

ENTERTAINMENT MEDIA AND KOREAN MILITARY CULTURE



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การศึกษาเรื่อง “สื่อบันเทิงและวัฒนธรรมทหารเกาหลี” มีวัตถุประสงค์เพื่อศึกษาถึงความสัมพันธ์ระหว่างสื่อบันเทิงและอุดมการณ์รัฐของประเทศเกาหลีใต้ รวมไปถึงวิเคราะห์การสร้างและการผลิตซ้ำวัฒนธรรมทหารเกาหลีผ่านทางสื่อบันเทิง โดยใช้กรอบแนวคิดเรื่อง การผลิตซ้ำทางวัฒนธรรม, การประกอบสร้างความจริงทางสังคม, การครอบงำ รวมถึงภาพตัวแทน เป็นแนวทางในการศึกษา ทั้งนี้ผู้วิจัยได้คัดเลือกสื่อบันเทิงที่นำเสนอภาพทหารเกาหลี 3 ประเภทได้แก่ ภาพยนตร์, รายการชิทคอมและรายการเรียลลิตีโชว์ มาใช้ในการศึกษา

จากการศึกษาพบว่าสื่อบันเทิงเหล่านี้แบ่งออกเป็น 2 ลักษณะ ได้แก่ บันเทิงคดี (Fiction) และสารคดี (Non-fiction) โดยล้วนมีความสัมพันธ์กับอุดมการณ์ของรัฐในแง่ที่มันถูกใช้เป็นเครื่องมือในการถ่ายทอดและผลิตซ้ำอุดมการณ์ของชนชั้นปกครองที่เปลี่ยนไปตามยุคสมัย โดยแบ่งออกเป็นสามยุค ได้แก่ ยุคการปกครองโดยพรรคอนุรักษนิยมและระบอบเผด็จการทหาร (1961- 1993) , ยุคการปกครองโดยพรรคเสรีนิยมและนโยบายตะวันตแสง (Sunshine Policy) (1998-2008) และยุคการกลับมาของพรรคอนุรักษนิยมภายใต้ระบอบประชาธิปไตย (ปี 2008 ถึงปัจจุบัน) โดยแต่ละยุคมีการผลิตซ้ำทางอุดมการณ์ที่ต่างกันในเรื่องของวิธีการซึ่งเป็นผลจากการเปลี่ยนแปลงของบริบททางสังคม ในยุคแรกสื่อบันเทิงถูกใช้ในการโฆษณาชวนเชื่อเรื่องการต่อต้านคอมมิวนิสต์โดยการนำเสนอภาพตัวแทนของเกาหลีเหนือเป็นศัตรูของชาติ, การสร้างชาติและการรักษาอำนาจของกลุ่มทหาร ยุคที่สองนั้นแตกต่างจากยุคแรก โดยที่สื่อบันเทิงได้นำเสนอภาพตัวแทนของคนเกาหลีเหนือที่มีความเป็นมนุษย์และเป็นมิตรมากขึ้น โดยมีจุดประสงค์มุ่งเน้นเรื่องการต่อต้านสงครามเป็นหลัก อันเป็นผลจากนโยบาย Sunshine และอิทธิพลของกระแสเกาหลีนิยม (Korean Wave) ส่วนยุคที่สาม สื่อบันเทิงมีการเน้นย้ำเรื่องความสำคัญของการทหารภายในประเทศมากขึ้น โดยเฉพาะการผลิตซ้ำทางวัฒนธรรมทหารเกาหลีในด้านบวกผ่านทางสองมุมมองคือ ค่านิยมและชีวิตของทหารในกรมทหาร อันเป็นผลจากสถานการณ์ทางการเมืองระหว่างเกาหลีเหนือและเกาหลีใต้ที่ตั้งเครียดนั่นเอง

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The study of “Entertainment Media and Korean Military Culture” aims to analyze the relationship between Entertainment media and Korean State’s ideology including analyzed how Korean military culture it is constructed and reproduced through the entertainment media. The ideas of Cultural Reproduction, Social Construction of Reality, Hegemony and Representation were guideline theories in this study. The researcher also selected three types of entertainment media which portray the image of Korean soldier and had been broadcasted since 2000-Present (2014) that are 1).Films 2).Reality Show 3).Sitcom to study and analyze.

The finding reveals that the entertainment media can be categorized into 2 types that are Fiction and Non-fiction. These entertainment media are related to Korean State’s ideology as it is utilized as a tool to reproduce the state’s ideology which is different in each period. It is divided into three significant periods; “Conservative Administration and Military Authoritarianism” (1961-1993), “Liberal Administration and the Sunshine Policy” (1998-2008) and “The Coming back of Conservative administration under the democracy” (2008 – Present). The ideological reproductions in these three periods are different in term of its methods which are depending on the change of social contexts. In the first period of military regime, the entertainment media was utilized to propagate the state’s ideology that had a main purpose of National formation including its power maintenance. North Korean characters were represented as a national enemy. In the second period, the entertainment media was affected from the Sunshine Policy including the influence of Korean Wave. The significant change was the North Korean characters that were more humanized and represented as a friend. The main purpose of the entertainment media in this period was the antagonism. The third period is focusing on the importance of military as seen in the entertainment media that reproduces Korean Military Culture in two positive aspects of military values and military life in the barracks due to the tense situation between North and South Korea.

Field of Study: Korean Studies

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CHAPTER I

INTRODUCTION

1.1 Research Background

1.1.1 History

The war between the north and the south of Korea ended in an Armistice in 1953. Therefore, technically South Korea and North Korea (officially the Democratic People's Republic of Korea) are still at war. The results of the conflict brought about the division of the Korean peninsula into North and South Korea. There is continuing tension and bad feeling in both countries and they are still far from a peaceful conclusion. After the Japanese surrender in 1945, which ended World War II, Korea was literally divided between a Soviet-occupied northern half and a U.S.-supported southern half. At this time a man called Kim Il-sung returned with other Soviet-trained Koreans to set up a provisional communist government under Soviet influence in what would become North Korea. He became the first premier of the newly formed Democratic People's Republic of Korea in 1948

North Korea under Kim Il-sung's rule used antagonistic policies threatening the uneasy relationship between both nations. Moreover, Kim Il-sung isolated the nation and created a military state as a means of defense against any possible invasion from the United States. As a result of the North's rapid militarization, South Korea's military was placed on high alert, close to levels seen during the height of the Korean War. The military administration in South Korea operates on the assumption that there will be another conflict on the scale of the Korean War, which killed almost three million soldiers and civilians.

All-able bodied Korean males have to serve two years military service. In the period 1945 to 1948, the U.S. Army military government in South Korea directed the process of instituting a modern military set up. However, the elite of the South Korean military consisted mainly of the officers who were trained by, and had served in, the Japanese Imperial Army and had molded a rigidly authoritarian culture in the Korean military. This was especially so in Park Chung-hee's regime from the 1960s to

the late 1970s, when he dominated both military and domestic politics. As a result, while the formal organizational structures of the Korean military closely resembled that of the U.S. military, social relations among soldiers in their daily routine mimicked those in the Japanese Imperial Army. (So Hyo-il 1995, 2:72; Yi Tong-hui 1982, 264, 265, 317)

In the period of Park's regime, the military had been developed to be linked with a sense of "National obligation." The identity of the armed forces as a fighting machine was very much one of sacrifice of the individual for the sake of a larger goal; the security of the nation. To make civilian individuals willing to accept this sacrifice, the military services have assumed that civilians have to be transformed into soldiers willing to carry out orders without critical thinking and reflection. This transformation was to be achieved through a process of intense and repetitious physical discipline, as well as a daily routine of collective living in barracks.

In addition, Park's regime managed to alter the negative social meaning of military service and establish it as a man's national duty through conscription and other related policies. Therefore, anyone who avoided serving was punished since it is regarded as a national obligation, which cannot be avoided. Moreover, the priorities of Korean social culture are "National Defense" and "National Interest". This has affected the importance of military service in Korean society.

However, military service had to face the emergence of resistance in the 1980s under the rule of President, Chun Doo-hwan. Chun's regime faced this problem among male college students. Some male students refused to take the military drill course established during the previous decade under Park's rule. They demanded the removal of conscription because they perceived it as an instrument of military dictatorship. The regime used the conscription system to punish student activities. This kind of abuse and punishment added further negative perceptions to military service among young Korean men and their families. Therefore, Chun's regime had to change their policy to be softer in order to promote popular willingness to accept military service and eliminate resistance. Finally, according to a 1985 survey report on military service and socialization of young men, a majority of male college students, who had previously resisted and criticized military service

more than other social groups, accepted the duty. They thought that they could learn patriotism, endurance, and masculinity through military service.

1.1.2 Military Culture in South Korea

As military service became linked with a sense of national duty it became more important to the people and is now a topic in Korean society which can be heard in everyday conversation, especially at drinking parties. In South Korea, serving in the military is one of the rites of passage of every Korean man. There are many popular sayings showing the social meaning of military service and the attitude of Korean men and military service such as, “a man has to serve in the military to play a man’s role” (남자는 사람구실하려면 군대 갔다 와야 한다.) and, “a man has to serve in the military and then he will be a real man” (군대가야 남자가 된다.) Additionally, military service is considered as inclusive among Korean men. Therefore, anyone who did not serve in the military will not be accepted and will be regarded as an effeminate or inferior man.

Military culture is an aspect of Korean culture which has a close relationship with society. In the armed forces Korean men have to wear the same uniform and do the same things. If only one person makes a mistake, the whole group has to be punished together. At the core of military culture is the class system. If an officer orders something, it is normal to do it without question. These characteristics have made military culture a subculture in the society. [1]

Most Korean men think that military experience builds tolerance for dealing with arbitrary problems that result from a hierarchical organization which requires unquestioning loyalty because their lives are full of situations in which they simply must bear unpleasantness that they do not wish to deal with.

1.1.3 Korean Entertainment Media related to Military and War

Sixty years after the start of hostilities, the Korean War remains far from being forgotten by those who live on the Korean peninsula. With many people were killed, families separated and the country reduced to rubble, the war left a permanent scar

on Korean culture. Over the years, entertainment has acted as a key weapon in efforts to interpret and preserve in memory the events of the hostilities, for both the South Korean military government and individual filmmakers with differing agendas.

There are many entertainment products especially films that have portrayed the image of combat and also the image of the military, as South Korean society was affected by the memory of the Korean War and military culture as a result of the military rule for a long period. In the case of Korean films, there are many which portray the war divided into periods as shown below: [2]

The 1950s – The Korean War began on June 25, 1950 and continued until 1953. During the conflict, there were very few feature films produced. Most of those tended to focus on raising morale for the war effort.

The 1960s – The 1960s was the golden age of Korean film as well as seeing an increased interference in the film industry by the military government. A number of films from this time take a more humanist approach, focusing on the tragedies of war. In this period, the government utilized film as a tool for propagating its own views of the hostilities and preventing alternative viewpoints from reaching the screen. An award was even established as part of the government-sponsored Grand Bell Awards to reward the most strongly anti-communist film of each year.

The 1970s – The 1970s was an age of much stricter government censorship. The war films generally feature a simpler moral framework than the works of the previous decade, and they were crafted chiefly for entertainment purposes.

The 1980s and 1990s – The 1980s is mostly considered as a period of artistic renewal for the Korean film industry. Although censorship remained an issue, several complex and thought-provoking films opened up new, personal perspectives on the war. A gradual loosening of government censorship starting in 1988 allowed filmmakers to cover topics that were previously off-limits. For example, the critical portrayals of U.S. troop presence in Korea, and the sympathetic portrayals of North Korean soldiers.

In addition, it is not only the films but also television programs which portrayed images of the military and warfare. In the past, the television media in

South Korea was also pressured by the military government. One of the most popular television programs in the 1980s was a military related program called “The Stage of Friendship” (우정의 무대) aired on Munhwa Broadcasting Corporation (MBC) from 1989 to 1997. “The Stage of Friendship” was a Sunday variety program which aimed to encourage serving soldiers in the duty of national defense. The program went out to the military bases around South Korea and also let rank and file soldiers participate in the program. As its aim of encouragement for soldiers in military camps, there were performances from many famous singers as well as the popular actors and actress of the day. Because this program was broadcasted on MBC, a public channel, the publicity image of each military bases were always presented in every episode. “The Stage of Friendship” was abolished as a result of the controversy related to the MBC misappropriation of public money. [3]

Accordingly, we can notice that the military-related entertainment media in the past merely had a role for national security and propaganda. But recently, military shows are becoming increasingly attractive and more for fun rather than for security or ideological purposes. [4] Nevertheless, military and war related shows are still aired even to the present day. This study will look closely at its portrayal and purpose and analyze if any ideology or propaganda are hidden inside.

Based on its popularity, contents and presentations among all the military-related entertainment media that are mentioned and searched in such mainstream sites of South Korea as www.naver.co.kr, including the viewer rating surveyed by media research firm Nielsen Korea (닐슨 시청률), the researcher selected the following three entertainment media to be part of this study. As shown below:

- 1). Five films - four mainstream films and one independent film
- 2). One sitcom
- 3) One reality show

The mainstream films are, “Joint Security Area”, “The Brotherhood of War”, “Welcome to Dongmakgol” and “The Front Line”. All of these mainstream films portray an image of war and Korean military. They are mainly successful in terms of incomes and awards. Another film is an independent film called, “The Unforgiven”. It

was about the painful experiences of compulsory military service. The film was a smash hit for its critical reflections on 'masculinity', not just in Korea or with the military, but in contemporary society in general. [5]

Next is a sitcom called, “Blue Tower” (푸른 거탑) which has become a subject among Korean people after airing on tvN (a cable channel in South Korea) in 2012. “Blue Tower” is a military-themed TV sitcom based on real army experiences. [4] It was so popular and was commissioned for a second season –The title was changed twice; Blue Tower Zero and then Blue Tower Returns. This sitcom got high viewing numbers, even though it aired on cable TV. Therefore, it was considered a great success among the cable channels in South Korea.

The third sample is a popular television show about taking part in military service called, “Real Men” (진짜 사나이). It is a reality show, which presents the experience of military life through celebrities in Korean military barracks. Each week all of them visit and experience life with different military bases around South Korea. They are treated as rank and file soldiers. The production team tries not to interfere during filming. The show debuted on April 14, 2013 with viewer figures rising to a peak of 14.5 percent as of June 9, research firm Nielsen showed. [4]

In a country like South Korea, where military service is compulsory, a reality TV show about the life of soldiers has become a rating sensation. With the show’s realism, male viewers can empathize with the struggles of the participants. Indeed, the show’s popularity has encouraged Korean men to begin to share their own stories of military life and despite its title; “Real Men” is also proving popular among female viewers as well.

In summary, this researcher is interested in Korean military culture and military experience which is portrayed through different types of entertainment media. It will be useful if the researcher studies and analyses its relationship and finds some meaning or aspects of military culture and its values which the producers of entertainment media may attempt to transfer to the viewers. Thus, the viewers will be able to analyze the media contents and will not be a victim of information.

1.2 Research Objective

This is intended to be a study of entertainment media and Korean military culture. It aims to look into the relations between entertainment media and Korean state's ideology. Including attempts to analyze how Korean military culture is constructed and reproduced in the entertainment media.

1.3 Research Question

1. What is the relationship between entertainment media and Korean state's ideology?
2. How is Korean military culture constructed and reproduced in Korean Entertainment?

1.4 Research Significance

1. To understand how military culture is constructed and reproduced through the selected entertainment media.
2. To investigate and analyze what the relation between entertainment media and Korean state's ideology is in each age.
3. To understand South Korean's military life and culture emerging in the armed services.

1.5 Conceptual Framework

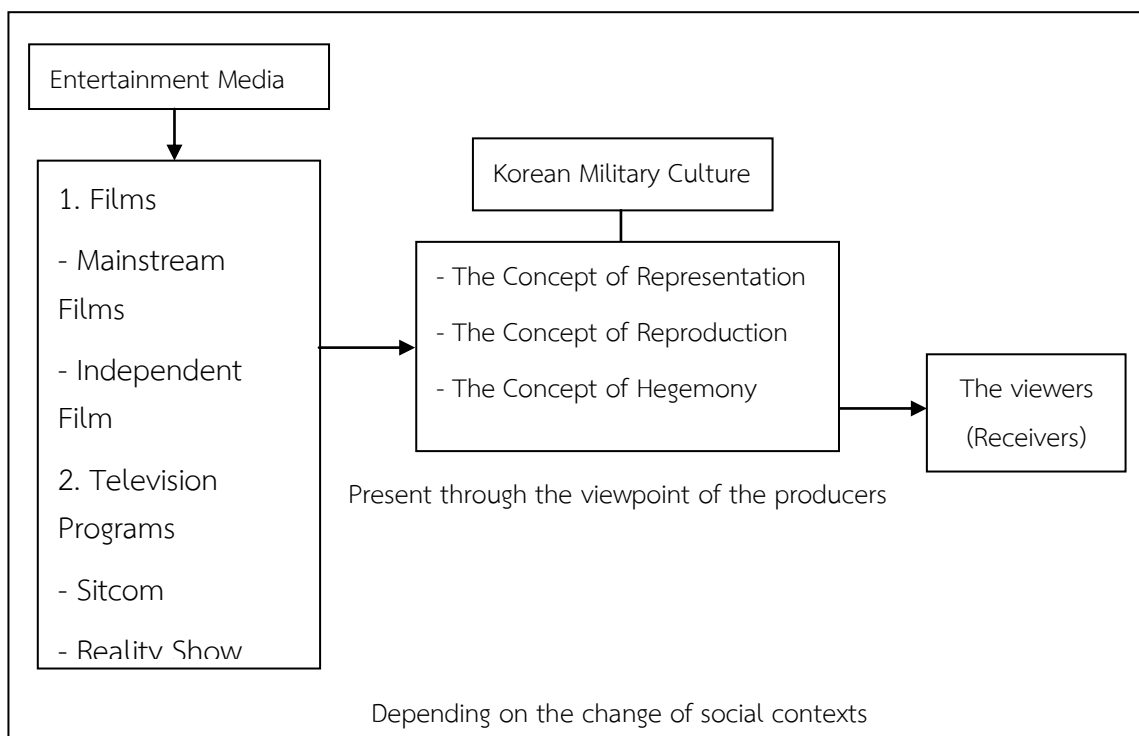


Figure1.1 Conceptual Framework

CHAPTER II

RELATED THEORIES AND LITERATURE REVIEW

The research for “Entertainment Media and Korean Military Culture” is conducted under related concepts, theories and researches as follows:

- 2.1 The concept of cultural reproduction
- 2.2 The concept of social construction of reality
- 2.3 The concept of hegemony
- 2.4 The concept of representation
- 2.5 Military culture in South Korea
- 2.6 Military and media in South Korea
- 2.7 Korean male celebrities and military service
- 2.8 Media in South Korea
- 2.9 Other Relevant Research

2.1 The Concept of Cultural Reproduction

Kanjana Kaewthep (1996) [6] discussed that many systems of thought have been produced around the world. However, some of this had been produced and existed for a while, leaving only a few main ideas to be passed on. The main reason why some ideas still remain is because they are transferred through the social institutions and mechanisms of a society to the members in order to acknowledge them. It is the process of reproduction similar to the explanations of many political economists who also mentioned the concept of production and reproduction in that when something is produced, there is a necessity to always have reproduction in order to sustain it.

Tony Bilton (1996) explained reproduction as it is applied to culture in that it is a process by which aspects of culture are passed on from person to person or from society to society. It is the transmission of existing cultural values and norms from generation to generation. Cultural reproduction refers to the mechanisms by which continuity of cultural experience is sustained across time. It often results in social reproduction, or the process of transferring aspects of society such as class from generation to generation. [7]

Raymond Williams (1921-1988) also explained about the concept of cultural reproduction by beginning from the basic concept of culture that it is constructed all the time and everywhere for example, the emergence of new words or new trends of unusual fashion which we notice. However, these newly produced cultures will not be sustained and will disappear in a short time if there is no process of reproduction. Older culture is also sustained or lost depending on the process of this concept.

Cultural reproduction can emerge from the environment the person exists in such as family and educational institutions. Moreover, it is found that cultural reproduction is passed on by mass-mediated culture. Raymond William had views on this idea and said, "While the social practices emerge every day, it also affects the new culture to emerge each time. However in the long-term, only some cultures will continue because it is passed on. Reproduction can be done in many ways, for

example the maintenance of all its forms, content and original meaning or the adaptation of its forms while maintaining the original meaning or in contrast keeping only its form but changing its content and meaning.”

