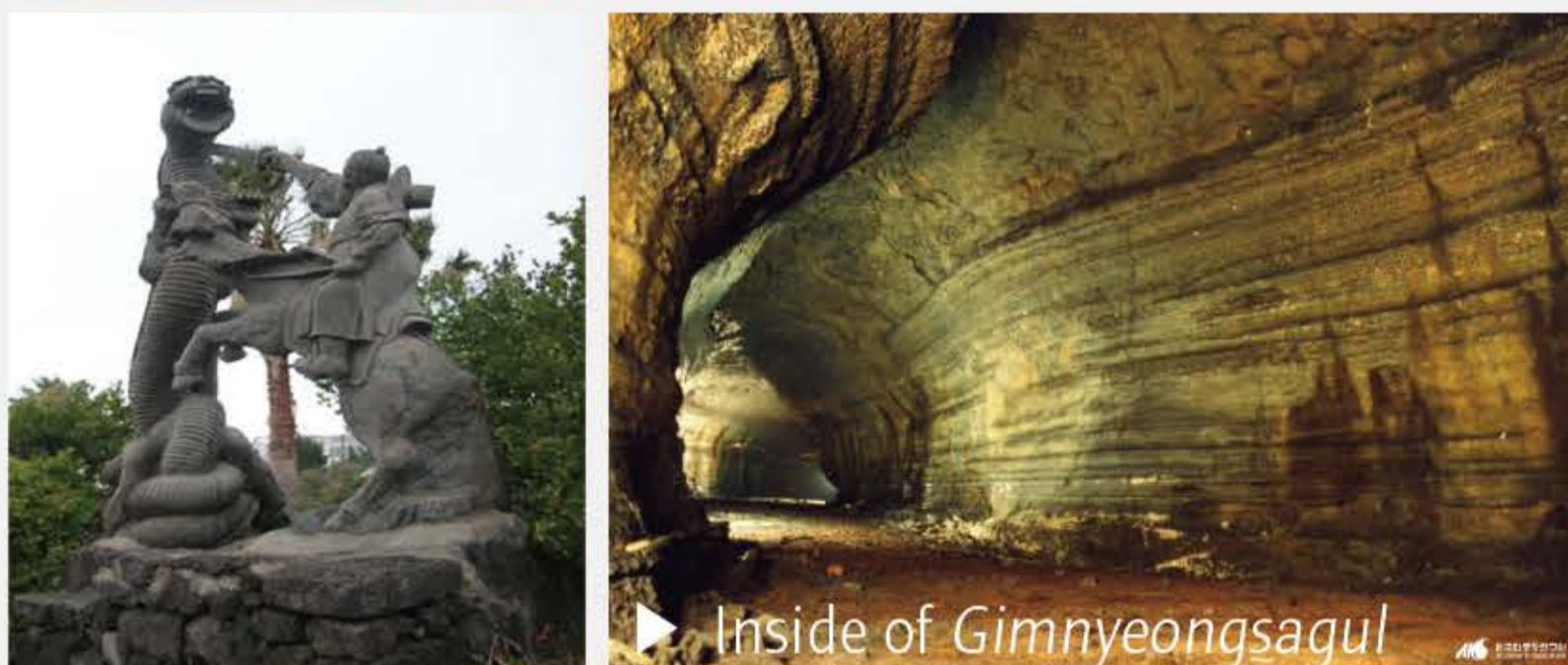


Sheep (2015): Naejangsan

(내장산, 內藏山: mountain that hold many things in it)

▶ The name of this mountain means that it hides beautiful landscapes. However, other folklore etymology is based on the similarity in pronunciation. *Naejang* (內臟) refers to internal organs. People say that the winding valleys and ridges look like an intestine of sheep.

