



Korean Ladder Study Note

포토카드 / 굿즈 / 팬사인회

K-Pop Merch and Fan-Event Culture

Level	Topic	Focus
B2 · Upper-Intermediate TOPIK 4	Culture K-Drama & K-Pop	포토카드 / 굿즈 / 팬사인회 K-Pop Merch and Fan-Event Culture

Study Links

Open this lesson on Korean Ladder

<https://www.koreanladder.com/lesson.html?id=KOR-B2-CULTURE-MED-003>

Watch the full video on YouTube

<https://www.youtube.com/watch?v=XEzXrxrLUv0>

Visit koreanladder.com for all free lessons

<https://www.koreanladder.com>

Core Idea

Okay, real talk. My friend spent a whole afternoon trading tiny cards outside a cafe. Cards! What is going on with K-pop fans and these little photos?

그건 바로 포토카드예요. Those little photos are called 포토카드 — photocards. Fans collect them, trade them, even frame them.

오늘의 핵심 단어는 세 개예요. Today rides on three words: 포토카드, 굿즈, 그리고 팬사인회. Get these and you can survive a Korean fan meetup.

팬들은 포토카드를 줄여서 '포카'라고 불러요. Fans shorten 포토카드 to 포카 — poka. So '포카 모으다' means 'to collect photocards.'

Conversation Snapshot

Speaker	Korean	Meaning
Hana	혹시 이 포카 교환 가능해요? —	Can I trade for this photocard?



Speaker	Korean	Meaning
Junho	네, 저는 최애 포카만 찾고 있어요. —	Sure, I'm only looking for my bias's card.
Hana	그럼 이거랑 교환해요. —	Then let's swap this one.
Junho	좋아요. 양도도 하세요? —	Great. Do you also do transfers?

Vocabulary & Useful Expressions

Word	Meaning	Example
포토카드 poto-kadeu	photocard (collectible idol photo)	그건 바로 포토카드예요. Those little photos are called 포토카드 — photocards. Fans collect them, trade them, even frame them.
포토카드 · 굿즈 · 팬사인회 poto-kadeu · gutjeu · paensainhoe	photocard · merch goods · fan-signing event	오늘의 핵심 단어는 세 개예요. Today rides on three words: 포토카드, 굿즈, 그리고 팬사인회. Get these and you can survive a Korean fan meetup.
앨범 안에 포토카드가 있어요 aelbeom ane poto-kadeuga isseoyo	There's a photocard inside the album.	먼저 포토카드예요. First, the photocard. 앨범을 사면 그 안에 포토카드가 들어 있어요. When you buy an album, a photocard is tucked inside.
포카 poka	short for 포토카드 (photocard)	팬들은 포토카드를 줄여서 '포카'라고 불러요. Fans shorten 포토카드 to 포카 — poka. So '포카 모으다' means 'to collect photocards.'
굿즈 gutjeu	official goods / merch	다음은 굿즈예요. Next, 굿즈 — official merch. 티셔츠, 응원봉, 키링. T-shirts, light-sticks, keyrings. 이 모든 게 다 굿즈예요.
앨범 aelbeom	album (music + collectible)	그리고 앨범이 있어요. And then the album itself. 앨범은 음악이면서 굿즈예요. An album is music and merch at once — that's why fans buy many copies.
응모하다 eungmohada	to enter (a draw / raffle)	좋은 질문이에요. 보통 앨범을 사고 응모해요. You usually buy albums and enter a draw. 많이 살수록 당첨 확률이 올라가요. The more you buy, the better your odds.
티켓을 사야 해요 tiket-eul saya haeyo	You have to buy/secure a ticket.	당첨이 안 되면 티켓을 양도받기도 해요. If you don't win, you can get a transferred ticket. 티켓을 사야 해요 — you need to secure a ticket.



Grammar / Structure Notes

포토카드

포토카드 — photocard (collectible idol photo)

Comes inside albums; each member has their own.

포토카드 · 굿즈 · 팬사인회

포토카드 · 굿즈 · 팬사인회 — photocard · merch goods · fan-signing event

오늘의 핵심 단어는 세 개예요. Today rides on three words: 포토카드, 굿즈, 그리고 팬사인회. Get these and you can survive a Korean fan meetup.

앨범 안에 포토카드가 있어요

앨범 + 안에 + 포토카드 + 가 + 있어요 — There's a photocard inside the album.

먼저 포토카드예요. First, the photocard. 앨범을 사면 그 안에 포토카드가 들어 있어요. When you buy an album, a photocard is tucked inside.

포카

포카 — short for 포토카드 (photocard)

포카 모으다 = to collect photocards

포토카드

포토 + 카드 — photocard → 포카 (poka) for short

Wait — so 포토카드 becomes 포카? Korean loves a good shortcut. So the full word on the card is 포토카드, poto-kadeu.

Pronunciation Loop

Phrase	How to practice
이 포카 교환 가능해요?	i poka gyohwan ganeunghaeyo?
가능해요	ganeunghaeyo
티켓 양도 가능해요?	tiket yangdo ganeunghaeyo?

Self-Check

- 1 Say 포토카드 / 굿즈 / 팬사인회 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
정주행 / Korea's Streaming and Binge-Watch Culture	B2 Culture: compare 정주행 / with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-B2-CULTURE-MED-002
컴백 / 음방 / 직캠 / 응원법 How the K-Pop Industry Actually Works	B2 Culture: compare 컴백 / 음방 / 직캠 / 응원법 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-B2-CULTURE-MED-001
K-드라마 단골 대사 Phrases You Always Hear in K-Dramas	A2 Culture: compare K-드라마 단골 대사 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A2-CULTURE-MED-001
K-팝 첫걸음 아이돌 / 그룹 / 데뷔 for New Fans	A1 Culture: compare K-팝 첫걸음 with this lesson so the boundary becomes clearer.	Open lesson https://www.koreanladder.com/lesson.html?id=KOR-A1-CULTURE-MED-001

My Notes

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