Especially in the present day – the era of “Cultural Industry” – in which the mass media is a key principle to create a new culture for the society. The mass media becomes a stage of struggle to define the meaning and a proposer of the “Privilege Form of Discourse”, which has other attitudes, expectations and meanings hidden in it. The mass media is compared as the producer of cultural product in the cultural industry where the media can transmit some ideology (Reproduction of Ideology) to the people in that society.

In this study, the researcher uses the concept of cultural reproduction as a guideline to analyze the relationship between entertainment media and Korean military culture. The researcher will find the reproduction of military culture in entertainment media whether there is a reproduction of some meaning or some values which they attempt to sustain across time and analyze how the entertainment media constructs and presents the meaning, values or ideology of Korean military culture through the selected variety show, film and sitcom under this concept.

2.2 The concept of the Social Construction of Reality

Ferdinand De Saussure (1857-1913), a linguist and pioneer of sociology, explained the relation between language and reality in that reality is constructed by language. From this basic concept of reality, Stuart Hall explained that in fact there is no such thing as reality until someone constructs it. Hall applied this basic concept to explain the case of mass media in which it is not only the ideological machinery of society but also plays a role in the social construction of reality at the first step and transfers that constructed reality which has various versions (depending on what kind of program the media produced) to a group of receivers.

As we can notice in the present, the media is an important institution which can structure reality. The social construction of reality through the media can affect

the receivers or audiences in three steps. Firstly, the constructed reality will be kept in the stock of knowledge which will construct attitudes and values. (Peter Berger and Thomas Luckmann, 1966 cited in Bongkot Sewatam, 1990) In the second step, the receiver will respond to, or react against that, constructed reality and then that collected information will be organized in the receiver's mind and finally becomes the world of reality which is constructed by the media.

The method of ideological study in the media under the concept of social construction of reality can be divided into two methods as follows:

The first method is to analyze the ideology which emerges in the media production for example the language used, the implicit analysis of meanings including analysis of the media consuming process of the receiver.

The second method is to study the ideology within the boundaries of the cultural production process including other ideologies which appear in the society at large.

In this study, the researcher uses the concept of social construction of reality to study, analyze and explain the entertainment media which may construct some ideology of the Korean military culture and transfer to the society at large.

2.3 The Concept of Hegemony

Antonio Gramsci (1891-1937) was an Italian cultural Marxist theorist. One of his well-known ideas was the concept of hegemony or ideological dominance. Gramsci defined the word in two aspects. One is political hegemony which means the establishment of one political system to become dominant in the society and another aspect is cultural hegemony which has similar meaning as political hegemony but changes into the aspect of culture. Cultural hegemony can be described as the domination of a cultural diverse society by the ruling class who manipulates the cultures, beliefs, explanations, and perceptions, including values of the society.

Hegemony is the explanation of the success of the ruling class in presenting their ideologies, their view of the world and its acceptance by the other classes as common sense by consent. This general consensus is the only sensible way of seeing the world. Any groups who present an alternative view are therefore marginalized.

Gramsci explained the media analysis under the concept of hegemony in that the reason why today's society can continually reproduce itself is because of the social apparatus categorized into two types; repressive apparatus (police, prison, law and court) and ideological apparatus (family, education, religion and mass media). From these two types of apparatuses, Gramsci gave more attention to ideological apparatus because it is more efficient and always involved in the process of everyday life. The institutions in the ideological apparatus will cultivate and educate the thoughts, ideology and values of people in a society until they accept it by consent not by coercion. (Kanjana Kaewthep, 2000: 142)

The media, as it is a tool for creating and maintaining hegemony of the ruling class, continually transmit data and information to the public by using different types of media for example news and entertainment. The media will not use violence but will insert ideas and ideologies in the media production and its content until it affects the power structure in the society as well as the social values, which will become more natural and can be accepted unquestioningly as if it was a common thing. Therefore, if any group can control the media, they will have a powerful tool of influence.

In this study, the researcher will use the concept of hegemony to study and analyze the entertainment media which can be harmonized by some groups of people. The production of entertainment media might be inserted with some ideas and ideologies especially those of Korean military culture which appear in the selected media production in the study.

2.4 The concept of Representation

According to David Chandler (2006), he defined representation as it refers to the construction in any medium (especially the mass media) of aspects of reality

such as people, places, objects, events, cultural identities and other abstract concepts. Such representation may be manifest in speech or writing as well as moving pictures. The term refers to the processes involved as well as to its products.

The easiest way to understand the concept of representation is to remember that watching a TV program is not the same as watching something happen in real life. All media products represent the real world to us; they show us one version of reality, not reality itself. Thus, the concept of representation in media studies means thinking about how a particular person or groups of people are being presented to the audience.

The key points of representation are as follows:

Representation becomes more familiar through constant re-use and comes to feel “natural” and unmediated. A key concern is the way in which representations are made to seem natural, despite the fact that they change over time.

- Representation is unavoidably selective, foregrounding something and backgrounding others.
- Representation requires interpretation – meaning is often subject to individual interpretation.
- Representation always involves “the construction of reality” from a particular point view.
- Systems of representation are the means by which the concerns of ideologies are framed to create ways of looking at texts; such value systems position their subjects.

2.5 Military Culture in South Korea

2.5.1 History of Military Culture in South Korea

Son Su Tae (1998) explained that Korean society had applied martialism (상무정신) as a traditional culture for a long time. It was considered as normal culture, which played an important role in the Koguryo period (고구려), Baekje (백제), and three states of Silla (신라의 삼국) by the warrior class.

However, the present connotation of military service in Korea began after liberation from Japan in 1945. During the 35-year period of colonial rule, the Korean military was affected in many ways by Japan and the United States, but especially in modern military methods. One of the characteristics of Korea after the division in 1953 was an ideological confrontation between the same races because the Korean War ended with an Armistice. It was the reason why both North and South Korea still have an indirect state of undeclared war. And South Korea also had the political intervention by the military and political transformation which affected the strength of the armed services.

Korean military culture emerged, along with the change of society into a modern society, including other social phenomenon such as democratization, industrialization and the transformation into an information-oriented society (정보화 사회) which had influences on the emergence of Korean military culture in today's society.

2.5.2 Criticisms of Korean Military Culture

Son Su Tae (1998) said there are many criticisms of Korean military culture in society in both positive and negative aspects. Positively speaking, Korean military culture is considered as an ideal driving force in the development of the country such as role performance, spirit of team work, service, sacrifice and obedience including an improvement of national and democratic consciousness. Military training especially is perceived to benefit one's self-control, patriotism and discipline, which are very important in the society.

On the other hand, there are also some negative criticisms saying that Korean military culture lacks individuality because of some values in the organization such as collectivity, bureaucracy and an innate respect for authority, which are regarded as significant problems. Authoritarianism, uniformity, collectivism and formalism are counter to modern society's values based on diversity and democracy.

The emergence of political intervention by the armed forces as a negative undemocratic element has damaged South Korea's democratization process and

development. These aspects are the reason why Korean military culture has become a target for criticism.

2.5.3 Military Life and Social values in Korean Society

Son Su Tae (1998), considered serving in the military as one process of socialization which all Korean men have to experience, included with other processes of socialization that begins at birth and continues throughout life such as family, school and work.

The armed forces can be considered as a learning institution, which is an important part of socialization. It is a process of preparation for maturity and life in the society. A military organization demands group solidarity and cohesion and has to conform at a higher standard than expected in other organizations in society. Furthermore, the armed forces have collectivity as a common goal. It unconsciously affects each member to bond as a unit with other members through group coexistence.

Life in the armed forces is typified as when a person has no freedom to choose their colleagues. It is necessary to modify behavior because they have to live together for a long time. Therefore, there are some difficulties emerging in this situation because of the possible conflict in individual values.

The acceptance of other ideals, values and norms among the military contributes to their development of awareness and intelligence. When they are discharged back to society, individuals will be able to adapt the values and norms in organization that has already taken place within their minds. Therefore, military life can be considered an important influence affecting values.

Moreover, the process of socialization in the armed forces also creates a social personality which can achieve the organization's demands. Always being expected improves sociality (사회성) such as a spirit of team work and easy-going personal relationships.

In adolescence, an identity crisis of sorts is common. However, sometimes people living in a controlled situation cannot find their self-identity and get into

trouble. On the other hand, people living in the armed forces have to adjust to a new environment in order to do their duty.

Jin Hwan Park (2006) [8] mentioned that through the strict discipline of living in the military, people will learn to keep the rules, and control wants. Son Su Tae (1998) wrote that people will examine themselves through the experience of the military. They will find their own good and bad points, for example a correct perception about themselves which used to be unclear when they lived with their parents. This process finally lets them find their self-identity.

Although there are some difficulties in the military life, people who serve not only attain the national requirement as a citizen but also gain an advantage by becoming a mature person through a socialization process – while people without military experience are often still immature. Evidence indicates that the military organization's role is very important as a social institution. It is a process in socialization and becomes the commonly held idea in Korean society that “군대에 갔다 와야 사람이 된다.” “A man will be a real man after serving in the military service”.

Hong Goo Han (2009: Online) explained that the saying that a man can only become a real person after his military service only needs to show that the criteria for defining the standard type of person in Korea is determined by the military. Also Jin Hwan Park (2006) mentioned that the military is considered as the, “place for a healthy existence after passing the physical examination”. “Passing the physical examination” means that the person is ‘normal’ in having good physical and mental health recognized as such by the state. A man turned down for service may not be normal. However, it is different depending on situations; men who fail the medical examination sometimes become the subject of envy by the ones who have to serve in the military.

2.6 Military and Media in South Korea

2.6.1 Defense Media Agency

The Defense Media Agency (DEMA, 국방홍보원) is an arm of the Ministry of National Defense. It produces radio and television broadcasts to raise morale and boost the image of the military.

According to DEMA's website (<http://www.dema.mil.kr>), it will build a solid foundation for the road that the military and citizens will follow together toward the future, and seek ways to strengthen national security together with the armed forces and citizens through DEMA's role as a general media center.

To attain self-responsibility, DEMA launched KFN TV in December 2005, to bring broadcasting closer to the military and citizens. It provides a service as a state-of-the-art general media agency that encourages citizens to be more familiar with the armed forces affairs and policies.

2.6.2 The Celebrity Soldier Unit of DEMA

DEMA established the "Celebrity Soldiers Unit" in 1997 to recruit Korean male celebrities, including actors and singers, to serve as entertainers. DEMA recruited over a hundred celebrities to be part of the Celebrity Soldiers Unit in its 16 years. This special unit allows celebrities to continue performing, whilst the ministry has access to celebrities for promotional work at no cost.

During the 16 years of the celebrity soldiers unit, there have been many notable enlistments of Korean male celebrities who all served as PR agents at the Defense Media Agency as the following show:

- Lee Jae-won of idol group "H.O.T": 2009 (served for 22 months) and discharged on March 7, 2011.
- Boom: October 29, 2009 and discharged on August 22, 2011 by the Defense Media Agency, where he has been serving as a PR agent.

- Andy of idol group “Shinhwa”: January 11, 2010 (21 months) – five weeks of basic training followed by active duty with the agency. Discharged on October 31, 2011.
- Lee Joon-gi: May 3, 2010 (for 21 months) with the agency and discharged on February 16, 2012.
- Lee Dong-gun: June 15, 2010 (21 months) served at the 102 Reserves in Chuncheon, Gangwon-do for four weeks of basic training. This was followed by active duty with the Defense Media Agency and he was appointed an honorary ambassador of the military. He was discharged on March 28, 2012.
- Mithra Jin of Epik High: August 3, 2010 (21 months) – active duty at the 102 reserve in Chuncheon, then served as an infantry rifleman, a member of the military band and a GOP soldier, and finally at the Defense Media Agency (DEMA). He was discharged on May 14, 2012.
- Rain: October 11, 2011 (for 21 months) at the 306th Army draft camp in Uijeongbu, Gyeonggi-do province. In March 2012, Rain was transferred to the Defense Media Agency and in April he was appointed an honorary ambassador of the military.

However, there have been many controversial issues emerging from the celebrity soldiers since its establishment of this special unit. The main reason is the celebrity soldiers regularly received special treatment and generally had an easier time compared to regular soldiers. It created a fierce nationwide backlash. Thus, the Ministry of National Defense decided to abolish its Celebrity Soldiers Unit in July, 2013. (CNN: online 2013)

2.7 Korean Male Celebrities and Military Service

There have been controversies concerning special treatment given to celebrities highlighted in the Korean media. Some celebrities are given exemptions to their mandatory military service, even though they clearly have no physical

disabilities. The government has begun implementing tougher sanctions against those who attempt to avoid their military duty. It is considered shameful, undutiful, and treasonous for a man to take measures to avoid his military service when he is healthy and capable of fulfilling his 22 month requirement.

In 2002, Yoo Seung-jun (Steve Yoo), a Korean pop singer, became a naturalized American citizen to avoid his military duty in Korea. For this reason, Korea banned Yoo from the country and actually deported him. [9] Another recent example is MC Mong, a popular singer/rapper accused of avoiding military service by having his molar teeth removed. On April 11, 2011, MC Mong was sentenced to a suspended jail term of 6 months, probation for one year, and 120 hours of community service. [10]

As the researcher mentioned above about the celebrity soldiers unit, although Korean male celebrities could be recruited to serve in this special unit, some of them still attempted to avoid serving in the armed forces. From their point of view, it is difficult to be certain of whether their comeback after 2 years in the military would be welcomed and be awaited by fans.

On the other hand, Secret Garden's Hyun Bin soared to popularity after the drama was a hit, almost straight after he left to do his time in March 7, 2011 after 21 months of serving in the marines rather than in the Celebrity Soldiers Unit like most celebrities. He returned to the public arena and has been praised by his fellow marines and the Marine Corps officials. [11]

As Hyun Bin is being recognized for his excellent service, comparisons are being made with the currently enlisted singer Rain, who is in a relationship with actress Kim Tae-hee. It was discovered on January 1, 2013 that Rain and Kim Tae-hee had a date at least once a week and that Rain would use special vacation days, which are not given to regular soldiers, in order to meet up with his girlfriend. This news stirred up controversy and discussion about how many vacation days Rain had been granted to meet up with his girlfriend so frequently. Consequently, it seems to have had a negative effect on Rain's public image. [12]





Adding insult into injury, Se7en and Sang-chu, a singer, were spotted at a massage parlor by the SBS “Scene 21” TV crew on June 25, 2013 at around 4am after finishing a concert which celebrated the 63 years since the end of the Korean War. The program crew also got footage of celebrity soldiers not wearing their uniforms, drinking alcohol and not returning to their lodgings. [13]

After, the news of SE7EN and Sang-chu was reported, the backlash was immediately and furious, with the public demanding disciplinary action and debating about the integrity of military service. Especially in the barracks, the soldiers currently serving in the army were disgruntled. Finally, The Ministry of National Defense held a press conference on July 17, 2013 to announce the abolishment of the Celebrity Soldiers Unit. [14]

2.8 Media in South Korea

The main features of the media landscape in South Korea are broadcasts, print and internet under both public and private ownership. Among these, television broadcasting is the most influential media. As broadcasters, there are five channels with four major national South Korean television stations.

Table2.1 Korean National Broadcasting Channels

	Korean Broadcasting System (KBS), 한국방송공사 Public
	The Munhwa Broadcasting Corporation (MBC), 문화방송주식회사 Public
	Education Broadcasting System (EBS) Public, Educational Program
	Seoul Broadcasting System (SBS) Private

KBS, MBC, EBS are public broadcasters while SBS is a commercial broadcaster. It is a unique media system because almost every country has one public broadcaster and many commercial broadcasters. The major channels are KBS and MBC.

The current structure of public service broadcasting in South Korea is the result of the media mergers enforced by the military regime in 1980. KBS is owned by the government. They receive most of their funding from a television license fee and the government. (KBS, 2007) KBS has different channels; KBS1 runs on license fee and does not show any commercials. It shows public information films made by KBS and entertainment programming, but the rest are on KBS2 which runs commercials and airs entertainment and drama only. MBC is owned by the FBC (Foundation for Broadcast Culture, a government-owned public corporation) 70% and the Jung-su Scholarship Foundation 30%. Because KBS2 and MBC run commercials, there is a lot of controversy on the definition of public broadcasting in South Korea. [15]

2.9 Other Relevant Research

Kim Eui-sue (1999), [16] suggests in his research on **“A Study of Korean Division film: Focusing on the definition and evolution process of Korean division films as a genre”** that the films have tendency to be reflected by society, every country would have its own genre such as western film in America, Samurai film in Japan and also Division film in Korea. This research defines the Korea’s unique genre by considering Korea’s different situations especially on historical and political situation as divided Korea. It is concluded that Korean division film is a genre that handles situation of Korean division. There are two sub-concepts in that genre; one is Anti-communism film, the other is Humanistic Korea division film.

Byun Jae-ran (2001), [17] on **“Understanding on North Korea appearing in South Korean Films -focusing on Swiri, Spy Lee Chul-Jin and Joint Security Area (JSA)”** shows that Korean films have taken an important role in the process of establishing Korean war as a private memory into public memory on the basis of the cold war ideology. Especially, the films like Swiri, Spy Lee Chul-Jin and Joint Security

Area which made the viewers to recognize on North Korea were made under the “Sunshine Policy” of Kim Dae-Jung President. It is concluded that the films reflect the trend of the nation unification discourse and the change of the relationship of north and south. This article tells that this change encourages producing other films on nation division but it also gives a warning to those films treating nation division just as a simple theme that capitalism meets nationalism which transfers into a group consciousness

Tripp, Jeffrey A. (2008), [18] on “**The Demilitarized Zone: The Dynamics of Anti-Americanism and New Korean Film in Welcome to Dongmakgol**” examines the changing dynamics of the DMZ in cultural texts and argues that American depictions of the DMZ diverge from Korean ones, suggesting the DMZ should be reevaluated as a militarized space of conflict and danger. The research proposes that the South Korean film *Welcome to Dongmakgol* (2005) is an example of how South Korean filmmakers have employed Hollywood-style filmic techniques as counter-hegemonic devices to situate the US further on the periphery of inter-Korean relations. By using these techniques, these authors apply the same processes Hollywood has long employed to portray South Korea as nothing more than “ally” and “friend” in an oppositional ideological battle with North Korea.

Seo In-sook (2009), suggests in her research on “**The Evolution and Repetition of Film Genre, and the Politics of the Representation: Welcome To Dongmakgol**” that *Welcome to Dongmakgol*, which deals with the Korean civil war centering a village called Dongmakgol in terms of the evolution and repetition of film genre, can be called a turning point of film genre showing the creative evolutionary characteristics. As film genre, it belongs to the same category of the films such as *Shiri*, *JSA*, *Silmido* and *Taegukgi* which have dealt with the political division of Korea. Therefore, the narrative and the film style of *Dongmakgol* are analyzed by similar factors as well as different factors in comparison with those films of the same genre. As a result, the genre characteristics of this movie are connected with Korean nationalism and the postcolonial resistance. [19]

Kwak Han-ju (2011), suggests in her research on “**Delayed Mourning¹ in the post-1990s Korean Film - With Detailed Analysis of Taegukgi**” that from the 1990s

onward Korean films produced a host of peculiar historical films, which deal with ordinary people's suffering and victimization in the near past. The researcher calls those films as 'the film of mourning', which have often been received with a great enthusiasm by Korean audiences. The film of mourning has some distinctive elements. The protagonists are ordinary and disenfranchised people entrapped in the nation's historical turmoil; and it depicts their suffering and victimization as unforgivably loss. These films came out only after the decline of the military authoritarian regime in the late 1980s. [20]

Based on Freud's concept of Trauerarbeit, the researcher argues that the film of mourning is a delayed mourning of Korean people's tribulation which has not been represented properly, much less mourned, owing to the suppression of authoritarian regimes. The researcher selected a representative film (Taegukgi) to be analyzed in detail. The film covering the Korean War in full scale foregrounds both South- and North Korean soldiers' and innocent people's sufferings and futile deaths, which makes a sharp contrast to the 'anticommunist films' made until the 1980s, films that greatly emphasize the inhumanness of North Korean communists. Employing this de-ideologizing strategy, it belatedly but successfully mourns the people's loss which was so far repressed and concealed by ideological maneuvering under the authoritarian regime.

