Sesame Street in Korea: Another Case of the Globalization
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Research Questions

1. The Globalization process of Sesame Street in Korea: What are the effects of Sesame Street?
2. Sesame Street in Korea: Preschool education or Teaching English?

Globalization of Sesame Street

Co-production
- Open Sesame
- Plaza Sesamo (Mexico)
- Vila Sesame (Brazil)
- Sesamstrasse (Germany)
- Sesastrasse (Holland)

Open Sesame
- Sesamo Apriti (Italy)
- Sesame (Montreal, Canada)
- Bonjour Sesame (Belgium)

3. Teaching English
- Sesame Street in Japan (1971)
- Sesame Street in Korea (1982)

Adaptation process in other countries

Globalization or Glocalization

Sesame Effect in Korea