



Korean Ladder Study Note

셔츠 / 쇼핑 / 슈퍼

ㄷ Before Y-Glide Vowels

Level	Topic	Focus
A1 · Beginner TOPIK 1	Pronunciation Consonants	셔츠 / 쇼핑 / 슈퍼 ㄷ Before Y-Glide Vowels

Study Links

Open this lesson on Korean Ladder

<https://www.koreanladder.com/lesson.html?id=KOR-A1-PRON-CNS-024>

Watch the full video on YouTube

<https://www.youtube.com/watch?v=DJy6j-UeAwk>

Visit koreanladder.com for all free lessons

<https://www.koreanladder.com>

Core Idea

Okay, confession. I went into a store, asked for a 셔츠, and the clerk looked totally confused.

And a friend told me my 쇼핑 sounds way too strong. So which is it? S, sh, or that double one?

좋은 질문이에요. It all comes down to one letter, 시옷, and the vowel right after it.

시옷 뒤에 야, 여, 요, 유가 오면 시옷이 영어 sh처럼 소리 나요.

Conversation Snapshot

Speaker	Korean	Meaning
Hana	준호 씨, 어디 가요? —	Junho, where are you going?
Junho	쇼핑하러 가요. 셔츠를 사고 싶어요. —	I'm going shopping. I want to buy a shirt.
Hana	그럼 저도 갈래요. 슈퍼에서 샴푸를 사야 해요. —	Then I'll come too. I need to buy shampoo at the grocery store.



Speaker	Korean	Meaning
Junho	잘됐네요. 쇼핑몰 옆에 슈퍼가 있어요. —	Perfect. There's a grocery store next to the mall.
Hana	끝나고 같이 커피 마세요. —	Let's have coffee together afterward.
Junho	네, 좋아요. —	Sure, sounds good.
Hana	준호 씨, 어디 가요? —	Junho, where are you going?
Junho	쇼핑하러 가요. 셔츠를 사고 싶어요. —	I'm going shopping. I want to buy a shirt.

Vocabulary & Useful Expressions

Word	Meaning	Example
ㅅ + ㅏ ㅑ ㅓ ㅕ ㅠ sya · syeo · syo · syu	Before a y-vowel, ㅅ sounds sh-like	시옷 뒤에 야, 여, 요, 유가 오면 시옷이 영어 sh처럼 소리 나요.
셔츠 syechoeu	ㅅ Before Y-Glide Vowels	셔츠. Shirt. 셔 has 여 inside.
쇼핑 syoping	ㅅ Before Y-Glide Vowels	쇼핑. Shopping. 쇼 has 요 inside, so 시옷 sounds sh-like.
슈퍼 syupeo	ㅅ Before Y-Glide Vowels	슈퍼. A small grocery store, short for 슈퍼마켓. For a big supermarket, Koreans usually say 마트.
샴푸 syampu	ㅅ Before Y-Glide Vowels	샴푸. Shampoo. 샤 has 야 inside, so the same thing happens.
마셔요 masyeoyo	ㅅ Before Y-Glide Vowels	마셔요. I drink. Listen for the 셔 in the middle.
사요 sayo	ㅅ Before Y-Glide Vowels	Now compare 사요. I buy. 사요에는 야, 여, 요, 유가 없어서 시옷이 그냥 s 소리로 나요. No y-vowel, so a plain s.
셔 syeo	ㅅ Before Y-Glide Vowels	영어의 sh 소리는 입술을 앞으로 쪽 내밀어요. Korean 셔 is different. Keep your lips relaxed.



Grammar / Structure Notes

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ — Before a y-vowel, ㅅ sounds sh-like

샤 · 셔 · 쇼 · 슈

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ — Before a y-vowel, ㅅ sounds sh-like

샤 · 셔 · 쇼 · 슈

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ — Before a y-vowel, ㅅ sounds sh-like

셔츠 · 쇼핑 · 슈퍼

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ

ㅅ + ㅈ ㅊ ㅌ ㅍ ㅍ — Before a y-vowel, ㅅ sounds sh-like

셔츠 · 쇼핑 · 슈퍼

ㅅ + y → 셔

ㅅ + y → 셔 — s sliding quickly into y · sh-like

No lip push

Pronunciation Loop

Phrase	How to practice
셔츠	syechoeu
쇼핑	syoping
슈퍼	syupeo
샴푸	syampu
마셔요	masyeoyo
사요	sayo
셔	syeo
쇼핑 · 슈퍼	syoping · syupeo

Self-Check

- 1 Say 셔츠 / 쇼핑 / 슈퍼 three times: slow, natural, then inside a short sentence.



- 2 Write one original sentence that was not in the video.
- 3 Rewatch the YouTube lesson and pause when the same pattern appears.

Related / Subsequent Studies

Lesson	Why study it next	Link
ㄷ / ㅌ / ㅈ The Three Korean D/T Sounds	A1 Pronunciation: compare ㄷ / ㅌ / ㅈ with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-PRON-CNS-006
ㄹ 발음 The Korean R/L Sound at the Start and Middle of Words	A1 Pronunciation: compare ㄹ 발음 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-PRON-CNS-002
ㄴ / ㄷ / ㅎ The Soft Korean Consonants Beginners Overlook	A1 Pronunciation: compare ㄴ / ㄷ / ㅎ with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-PRON-CNS-008
ㅁ · ㄴ · ㅇ 콧소리 자리 Feeling Where Korean Nasals Are Made	A1 Pronunciation: compare ㅁ · ㄴ · ㅇ 콧소리 자리 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-PRON-CNS-019

My Notes

Your ladder to fluent Korean. This PDF, the website, and the video lessons are free for personal study.