Kim Ji-mi (2013), suggests in her research on "**Representation of "nation" on Lee Man-hee's films in Park Chung-hee's Regime**" that many successful war films produced during this period were supported a lot from the government and army. However, Lee was charged of violating "anticommunism law" in 1966 because of making *The Seven Female Prisoners* (1965). In this movie he described a North Korean officer as a decent human being and later he abandoned communism and emphasized identity of Korean "race". The researcher also suggests that this case might had affected not only on director Lee himself but also film industry in general because government censored every film in advance of making and gave the permission to found a film company and also had power to shut down one at any time in 1960~70s. In this manner the government utilized film as a tool for

propagating its own views of the war and preventing alternative viewpoints from reaching the screen. [21]

Kim Kyoung-wook (2013) concludes in his research on **“Historical Changes and Genre Reconstructions of Representing Korean War in Recent Korean Films”** that after the 2000s, Korea has a fundamentally different aspect in term of the representation of Korean War. In times before, Korean experienced the war directly. However, now the war is known only as a historical event by the postwar generation. It is different from the past, especially the Park’s regime that Korean War films were represented as an anti-communism. This research investigates mainly on “Welcome to Dongmakgol” (2005) and “The Front Line/Gojijeon” (2011). The village ‘Dongmakgol’ in the film is considered as a utopia which reflected fatigue society after the IMF in 1997. Korean society has been gripped by crude materialism and harsh competition. In “The Front Line/Gojijeon”, the Korean soldiers are suffering from post-traumatic stress disorder. In former battle, they killed fellow soldiers to survive. This film ended that the hero worked through heaps of corpses in despair. This is deep suspicious about the war, but there is no mourning. This is Korea’s sentiment about the Korean War in the postwar generation. [22]



CHAPTER III

RESEARCH METHODOLOGY

The study of entertainment media and Korean military culture is a qualitative research which aims to analyze the Korean military and its culture portrayed in selected entertainment media.

3.1 Scope of the study

The researcher has determined the scope of study by selecting three different types of entertainment media at random:

1). Films

1. “Joint Security Area” (공동경비구역 JSA)
2. “The Brotherhood of War” (태극기 휘날리며)
3. “Welcome to Dongmakgol” (웰컴 투 동막골)
4. “The Front Line” (고지전)
5. “The Unforgiven” (용서받지 못한 자)

2). **Sitcom** – “Blue Tower, Season 1” 20 episodes (푸른 거탑)

3). **Reality Show** – “Real Men, Season 1” 20 episodes (진짜 사나이)

3.2 Study Sources

3.2.1) Electronic Resources

The selected entertainment media is available online as well as an application for smart phones that can be downloaded free.

3.3 Sample Group

The researcher studied the data and the meaning of Korean military culture including entertainment media from several sources online and in books. The selected entertainment media should be produced under the concept of military culture and military experiences and be popular among the general audience. This process is achieved by reviewing the website and related news to see whether it affects the thoughts, values and attitudes of people in society or not.

3.4 Information Gathering tools

The concepts of cultural reproduction, social construction of reality, hegemony and representation including the related literature reviews of Korean military culture in South Korea, military and media in South Korea. Korean male celebrities and military service as well as media in South Korea will be used as tools for analysis of Korean military culture in the selected entertainment media.

3.5 Information Analysis

3.5.1 Process of Study

Each film, sitcom and reality show will be closely examined and analyzed following the stated conceptual framework. The narration, images, costumes and shows, settings, and participant's practices will be components to be considered to analyze and understand any hidden thoughts, meanings or ideologies of Korean military culture in the entertainment media. From this, aspects of military life and military culture that play a significant part in the films and shows will be examined and explained with consideration of South Korean social contexts and values.

3.6 Information Presentation

The information will be explained in the style of analytical descriptive research. The information will be presented in the following chapters:

Chapter 4: Analysis of results divided into:

- Analysis of Entertainment Media
- Analysis of Hegemony of Korean State's ideology in entertainment media
- Analysis of Reproduction of Korean military culture in entertainment media

Chapter 5: Conclusion, Discussion, Suggestions and Appendix.



CHAPTER IV
ANALYSIS: ENTERTAINMENT MEDIA AND KOREAN MILITARY CULTURE

This chapter consists of 3 parts,

- 4.1 Analysis of Korean Entertainment Media
- 4.2 Hegemony of Korean State's ideology in entertainment media
- 4.3 Reproduction of Korean military culture in entertainment media



4.1 Analysis of Korean Entertainment Media

A following analysis will look at the general style of the entertainment media productions that are selected in this study. It is classified as fiction and non-fiction. As shown below:

4.1.1 Fiction

- Five films:

1. Joint Security Area”
2. The Brotherhood of War”
3. Welcome to Dongmakgol”
4. The Front Line”
5. The Unforgiven”

- One Sitcom: “Blue Tower”

4.1.2 Non-fiction

- Reality Show: “Real Men”

4.1.1 Fiction

The five films that are “Joint Security Area” (2000), “The Brotherhood of War” (2004), “Welcome to Dongmakgol” (2005), “The Front Line” (2011) and “The Unforgiven” (2005) as well as one sitcom that is “Blue Tower” (2012) are categorized into the style of fiction. It is because these entertainment media productions are based on a fictional or fictionalized story and narrative. In this style, believable narratives and characters help convince the viewers that the unfolding fiction is real. (Wikipedia: online 2014)

These films and sitcom are mostly successful released during the period between 2000 and 2012. It is various in term of its genre as “The Brotherhood of War”

and “The Front Line” are action, drama and war film, “Joint Security Area” is mystery and drama Film, “Welcome to Dongmakgol” is war, drama and comedy film, “The Unforgiven” is a documentary drama film and “Blue Tower” is a comedy sitcom. In order to understand the main message that each film and sitcom attempt to send to the viewers through its fictional stories, the characters in all films and sitcom will be analyzed. As shown below;

1. “Joint Security Area”



Figure4.1 “Joint Security Area” (2000)

1). *Sergeant Lee Soo-hyeok*

Characteristic

- He is a South Korean soldier on border duties at DMZ.
- He cannot solve the problem or manage the pressure situation.
- He is one survival from the shooting incident at the North Korean border house.

2). *Sergeant Oh Kyeong-pil*

Characteristic

- He is a North Korean soldier working at DMZ.
- He is the most notable soldier in this film.
- He is cool and calm under pressure.

3). *Private First Class Nam Sung-shik*

Characteristic

- He is a South Korean soldier on border duties at DMZ.
- He whimpers like little baby when faced with obstacles.
- He finally attempts suicide by jumping from the window.

4). *Private Jeong Woo-jin*

Characteristic

- He is a North Korean soldier working at DMZ.

According to the film's narration, the viewers are unable to know the real characteristic of each character till the film is nearly to an end. However, it can be concluded that the film portrayed the characters of North and South Korean in different way. As "Joint Security Area" is a South Korean film, the viewer can able to expect a little favoritism toward the South Korean characters. But the viewers will finally find when the characters breakdown, it is a South Korean soldier who comes out as "less of a man" than the North Korean soldiers. The director favors more on the North Koreans, who are shown as more competent and brave, while the South seems disorganized and childish.

The significant point of this film is that it rejects to portray North Korean soldiers and citizen as a villain but focuses on the commonality between sides instead. The film portrays the idea of brotherhood and friendship of North and South Korean soldiers which emerge quickly among the conflict between both countries. The filmmaker attempts to humanize the Korean conflict through this portrayal of friendship between North and South Korean soldiers. The core point of this film is not whose ideology is superior, but that ideology at this point is irrelevant compared to the heartbreak of a divided Korea.

It is not only the turning point of North Korean characters which is the obvious point in this film, but also the portrayal of Korean soldiers in the contemporary context since its story appears at DMZ which emerged after the

division of Korea resulting from Korean War. These two things can be considered as the film's distinctive characteristics that make it gains lot of popularities at that time.

2. "The Brotherhood of War"



Figure4.2 "The Brotherhood of War" (2004)

1). Lee Jin-tae

Characteristic

- He is a leader of family, works hard and sacrifice himself to protect his beloved elder brother.

Example:

When his elder brother; Jin-seok is force to draft in the Korean military. Jin-tae volunteers to be drafted with his brother only to protect him in the war.

- He is strong, aggressive, fearless, cunning make a superb soldier.

Example:

When Jin-tae is serving in the military unit, he becomes a strong, fearless and aggressive soldier motivated by the promise from an officer that if he wins a Medal of Honor, his brother will be sent home.

2). Lee Jin-seok

Characteristic

- He is a weak baby brother and a student who has a dream to study in the university.

Example:

Before the emergence of Korean War, he is a good student and has a happy family life with his older brother.

- He becomes stronger after serving in the military and acquires self-confidence.

Example:

During the war, he becomes a superb warrior.

After the characters are analyzed, it shows that the film demonstrates in a way of raising awareness on how a clash of ideology can cause so much suffering among the innocents. For the soldiers of both sides, they not even know what they are fighting for and the ideologies are not important for them at all if they could not protect the one they love. It attempts to send the message to the viewers that how hellish and senseless a war is.

3. “Welcome to Dongmagkol”



Figure4.3 “Welcome to Dongmagkol” (2005)

1). *South Korean, Lieutenant Pyo Hyun-chul*

Characteristic

- He is a South Korean soldier who tried to commit suicide because he escaped from the South Korean troop.

Example:

- The first scene of Pyo Hyun-chul is when he is trying to shoot himself because of the guilty that he left from the army.

2). *North Korean, High Comrade Rhee Soo-hwa*

Characteristic

- He is a North Korean soldier.
- He is one of the last surviving members of a doomed platoon of North Korean soldiers.
- He seems to have a humanity comparing to other soldiers.

Example:

When a small detachment of North Korean soldiers whose numbers are continuously dwindling not only because of constant attacks, but also because they have been given the order to kill every wounded man, High comrade Rhee Soo-hwa refuses to kill the few remaining wounded soldiers.

3). *North Korean, Private Jang Young-hee*

Characteristic

- He is one of the last surviving members of a doomed platoon of North Korean soldiers.

4). *North Korean soldier, Seo Taek-ki*

Characteristic

- He is a patriotic teen soldier.
- He falls in love with a crazy girl.

5). *South Korean soldier, Moon Sang-sang*

Characteristic

- He is a comical medic character.
- He is the person who stops Lieutenant Pyo Hyun-chul from committing suicide.

After the characters are analyzed, it shows that the film is an anti-war and unification film which is portrayed in a different way through fantasy. However, its message is similar to other films above as it portrays the senselessness of a war through the innocent villagers. In this film, the characters of North and South Korean soldiers are portrayed in similar way as they are people in the same race and can be friend to each other. North Korean characters in this film are more humanized similar to North Korean characters which appear in “Joint Security Area”.

4. “The Front Line”



Figure4.4 “The Front Line” (2011)

1). *Kang Eun-pyo*

Characteristic

- Kang Eun-pyo is a slightly insubordinate officer.
- He is kind and has a characteristic that makes the audiences feel about the aspect of human being comparing to other soldiers in this film.

Example:

The scene he meets a girl at a stream during the war in a late night. He has no suspicious about her. He thinks that she is a normal villager who suffers from the war so he gives her a chocolate and lets her go. However, she is a North Korean sniper called “Two Seconds” who killed many South Korean soldiers including his fellows.

2). *Kim Soo-hyeok*

Characteristic

- In this film, Kim Soo-hyeok has two characters that are affected from the cruel war.
- First, he is a scared and useless soldier.

Example:

The throwback scene, he was forced to be part in North Korean military. He screamed and asked for help.

- Second, He has transformed to a ruthless killer, tactician and heartless soldier after escaped from the North Korean military.

Example:

Soo-hyeok plans to kill the North Korean sniper “Two Seconds” but unfortunately his fellow; a private young soldier, Seong-shik is shot instead. However he decides not to help Seong-shik because he wants to kill the enemy and protects the rest of soldiers in Alligator Company. Seong-shik becomes a sacrificial lamp for Soo-heok who heartlessly leaves the situation as it is. This scene shows the mental distortion of Soo-hyeok. He treats a human life as war supplies as if he lost his truly character.

- Su-hyeok always operates by his own rules.

Example:

In the war climax situation, he does not follow instructions from the top brass, who phone in their orders. Moreover, he denies the order from the superior at the alligator company and finally shoots him.

- He has a leadership and self-sacrifice.

Example:

In his last scene, he is shot by North Korean sniper; “Two Seconds”. This scene reminds the viewers to the scene when Soo-hyeok lets “Two Seconds” kill a youngest private; Nam Seong-sik. However, he does not ask for any help but sacrifice himself to be killed instead. It shows his leadership and self-sacrifice in the same way when he lets Seong-sik to be killed.

3). *Captain Shin Il-young*

Characteristic

- He is the young squad leader and addicted morphine effecting from the Pohang Incident.
- His Character is change because of the war’s brutality. He transforms from an innocent young man into a heartless soldier in order to survive.

Example:

In the Pohang Incident, he was just an innocent young man who has never killed others. However, he decided to shoot a lot of his fellow during the battle at Pohang in order to save the majority group in the boat. He did not intend to kill them but he was pressed by the urgent situation at that time. After killing many fellows, he changed to be a heartless soldier and addicted the morphine. Whenever, he thinks of that incident, he has to inject himself with morphine.

4). *Master Sergeant Yang*

Characteristic

- He is the most colorful soldier, who claims to have fought in the Manchuria campaign of 1941.

- He is the wily, good-natured veteran.

Example:

In the stress of war situation, he is the one who can make other to relieve a fear. He likes to make a joke and enjoys other with his life story in the past. He has a good hearted and always takes care of Nam Seong-sik. However, as he fought in the war for a long time, he seems to understand a human life which is so fragile and cannot even be compared to the war.

5). *Nam Seong-sik*

Characteristic

- A seventeen years old private soldier, he has the frightened and baby faced.
- He is naïve, innocent and does not know much about a war.

Example:

He sings a popular lullaby to the troops and makes others feel homesick. He is the youngest soldier in the alligator troop so he is regarded as an elder brother to the other soldiers.

- He is one of the victims in the war.

Example:

Seong-sik is killed by the Two-Seconds without any help from his fellow. He is just a young boy who is used to sacrifice in the war. The scene that he was shot by the sniper portrayed the brutality of war. It is one of emotional scenes in this film.

After the characters are analyzed, it shows that the film attempts to dig deeper than just the depiction of war scenes. It depicts war as the enemy, not North Korea or South Korea including repeatedly emphasizes that the Korean War, despite international involvement, was essentially a civil war in which both sides were intimately connected. The soldiers in both sides do not know who they are fighting with or what they are fighting for. War is pointless and it only ends when both sides realize that it is useless and only people die and hard to survive because of it.

In this film, North Korean and South Korean characters are portrayed as the same ordinary people suffering and victimizing from the brutality of war. The scene that the North and South Korean soldiers share food and drinks via a secret box during the Korean War indicates the relation of people in the same race. North Korean soldiers in this film are not the enemy but the ordinary people who fight for their survival similar to South Korean soldiers.

In addition, there is one film among these fictional films that portrays the story of Korean soldiers in contemporary context that is “The Unforgiven”.

5. “The Unforgiven”

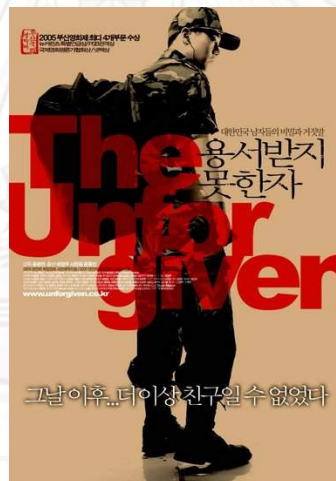


Figure4.5 “The Unforgiven” (2005)

It is the independent film which has authoritarian climate of psychological and physical violence during the 24 months of Korean mandatory military service. It reflects the authoritarianism and hierarchical values of both Korean military organization and Korean society itself. The characters of “The Unforgiven” are represented as typical Korean men who are serving in the Korean military barrack. The film attempts to send the message that these Korean men are victim of the authoritarianism and hierarchical system in Korean military barrack. And their characters can be categorized into four aspects as below;

1). Tae-jeong is a representation of a Korean young man who is able to adjust himself to Korean Military Culture which focuses mainly on the authoritarian and hierarchical system in the barrack. He is a sergeant so he can manage the soldiers in lower rank including protects Seung-yeong who is new recruit. In the end, he lives without knowing anything about Seung-yeong's decision to commit suicide.

2). Seung-yeong is a representation of a Korean young man who questions to the authoritarianism and hierarchy in Korean military barracks. He attempts to change and acts against its system. However, he changed after Tae-jeong discharged. So that, he can learn to adjust himself to the military system in order to live in the barrack. In the end, he commits suicide because he suffers from a guilty of Ji-hoon's death.

3). Ji-hoon is a representation of a Korean weak man who is always a target of abuse. He is always protected by Seung-yeong. So he is unable to adjust himself to the military authoritarianism and hierarchy which is very strong and take a deep rout in the Korean barrack. In the end, he commits suicide.

4). Soo-dong is a representation of a man who always uses the violence and power against others. He is unreasonable and likes to oppress the soldier in lower rank. He adheres to the authoritarianism and hierarchical system of military culture. He believes that he has the authority to dominate over the people and abuse them because of his higher rank.

Whereas, the sitcom "Blue Tower" is different from most of films since it portrays the image of Korean military in the contemporary context similar as the film "The Unforgiven" but differencing in term of its genre of comedy. The portrayal of Korean military and their lives in the barrack is the new trend which has emerged in 2012 when the sitcom "Blue Tower" aired on "tvN", a cable TV. "Blue Tower" begins a new trend of television show by using military issue as a source of entertainment.

- Sitcom, “Blue Tower”



Figure4.6 “Blue Tower” (2012)

In “Blue Tower”, there is a script and dialogue to determine all characters. Each character has a distinct characteristic which is different in term of military ranks. All characters appearing in the sitcom can express a realistic feeling of Korean men when they lived in the military barrack. It expresses the real military in detail, for example, the first panic when they are left alone in the place called a military, or the mistakes happening in the trainings and etc. As shown through the characters below;

1). *Last year sergeant, Choi Jong-hoon*

Characteristic:

He plays a role as a last year sergeant who is closing on finishing his military duty. “Last year sergeant” is normally known as a laziest soldier and more slovenly in the military barrack. Since he is a last year sergeant, he always attempts to be exempted from military works and trainings such as eating lots of ice-cream while alternately soaking in cold and hot water trying to get the flu, drinking rotten milk trying to get food poisoning and even jumping from the rooftop trying to break his legs and etc. He is funny character and always acts against others because he is in

the higher rank comparing to them. Whenever, he dissatisfies with something, he usually screams the words like “why a last year sergeant have to + do something he does not want to!” (말년에 XX 라니!) and “Oh, Damn!” (“이런 쟀장”). These words become a popular saying to other soldiers in the sitcom including the viewers as well. However, he also shows a humane aspect after giving his vacation which he got from winning a traditional Korean game Yut (윷놀이) to the new recruit, Lee Yong-joo whose mother is sick. Although he is pressured from a sergeant, Kim Jae-woo and a corporal, Kim Ho-chang to sacrifice his vacation and feel half-willingly and half not to give it, this sacrifice made him feel really great in the end of episode.

2). *Sergeant, Kim Jae-woo*

Characteristic:

He plays a role as a sergeant. He has another duty as a squad commander who has to manage the lower rank soldiers in the squad and also endure with a stubborn last year sergeant, Choi Jong-hoon. Therefore, he tends to be serious all the time. Especially, when a corporal, Kim Ho-change come to be equal to his rank at the nearly end of the sitcom, sergeant, Kim Jae-woo seems to have more various problem and it often makes him almost cry. He is also crazy loving a girl group, “Girls Generation” similar to Kim Ho-chang. He has much stress because of his duty. He even talks in his sleep about the punishment of lower rank soldiers. However, he is a capable person on training, without him the platoon would not work smoothly.

3). *Corporal, Kim Ho-chang*

Characteristic:

He plays a role as a corporal. He is one of three persons (Others are Choi Jong-hoon and Lee Yong-joo) who have their own exclusive episodes in this sitcom. Actually, Choi Jong-hoon, Kim Ho-chang and Lee Yong-joo play an active role as a three top leading actor of Blue Tower. The character of Kim Ho-chang has a distinctive individuality similar to a last year sergeant, Choi Jong-hoon. Kim Ho-chang is called “a psycho” by other soldiers because he always extremely expresses his

feeling through his facial expression which is too much comparing to a normal person. He is really sharp and strict in term of both personality and appearance. However, if we look more on his character, we can see that he sometimes looks after his fellows and loves the animal as if his own brother even though there are many scenes portrayed his strange behaviors such as playing the rock-paper-scissors game with a mirror, talking with the photo of Girl Generation or wrestling with a snowman. Although the psycho character has a big impact on him, the viewers can also feel his good-hearted sometimes.

4). *Private, Jung Jin-wook*

Characteristic:

He plays a role as a private and always goes together with a private first class, Baek Bong-ki. Although he is a private, he knows well about the terror of snow-removing work and also other military works. He often tells how terrible it is to the new recruit, Lee Yong-joo. Jung Jin-wook is one character that does not have a strong presence in this season including has no any individual episode unlike Choi Jong-hoon, Kim Ho-chang and Lee Yong-joo.

