

Volume 2, Number 1, 2005

[From the Editor-in-Chief]

The Korean Culture Industry and Korean Studies

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Chung-Sok Suh

[Articles]

The Korean Wave and Cultural Proximity in Southeast Asia

Pages: 7–44

Jin-Seok Lee, Seung-Ho Kwon and Tae Young Choi

Abstract: Korean Wave has shown its astonishing acceptance in the countries with Confucius traditions such as China, Taiwan and Japan. Consequentially, many researches in the area of Korean Wave conclude that Confucius tradition is the centre of its development in the region. However, this has been challenged by recently emerging, though significant development of Korean Wave phenomenon in Southeast Asian region where tendencies of sharing Confucius values with Northeast Asian countries are less apparent. This research attempts to explain how Korean cultural products gain its competitiveness in the Southeast Asian region using cultural proximity which is formulated by the degree of interactions between Korea and other Southeast Asian countries as an analytical framework.

An Analysis of the Determinants of the Growth of Korean Films

Pages: 45–60

Young Jun Choi, Bum Soo Chon and Mee Hyun Kim

Abstract: This paper examines the determinants of the growth of Korean films using 3 different regression models, the OLS, the SUR and the 3SLS. This study has produced findings that characterize the Korean film industry. First, imported films are regarded as superior to Korean films in the Korean film market. Second, the growth of Korean films is not stable. Third, intensifying competition is a very important factor for the Korean film industry to grow.

International Regimes: Liberalisation of the Telecommunications and Broadcasting Sectors in Malaysia

Pages: 61–94

Hasmah Zanuddin

Abstract: The international market now embraces liberalisation and deregulation through the establishment of the WTO as a multilateral trading system. Hence, we witnessed the demise of the old regime of inter-national telecommunications and broadcasting based on national sovereignty. The GATT/WTO is a prominent example of an international regime. WTO represents the rules-based regime of economic internationalisation policy where commercial interests supersede all others. The conclusion of Uruguay Round of GATT and the inclusion of telecommunication as a trade item under the GATS which was annexed to the WTO in 1997 revolutionised the communications sector. This paper examines how nation states have responded, adjusted and adapted to the conditions of an increasingly internationalising world economy and the impact to the telecommunications and broadcasting sectors in Malaysia.

International Economic Effect of Cultural Capital: Evidence from Korean Wave

Pages: 95–118

Young-Hee Koh

Abstract: Culture industry rose as one of the key industries in the twenty-first century, and much theoretical research has been conducted on the development of cultural capital and its economic effect generated by international trade of cultural products. This study focuses on a comparative analysis on the economic effect of Korean wave, an enthusiastic phenomenon of Korean popular culture that has appeared in Southeast Asia and the development of cultural capital in the Japanese and Chinese markets via international trade on the cultural products. As a result, it has been confirmed that national image, preference ratio towards enterprises, purchasing intentions for product, synergy of practical buying and influences exerted on each industrial sector differ in cultural capital development, and in level of national development stages.

[Korean Studies Updates]

Language Use and Misuse at a Juncture: Notes on Pragmatic Aspects of Terms of Address and Terms of Reference in Korean

Pages: 119–158

Gi-Hyun Shin

Abstract: In this paper we offer an analysis of Koreans' use, current as at late 1980's, of terms of address and terms of reference as part of a study of linguistic politeness. We argue that using these socially indexing devices is more than knowing their conventional meanings and complying with the social conventions, these socially

indexing devices are subject to the speaker's strategic manipulation, and thus the so-called discernment type of politeness does not make any sense.

The Korean Language Teaching and Korean Studies in Thailand in 2005

Pages: 159–166

Charan Chakandang & Tassanee Thantawanit

Korean Studies in Southeast Asia and Oceania: Strategic Cooperation and Development in Research and Education

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Ngo Van Le and Song-Wha Choi

[Book Review]

Review of The Korean language by Iksop Lee and S. Robert Ramsey

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Hyuk Suh