▼ Jeongeupsa (Temple) in Naejangsan



▲ Sculpture: Seorin kills the snake



Snake (2013): Gimnyeongsagul

(김녕사굴, 金寧蛇窟: snake cave at Gimnyeong)

▶ This cave is long and winding like a snake. According to a legend, there was a huge snake with a mysterious power in the cave. Every year a girl had to be offered as a sacrifice to the snake. But 19 year old new brave governor *Seorin* killed the snake.



Rabbit (2011): Bitoseom

(비토섬, 飛兔섬: flying rabbit island)

▶ Two competing etymologies exist about the name of the island. One explains that the shape of the island looks like a flying rabbit while the other relates the name to the folktale of rabbit and turtle. It is possible to find similar folktales throughout East Asia. According to the story, a turtle deceived a rabbit to get his liver for the sick Dragon King. He escaped the crisis by fooling the Dragon King with a lie that he left his liver on a rock.



▲ Statue at Bitoseom related to rabbit and turtle folktales



▶ The view of Bitoseom

THE KOREAN ZODIAC

- ▶ Korean Zodiac is the classification scheme that assigns an animal to each year in a repeating 12-year cycle.
- ▶ Twelve animals are Rat, Ox, Tiger, Rabbit, Dragon, Snake, Horse, Sheep, Monkey, Rooster, Dog and Pig.
- ▶ Each animals represent time and direction, and is regarded as guardians against misfortune.



TIGER

- ▶ January / 3 ~ 5 a.m. / East-East-North
- ▶ Enthusiatic, courageous, ambitious, leadership, confidence, charismatic



SHEEP

- ▶ June / 1 ~ 3 p.m. / South-South-West
- ▶ Calm, tasteful, crafty, warm, elegant, charming, intuitive, sensitive



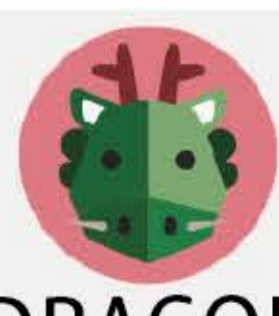
RABBIT

- ▶ February / 5 ~ 7 a.m. / East
- ▶ Trustworthy, empathic, modest, diplomatic, sincere, sociable, caretaking



MONKEY

- ▶ July / 3 ~ 5 p.m. / West-West-South
- ▶ Creative, hope, energetic, intelligent, flamboyant, felxible, diverse, confident



DRAGON

- ▶ March / 7 ~ 9 a.m. / East-East-South
- ▶ Dignity, charismatic, lucky, flexible, artistic, spiritual



ROOSTER

- ▶ August / 5 ~ 7 p.m. / West
- ▶ Creative, hope, energetic, intelligent, flamboyant, flexible, diverse, confident



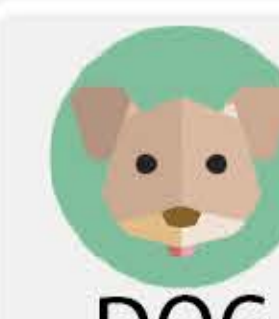
RAT

- ▶ November / 11 p.m. ~ 1 a.m. / North
- ▶ Intelligent, quick-witted, adaptable, diligence, fecundity



SNAKE

- ▶ April / 9 ~ 11 a.m. / South-South-East
- ▶ Philosophical, organized, intelligent, intuitive, elegant, attentive, decisive



DOG

- ▶ September / 7 ~ 9 p.m. / West-West-North
- ▶ Loyal, sociable, courageous, diligent, steady, lively, adaptable, smart



OX

- ▶ December / 1 ~ 3 a.m. / North-North-East
- ▶ Loyal, reliable, thorough, strong, reasonable, steady, determined



HORSE

- ▶ May / 11 a.m. ~ 1 p.m. / South
- ▶ Adaptable, loyal, courageous, strong, ambitious, intelligent, adventurous



PIG

- ▶ October / 9 ~ 11 p.m. / North-North-West
- ▶ Richness, fortune, optimistic, philanthropic, honorable, sociable