5). *Private first class, Baek Bong-ki*

Characteristic:

He plays a role as a private first class. Baek Bong-ki also does not appear much in the sitcom similar to Jung Jin-wook. However, whenever he appears in the scene, he is always together with Jong Jin-wook. Both of them knows well about how to live in the military barrack and always explains to a new recruit, Lee Yong-joo. Baek Bon-ki is a private first class which is not a high rank comparing to others. Therefore, Lee Yong-joo who is just beginning the military life can feel familiar with.

6). *New Recruit, Lee Yong-joo*

Characteristic:

He plays a role as a new recruit and also a narrator of the entire program. The character of Lee Yong-joo is a point of this sitcom because the viewers can see his progression through his point of view from the beginning of his military life. As he is a new recruit, he has not yet completely adjusted himself and often makes a mistake. His character can remind the male viewers to their military life including make them feel sympathy with. As a time goes by, he also comes to naught similar to other characters. Although there are other two successors joining in the military, Lee Yong-joo is still a baby soldier for all characters because those two successors are quite abnormal. One is “a black hole soldier” (고문관) and the another one is “a soldier who needs intensive care” (관심사병).

After the characters are analyzed, it shows that this sitcom attempts to send the message of friendship among the soldiers in different ranks. It tends to depict the positive aspect of soldiers' relations which is different from the film “The Unforgiven” that portrays the negative aspect of hierarchical values in military service. In “Blue Tower”, the six cast members are all in different military ranks since the lowest rank to highest rank arranging from a new recruit, a private, a private first class, a corporal, a sergeant and a last year sergeant. The viewers can see their relationship and the problem effecting from their different ranks. However, they finally become closer and love each other through this relation in military barrack.

One outstanding character in “Blue Tower” is the character of last year sergeant, Choi Jong-hoon. His character is represented as “a laziest soldier” in the military barrack because he almost finishes his military duty. He usually does not take a bath so he is always dirty as seen in the sitcom that there is often a swarm of flies followed him. The flies are a symbol of a last year sergeant which indicates his laziness. It also appears with all characters when their last year of a military duty has arrived. This characteristic of last year sergeant is also founded in the independent film, “The Unforgiven” that is a last year sergeant, Su-dong. However, Su-dong is

lazier, more arrogant and often uses the violence to manage other lower-ranking soldier while Choi Jong-hoon of “Blue Tower” is just lazy.

This character of last year sergeant also indicates the new trend of soldier character in this contemporary era since it attempts to send the message that being a good soldier is depending on each person’s conscious mind. This portrayal of soldiers is different from the past that the soldier characters usually had a perfect image.

In conclusion, the four fictional films hardly present the military life in contemporary days. Most of it presents the image of Korean soldiers in the context of Korean War. Only the film “Joint Security Area” and the sitcom “Blue Tower”, portray the Korean soldiers in contemporary context as it depicts the life and experiences in military service. As the researcher observes from these fictional films, its messages are mainly about the antagonism and humanism or can be understood as Anti-war films.

Whereas, the “Unforgiven” as it is the independent film, it reflects the social problem resulting from the Korean military culture which believes strongly on the hierarchical value and the absolute obedience. At the same time, the sitcom “Blue Tower” also portrays the image of Korean soldiers in the military barrack. However, it sends other different message to the viewers through its comedy narration that is the friendship emerging among the soldiers in different ranks.

4.1.2 Non-fiction

The reality show “Real Men” is only non-fiction in this study. Non-fiction contrasts with fiction as it deals exclusively with factual (or, at least, assumed factual) events, descriptions, observations, etc. (Wikipedia: online 2014)

In “Real Men”, there is no script or dialogue to determine the characters of the casts. The cast members are selected depending on their military experience and their personal characters which they really are in daily life. As the show goes on, the cast members will reveal their personalities. In order to understand the main

message that this reality show attempts to send to the viewers, all characters will be analyzed. As shown below;

- “Real Men”



Figure4.7 “Real Men” (2013)

1). *Kim Su-ro (Ages: 43)*

Military Experience:

- He served in the Service of Defense for 6 months and has no experience of an Active-duty soldier.
- Kim Su-ro has a leadership and a high level of endurance. He is tall, so it makes him look more imposing. Meanwhile, he is also funny and likes to tell a joke to others.

Characteristic:

In the show, he become an accuracy soldier and always acts perfectly. It is possibly because Kim Su-ro could not serve as an active-duty soldier in his real life. Therefore, he takes this chance of participation in the show and does his best in every military task which he is ordered to do.

Kim Su-ro played an obvious active role at Paekma base (백마부대) and Hwaryongdae base (화룡대대). He received an official commendation as the best

soldier. As he always attempted to do the best of every task, he finally got the ligament injury.

2). Seo Kyeong-sok (Ages: 41)

Military Experience:

- He served in the Korea Military Academy and passed the examination in a cadet selection. He discharged on expiration of term of service as a sergeant.

Characteristic:

Seo Kyeong-sok has a mother style in the show because he always takes care of other cast members as if he is their real mother. His character make the other regular soldiers in the base feel familiar with.

3). Sam Hammington (Ages: 36)

Military Experience:

- He has no military experience because he is Australian. However, he always wants to know what life is in the Korean military barracks.

Characteristic:

As he is a foreigner, his characteristic in the military barrack is more obvious comparing to other cast members. Even he has lived in South Korea for 11 years, Korean language and especially military-used words are very difficult for him. In the earlier episodes, he looks clumsy because he has never experienced the military life unlike other members. And because of difficult language, he is called “a black hole soldier” in the show.

Sam always tries to do the best and does not give up even living in the military is so hard for him. His attempt makes the viewers to be impressed and wish him success all the military tasks in the show.

4). *Ryu Soo-yong (Ages: 34)*

Military Experience:

- He served as a police constable in operation battle. (작전전투경찰순경) and discharged on expiration of term of service.

Characteristic:

Ryu Soo-yong is a famous actor and always takes a role as a leader actor in both films and TV series.

In the show, he is regarded as an elite soldier and also given nicknames such as “Positive-thinking King” and “Perfect Guy” because he is good at everything which he is ordered to do and always has a positive thinking limitless toward difficult situations. For example, he can cook very well and always prepares the necessary information ahead of time about weaponry or military foods and other important things which he can possibly be ordered to do or trained at the military camp.

Although he tends to look idle to the others who see him for a first time, he shows the comradeship and spirit of teamwork to other fellows in the show. Especially when he decides to run together with Sam even he can possibly fail to pass the physical test. Moreover, he always takes care of others and becomes a big brother for the younger soldiers as well. The viewers can feel his warming heart and his charm after watching the show.

5). *Son Jin-yong (Ages: 28)*

Military Experience:

- He served in Army Unit and discharged on expiration of term of service as a sergeant.

Characteristic:

Although Son Jin-yong had ever experienced the military life, he looks still clumsy in the show. He is also called “a black hole soldier” (구멍병사) similar to Sam and has another nickname that is “Private First class! No, it is not!” (아니지 일병) because he always repeatedly makes a mistake during the training. On the other

hand, Son Jin-yong is a good singer and song writer. He often plays a guitar and sings a song together with other regular soldiers. He is funny and always creates a nice atmosphere which can very well encourage all soldiers and support them a willpower after hard trainings.

6). *Jang Hyuk (Ages: 37)*

Military Experience:

- He served in Army Unit and discharged on expiration of term of service as a sergeant.

Characteristic:

Similar to Ryu Soo-yong, Jang Hyuk is a Korean famous actor and always plays a leading role in both film and TV drama. However, he is quite quiet and looks serious all the time. Although he joined the show after above members together with the youngest member, Park Hyung-sik, he can adjust himself to the military life very well. He becomes “an ace-soldier” in a short time after showing an outstanding performance during the ranger training. However, he also makes a funny moment when he was defeated in the wrestling game. This made him laugh a lot and revealed another side of him that is so much fun. As he is 37 years old, older than many soldiers, he sometimes looks after the younger soldier and gives a good advice. Moreover, he also gave his vacation to the regular soldier. It made that regular soldier cry like a baby. His sacrifice was also impressed the viewers as well.

7). *Park Hyung-sik (Ages: 22)*

Military Experience:

- He is one of members who have no military experience.

Characteristic:

He is an idol and singer from boy band called ZE: A. As he is the youngest member without military experience including lacks of military knowledge, he has earned a nickname, “a baby soldier” (아기병사) in the show. However, he can adjust

himself to the military life quite well. Park has a positive thinking and becomes a youngest brother of other members, especially Ryu Soo-yong. Both of them are always optimistic to the hard situation. Park's personality attracts more attention from the viewers.

After the characters are analyzed, it shows that this reality show attempts to send the message about the importance of military service as it is all men's national duty. It shows the process of socialization through military organization as the cast members are developed and improved as a time goes by through the various military trainings in the show. However, the researchers observe that the show tends to be beautified and depicts the life of Korean soldiers in the military barrack in a positive way comparing to the sitcom "Blue Tower" and the film "The Unforgiven".

In terms of characters, the cast members of "Real Men" have their own characteristics. However, it can be categorized into two aspects of character that are "The perfect soldier" and "The black hole soldier". The characteristic of "The perfect soldier" is strong, clever and good at everything that is Kim Su-roo, Ryu Su-yong and Jang Hyuk. These cast members show their abilities, spirits and attempts in order to overcome an obstacle and achieve their goal as a real man or a good soldier. These perfect images are represented as an ideal type of soldier which is needed for Korean society.

Meanwhile, the characteristic of "The black hole soldier" or "Go-moon-gwan" in Korean is clumsy and often makes mistakes as they lack of military knowledge and are unfamiliar with military life that is Sam, Son Jin-yong and Park Hyuk-sik. This type of soldier can be generally founded among Korean men who just begin their military duty or can be understood as the viewers.

In addition, the researcher observes that there is one obvious character in this reality show. It is the character of Sam Hammington who is the only foreigner. The portrayal of foreigner in the Korean military uniform is something new and fresh to the viewers. As Glionna, John M. [23] wrote that Korean media sometimes create the impression that foreigners are dangerous; however the portrayal of Sam in "Real Men" is different. It reflects the tendency of change in Korea's media in terms of the portrayal of foreigner in a more positive aspect.

Moreover, Sam's character also indicates that "Koreaness" is not necessary to be portrayed by real Korean anymore. As he is proficient in the Korean language including shows his active interest to the Korean military through participating in this reality show. He is even dubbed as the "Australian, who's more Korean than any other Korean." It makes he earned a place in the hearts of the Korean population who empathized with his struggle. His efforts through the show resulted in a Male Newcomer Award in the variety category during 2013's *MBC Entertainment Awards*, showing that his presence in the Korean entertainment industry is well embraced. Sam serves to be a fine example of how things can go right for non-Asian's in Korean entertainment. [24]



Table 4.1 Analysis of Fictional entertainment media Reflected by Characters

	Korean Soldiers in Korean War Context				Korean Soldiers in Contemporary Context	
Title	The Brotherhood of War	Welcome to Dongmagkol	The Front Line	Joint Security Area	Sitcom- Blue Tower	The Unforgiven
Main message	The same message of antagonism and humanism Anti-war films				The friendship emerging among the Korean soldier in different ranks	Korean men in the military service are the victim of authoritarianism and hierarchical system
Characters	Most characters are the ordinary people suffering and victimizing from the brutality of war.				Positive aspect	Negative aspect
Distinctive Characters	North Korean characters: They are more humanized and represented as friend.				Last Year Sergeant: Laziest soldier in the military barrack -> New trend of Soldier Character : Being a good soldier depends on each person's conscious mind. It is different from the past that the soldier character usually had a perfect image.	

Table 4.2 Analysis of Non-Fictional entertainment media Reflected by Characters

Korean Soldiers in Contemporary Context	
Title	Reality Show – Real Men
Main message	The importance of Korean Military Service as all men’s national duty
Characters	Two Groups of Character: 1). The Perfect Soldier - strong, clever and good at everything 2). The Black hole Soldier – clumsy and often make mistakes
Distinctive Characters	Sam Hammington: Foreigner Tendency of change in Korea’s media in term of the portrayal of foreigner in positive aspect. -> “Koreaness” is not necessary to be portrayed by real Korean anymore.
NOTICE	The show tends to be more beautified and depicts the life of Korean soldiers in the military barrack in too positive way comparing to the sitcom “Blue Tower” and the film “The Unforgiven”.

4.2 Hegemony of Korean State's ideology in entertainment media

To analyze and study the hegemony in South Korea, it is necessary to consider the social context and the political system of Korean society in each age. In this part, South Korean society will be divided into three significant periods as shown below;

4.2.1 Conservative Administration and Military Authoritarianism (1961-1993)

After the end of Korean War, South Korea was ruled under the Korean first president, Rhee Syng-man (1948-1960) with the democratic system and was supported by United States. Rhee attempted to use the propaganda of Anti-communism to achieve his purpose of national formation. Strong anti-communist propaganda was created to counter North Korean communism and subversion which was seen as the threat. [25] Rhee's government also enacted the National Security Law in 1948 in order to prevent the "anti-national" activities and firmly establish an anti-communist ideology. [26] Rhee resigned on April 26, 1960 due to the April 19 Student Revolution, the mass protests against his government. [27] After that Chang Myun became Prime Minister of South Korea and was kicked out by General Park Chung-hee's coup d'état in 1961. [28] Park Chung-hee (1961-1979) later became a powerful president ruling the country with dictatorship for almost two decades. In addition, South Korean became the authoritarian state by the following Presidents such as Chun Doo-hwan (1980-1988) and Roh Tae-woo (1988-1993) who were all former military generals same as President Park Chung-hee. [29]

In Park's regime, the various repressive policies and law enacted in the Rhee's regime were continuing such as National Security Law and Anti-communism Law. In addition, the propagation of North Korean as a national enemy and threat was also carried over in this regime, especially through the entertainment media. It is found that Park gave an attention particularly on the film industry. According to David Desser (2013) [30], he explained that Park encouraged specially the anti-communism films by establishing the Motion Picture Promotion Corporation (MPPC) to enforce

the social, political and ideological agenda of his government. There were a number of ways that reflected the attempt of Park's political and ideological reproductions, through the films such as offering the prize called "The Grand Bell Film Awards", established in 1962 which had a specific category for best anti-communist feature as well as supporting the financial incentives to films which demonstrated his political agenda of anti-communism.

Moreover, it is also found in Kim Ji-mi's research (2013) [21] that many successful war films produced during this period mainly emphasized on the national formation and the negative image of North Korea. These films were mainly supported a lot from the government and army. Kim explained that the director Lee Man-hee was charged in 1966 because of his making "The Seven Female Prisoners" (1965). This film described a North Korean in too positive light which violated "Anti-Communism Law". Kim suggested that this case had affected not only the director Lee himself but also film industry in general. To understand more on the Park's attempt, Shin Gi-wook (2007) [29] explained on his work that Park also revised the Media Law in 1973. This revised Media Law provided Park ultimate power over media issues. Based on the new Media Law, the president could intensify censoring before or after the publication of undesirable materials and have total control over written and televised channels. As a result, the government could censor every film in advance of making and give the permission to found a film company and also had power to shut down one at any time in 1960s-1970s.

In term of military, Moon Seung-sook (2005) explained in her book, "Militarized Modernity and Gendered Citizenship in South Korea" [31] that Park attempted to gain the popular acceptance of military service as men's national duty. Park began his hegemonic path through the school and mass media such as distribution state-approval textbooks in new mandatory subject such as "anticommunism" and "defeating communism." (Kim Chin-kyun and Hong: 1911) In addition, Park required all healthy male students in secondary schools and colleges to receive military training. This variety of military requirements directed at all male students, was designed to prepare men to accept military service as their duty.

As a result of Park's attempt to gain the acceptance on military service, the mass media was controlled and dominated to emphasize real and fabricated invasions or attack from North Korea. [32] Both domestic and international events led the country to emphasize more on national defense. Especially the nation threatened by the communist enemies in 1974, North Korea agent attempted to assassinate President Park but it was fail and Park's wife was killed instead. [33] This is one important factor affecting on the representation of North Korean in the films as the enemy threatening the security of the nation as mentioned above. In addition, the international relation in the 1970s was changed due to the Nixon Doctrine which resulted in the withdrawal of U.S. soldiers stationed in South Korea including the communization of South Vietnam. It can be considered that these domestic and international events worked in favor of the hegemony of military service as men's duty in Korea society.

Although President Park Chung-hee was assassinated in 1979, the state power was still in the military group. The following Presidents, Chun Doo-hwan and Roh Tae-woo were Park's successors and widely regarded as the continuation of military rule. According to Shin Gi-wook (2007) [29], President Chun Doo-hwan (1980-1988) was a very unpopular leader from the very beginning and protesters often ridiculed him and fight for democracy in contrast with President Park. In Chun's regime, he attempted to bring international attention to South Korea as obviously seen from the hosting the Miss Universe pageant in June, 1980. [34] In addition, Chun also submitted Korea's bid to the IOC in September 1981 in order to host the 1988 Olympic Games in hopes that the increased international exposure brought by the Olympics would legitimize his authoritarian regime amidst increasing political pressure for democratization, provide protection from increasing threats from North Korea, and showcase the Korean economic miracle to the world community. [35] However, Chun's authoritarian regime finally faced with the political demonstrations fighting for democracy emerged in June 1987. It caused him out of power and led to the first democratic elections in South Korean history in December 1987. [36] After the election, Roh Tae-woo became a new South Korean president. However, President Roh Tae-woo was also criticized in a similar fashion as he was the

designated successor of Chun. Therefore, he did not hesitate to repress the protests. However, it rather caused the people's dissatisfactions and many protests against the military authoritarian regime.

In Roh Tae-woo's regime (1988-1993), the people resistances to the military dictatorship seemed to be more increased; one important factor was a result of the country's hosting of the Olympic Games in 1988. The demonstrations and protests of citizens that were various social groups such as college students, activist and labors appeared several times. The Roh's government had to take some reformative measures in order to calm down the anti-government protests. However, in term of media Roh began to gradually eliminate the government censorship of political expression in the films resulted from the liberalization that began in the 1980s. [2] This affected to the media in the next era. Filmmakers took this advantage to their films making that they can portray their own view including absorb the western culture resulted from the globalization.

In conclusion, President Park, Chun and Roh were all the politicians from the conservative and nationalist parties which generally had a hard line policy, especially on North Korea. [37] In Park's regime, it can be considered that his political and ideological hegemony and reproduction was achieved. Meanwhile, the increasing protests and demonstrations in the late 1980s reflect the failure of Chun and Roh's regime. It also led to the declination of the military authoritarian regime and gave a good opportunity to the new political group or historical bloc to emerge in Korean society.

In addition, the researcher observes that there is some difference between the early and latter period in term of the strictness of military authoritarian regimes. Considering the early period of Park, his military regime was stricter comparing to the latter regimes of Chun and Roh in the 1980s. In Chun's regime, the international related events holding in South Korea such as the hosting Miss Universe in 1980 and the bid for the Olympic Games in 1981 led the country to gain lots of international attentions and significantly affected to the strictness of Chun's military authoritarian regime. Since the military dictatorship was concerned to jeopardize to the hosting Olympic Games in 1988, the protests and demonstrations against Chun's government

was increasing and finally kicked him out of power. It also indicates to the beginning of the military declination in Korean Society as well. In the Roh Tae-woo administration, the 1988 Olympic Games had lots influences to the country's political change from the authoritarian to the democracy. [36] Although, Roh was considered as the successor of Park and Chun, his administration indicates to the democratic transition of the country as the researcher will explain in the next part.

