



Korean Ladder Study Note

부끄러워요 / 창피해요 / 쑥스러워요

Embarrassment and Shyness

Level	Topic	Focus
A1 · Beginner TOPIK 1	Vocabulary Feelings	부끄러워요 / 창피해요 / 쑥스러워요 Embarrassment and Shyness

Study Links

Open this lesson on Korean Ladder

<https://www.koreanladder.com/lesson.html?id=KOR-A1-VOCAB-EMO-003>

Watch the full video on YouTube

<https://www.youtube.com/watch?v=LOLyWbeAtbw>

Visit [koreanladder.com](https://www.koreanladder.com) for all free lessons

<https://www.koreanladder.com>

Core Idea

I have a real problem. If someone compliments my Korean, I freeze. Do I say 부끄러워요, 창피해요, or 쑥스러워요?

좋은 질문이에요. A compliment usually makes you feel 쑥스러워요, shy and bashful, not ashamed.

But if you make a big mistake in public and feel humiliated, 창피해요 is more natural.

So English has one big bucket called embarrassed, but Korean splits it into different flavors.

Conversation Snapshot

Speaker	Korean	Meaning
Hana	한국어 발음이 좋아요. —	Your Korean pronunciation is good.
Junho	아, 쑥스러워요. —	Oh, I feel bashful.



Speaker	Korean	Meaning
Hana	왜요? 정말 좋아요. —	Why? It's really good.
Junho	칭찬받아서 좀 쑥스러워요. —	I feel a little bashful because I got a compliment.
Hana	한국어 발음이 좋아요. —	Your Korean pronunciation is good.
Junho	아, 쑥스러워요. —	Oh, I feel bashful.
Hana	왜요? 정말 좋아요. —	Why? It's really good.
Junho	칭찬받아서 좀 쑥스러워요. —	I feel a little bashful because I got a compliment.

Vocabulary & Useful Expressions

Word	Meaning	Example
감정 형용사 + 요 gamjeong hyeongyongsa + yo	feeling adjective + polite ending	맞아요. Today's pattern is very simple: feeling word plus 요. It makes a polite sentence.
부끄러워요 · 창피해요 · 쑥스러워요 bukkeureowoyo · changpihaeyo · ssukseureowoyo	I feel embarrassed · I feel embarrassed or ashamed · I feel shy or bashful	The three key sentences are 부끄러워요, 창피해요, and 쑥스러워요. Each can stand alone as a polite sentence.
부끄러워요 bukkeureowoyo	embarrassed, shy, self-conscious	Let's make the map very clear. 부끄러워요 is a general embarrassed or shy feeling.
창피해요 changpihaeyo	embarrassing, shameful, humiliating	창피해요 is stronger. It points to social shame, a mistake, or something that feels humiliating.
쑥스러워요 ssukseureowoyo	bashful, shy, awkward in a sweet way	쑥스러워요 is not deep shame. It is bashful awkwardness, especially from positive attention.



Grammar / Structure Notes

감정 형용사 + 요

감정 형용사 + 요 — feeling adjective + polite ending

A1 polite feeling sentence

부끄러워요 · 창피해요 · 쑥스러워요

부끄러워요 · 창피해요 · 쑥스러워요 — I feel embarrassed · I feel embarrassed or ashamed · I feel shy or bashful

Korean often omits “I” when the context is clear.

부끄러워요.

부끄러워요 + . — I’m embarrassed. I feel shy or self-conscious.

First, 부끄러워요. It is broad. You may be embarrassed, self-conscious, or shy, and often your face feels hot.

저는 좀 부끄러워요.

저 + 는 + 좀 + 부끄러워요 + . — I feel a little embarrassed.

For example, 저는 좀 부끄러워요 means I feel a little embarrassed or shy.

저는 좀 부끄러워요.

저 + 는 + 좀 + 부끄러워요 + . — I feel a little embarrassed.

저는 좀 부끄러워요. That sounds like a soft, personal embarrassed feeling.

Pronunciation Loop

Phrase	How to practice
부끄러워요	bukkeureowoyo
창피해요	changpihaeyo
쑥스러워요	ssukseureowoyo

Self-Check

- 1 Say 부끄러워요 / 창피해요 / 쑥스러워요 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
배고파요 / 목말라요 / 피곤해요 Everyday Physical Feelings	A1 Vocabulary: compare 배고파요 / 목말라요 / 피곤해요 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-VOCAB-EMO-002
좋아요 / 싫어요 / 무서워요 Your First Korean Feeling Words	A1 Vocabulary: compare 좋아요 / 싫어요 / 무서워요 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-VOCAB-EMO-001
기분이 좋아요 / 기분 나빠요 / 심심해요 Talking About Your Mood	A2 Vocabulary: compare 기분이 좋아요 / 기분 나빠요 / 심심해요 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A2-VOCAB-EMO-001
놀라다 / 걱정되다 / 신나다 Everyday Feeling Verbs Beyond 좋아요	A2 Vocabulary: compare 놀라다 / 걱정되다 / 신나다 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A2-VOCAB-EMO-002

My Notes

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