4.2.2 Liberal Administration and the Sunshine Policy (1998-2008)

After almost three decades of military dictatorship, South Korea was transferred from military rule to constitutional democracy in the 1980s. Throughout the 1980s, there were a number of demonstrations from the citizens for democratization several times. In 1993, Kim Young-sam (1993-1998) finally became the first civilian president in 30 years of South Korea. [38] The country has gradually stabilized into a liberal democracy from this administration. In 1998, Kim Dae-jung (1998-2003) became the 8th president of South Korea from the liberalism and leftwing Democratic Party. He came to be called the "Nelson Mandela of Asia." for his long-standing opposition to authoritarian rule and for his Sunshine Policy towards North Korea. [39]

In this section, the researcher will look at the hegemony and reproductions appearing during the Sunshine Policy between 1998 and 2008 through the selected films as *Joint Security Area* (2000), *The Brotherhood of War* (2004) and *Welcome to Dongmakgol* (2005) since it were produced in this period. The films as *Joint Security Area* and *Welcome to Dongmakgol* are the big mainstream examples of the evolution from North Koreans as villains to comrades. These films lost the strong military ideology differencing from the military dictatorship rule. It is a result of the change in Korean social context especially the North and South Korea relations effecting from the "Sunshine Policy" of President Kim Dae-jung since it aims to soften North Korea's attitudes towards the South Korean. [40]

The Sunshine Policy was first formulated by President Kim Dae-jung. It was the foreign policy of South Korea toward North Korea started in 1998, but was

discontinued in 2008. The policy resulted in greater political contact between the two States and some historic moments in Inter-Korean relations. The historic summit meeting between Kim Jong-il and Kim Dae Jung was held in 2000 for the first time since the Korean War ended in 1953 and the second time in October 2007 between Kim Jong-il and Roh Moo-hyun. People saw growth in cooperative business development between North and South, and they anticipated reuniting families separated during the Korean War. [41]

The policy also led to a normalization of relations and perception of North Korea in the media. It was extremely difficult to find the media productions launching during this period of Sunshine policy that would be critical of North Korea. Most of it presented the new image of North Korean characters that are more humanized including the Korea's relation in different aspect which can well reflect the Korean State's ideology at that time.

In addition, it is also found that the hegemony and reproduction in these films mainly emphasize on the idea of antagonism and humanism differencing from the military regime that mainly emphasized on anti-communism. North Korean characters appearing in these films are portrayed in more positive way. Especially, the soldier images of both North and South Korea portraying in *Joint Security Area* and *Welcome to Dongmakgol* are portrayed as nothing more than "friend". North Korean characters are no more enemies in these films. They are just innocent people suffering from the war same as South Korean soldiers.

At the same time, the film as *The Brotherhood of War* (2004) which was also produced during the Sunshine Policy emphasized mainly on the antagonism and the suffering of ordinary people who are both North and South Korea. The political ideologies are nothing comparing to the people lives. It is similar to *The Front Line* (2011), the film that was produced after the end of Sunshine Policy. However, it seems to be affected from the style of many films produced during the Sunshine policy period such as *Joint Security Area* and *Welcome to Dongmakgo* since it portrayed the image of North and South Korea as the same ordinary people suffering and victimizing from the brutality of war. The scene that the North and South Korean soldiers share food and drinks via a secret box during the Korean War indicates the

relations of people in the same race. North Korean soldiers are not the enemy but the ordinary people who fight for their lives similar to South Korean soldiers.

These films tend to reflect the trend of the nation unification discourse and the change of the relation of north and south. [17] At the same time, these films also reflect the idea of the Korean State and the ruling group that were President Kim Dae-Jung and his successor, President Roh Moo-hyun (2003-2008) who continued this policy in his administration. President Kim Dae-jung dedicated his early years to fighting for a democracy including opposed to the authoritarian regime. When Kim became a new South Korean president, it can be considered that the state power was simultaneously transferred to the new ruling class who can create and dominate a new idea in the society.

South Korean was ruled under the ideologies and culture of military groups through both repressive policies and media productions for almost three decades. However, the declination of these military groups in the late 1980s led the country to the democratic society by the struggle of the people in the middle class such as college student, activists as well as the labors. This can be considered as the change of the new “historical bloc” in Korean society. As a result, President Kim was able to follow his idea of Korea reconciliation through the Sunshine policy which can be also considered as the representation of Korean state’s ideology by the policy itself. The Sunshine Policy covered all the political, diplomatic, economic and humanitarian support to North Korea. It also determined the media productions especially the entertainment media as seen from the selected films in this study. These films represented the new image of North Korean characters which are changed to be more humanized, not the enemy and can be friend similar to South Korean. These new representations of North Korea are reproduced several times throughout the duration of Sunshine policy responding to the Korea’s unification idea of President Kim Dae-jung and that of his successor, President Roh Moo-hyun.

In the Roh Moo-hyun administration (2003-2008), he continued the Sunshine policy which was first articulated by the former president. At a second inter-Koreans summit in October 2007, President Roh presented a DVD of the film *Joint Security Area* to Kim Jong-il, North Korean leader. [42] It indicates that the films as *Joint*

Security Area which portrayed the new image of North Korean characters as a comrade and has more humanness than the past can well respond to the ideology of South Korean ruling class at that time.

As a result of the Sunshine Policy, the image and perception of North Korea among the South Korean public have changed remarkably. [43] For some Koreans, North Korea is no longer a major threat to South Korean security. Especially the positive representation of North Koreans which were reproduced several times through films as *Joint Security Area* and *Welcome to Dongmakgol* including the film as *The Brotherhood of War* which emphasized the brutality of war and humanism become very successful in South Korea in term of huge income and the popularities gained from the South Korean audiences.

In addition, President Roh Moo-hyun was among the first to acknowledge the use of the Korean wave (Hallyu - 한류) as a soft power tool to reunify the Korean Peninsula which is important purpose of the Sunshine Policy. [44] [45] Therefore, it can be considered that Korean wave is also one significant factors along with the Sunshine Policy affecting to the entertainment media productions that mainly aims to gain the positive attitude to South Korea from the other countries including North Korea as well.

However, this hegemonic view of North and South Korea reconciliation is not effective for a long time since the Sunshine policy appeared increasingly ineffective in light of North Korea's continued nuclear threat and oppression of its people. [46] As North Korea's provocative behaviors occurred increasingly, especially the first nuclear test in 2006, affected to the North-South Korea relations and the international relation between South Korea and United States as well. These international and domestic political circumstances tended to be more strained. In addition, it affected to the hegemony and reproduction of Koreas unification idea and the Sunshine policy itself since the public started to highly doubt the effects of it after many provocations of North Korea. Eventually, the Sunshine policy reached to the end after the election of new South Korean president in 2008.

4.2.3 The Coming back of Conservative administration under the democracy (2008 - Present)

After Lee Myung-bak (2008-2012) became a new South Korean president in 2008, it led the new historical bloc to emerge again in Korean society. President Lee came from the conservative Grand National Party (Hannara-dung), its earliest ancestor was the Democratic Republican Party under the rule of President Park Chung-hee in 1963 which has never been friendly to the communist regime in North Korea. Therefore, Lee began the hardline policy toward North Korea aiming to destabilizing this regime and ultimately bringing about its change. [47]

According to Moon Chung-in's book *"The Sunshine Policy: in Defense of Engagement as a Path to Peace in Korea"*, Lee's hard-line policy toward North Korea was totally different from his two predecessors, Kim and Roh's Sunshine policy which was a soft one. As the Sunshine policy was regarded as a fail policy and was not resumed again in Lee's administration, it reflects the transition of the Korean state power and ideology into the new one. Therefore, to analyze the Korean state's ideology founded in the entertainment media that were produced in this duration, the social context of South Korea is needed to be more understood.

Since Lee Myung-bak became a president in 2008, he trashed the Sunshine Policy and warned North Korea that he would end economic cooperation unless it abandoned its nuclear weapons program including improved its human record. It is because Lee perfectly knew that North Korea cannot survive denuclearization and democratization. Lee's hardline policy toward North Korea was endorsed by the Obama administration. [48] He repeated the containment policy of former South Korean president Kim Yong-sam (1993-1998) by emphasizing the importance of South Korea and United States alliance and putting the inter-Korean relations on a conditional footing. [47] The alliance between South Korea and United State affected to North Korea's provocations occurred in 2010, the sinking of South Korean navel corvette 'Cheonan incident' in March with the loss of 46 sailors as well as the Yeongpyeong Island shelling in November the same year killing two soldiers and two civilians. Since then relations between the two neighbors have remained tense because these provocations were regarded as the worst clashes since the Korean

War ended. In addition, “the Choenan Incident” and “the Yeongpyeong Island shelling” were the important events that caused South Korean public’s shifting views of North Korea which were just improved in the previous decades by the attempts of President Kim and Roh to reconciliation the inter-Koreas under the Sunshine policy.

The tension between North and South Korea seemed to be more increase as a result of North Korea’s nuclear issues which they used to show their military capabilities to the world including South Korea as well. This situation affected to South Korea which absolutely needed to focus more on their military as it has ever been in the past since the end of Korean War and especially in the military authoritarian regimes of President Park, Chun and Roh (Tae-woo). The military ideology and culture was effectively reproduced in the military regime. The hegemonic view of the military service as men’s national duty was achieved through the repressive policies and media as mentioned above. This hegemonic view affected to the success of military mobilization which gave an advantage for the country’s national defense and national security. Therefore, the hegemonic view of military service as men’s national duty began to emerge again after the end of the Sunshine policy in the Lee’s regime. Especially after the death of Kim Jong-il, the leader of North Korea in December 2011 following by the announcement of new leader, Kim Jong-un affected to the South Korean military which was put on high alert. [49] That is why South Korea under Lee’s administration needed to give more attention on the military.

In addition, Park Geun-hye became South Korea’s first female president after won in the presidential election in December, 2012. President Park Geun-hye is the daughter of former president Park Chung-hee. She came from the same conservative party with President Lee. Actually, she promised to engage and build trust with North Korea but the policy was put on hold after the North’s nuclear test in February 2013. [50] Therefore, it is necessary to her regime to follow the policy of Lee, the former president. At the same time, this instable situation also affects to the hegemony and reproduction of military which are essential to be achieved in order prepare for any possible threatening from North Korea.

Besides the political tense situation between two Koreas, South Korea's military organization also faces a problem due to the increasing military draft dodgers over the past few years. It is much in evidences from the controversies of celebrities who attempted to avoid serving in the military service such as actors, singers and the politician's son. [51] It causes a lot of negative criticism from the public toward the military organization. The military service is questioned about the necessity of its existence in Korean society nowadays. Although the South Korea's Ministry of National Defense has established its own media called "Defense Media Agency" (DEMA, 국방홍보원) in order to boost the image of the military, it seemed to be not effective much. In addition, DEMA also established "The Celebrity Soldier Unit" in 1997 to recruit Korean male celebrities. However, it rather causes a negative view to the military since the celebrity soldiers regularly received special treatment and generally had an easier time compared to regular soldiers which created a nationwide backlash. [52] These resistances had affected to the stability of military organization. Therefore, it is needed to boost the positive image and eliminate the resistance which can be cause a problem to the military's existence in the society. This situation of military organization is consistent with the need of President Lee to use a harsh policy against North Korea since he focused on the military for the national security and defense. To hegemonize and reproduce a military ideology, it needs to be achieved through the mass media as it is the instrument to express the dominant ideology in society. As a result of these tense situations between North and South Korea as well as the instable situation of Korean military organization itself, the media therefore was utilized to propagate and reproduce the hegemonic view of military especially entertainment media which can be considered as the most effective media instrument in the present day.

As the study emphasizes on the entertainment media, it is found that the television program "Blue Tower" (2012) and "Real Men" (2013) are an obvious example of the media production which respond and reflect the Korean State's ideology and its hegemonic view in this duration. These two programs portray the image of South Korean soldiers who serve a military service and it represents the image of Korean males as ideal type soldier which is a result of the expectation of

social ruling class. As the increasing provocations of North Korea and the instability of Korean military organization itself, it is necessary to prepare for the national defense and security. This is why the television programs have to reproduce the hegemonic view of military as all men's national duty which had been reproduced effectively especially in the military authoritarian regimes.

In *Real Men*, the image of Korean men serving in the military bases with modern military weapons, facilities and pleasant environments are significantly reproduced in order to propagate the positive image of military service including show military power and its capabilities of South Korea. The military service portrayed in this program is different from the perception of Korean citizens which regarded the military service as a cause of severe injury and death. Therefore, it can be considered that *Real Men* attempts to improve the image of Korean military which is increasingly criticized in more negative way in the last decade.

At the same time, the image of Korean military and Korean recruited soldiers portrayed in "*Blue Tower*" is more realistic comparing to the portrayal in "*Real Men*". According to the viewer's responses, the portrayal of Korean military in "*Blue Tower*" can make them feel more sympathy than they feel from "*Real Men*". The reason why they can feel sympathy from "*Blue Tower*" is because its narrative about real military experience in the barrack which every Korean men, who have ever served in the Korean military service, absolutely experienced it once in their lives. Moreover, "*Blue Tower*" portrays the military experiences in the format of sitcom which both of male and female viewers are able to enjoy. The military service related issue is something that male viewers have to experience. It makes most of Korean men remind of their times in the military service with the new feeling of amusement. Therefore, they can easily accept the program by consent.

Although these two television programs are different in term of its format and presentation, we can find the similarity of both programs that is an insertion of the explanation frame in style of subtitle about the military service slang, military culture or military practices in the barrack throughout the programs in order to make it more easily to understand for all male and female viewers including make it appear more widespread to the viewers. In addition, the researcher observes that North Korea

related issue is avoided to mention in both programs. This is the significant change of the ideological reproduction process which is different from the past, especially in the military authoritarian period. In the past, North Korean was usually constructed and represented in the films and other media as a national enemy and villain. However, these two programs avoided to mention about it. This can reflect that North Koreans are not considered as the national enemy for South Korea anymore. The real enemy is changed that can possibly be the South Korean people themselves. Because their consciousness, common sense, thought and belief are changing due to the changing of social contexts such as the improved educational levels as well as the information-oriented society. In the present, the people do not believe strongly to the same thing as they had ever believed in the military period anymore. Therefore, the various people with different thoughts in the changing society may be a real enemy to South Korean society at this time. It can be the reason why both programs avoided mentioning North Korean and attempted to emphasize on the people themselves in order to dominate their consciousness, thought and belief instead.

In addition, both “Real Men” and “Blue Tower” attempt to make the viewers (not only Korean men but also Korean people) to accept the Korean state’s ideology by consent that “Korean military service is all men’s national duty; no one can avoid it since it is a national interest.” All Korean men have to serve in the military service because it is considered as one process in socialization. The attempt of changing the social meaning of military service is also capture in Korean popular sayings that “a man has to serve in the military to play a man’s role” (*namjanún saramgusilharyömyön kundae katdawayahanda*; 남자는 사람구실하려면 군대 갔다 와야한다) and “a man will become a real man after serving in the military” (*kundae kaya namjagadwenda*; 군대 가야 남자가 된다).

This method of using the word “a man” and “real man” is also obviously portrayed in the name of program “Real Men” (*chinjja sanai*; 진짜 사나이). It is more emphasized through the using of military song “Real Men” (*chinjja sanai*; 진짜 사나이) as a main theme song of the program. Both program name and its theme song are the same Korean word. The song “Real Men” is one of the most popular songs used

during basic training and marches in the Korean military. The term *sanae* implies to a man at the peak of his physical strength, supporting the visceral exuberance of courage. This category of man is meant to embody the unadulterated essence of masculinity. This song is so familiar, even to civilian ears, that many people can easily recognize its tune and sing along. Its lyrics portray soldiering as the most glorious and honorable act which a man can ever perform. (Moon Seung-sook 2004) This method of ideological hegemony is also found in “Blue Tower”. One of well-known military song named “멋진 남자” means a wonderful man is often sang by the casts in many scenes.

These various methods of program makings show that the ideological reproduction in the contemporary day is not easy. It is because the people are cleverer and have more freedom to think differently. Therefore, in order to effectively reproduce the ideology in this contemporary day is necessary to change the way of ideological reproduction to be more neatly and realistically as we see obviously from the sitcom “Blue Tower” and especially the reality show “Real Men”.

The researcher also observes that the utilizing of Non-fiction as the reality show to reproduce the ideology in this period is significantly different from the military authoritarian regime and the Sunshine Policy period that mainly used the fictional films. As the people are cleverer in these days, the reality show seems to be more suitable to be utilized for the ideological reproduction. Moreover, the reality show is popular among South Korean people. Most of them are addicted to this style of television program. Therefore, the reproduction process can be more effective since Korean viewers can be able to feel of the reality in the show, even in fact it may not be a reality but something that is constructed.

Table 4.3 Analysis of Hegemony of Korean State's ideology Reflected in the entertainment media

Periods	1. Conservative Administration and Military Authoritarianism (1961-1993)	2. Liberal Administration and the Sunshine Policy (1998-2008)	3. The Coming back of Conservative administration under the democracy (2008 - Present)
Political Group	Military Group - Conservative Party	Civilian Presidents - Liberal Party	- Conservative Party
Main State's Ideology of the period	- National Formation - Anti-communism - Political Power Maintenance	- Reconciliation - Future-reunification	- Reflection of the ideology in the military period (Hard Policy) - Attempt to manage the people thoughts
Distinctive Characteristics of the entertainment media	- Mainly focus on North Korean Character as National enemy and villain - Anticommunism - Fiction	- The Change of North Korean Representation as Friend or Comrade - More humanized - Fiction	- Avoid mentioning about North Korean or its related issues - Focusing on the importance of Korean military service and the people's thoughts - Non-fiction (Reality Show: WHY?)
Example of the entertainment media	-	- Joint Security Area - The Brotherhood of War - Welcome to Dongmagkol - The Front Line	- Blue Tower (2012) - Real Men (2013)

4.3 Reproduction of Korean military culture in entertainment media

This section will look at the reproduction of Korean Military Culture in entertainment media. It is divided into two aspects; military values and military life. The selected film, sitcom and reality show which portray those aspects of Korean military culture are analyzed in order to answer the research question that how Korean military culture is constructed and reproduced in entertainment media.

4.3.1 Korean Military Values

Korean Military Values refer to important beliefs or ideals shared by the Korean soldiers in Korean Military Culture about what is good or bad and desirable or undesirable. These values have major influence on a soldier's behavior and attitude including serve as broad guideline in all situations. The following analysis of Korean military values will be arranged by its importance as it is repeatedly emphasized in the films and shows. As shown below;

1) Rank and Hierarchy (위계 질서)

Korean Military Culture focuses on rank and hierarchy as a result of Confucianism and hierarchical system which is the core of Korean society. Therefore it is considered as the most important value in this study. Korean Military has some similarities and differences with Western and American military in term of rank structure, and how personnel of various ranks relate to one another. In Korea, every man in the legal age has to serve two years obligatory service as a recruited soldier or new recruit (훈련병/신병). They have a four-grade rank structure (병사계급) that is private (이병), private first class(일병), corporal(상병) and sergeant(병장). Korean soldiers enter the base as a private, and gradually move up the rank up to sergeant over time. Sergeants, since they are closing in on finishing their duties, are known to be lazier and more slovenly in their uniforms. They are called "last year sergeant" (말년 병장). [53]

Moreover there are other higher ranks in Korean Military that affect to the social differences between ranks which are interesting. Korean military emphasizes on the hierarchical system. Normally, one salutes someone who is in a higher rank. But in South Korea, enlisted soldier salutes each other for examples privates salute corporals, and even other privates who are senior. In Korean military, the relation between ranks and hierarchy are really important. The rank and hierarchy values are mostly portrayed in “Real Men”, “Blue Tower” and “The Unforgiven” as below;

- Real Men

In “Real Men”, the cast members are learned to familiar with the military rank system since the first day in the military barrack. It is a basic training by the cruel squad commander who tries to explain them about military life they have to experience in the near future especially the military’s way of speaking called “gwandeung-seongmyeong” (관등성명) in Korean. It is the military’s way of speaking focusing on each soldier’s official rank and name. All of Korean soldiers have to start the sentence whenever they say something or response someone question with their ranks attached with their full name. For example, First private + Ryu Soo-Yeong! This way of speaking will be used all the time when they live in the Korean military barrack.



Figure4.8 The military’s way of speaking is so difficult for Sam.



Figure4.9 The squad commander is responsible for the military basic training.

- Blue Tower

In “Blue Tower”, the characters are different in term of military ranks that are the new recruit, the private, the private first class, the corporal and the sergeant. However, the most outstanding character is the last year sergeant, Choi Jong-hyun. He is closing in on finishing his duty, so he is lazy and always attempts to avoid doing the military task.



Figure4.10 The lower rank soldiers are trying to please a last year sergeant.

In the episode 2: The visit of Division Commander (사단장의 방문), all soldiers are forced to play a football with the division commander. The squad commander tells all of them that they have to lose no matter what. Therefore, all soldiers try to play as if they have never played a football before in their lives. Moreover, in the episode 14: Gundae-sliga of Hell (지옥의 군대스리가), it is about playing football in the military. Instead of fair play, each team tries to find the higher rank soldier to join in their team. The higher rank will determine a victory. These scenes in “Blue Tower”

can obviously show the significance of rank and hierarchical values in Korean military as shown in the pictures below;



Figure4.11 The visit of a Division Commander



Figure4.12 The pink team players are saluting the green player who is in higher rank.

- The Unforgiven



Figure4.13 Punishment in the toilet

This scene shows the relation between Korean military ranks. The one who is in uniform is a sergeant named “Tae-Jeong” and the one who wears orange worm-shirt is in lower rank. A sergeant Tae-Jeong is punishing a private in the toilet.

Actually there is no kind of senior and junior practice in the same recruited soldier. However, in Korean military, this is different. And this scene shows values of rank and hierarchical value that is very strong in the Korean barrack.



Figure4.14 Seung-Yeong and Tae-Jeong's different attitude towards the military values - (Rank and hierarchy/ Obedience) in the Korean military

승영: “난 정말 군대가 이해가 안 돼. 솔직히 내무실에서도 슬리퍼 필요하면 자기가 직접 가져다 신으면 되지. 밑에 애들이 그걸 왜 갖다 줘야 돼?”

태정: “군대란 조직에서는 그런 사소한 것들이 아주 중요한 거야. 개네도 처음엔 다 슬리퍼 갖다 주고 그랬어. 너는 짬 먹으면 안 그럴 거 같냐?”

승영: “그런 거 왜 시켜? 나는 밑에 애들에게 진짜 잘 해 주는 거야.”

Seung-Yeong: “I can't understand the military. Frankly speaking, if he wants slippers, he should bring it himself. Why he had to order such an unimportant thing to a person in lower rank?”

Tae-Jeong: “In the military organization, that little and unimportant things are very important. At first, those people also brought the slippers to their senior. Do you think you won't be like them when your time comes?”

Seung-Yeong: “Why we have to order something like that? For me, I will treat very well to people in a lower rank.”



Figure4.15 Tae-Jeong's concerning about Seung-Yeong's military life

- 태정: “야...승영아...너 조심해야겠더라. 너 요즘 말 대개 많아.
나랑 있을 땐 괜찮아. 나랑 있을 땐 괜찮은데...”
- 승영: “됐어. 나 그런 거 신경 안 써...
그 사람 기준에서 그런 건지. 내가 틀린 거 아니잖아.”
- 태정: “니가 틀렸다는 게 아니라 니가 그렇게 하면 나중에 힘들어져.
나 제대하면 너 어떻게 하려고 그냥?”
- Tae-jeong: “Seung-Yeong, you should live you military life more carefully from now on. Nowadays, you said too much. When I'm still here, that's okay. It's okay but...”
- Seung-Yeong: “Yeah, good for me. But I never give a shit about that thing. I'm not wrong. You also know it!
- Tae-jeong: “I'm not blaming you that you are wrong. But if you still act against them, you will become more difficult. Then, what will you do after I discharged from the military?”

From above conversation, Tae-Jeong is trying to warn Seung-Yeong about his reaction to other soldier in higher rank. As a sergeant, He believes that he is able to protect Seung-Yeong from any harassment as long as he lives in the barrack as shown in the following sentence; “When I'm still here, that's okay.” The attitude of Tae-Jeong reflexes the Korean military traditional values on a rank and hierarchy that a sergeant is more powerful than other ranks in the same recruited soldiers.

However, Seung-Yeong says “*But I never give a shit about that thing.*” It shows Seung-Yeong’s totally difference attitude on a rank and hierarchical value of Korean military. In this film, Seung-Yeong, as a private, he should obey to any order from the superior. But as seen in the film, he has his own strong belief and attitude which are resistant to the Korean military values. Seung-Yeong’s attitude and the helps from Tae-Jeong finally make him get into a trouble against other soldiers. Moreover if Tae-Jeong discharges leaving Seung-Yeong with his resistant behavior, Seung-yeong would never live peacefully except he is able to adjust himself to a rank and hierarchical values in Korean military as shown in the following sentences; “*But if you still act against them, you will become more difficult.*” and *what will you do after I discharged from the military?*”

2) Absolute Obedience to Command and Discipline (상명하복의 절대복종)

The value about an Absolute Obedience is one important characteristic in Korean military culture. As the military is the special organization which is established for the purpose of war and protects the country, every soldier has to obey to the order of the superior without resistance or individual thought. In case of the war, it is important that the superior must be able to command everything to the subordinates, because it is the urgent and dangerous situation. If there is someone refuses the superior’s command, it can cause the big problem to other soldiers and damage all people’s lives. Therefore, the absolute obedience is important value which every soldier will learn through their stay in the military organization. The value of absolute obedience is portrayed in the entertainment media production especially in the independent film “The Unforgiven” as shown in the dialogue below;



Figure4.16 Meeting again in the army

- 태정: “승영아...그냥 처음에 시킨대로만 하면 돼. 먹으라면 먹고 자라면 자고 싸라면 싸고 그것만 그냥 잘 하면 돼. 그리고 나랑 옛날에 동창이었다는 거 절대 말하지 마. 왜냐하면 너만 좀 힘들어져 그럼.”
- 승영: “어...그래...알겠어.”
- 태정: “그리고 처음에는 말을 너무 많이 하지마. 그냥 누가 물어보면 그냥 대답하고. 예...알겠습니다.” 그것만 잘하면 돼...알겠지?”
- 승영: “그래...알겠어.”
- 태정: “아...이승영, 너 너무 긴장하는데? 어? 너 원래 안 그렇잖아?”
- 승영: “긴장하는 거 아니야.”
- 태정: “아...긴장했는데 뭐...긴장 풀어 괜찮아...내 어깨가 다 책임 져줄게.알았지?”
- Tae-Jeong: “Seung-Yeong...At first, you just do everything follow whatever they order you to do. If they tell you to eat, just eat. If they tell you to sleep, just sleep and even they tell you to go to toilet, just go. And never tell anyone that we have ever been friend before because only you will get in trouble.”
- Seung-Yeong: “Um...I see”
- Tae-Jeong: “And you don’t need to talk too much. If someone ask you a question, just give them a short answer like...Yes, I understand, sir...that’s enough. You got it, right?”
- Seung-Yeong: “Um...I got it”

Tae-Jeong: “Hey, Lee Seung-yeong why you look so serious? You weren’t like this before.”

Seung-Yeong: “what’s serious, I am not.”

Tae-Jeong: “You are! Don’t serious friend, take it easy. I will be responsible for everything. Understand?”

This scene, a sergeant “Tae-Jeong” teaches his friend, a private “Seung-Yeong” how to live in the army. He advises that Seung-Yeong should do everything follow the order of his superiors as shown in this sentence; “you just do everything follows whatever they order you to do.” In Korean Military, the absolute obedience is important. In this film, the absolute obedience of Korean soldier is portrayed in many scenes. As the researcher explained in a rank and hierarchical values that it affects to the relation between each soldier and what they should behave with the one in higher rank. This value also affects to the obedience which all of them cannot avoid. Therefore, the advisor of Tae-Jeong reflects the Korean Military values about the obedience that he thinks it is necessary to be followed. If Seung-Yeong accepts this advisor and obey every command from his senior, he would not possibly be in difficult situations as seen in the film.



Figure4.17 Tae-Jeong’s attitude on Absolute Obedience

승영: “애가 착한데 뭐...”

태정: “착하다고 좋은 게 아냐. 임마.”

승영: “뭐가 좋은 건데?”

- 태정: **“말을 잘 들려야 좋은 거지...”**
- 승영: “야...그게 좋은 거냐? 바보 같은 거지.”
- Seung-Yeong: “Ji-Hoon has a good-hearted...”
- Tae-Jeong: “Good-hearted...doesn’t mean a good thing, dude”
- Seung-Yeong: “Then, what is a good thing you’re thinking about?”
- Tae-Jeong: “He has to be obedience...this is a good thing.”
- Seung-Yeong: “Is that good? It’s something nonsense!”

This conversation between Tae-Jeong and Seung-Yeong shows their different attitudes and values on Korean Military Culture. In this conversation while Seung-Yeong asks about the new recruited soldier named “Ji-hoon” and how Tae-Jeong thinks about that fellow. Seung-Yeong says “Ji-Hoon has a good-hearted”, it shows that he judges people with their own behaviors not something related to the military values which is different from Tae-Jeong who says “Good-hearted...doesn’t mean a good thing” and “He has to be obedience...this is a good thing.” Tae-Jeong focuses on the absolute obedience because he is affected from Korean military values. He is a sergeant and has experienced the military life for almost two years, so he believes that the obedience is important and better than the habit which Seung-Yeong is talking about.

In addition, the Absolute Obedience value is also portrayed in the reality TV show “Real Men”. After the cast members came to the military army, they are taught about the value of absolute obedience. The trainer commands them to shout out the word “absolute obedience” (절대복종) for many times in order to make them always remember that the first important thing in the military is this value. As shown below;



Figure4.18 “Real Men” – Learning about Absolute Obedience!

The Korean word shown in the picture is “군대는 명령에 절대복종”, it means “Military is absolute obedience to the command.” This shows the basic thing that every Korean soldier learns before everything in the military training center. It makes the viewers to know how important this value is in the Korean military.

3) Comradeship (전우애)

Comradeship is very important to the soldiers. It is linked not by friendship, but by necessity due to the fact that the soldiers are all going through the same experiences with a common goal in mind. After a bond has been established, soldier must rely on their comrades to protect and take care of them during the hardship. When these bonds form, soldiers know that they are no longer alone and are able to continue on with this reassurance. A mutual feeling of comradeship and interdependency will benefit a soldier’s mental state and chances for survival in that it encourages and allows one to push their body, mind through fear and reluctance including maintain a positive outlook on life.

Comradeship forms powerful bonds which reassure soldiers that their comrades will be there to protect them, allowing them to stop worrying and raising confidence and willpower. It is mostly portrayed in “Real Men” and “Blue Tower”.

- Real Men

In episode 12, all cast members in “Real Men” have to pass a physical test in order to be promoted as a private first class. Sam Hammington who is always exempted alone in the race training session looks almost exhausted during 3 km. running test. However, Ryu Su-young who is healthier decides to run with Sam and cheer him up with his smiley face. Also, Kim Su-roo and Seo Kyeong-sok are running together with Son Jin-yong who has a rip problem and cannot run too fast. They finally come to the finish line together. However, they are too late to pass the running test. But the most outstanding thing which shows in this episode is their comradeship between all cast members. The comradeship shown in “Real Men” is important to all cast members as well as the regular soldiers in order to overcome all the hardship and push them through the fear.



Figure4.19 3 km. Running Test

- Blue Tower

Although the characters in “Blue Tower” are funny and always quarrel with each other because of their different ranks, there is also the scene which obviously shows the comradeship between them. Especially in the episode 6: “The anger of last year sergeant” (말년의 분노), the characters in “Blue Tower” show their

comradships to Lee Yong-joo, a new recruit who is always clumsy in this sitcom. Lee Yong-joo's mother comes to meet him at the military barrack, so other characters that are in higher rank unexpectedly help him to prepare his cloth including shine the military boots. Actually military boots shining is something that the high rank soldier will never do for a lower rank. Therefore, Lee Jong-joo expresses his feeling of thankful through his facial expression because of this treat from his comrades. The viewers could feel the military comradeship which appears among these soldiers in this episode.



Figure4.20 The senior soldiers are shining the military boots for a new soldier.

- Other Films

Comradeship is also portrayed in most of films in the aspect of Korean military in the war. For example, “The Front Line”, the film emphasized the comradeship between the Korean soldiers in Alligator Company, who are fighting for Aerok Hill; the important land which can determine the future dividing line between the North and the South.

In addition, the comradeship also appears in “Welcome to Dongmakgol”. This film depicts the comradeship between North and South Korea's military including American soldier. The portrayal of comradeship between soldiers of two nations is different from “The Front Line.” However, the films show the important of comradeship between soldiers that it benefits the soldiers a chance of survival in a

war. It raises a confidence and willpower allowing them to push their body, mind through fear.



Figure4.21 “The Front Line” – Alligator Company



Figure4.22 “Welcome to Dongmakgol” - North, South and American soldiers

4) Uniformity (획일성)

Uniformity is a tool for the military. It helps instill self-discipline, attention to detail, and the ability to follow instructions for each soldier, and it provides leaders with an indicator of who among their soldiers actually is making an effort and who is just trying to do the minimum necessary to stay out of trouble. Uniformity also helps ensure a comrade and team environment. Everyone looks the same because they wear the same uniform. The only way for a soldier to separate themselves from the rest is either to exceed the standards, and encourage his teammates to do the same, or rock the boat, and hope he does not get thrown out.

The military is a team organization. To be a part of the team, a soldier has to accept the military way. When times are tough, everyone is expecting to perform in a

consistent uniform manner. This expectation in a consistent uniform is what allows other soldiers to risk their lives because they know their fellows will do what is expected, not what is easy or different. Uniformity is one of Korean Military Values portrayed in “Real Men”, “Blue Tower” and “The Unforgiven”. As shown below;

- Real Men

Since the first day at the military camp, all cast members in “Real Men” have to send their personal belongings such as clothes or watches home with a letter addressed to their parents. They are provided with supplies, including uniforms, boots, underwear and a rifle. With everyone in the same green uniform and performing the same maneuvers, they learn to act in uniformity. And if someone makes a mistake, they have to be punished all together since the uniformity is important value in order to run the platoon smoothly.



Figure4.23 Checking military supplies



Figure4.24 Group Punishment

- Blue Tower and The Unforgiven

Similar to “Real Men”, the uniformity is also portrayed in “Blue Tower” and “The Unforgiven”. Of course, they wear a same military uniform and lean to follow the order of their superiors in order to instill their obedience and military discipline which are very important in military barrack.



Figure4.25 “Blue Tower” – The roll call



Figure4.26 “The Unforgiven” – The roll call

5) Collectivity (집단성)

Collectivity is the idea that the individual’s life belongs not to one soldier but to the military group which he is merely a part, that he has no rights, and that he must sacrifice his values and goals for the group’s “greater good”. The collectivity that works in military is based on a strict command and control model. A soldier must do exactly as he is told or face harsh discipline. Healthy militaries are built on

absolute obedience. In other word, the will of the individual must be subordinated to the will of the collective and this is focused in the dictates of the commanders. The collectivity is portrayed in “Real Men”, “Blue Tower” and “The Unforgiven”. As they have to learn to sacrifice their willingness or individual thoughts for the purpose of national duty.

6) Spirit of Teamwork (협동심)

Teamwork is more than just important in the military, it is needed for survival. It is efficient, especially in a war situation. Working as a team makes things safer and faster, these things can be different between life and death. If everybody is looking out for each other, fewer people will get hurt. It is easier to concentrate on the task in hand when they know that someone is watching their backs. This value is portrayed mostly in the reality show “Real Men”, some part of sitcom “Blue Tower” and most of films.

4.3.2 Korean Military Life

Korean Military Life is portrayed mostly in television shows that are reality show “*Real Men*” and sitcom “*Blue Tower*” as well as the independent film “*The Unforgiven*”. “*Real Men*” and “*Blue Tower*” are new trend of television show which uses a military as an important material to present along with artistic talents. It portrays the military life of Korean recruited soldier based on the military experience in the barrack of every Korean man.

1) The military living hall and other facilities

- Real Men

The military life in the barrack which is portrayed in “Real Men” is more improve than the original perception of Korean people toward the military life in the past. “Real Men” portrayed the image of military facilities and weapons which are more modern. This positive portrayal in “Real Men” is attractive to the viewers

because it is different from the original perception that regards the image of military life in negative way.

As the National Ministry of Defense has allowed the program to shoot in the real military bases, it has revealed the real environment of military living hall and other places. [54] Not only the Korean Army bases but also the Korean Navy bases are opened to the public. [55] Therefore, the viewers can see the similarities and differences between each military base through this reality program.



Figure4.27 Military Army Living Hall is clean and more improve.



Figure4.28 The military Living Hall in Korean Navy base

In addition, there are many scenes in “Real Men” which show the differences of Korean military in the past comparing to the present. For example, the military living hall in the past 10 year used the wood furniture and the military living hall in the present is changed to the new facility which is cleaner and surrounding with the pleasure environment.



Figure4.29 (Left): Military Living Hall in the past 10 years
(Right): the present military living hall as seen in “Real Men”

- Blue Tower and The Unforgiven

Comparing to “Real Men”, the military living hall and military facilities portrayed in “Blue Tower” and “The Unforgiven” are more similar to Korean people’s original perception toward Korean military. It is not good, clear or modern as much as the viewers see in “Real Men”. But this kind of environment can show the life of Korean military which the viewers, especially Korean men who had served in the military service can be able to feel more familiar with.



Figure4.30 “Blue Tower” – The military living hall



Figure4.31 “The Unforgiven” - The military living hall

2) Military Foods and Snacks

- Real Men

“Real Men” portrays all of the military foods which every Korean man absolutely knows and feels familiar with. The program emphasizes more on these military foods comparing to other military programs. After the broadcasting of “Real Men”, the viewers pay more attention to these military style foods. It is because these military foods bring back the memories when they lived in Korean military barrack. Some foods, especially after seemingly endless, intense workouts and hard training, are so delicious to the young men and certain to evoke nostalgia.



Figure4.32 “Real Men” – How to eat Gundae-ria (군대리아)

The most famous and most favorite Korean military food is “Gundae-ria” (군대리아). It is a military-style burger, which is jokingly called Gundae-ria, a portmanteau of the Korean word for military, Gundae (군대), and the name of the famous Korean hamburger franchise “Lotteria” (롯데리아). Gundae-ria is available only in the Korean military. The recruits put together meat patties, ketchup, meat sauce and strawberry jam between buns, and eat. It's not a Big Mac, but celebrity soldiers savor the taste of the odd combination of ingredients. Even Australian comedian Sam Hamington praised it.

Gundae-ria can possibly be created depending on the personal taste. There are various ingredients which can be used to mix in the Gundae-ria. “Real Men” also presents the new style of Gundae-ria that is the pouring of milk into the hamburger

buns before eating it. Sam Hammington explained that this mixture is taste likes Paris's luxurious food.

The other favorite military foods is the military-style instant noodle or Korean ramen called "Ppo-geul-ri" (뽕글이). It is also well-known to the Korean men in the military barrack. Instead of cooking instant noodle in a bowl or having a cup ramen, they just poured hot water into the ramen plastic packaging to make the so-called Ppo-geul-ri. It does not need a bowl or a gas stove. Just pour hot water into the plastic packaging, wait three minutes and stir.



Figure4.33 “Real Men” – Sam is trying Ppo-geul-ri. (뽕글이)

In addition, there are other military foods which are introduced in “Real Men” such as Korean style combat ration (전투식량), Military style black bean sauce noodles (군대 짜장면), Fried hardtack (튀긴 건빵), PX Frozen Foods (PX 냉동 식품) and Rice in a plastic bag (비닐봉지밥). [56]



Figure4.34 (Left) Fried hardtack, (Right) PX Frozen Chicken



Figure4.35 (Left) Military style black bean sauce noodles, (Right) Combat Ration

- Blue Tower

In “Blue Tower”, there is also a portrayal of military foods similar to “Real Men”. However, the image of military foods in this sitcom is not emphasized as much as in “Real Men”. The military foods appear in many scenes which portrayed the daily life of military in the barracks. The characters did not explain much about these foods but the viewers can possibly know about it easily by the explanation which is inserted in each scene. The military foods shown in “Blue Tower” are what the viewers can see in “Real Men”, especially “Gundae-ria” and “Ppo-guel-ri” which are mentioned above.



Figure4.36 Gundae-ria and its explanation in Korean



Figure4.37 Ppo-guel-ri in “Blue Tower”

Another one popular sweet snack in Korean military is "Choco Pie". It is a chocolate cake with marshmallow filling. Because the endless and intense physical workouts increase the metabolism and that is what makes the young guys crave sugar. In “Blue Tower”, it portrays the episode of this sweet snack when Lee Yong-joo, a new recruit tries to get this choco-pie. To get this iconic snack in Korean military, soldiers would even be willing to convert to a different religion as it also portrays in “Blue Tower”.



Figure4.38 Religious Activity (종교활동)

- The Unforgiven

Unlike “Real Men” and “Blue Tower”, the military foods portrayed in “The Unforgiven” are not emphasized or explained what it is. However, as it is the film related to the Korean military service, the Korean style military foods such as “Ppo-guel-ri” can be avoidably presented.



Figure4.39 Seung-yeong is giving “Ppo-geul-ri” to Ji-hoon

As TV programs related to military life have gained in popularity, military foods such as hardtack and combat foods become hit and well selling products. The demand is expected to rise during the vacation season because military foods are easy to carry and store including be convenient for outdoor activities. Moreover, the cast members in both “Real Men” and “Blue Tower” also become the presenters of products which are used in the programs such as Ryu Su-yong and Park Hyun-sik from “Real Men” in “Shin Ramen” CF [57], Lee Yong-joo and Choi Jeong-hun from “Blue Tower” in “Choco-Pie” CF. [58]



Figure4.40 Ryu Su-yong and Park Hyun-sik (Real Men) in “Shin Ramen” CF



Figure4.41 Lee Yong-joo and Choi Jeong-hun (Blue Tower) in “Choco-Pie” CF

3) Military Trainings

- Real Men

As the cast members in “Real Men” have to go to the multiple bases around South Korea, The life and training at the bases can differ vastly depending on where the base is, and what the soldier specialty is. In “Real Men”, the cast members have to receive intense physical training to build up their combat capacity. They engage in various training exercises involving personal arms and equipment handling, individual combat techniques, rifle training (사격 훈련), special qualification training (SQT) (주특기 훈련), and live-fire exercises with weapons and grenades. Moreover, they also have to stand in a gas chamber (화생방 훈련) with a gas mask in their hands which is rather torturous.



Figure4.42 Rifle Training (사격훈련) – The most basic training of every soldier

P.R.I (Preliminary Rifle Instruction) (사격술 예비훈련)



Figure4.43 Special Qualification Training (SQT) (주특기 훈련)



Figure4.44 CRB Training (Chemical, Biological and Radiological) (화생방 훈련)

“Real Men” emphasized on these military trainings because it is important part of military service. Every Korean man who had experienced in the military service can feel sympathy with the cast members who are struggle with the hard time during several trainings.

Among these military trainings, “Ranger Training” (사격 훈련) is regarded as the most difficult and cruel training. Korean men who serve in the military service have to pass this process of ranger training otherwise their military trainings will not be completed. “Real Men” explains the purpose of ranger training that it cultivates the physical and mental strength including the ability to overcome an obstacle.



Figure4.45 Ranger Training, PT (Physical Training) (PT 체조)



Figure4.46 Teaching Assistants of Ranger training

The most basic training in Ranger training is PT (Physical Training). There are fourteen different positions and the most difficult position is No.8 which the soldiers have to twist all body parts. The cast members have to face with this hard training also the cruel teaching assistants who are all wearing red caps.

In addition, there are other levels in the ranger training which are different depending on its difficulty, for example, swinging across water by a rope, and hand to hand fight in the trench.



Figure4.47 (Left) Ranger Training, Swinging across water by a rope

Figure4.48 (Right) Ranger Training, hand to hand fight in the trench

- Blue Tower

In “Blue Tower”, the military trainings are also portrayed as it is the important part of Korean military life. Especially, the ranger training as the viewers can see in “Real Men” also portrays in this sitcom. CRB training, PT and the most difficult

position that is No.8 are depicted in the same way in “Real Men.” Each casts have to struggle against this hard training which Korean men can feel the same way.



Figure4.49 CRB Training



Figure4.50 PT, No.8 Position



Figure4.51 Teaching Assistant of Ranger Training

- **The Unforgiven**

Unlike “Real Men” and “Blue Tower”, the military trainings are not portrayed in any scenes of “The Unforgiven”. Although “The Unforgiven” is the military service related film, it does not emphasize the military training but the military authoritarianism and hierarchical system of military life instead.

4) Military Punishments

As the military life is always related to the command and discipline, the punishments unavoidably appear. In Korean Military, the word “all-cha-ryeo” (얼차려) is widely used as it means “come (return) to consciousness”. Korean soldiers absolutely know its meaning as they would have an experience about it in the military. If the superior says “all-cha-ryeo”, it means that they have to be more concentrating and attention to the task or training. The punishment in military is applied liberally for various causes, such as being slow in marching, making a mistake while training, or losing a soccer game.

- **Real Men**

In “Real Men”, the cast members are not exempted from the punishment. However, the punishment portrayed in “Real Men” is not difficult or cruel as much as it is shown in “The Unforgiven”. “Real Men” portrays the image of military punishment as it is one part of military life and does not emphasize the punishment in the way of violence. Therefore, the viewers will be able to understand these punishments, since it is considered as one part of military life not something which should not be happened.



Figure4.52 Punishment in the living hall



Figure4.53 Punishment during training

- Blue Tower

Similar to “Real Men”, the military punishment is not portrayed much in “Blue Tower” as it emphasizes mainly on the relation between each soldier in the barrack and their life experiences.



Figure4.54 The new recruit is punished by the superiors

- The Unforgiven

Comparing to “Real Men” and “Blue Tower”, the military punishment is mostly portrayed in “The Unforgiven”. As this film emphasizes on the masculinity and the authoritarianism, many scenes which depict the image of punishment appeared entire the film. Especially, the military style punishment called “*Wonsan pok-gyeok*” (원산 폭격) which translates to "bombing of Wonsan." Wonsan is a port city in North Korea. This post is one cruel punishment and widely used in the military barrack. It is applied liberally for various causes. In “The Unforgiven”, it is used to keep the order and discipline including showing the power of the superiors to the subordinates. Moreover, “The Unforgiven” portrays the punishment scenes which are not appeared in “Real Men” and “Blue Tower”. It is the scene that the lower rank soldier is ordered to take off his pants. It is one punishment which possible appears in military barrack.



Figure4.55 “Wonsan pok-gyeok” (원산 폭격)



Figure4.56 The lower rank soldiers are ordered to take off his pants.

5) Military Relax Times

Since Korean men come to the military camp, all their personal items usually cloths and mobile phones are packed up and sent back to their parents. They have to live in the military barracks without technology stuffs which they used to relax with. Moreover, after they adjust themselves to the military routine, their daily life at the base began to be boring. Assignments range from serious (patrolling) to petty (cleaning the base), but they generally end by 5 p.m. After 5 p.m., soldiers play soccer, read, study, or generally do anything to kill time.

- Real Men

As mentioned above, the cast members in “Real Men” also have the relax time during the break from training or in the evening. Usually, the military living hall where they live tends to have a television, so they sometime watch it. In “Real Men”, all cast members and the other soldiers at that base are mostly enjoy watching the girls group on television music program. As there are only the same young Korean guys in the barrack, it causes them some boredom. Therefore, watching the girls group can make them feel more excited, relax and fresh after living with the same guys for a long time.

In addition, there are girl group tours in the military barrack in order to encourage the soldiers who serve in the military. In “Real Men”, the girl groups also appear in the military base. This is the general thing in Korean military which the popular singers sometime put on a show or performance at the military camp in order to support and encourage the Korean soldiers.



Figure4.57 Watching Girl Group on TV



Figure4.58 Girl group's Performance at the military base

In addition, the cast members of “Real Men” and other soldiers also play a guitar and write a diary. They share their experiences and tell the joke to each other during the relax time.

- Blue Tower

The characters in “Blue Tower” are also enjoy watching the girl groups on television similar to “Real Men” including look forward to see the performance of their favorite girl group in the military base.



Figure4.59 Girl group's Performance at the military base

In addition, “Blue Tower” portrays the other activities of Korean military during relax time especially, playing football because it is a universal part of the military experience. The football experience in Korean military is called “Gundaesliga”, a parody of “Bundesliga” or the Federal League in Germany. “Gundae” means “military” in Korean similar to Gunda-ria, a military style hamburger. Because football is popular in Korea, and also because the game can entertain twenty-two men with a single ball, playing football is nearly a widespread experience for all Korean men who served in the military. Each squad would usually play as a team, sometimes with each sergeant of the squad betting snacks or drinks. Long discipline process such as running several miles, etc. usually awaits the losing team. It is said that for a gifted football player, life in the military comes easily. Because inter-squad football games factor so much into the military life, the ranking soldiers take it a little easy on the star players.



Figure4.60 Gundae-sliga

- The Unforgiven

In “The Unforgiven”, the military relax time is similar to “Real Men” and “Blue Tower”. The soldiers also enjoy watching a girl-group on Television as well as other programs which the beautiful women are on it. However, as this film mainly emphasizes on the hierarchy and authoritarianism between ranks soldiers, the channel showing on that television is entirely up to the sergeant, who is usually the highest-ranking officer in a squad. And sometime the lower rank soldiers are not allowed to watch it even they are sitting together in front of television.



Figure4.61 The soldiers are concentrated on TV.



Figure4.62 A beautiful woman on TV



Figure4.63 A new recruit glances at TV.



Figure4.64 A last year sergeant looks at the new recruit and asks him whether he watches TV or not.

Table 4.4 Analysis of Reproduction of Korean military culture Reflected by the Military Values

Korean Military Culture	Blue Tower	Real Men	The Unforgiven	Other films
	Military Service			Korean War
1. Military Values				
Ranks and Hierarchy (위계질서)	○	○	○	X
Absolute Obedience to Command and Discipline (상명하복의 절대복종)	X	○	○	X
Comradeship (전우애)	○	○	X	○ -The Front Line -Welcome to Dongmakgol
Uniformity (획일성)	○	○	○	X
Collectivity (집단성)	○	○	○	○ - The Front Line
Spirit of Teamwork (협동심)	○	○	X	○

Table 4.5 Analysis of Reproduction of Korean military culture Reflected by the Military Life

Korean Military Culture	Blue Tower	Real Men	The Unforgiven
	Military Service		
2. Military life			
Military living hall and other facilities	○	○	○
Military Foods and Snacks	○	○	○
Military Trainings	○	○	X
Military Punishments	○	○	○
Military Relax Times	○	○	○
NOTICE	<p style="text-align: center;">Positive Portrayal</p> <p>-More real aspect comparing to “Real Men”</p> <p>-The viewers can feel more sympathy with.</p>	<p style="text-align: center;">Positive Portrayal</p> <p>Improved facilities Pleasure environments Various foods Beautification</p>	<p style="text-align: center;">Negative Portrayal</p> <p>- Emphasizing on the hierarchical system</p> <p>- Depicts the hidden sides such as violence using among Korean soldiers, sexual abuse behaviors and the harsh punishments.</p>

CHAPTER V

CONCLUSION, DISCUSSION AND SUGGESTION

This study is a qualitative study of Entertainment Media and Korean military culture. It aims to analyze the relationship between the entertainment media and Korean State's ideology as well as to understand how Korean military culture is constructed and reproduced in the entertainment media. The sampling group was closely examined and analyzed using the following concepts and theories: Korean military culture, Media in South Korea, the Social Construction of reality, Media Representation, Cultural Reproduction as well as Ideological and Cultural Hegemony.

5.1 Conclusion

According to the research objectives that this study aims to look into the relation between the entertainment media and Korean State's ideology, it is concluded that the entertainment media have related to Korean State's ideology as it is utilized as a tool to reproduce the state's ideology including control the people's perceptions. Moreover, Korean State sometimes used the entertainment media to form the propaganda which is different in each period. It is divided into three significant periods; "Conservative Administration and Military Authoritarianism" (1961-1993), "Liberal Administration and the Sunshine Policy" (1998-2008) and "The Coming back of Conservative administration under the democracy" (2008 – Present).

The analysis result shows that Korean society under the conservative administration and military authoritarianism (1961-1993) was dominated by the Korean State's ideology which had a main purpose of National formation including its power maintenance. Especially in Park's regime, he mainly focused on the films. It could be called "A Golden Age" of the film industry at that time. However, the films produced during in this period were served as a tool for Park's political and ideological propaganda of anti-communism. Therefore, a number of films were produced under this propaganda theme of anti-communism. The distinctive characteristic in the films under Park's government was North Korean characters

since they were represented as a national enemy threatening the security of South Korean nation. This style of North Korean representation was begun since the Rhee's regime and was supported by National Security Law which is the symbol of anti-communism to the present.

In Liberal Administration and the Sunshine Policy Period (1998-2008), it is found that the reproduction of Korean State's ideology was changed due to the transition of the political power from the conservative to liberal group. Korean State's ideology at this time was represented by the Sunshine Policy itself and also the entertainment media production such as films. The Sunshine Policy of President Kim Dae-jung led to a normalization of relations between North and South Korea in general and also the perception of North Korea in the films. The films as "Joint Security Area", "The Brotherhood of War", "Welcome to Dongmakgol" and "The Front Line" are the big mainstream examples that reflect the Korean State's ideology at this time. From the analysis, it also shows that the representation of North Korean in the entertainment media was remarkably changed. It is the evolution from North Koreans as the national enemy, villains or other negative representations to the positive representation such as friends or comrades. Although the reproductions of Korean State's ideology between the conservative administration and the liberal administration are different in term of its methods, the main purpose is still the same as it aims for South Korean national interest including the individual interest of each political group and its power maintenance.

The Coming back of Conservative administration under the democracy (2008 – present), this period is the coming back of the conservative party which had never been friendly to the communist regime in North Korea. President Lee Myung-bak and President Park Geun-hye (Park Chung-hee's daughter) are from the same conservative party that had dominated Korean society during the 1960s-the late 1980s. This is important factor affecting to the political and ideological reproduction in this period which reflect the similar method of the military regime. However, the political change in South Korea in the late 1980s led the country to be transferred to democracy. Korean people also have more freedom because of the new liberal society, information-oriented society and globalization. They are cleverer since it is

easy to get the information from various media. Therefore, it is necessary to change the way of political and ideological reproduction to be more neatly and realistically as obviously found in the sitcom “Blue Tower” and the reality show “Real Men”. Both programs mainly emphasize on the importance of military service and avoid mentioning North Korea related issues. This can reflect that North Koreans are not considered as the national enemy for South Korea anymore. But the real enemy is the changing thought, belief and value of South Korean people. It can be the reason why both programs avoided mentioning North Korean and attempted to emphasize on the people in order to dominate their consciousness, thought and belief instead.

In addition, the analysis shows that the distinctive point in this period is it utilizes the style of Non-fiction as the reality show “Real Men” to reproduce the ideology instead of using the fictional films as seen in “Liberal administration & the Sunshine Policy period” as well as “Conservative administration & military authoritarianism” in the past. In addition, the reality show, “Real Men” can make the viewers to feel of the reality, even in fact, it may not be a reality but something that is constructed.

According to the second research objectives that the study aims to analyze how Korean military culture is constructed and reproduced in entertainment media, the analysis shows that the Korean military culture is constructed through two aspects of military values and military life. As shown below;

1) Military Values

Korean military values are mostly portrayed in the television programs that are the sitcom “Blue Tower” and the reality show “Real Men” as well as the independent film “The Unforgiven” since these three entertainment media productions all emphasize on the military service. Therefore, Korean military values unavoidably appear. The important military values founded in these entertainment media productions are Rank and Hierarchy (위계질서), Absolute Obedience to Command and Discipline (상명하복의 절대복종), Comradeship (전우애), Uniformity (획일성), collectivity (집단성) and Spirit of Teamwork (협동심). However, there are also

some military values such as Comradeship and Spirit of Teamwork portrayed in the fictional films that are “Welcome to Dongmakgol” and “The Front Line” since these two films emphasized on the relationship among the comrade soldiers in the war.

2) Korean Military Life

Korean military life is portrayed mostly in the television programs that are the reality show “Real Men” and the sitcom “Blue Tower” as well as the independent film “The Unforgiven” since these programs and film mainly depict the life of Korean soldiers in the military barracks such as the military living hall and other facilities, military foods and snacks, military trainings, military punishments and military relax times.

However, it is also founded that the military life in “Real Men” tends to be more positive and beautified such as the improved military weapons and the various military foods. Comparing to “Blue Tower”, the military life and experiences in this sitcom are portrayed in more real aspect which ordinary Korean male can feel sympathy with. Whereas, the independent film “The Unforgiven” tends to more emphasize on the hierarchical system and masculinity in military organization. It depicts the hidden side of military life in the barracks which had never be portrayed before in the entertainment media such as the violence using among Korean soldiers, the sexual abuse behaviors as well as the harsh punishments.

5.2 Discussion

From the objectives of the study that aims to look into the relations between entertainment media and Korean state’s ideology including attempts to analyze how Korean military culture is constructed and reproduced in the entertainment media, the finding shows that the Korean State’s ideology is reproduced through the entertainment media in three significant periods. However, the reproduction methods are different due to the change of political power and social contexts.

In the conservative and military regime, the political and ideological reproduction was done for the purpose of the state's propaganda that mainly emphasized on the national formation and the anti-communism. Korean State's ideology of the military regime was represented by a number of films. These films had the distinctive character that is North Korean representing as a national enemy or villain. This finding corresponds to Kim Ji-mi's finding (2013) that Park Chung-hee's government utilized film as a tool for propagating its own views and supported the filmmaker to make the anti-communism films.

In the Liberal administration and the Sunshine Policy period, the state power was changed into the liberal party for a first time in South Korean history. President Kim Dae-jung established the Sunshine Policy aiming to soften the tense in Korean peninsula. It can be considered that the Sunshine Policy itself is also one of the representations of the Korean State's ideology of North and South reunification. Moreover, South Korean state's ideology on reunification is also represented in the films such as "Joint Security Area", "The Brotherhood of War", "Welcome to Dongmakgol" and "The Front Line". These films represent North Korean character in different way from the past as it was represented as friends. North Korean character was humanized in these films since it aims to improve the perception of South Korean on the North. This finding corresponds to Byun Jae-run's finding (2001) that the films made under the Sunshine Policy reflect the trend of the nation unification discourse and the change of the relationship of north and south.

The coming back of Conservative administration under the democracy (2008-present), South Korea is ruled again by the conservative party which had never been friendly to the communist in North Korea. Therefore, the Sunshine Policy was not resumed again at this time. The political and ideological reproduction in this period reflects those of the military regime since they were all from the conservative party. However, it is found that there is a significant difference in term of the method that Korean State use to reproduce its ideology, especially in the entertainment media. The sitcom "Blue Tower" and the reality show "Real Men" are the obvious example that can reflect the Korean State's ideology. Both programs aim to emphasize on the

importance of military service as it is all men's national duty and it is needed for the national security.

However, the study found that North Korean related issue is significantly avoided in both program. It can be considered that North Korean is not considered as the national enemy and threat anymore. The real enemy can possibly be South Korean themselves as their thoughts, beliefs and values can be changed all the time due to the information-oriented society.

In term of Korean military culture, the analysis shows that it is constructed and reproduced in the entertainment media through two aspects of Korean military values and Korean military life. The important point is Korean military values such as Rank and Hierarchy and Comradeship are mainly reproduced in the positive way as shown in the reality show "Real Men", the sitcom "Blue Tower" and most of films. At the same time, Korean military life is also constructed and reproduced in the same positive way especially in the reality show "Real Men" that often portrays the improved military barrack and the modern facilities. The reason why Korean military culture is constructed and reproduced in positive way might be because its negative criticisms from Korean people are increasing nowadays.

The results and conclusions of this study are important to Korean Studies in the aspect of the historical study related to the ideological reproduction of political groups from the end of Korean War to the present. In addition, it is also important to the media sphere as the study gives the information about the influence of entertainment media on South Korean society and how the political groups utilize the entertainment media to propagate their own views. For Thai society, the study can be basically guideline for Thai audiences that they should beware of the media since it may be produced for some people's benefit and it can affect to the audience's perceptions on what the media is presenting about. In addition, the study influences our knowledge and understanding of the Korean entertainment media productions that it is not produced just only for entertaining people but it has more deep significant ideology hidden in it which can reflect the Korean state's ideology in each time.

5.3 Suggestions

1) This study emphasized on the entertainment media productions that are five films and two television programs released in the period of Sunshine Policy to the present (1998-2014). A future study should include more recently released entertainment media productions.

2) This study emphasized only on the entertainment media productions itself. Therefore it will be more interesting, if a future study focuses more on individual aspect of Korean male in entertainment careers such as singer and actor because they have a lot of influence in the society and they are also Korean citizen who have to serve in the military barrack.

3) A future study should include the viewers' perception on this entertainment media to be analyzed more specifically whether it has affected to their values, thoughts and beliefs or not.

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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Entertainment Media Backgrounds



“Joint Security Area” (공동경비구역 JSA), 2002

Name in Korean	Gongdonggyeongbiguyeok jeieseuei (공동경비구역 JSA)
Director	Park Chan-wook
Writer	Kim Hyeon-seok Jeong Seong-san Lee Moo-yeong Park Chan-wook
Producer	Shim Jae-myung Lee Eun
Cinematographer	Kim Seong-bok
Release Date	September 9, 2000
Run Time	110 Mins.
Language	Korean, English, French, German
Country	South Korea

Year	Awards	Category	Recipient
2000	Blue Dragon Awards	Best Film	Joint Security Area
2001	Deauville Asian Film Festival	Audience Award	Park Chan-wook
		Best Film	Joint Security Area
		Best Actor	Song Kang- Song
	Fant-Asia Film Festival	Best Asian Film	Park Chan-wook
	Grand Bell Awards	Best Film	Joint Security Area
		Best Actor	Kang-ho Song
		Best Art Director	
Best Sound		Kim Seok-weon Won-Yong Kim	
Seattle International Film Festival	New Director's Showcase Special Jury Prize	Park Chan-wook	
2002	Blue Ribbon Awards	Best Foreign Language Film	Park Chan-wook

Synopsis

This film is about the incident happening in the DMZ or Demilitarized Zone, separating North and South Korea. Swiss Army Major Sophie E. Jean is assigned by the Neutral Nations Supervisory Commission to investigate the incident, when two North Korean soldiers have been killed, supposedly by one South Korean soldier. Major Sophie finds lack of consistency in the statements of the survivors, and in spite of being pressed by her superior; she interviews South Koreans Sergeant Lee Soo-hyeok and private Nam Sung-shik, and the North Korean Sergeant Oh Kyeong-pil. During the investigation, Sophie discharged as her father was discovered to have North Korean

ties during World War II and thus making her non-neutral. However, she unofficially confirms events with Kyeong-pil and then Soo-hyeok but cannot figure out who really shot the North Korean soldier due to a remaining inconsistency in their stories. In the end, Soo-hyeok commits suicide. It is revealed Soo-hyeok shot the North Korean soldier private Woo-jin, and he committed suicide out of guilt for Woo-jin's death and Sung-shik's suicide attempt. The film concludes with a photograph of the joint security area that accidentally contains all four soldiers with their smiles of friendship.



“The Brotherhood of War” (태극기 휘날리며), 2004

Name in Korean	Taeguekgi (태극기 휘날리며)
Director	Kang Je-gyu
Writer	Kang Je-gyu, Han Ji-hoon, Kim Sang-dong
Producer	Lee Seung-hoon
Cinematographer	Hong Kyung-pyo
Release Date	February 6, 2004
Run Time	148 Mins.
Language	Korean

Year	Awards	Category	Recipient
2004	Blur Dragon Film Awards	Best Actor	Jang Dong-gun
		Best Cinematography	Hong Kyung-pyo
		Best Visual Effects	
	Grand Bell Awards	Best Cinematography	Hong Kyung-pyo
		Best Art Direction	Shin Bo-kyeong
		Best Sound Effects	Lee Taekyu Kim Suk-won
Paeksang Arts Awards	Best Film	Taeguekgi	
2005	Asia Pacific Film Festival	Best Film	Taeguekgi
		Best Director	KangJe-gyu
Country	South Korea		

Synopsis

This film is about two brothers who are forcibly drafted in the army during the Korean War around 1950. In South Korea, the shoe-shiner Jin-tae Lee and his 18-year-old old student brother, Jin-seok Lee, form a poor but happy family with their mother, Jin-tae's fiancé Young-shin Kim, and her young sisters. Jin-tae and his mother are tough workers, who sacrifice themselves to send Jin-seok to the university. When North Korea invades the South, the family escapes to a relative's house in the country, but along their journey, Jin-seok is forced to join the army to fight in the front, and Jin-tae enlists too to protect his young brother. The commander promises Jin-tae that if he gets a medal he would release his brother, and Jin-tae becomes the braver soldier in the company. In the end, Jin-tae can save his brother's life. However, he dies on the battlefield.



“Welcome to Dongmakgol” (웰컴 투 동막골), 2005

Name in Korean	Welkeom tu dongmakgol (웰컴 투 동막골)
Director	Park Kwang-hyun
Writer	Jang Jin, Park Kwang-hyun, Kim Joong
Producer	Jang Jin, Lee Eun-ha, Ji Sang-yong
Cinematographer	Choi Sang-ho
Release Date	August 4, 2005
Run Time	133 Mins.
Language	Korean
Country	South Korea

Year	Awards	Category	Recipient
2005	Blue Dragon Film Awards	Best Supporting Actor	Im Ha-ryong
		Best Supporting Actress	Kang Hye-jung
		Audience Choice (Most Popular Film)	
	Korean Film Awards	Best Film	
		Best Director	Park Kwang-hyun
		Best Supporting Actress	Kang Hye-jung

		Best Screenplay	Jang Jin Park Kwang-hyun Kim Joong
		Best Music	Joe Hisaishi
		Best New Director	Park Kwang-hyun
	Director's Cut Awards	Best Actor	Jung Jae-young
2006	Grand Bell Awards	Best Supporting Actress	Kang Hye-jung

Synopsis

This film is a fictional story of a village named Dongmakgol where is far away on a remote mountain and untouched by the ongoing Korean War. The residents in Dongmakgol have never seen guns, and are completely ignorant of the conflict going on in their country. Their simple, quiet lives are disrupted when a U.S. fighter pilot, Smith, whose plane crashes in the mountains outside the village. The villagers help Smith from the injuries and let him stay at the village. Moreover, three North Korean soldiers and two South Korean soldiers who are lost during the war first face off in Dongmakgol. They raise their arms but the kind villagers have the soldiers agreeing to a temporary truce. After, one of soldiers accidentally destroys the food storage, they decide to stay and help the local farmers to restore the food so they will survive the coming winter. The soldiers begin to connect with one another and form a strong bond with the villagers. Unfortunately for everyone, UN forces believe that Smith was shot down by North Korean forces, and are prepared to bomb the region to protect an important supply route. In order to protect the village from complete destruction, the soldiers decide to work together to divert attack. In the end all of soldiers are dead but can protect the village from the U.S devastating air strike.



“The Front Line” (고지전), 2011

Name in Korean	Gojjeon (고지전)
Director	Jang Hoon
Writer	Park Sang-yeon
Producer	Lee Woo-jeong, Kim Hyeon-cheol
Cinematographer	Kim Woo-hyeong
Release Date	July 20, 2011
Run Time	133 Mins.
Language	Korean
Country	South Korea

Year	Awards	Category	Recipient
2011	Grand Bell Awards	Best Film	
		Best Cinematography	Kim Woo-hyeong
		Best Lighting	Kim Jae-min
		Best Planning	Lee Woo-jeong
	Korean Association of Film Critics' Awards	Best Film	
		Best Director	Jang Hoon
		Best Screenplay	Park Sang-yeon
Best New Actor		Lee Je-hoon	

Synopsis

This film is about the fighting during the Korean War around the Aerok Hills on the eastern front of Korea peninsular, as that would help determine the future dividing line between the North and the South. The hills continue to change hands, so that even the ceasefire negotiators don't always know who controls them. Amidst the fighting, the South Korean officer commanding Alligator Company, who are fighting for Aerok Hill, is found dead by a Southern bullet. First Lieutenant Kang Eun-pyo of the Defense Security Command is sent to investigate the murder that happened there. Eun-pyo arrives at the front lines and meets his old friend Kim Soo-hyeok who is not only alive but has moved up in rank. He has also transformed from a scared and useless soldier to a ruthless killer and tactician. Eun-pyo joins them in battle and discovers Soo-hyeok and a few other soldiers enjoying the contents of a secret communication box buried within the hills in a cave that acts as a mail system and gift exchange from one side to the other. It had originally been used to trade insults between the sides, but evolved into exchanging letters and presents. The North would leave rice wine, and the South would leave American made cigarettes and chocolate. Winter turns to summer and the land continues to change sides. Secrets are held not only by Soo-hyeok but among the seasoned fighters on both sides. Near the end of the war, Chinese troops are deployed in human wave tactics to attack the hill. Soo-hyeok finally is killed by a North Korean sniper nicknamed 'Two Seconds'. After the battle, news of an armistice agreement reaches both sides, and celebrations start. A group of North and South Korean soldiers encounter each other but after a tense early moment, send each other off with goodbyes. However, the armistice is not yet in effect for another 12 hours. Both sides are told by their superiors to fight for the most strategically important pieces of land. As a result, there is a final climactic battle in which Eun-pyo kills 'Two Seconds', who turns out to be a woman. Eventually, everyone on both sides is killed except for Eun-pyo.



“The Unforgiven” (용서받지 못한자), 2005

Name in Korean	Yongseobadji mothan ja (용서받지 못한자)
Director	Yoon Jong-Bin
Writer	Yoon Jong-Bin
Producer	Yoon Jong-Bin
Cinematographer	Kim Byeong-cheol
Release Date	November 18, 2005
Run Time	121 Mins.
Language	Korean
Country	South Korea

Year	Awards	Category	Recipient
2005	Critic Choice Awards 25th	Best New Actor	Ha Jung-woo
2005	Pusan National Film Festival	Audience Awards	Yoon Jong-bin
2005	Pusan National Film Festival	FIPRESCI Prize	Yoon Jong-bin
2005	Pusan National Film Festival	Netpac Awards	Yoon Jong-bin
2007	Durban International Film Festival	Best First Feature Film	Yoon Jong-bin

Synopsis

This film is about young Korean men carrying out their compulsory military service. It starts with the joining in the military of Seung-yeong, a new recruit who finds that his commanding officer, Sergeant Tae-jeong is his old school friend. While Tae-jeong is near the end of his military service, Seung-yeong enters later as a private soldier and has a hard time adjusting to army life. Tae-jeong looks after Seung-yeong, and tries to help him adjust to the strict hierarchies and harshness of military life. Tae-jeong, in a position of authority, is able to make Seung-yeong's life easier, but even after time passes, Seung-yeong is still unable to adjust to the army routine and he becomes more and more isolated from his fellow soldiers. Even Tae-jeong is constantly put in awkward situations because of him. Then, after Tae-jeong has been discharged, Seung-yeong slowly starts to change. Seung-yeong finds himself understanding, and even becoming more like the superior officers he previously struggled against. Matters come to a head when he is given command of Ji-hoon, a slovenly newcomer whose constant incompetence tests Seung-yeong's patience, and eventually forces him to act. Ji-hoon is unable to adjust himself to the military moreover he breaks up with his girlfriend. Finally, Ji-hoon commits suicide in the toilet leaving Seung-yeong with the feeling of guilty. Later, while out on leave, Seung-yeong asks to meet with Tae-jeong and tries to tell Tae-jeong about Ji-hoon's death but Tae-jeong seems to feel uncomfortable because Seung-yeong's strange actions. Indeed, Seung-yeong wants Tae-jeong to forgive him about Ji-hoon's death because he always blames himself and thinks that he is a cause which pushes Ji-hoon to commit suicide. However, Seung-yeong finally commits suicide without telling what he wants and leaving Tae-jeong with the feeling of guilty in the end.

Real Men and Blue Tower's information backgrounds

Topic	Real Men (Season1)	Blue Tower (Roller Coaster 2) or Blue Tower Season1
Local Name	Chinjja Sanai 진짜 사나이	Pooreungeotap 푸른 거탑 (롤러코스터 2)
Genre	Reality-Variety Show	Sitcom/Situation Drama
Years	April, 2013 – January 2014	2012
No. of Episode	Still-Running	26
Director	Kim Min-jong (김민중) Choi Min-geun (최민근)	Min Jin-ki (민진기)
Script writer	-	Kim Ki-ho (김기호)
Broadcast Network	MBC (Munhwa Broadcasting Coporation)	tvN (Total Variety Network Stylised)
Running Time	45 minutes	15 minutes
Other Version	Real Men (Season 2)	- Blue Tower (Season 2) - Blue Tower Zero -Blue Tower Returns



Reality Show, “Real Men”

“Real Men” (진짜 사나이) was first aired in South Korea on April 14, 2013. It is one of segments in the longest-running South Korean television entertainment program called “Sunday Night” (일밤), airing on Munhwa Broadcasting Corporation (MBC), which is one of four major national South Korean television broadcasts. “Real Men” is a reality-variety show which presents the experience of military life in the army through male celebrities. Its concept is taking their widely popular celebrity casts and throwing them into the real life situations in the army. “Real Men” is one of the most notable instances of reality-variety show, for it stated a huge trend in Korea at the moment.

Production Team: The scale of production team is enormous. There are seven cameras for each cast, six ENG cameras, and four cameras installed in each barrack. There are two main producers that are *Kim Min-jong* (35) and *Choi Min-geun* (38). Moreover, there are six assistant directors (AD) (three men and three women) who are the right hand of two producers. Therefore, the total amount of staffs including the script writers and VJ cameras are about 40-50 persons.





Casting: The production team selected the casts by depending more on their different characters than each person’s popularities. Each casts have comparative characters which affected to the program’s interest.

Characters: All casts in “Real Men” are different in term of their military experiences and individual characteristics. The participating casts are not given any scripts or dialogues while they are shooting. They do not act but follow the schedule

of the military base same as the other soldiers. However, as they are selected regarding their individual characteristics, they will finally reveal those characters during their stay in the military barrack. The cast Members' profiles are shown in the table below;

Cast Members in “Real Men” (-Present Members)

Name	Date of Participant	Nationality	Occupation	Military Experience
 Kim Su-ro (김수로) (Ages: 43)	14 April 2013	Korean	Actor	-Served in the Service of Defense for 6 months. -No experience of an Active-duty soldier.
 Seo Kyung-suk (서경석) (Ages: 41)	14 April 2013	Korean	Comedian-MC	-Served in the Korea Military Academy. -Passed the examination in a cadet selection and discharged on expiration of term of service as a sergeant.
 Sam Hammington (แซม 해밍턴) (Ages: 36)	14 April 2013	Australian	Comedian	No experience

 <p>Ryu Soo-yong (류수영) (Ages: 34)</p>	14 April 2013	Korean	Actor	<p>-Served as a police constable in operation battle. (작전전투경찰순경)</p> <p>-Discharged on expiration of term of service</p>
 <p>Son Jin-yong (손정영) (Ages: 28)</p>	14 April 2013	Korean	Actor and Singer	<p>-Served in Army Unit. -discharged on expiration of term of service as a sergeant.</p>
 <p>Jang Hyuk (장혁) (Ages: 37)</p>	9 June 2013	Korean	Actor	<p>-Served in Army Unit. -discharged on expiration of term of service as a sergeant.</p>
 <p>Park Hyung-sik (박형식) (Ages: 22)</p>	9 June 2013	Korean	Pop Singer (Boy Band called ZE:A)	No experience

Notice: As “Real Men” is airing now on MBC. Some of cast members shown in this study had decided to get off the show that is Jang Hyuk, Ryu Soo-yong and Son Jin-yong. Jang Hyuk decided to leave the show because of his busy schedule on

January 18, 2014. However, the reason that Ryu Soo-yong and Son Jin-yong leaved the show is not revealed. According to the quite of three members, an **MBC** rep announced on February 7, 2014 that *"Following the lightning troop edition, actor Jang Hyuk, Ryu Soo-yong, and singer Son Jin-young will leave and K.Will, Park Gun-hyung, Chun Jung-myung, and Henry will join the show."* Therefore, "Real Men" will continue with the eight members as "Real Men, Season 2".

Editing: When each episodes of the program are completely edited, the production team will submit it to the Army Headquarter. The Army Headquarter will check the content in order to keep security of the military and purify the military language and slang. After that, it can be broadcasted to the public.

Narration: The narration of the program is one of successful parts. At first, the beginning target of the program is the male viewers who age between 20-30 years old. Therefore, the production team considered more on this target and mainly used the singers or members of girls group as the third-person narrator.

Setting: The setting of "Real Men" is the multiple Korean military bases located around South Korea. The casts will go to the real military bases without knowing where it is. At the military base, they will face with various environments, soldiers in different ranks and special trainings.

According to the concept of real military project, the producer, Kim Min-jong had to submit the proposal document of the program to the Ministry of National Defense in order to obtain the authorization to shoot in the real military barracks. He went to them and explained about the purpose of program also the positive result they could possibly get from it. Kim Min-jong said that at first the Ministry of National Defense seems to feel burdened with this project because it has to show the real life of Korean military which has never been revealed to the public. However, he is finally permitted to do this program. Kim Min-jong said that the military is more open than he expected.

Shooting: The cast members have to join in the Korean military base in order to shoot the program for 5-6 days. However, the production team will go to the base early around 3-4 days before the real shooting. They will prepare and discuss about

the training schedule of the military base including set the camera following the schedule. So that, the shooting will not damage to the general soldiers and they can work smoothly in every processes. “This is a new method of shooting, both of the production team and our cast members are trying to work together. Although there are many difficult points, we are well adjusting to it.” Choi Min-geun, another producer of “Real Men” said.



“Blue Tower” Season 1 (Popular corner in Roller Coaster Program) by tvN

“Blue Tower” (푸른 거탑 – Pooreungeotab) was first aired in South Korea on April 29, 2012 . It was one corner in a variety show called Roller Coaster 2 aired on Total Variety Network Stylised (tvN), a South Korean general entertainment cable TV. This network is owned by CJE&M, a South Korean entertainment company which is involved in film production, investment, distribution and exhibition. It is the largest entertainment company in South Korean and a subsidiary of CJ Group.

“Blue Tower” is the military-themed TV sitcom which based on real army experiences. It was the most popular corner of the variety show “Roller Coaster 2” broadcasted from April 29, 2012 to December 2, 2012. The program got high viewing rate even it aired on a cable channel. It was considered as a successful performance among the cable channels in South Korea. The increasing popularity of this small corner affected to its independence. “Blue Tower” is separated from “Roller Coaster 2” as an independent formation called “Blue Tower, Season2” broadcasted from

January 23, 2013 to July 10, 2013. Moreover, it was renewed for two times that are “Blue Tower Zero (푸른 거탑 제로)” broadcasted from September 11, 2013 to November 20, 2013 and “Blue Tower Returns (푸른 거탑 리턴즈)” broadcasted from November 27, 2013 to the present.

This study focuses only on “Blue Tower, Season 1” which is a popular corner and a part of “Roller Coaster 2” since it is the beginning of the military-themed sitcom and the most successful season comparing to the others. This season is divided into twenty-six episodes. Each episode portrays the military life and experiences in the barracks. “Blue Tower” is a sitcom and situation drama dealing with the military memories in the barracks. Its psychological description of the story is outstanding. The program drew a great attention from the viewers as it aroused Korean men who had experience in the military barracks to the memories of love and hatred which they all have in common. Moreover, the different and distinctive characters including their strong teamwork made the program to be successful.

Production Team: The production of “Blue Tower” is not too good. The producer of its program, Min Jin-ki (민진기) explained that the production cost of “Blue Tower” is insufficient, also the production environment is poor. Therefore, the production team did not expect too much about its success. However, the story telling and the acting of the casts are very outstanding. So, the program could be successful even they have a poor production.

Kim Ki-ho (김기호) is the script writer of the program. He wrote the script from his own military experiences including discussion with the casts and other staffs about their personal military experiences and utilized it as the script. Therefore, the male viewers could feel the sympathy from the program.







Casting: As a result of insufficient production cost, “Blue Tower” selected the unknown casts to join the program. There are main six casts differing in terms of ages and their military experiences. One of them is Lee Yong-ju, he plays a role of new recruit. The producer, Min Jin-ki explained that Lee Yong-ju has no military experience so he will be able to act as a new recruit better than the one who has ever served in the military service. The other casts have ever served, so they play a role

as a soldier in different ranks such as the private first class, the private, the corporal, the sergeant and the last year sergeant.

Characters: As “Blue Tower” portrays the military memories in the barracks, it is important that all ranks of soldier should be portrayed in the program. Therefore, the characters will be categorized into different military ranks that are the private first class, the private, the corporal, the sergeant and the last year sergeant. The different characters in “Blue Tower, Season 1” which focus mainly on their military ranks made the program more realistic and fun comparing to the other seasons. The cast Members’ profiles are shown in the table below;



Cast Members in “Blue Tower”

Name	Cast and Role	Name	Cast and Role
1. Choi Jong-Hoon (최종훈) 	Choi Jong-Hoon (Last year sergeant) (말년 병장)	4. Baek Bong-Ki (백봉기) 	Baek Bong-Ki (Private first class) (일병)
2. Kim Jae-Woo (김재우) 	Kim Jae-Woo (Sergeant) (병장)	5. Jung Jin-Wook (정진욱) 	Jung Jin-Wook (Private) (이병)
3. Kim Min-Chan (김민찬) 	Kim Ho-Chang (Corporal) (상병)	6. Lee Yong-Joo (이용주) 	Lee Yong-Joo (New recruit) (신병)

Editing: There are women assistant producers taking responsible for the editing. It is because they more understand and know the female mentality comparing to the male producers. This strategy also draws a great attention from female viewers to the program.

Narration: The sitcom was narrated by a first-person narrator that is Lee Yong-joo who also plays a role as a new recruit within the story. The whole story is relayed by his viewpoint from the beginning of his military life to his discharge. As he is a protagonist, he often allows his character's inner thoughts to be conveyed openly to the viewers. Therefore, the viewers can easily feel familiar with him including his experience in the military barrack.

Setting and shooting: “Blue Tower” obtains the authorities from the Army Headquarter to shoot in the military bases. Actually, there is some artistic talent program which obtained the authorities to shoot in the military base but it is not easy for the drama to be allowed shooting in it. According to the corporation from the army, some scenes of “Blue Tower” are shot in the real army base. However, there are also some scenes shot in the shooting places where the production team had to set it for.



VITA

BIOGRAPHY

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