

Essay writing

Midterm,

2----- Choi, Sun-jun

Few months ago we witness retired KBS'chief oppressively by government. When ex-president Jung was resigned and KBS host meeting for reassigning, the scene that KBS labor organization surrounded building and block to reassign the place was a big issue. About this issue, opinions are divided few kinds of view from the press and people. KBS labor organization said we have to stop dismissing of KBS president because this all of courses are historically repeated bad habit. They also claimed that there is no problem of business operation although Blue house say it as reason of resign. Blue house pointed problems with few evidences such as red figures business, receiving fee, and broadcasting program composition problem, etc. But they were thinking this all of factors are fake. On the other hand, three newspapers were arguing we have to change the president and government is right. About this, Yoon seok min, Professor of Seoul National University said in column posted on Joong-Ang Daily News that 'it is also an unavoidable measure to clean up ideologically biased appointees and bleach the color of cronyism in broadcasting'

This is funny. This is totally opposite with last year. Presently, newspapers are helping government during KBS are suggesting problems. However, in the last Administration, 3 represented newspapers(Cho-sun, Joong-Ang and Dong-Ah) and

government was on antagonistic relationship. Let's remind last year and ex-President Roh's term. As soon as ex-president Roh spoke anything in the morning, his words were reproduced with critics and ridicule in the night time by the news. What's more, Mr. Roh even became the first president whose impeachment was suggested by people and media.

Press is very important this day. It is related to society , people, nation, politic, and even world. Purpose of the press is to broadcast the reality in society. It let us know judge between Korea is going well and bad. However, now they are speaking two different voices with a issue. Then, What is the reality there? Whose word we should trust?

This is big problem in Korean. If the press can not speak rightly, by whom we can know government is working well? Moreover, the press has power and its influences is quite big. This presses are able to make even president stupid and it really was. At this part, we need to know more about our press. We have concentrated on only the article but have not cared by whom is written. In fact, our democracy rapidly developed. Because of that, we have many problems in the press, and especially, relationship between government and the press. Among each voices, before having each thoughts, the thing we need to do is knowing who they were, are, will be. This is because victims are always receivers who don't know the press play unless we care. So, for the work not to be a victim of the bad press, reflecting from past could help.

Our newspapers in modern time started with Hansung Soonbo in 1833. it did develop not for private citizen but for an speaker of government because at the end of Joseon dynasty, modern newspaper let us know rightness of blooming and method to promote reforms. therefore, its color still be reflected until now. On the other side, Doklip Newspaper was the first newspaper for private citizen. It started with knowing blooming of citizen. But because our nation was taken away from other countries, newspaper like Doklip Newspaper which resisted external influence could not be alive. During Japan colony, Joseon newspaper was appeared for Japan's culture rule after 3.1 movement. Because culture rule mean our culture change all with Japan's one, Joseon daily newspaper has a characteristic of Japan friendly. Although other two represented newspapers started for citizen, they downfall to Japan government mouthpiece after all.

Under US rule, each ideology and political color among newspapers were clear and conflict was sever. But only the press which is the right wing such as Joseon, DongAh newspapers could keep their historic because US opened the right wing supporting policy.

The first president Lee Seung Man also support right wing and conservative newspapers and it connected to pro-Capitalism, pro-American and anticommunism. And after Lee resigned, government

executed press friendly policy and supported money and many benefits with the name of guaranteeing freedom and rightness of the press. In the courses of the policy, the press had a big profits as government's hope, but it gave us big sickness that we can not cure until now.

5.16 military coup make an opportunity that the press subordinated to the Administration. Military government abolished Min Jok daily news which was left wing and its chief got death penalty. In that circumstances, many newspaper companies supported coup because Park Jung Hee who was president at that time performed press card policy(Press card system gave government authority to appoint journalists so that they can control the press) Since then, Joseon daily newspaper got a nickname of government's organ.

During Jun Doo Hwan was president, the press having sounded each differently put out same sounds because ex-president Jun controlled more than ex-president Park Jung Hee. The press control became necessary condition to do massacre in Gwang Joo and he already made new law about broadcasting to lead everything his **우리** **한** side. Although those day's press tried to speak reality, it was hard under military rule. However, problem existed the press itself as well. Some presses induced active support and showed voluntary loyalty. Needless to say, there were many journalists who flattered for success in life. Likewise, Mr. Jun finished his

term with press manipulating.

Next President Rho was the main person of last coup but, he pursued more free press policy. By the press friendly policy, newspaper company was increased and Hangyufae newspaper which is centered on citizen appeared during his term, . It spoke difference with other news declaring Minjoo, Minjok, Minjoong press (democracy press, nation press and people press). Additionally, Rho's government was made up small government party and big non-government party. In this atmosphere, the press changed to a hyena and enjoyed playing with politicians. The press was not dependency of government anymore, instead they became a kind of new power which can deal with government without subordination. For example, Inspection of police and government toward the press was kept and government tried to abolish benefits of tax and collect examples of unreasonableness, but it was failed. It says the press became big power and uncheckable power.

Yet, there is also problems. Although they started to stand on citizen, it had some limits. First of all, the press value as a methods of power was not changed. As it became common that journalists received bribes and they behave irregularities and corruption. Also, they laid stress on advertises more than contents because it was a big chance to grow themselves. Finally, end of greed connect to a try making president coming from journalist. And for doing it, they kept partial broadcasting

supporting special party with views of company who has rich and power, even though the press has purpose to sound of general people. Now, their size became big and had power. Some people can ask why is having a big power bad? There it is. Another problem was monopoly and oligopoly of the press having one kind of voice. Monopoly and oligopoly not only destroyed balance of the press power but also cast a cloud on receiver's eye. Kim Dae Joong's government who has different political color, suffered from it during his time. For instance when his government got South and North Korea meeting and was appointed as a winner of Nobel prize. At this time three newspaper kept suggesting suspicions and express these are all connecting to political results. Kim's government did not keep standing about these attacks. When attacks from the press was frequent, at first, he tried to catch the press and tame them, but they did not subordinate on government anymore, instead they sat in new power named of the press power. Soon, Kim's government opened an all-out war with the press and tried to scrap out unreasonableness, but they already grew up super rat.

This all story occurred for fifteen years, clearly a half of twenty century. Compared to American newspaper, even though it is quite short time, we have underwent sufficient big and small incidences and change courses. However, about differences among the presses, people and President, it would not be able to explain all those with only history. This is because history also can be distorted by someone. When we see a incident, except for front and

rear relation, what we are doing is to see circumstances around them. If we knew vertical relation through history, atmosphere can say horizontal relation.

Professor Kang jun man who is the department of mass communication have researched as to this horizontal relation. He says in his book 'We are living in flood of the press play. Although we see and think as news is showing, Don't forget there are hidden efforts of journalists behind news' Like his words, many new dictators in Korea enjoyed press play. We can see it more sever through the relationship among company, government, power and news media. For example, the fact that Sam sung became a Korean representative enterprise in Korea which was not the best let us know they also have an eye on media broadcasting. Actually, they did it well. If they don't have that skill, they might not exist. According to Prof. Kang, They had been prepared before long time Lee byung-chul, ex-chief of Samsung and father of present Sam-sung Company, died. Now, we are knowing he was the best enterpriser and had extraordinary ability for business. But to make his this, we can not help passing black money. What the Samsung is great is that they even threat not only journalists and news company with advertisement contract. Prof. Kang's book also says, when some rightful journalists write a critical article, they turned off his Cell- phone long time to escape Samsung's lobby. However, this cases are very special ones. Samsung is included in enviable case. This is because, commonly, journalists are superior to

company because Companies always sensitive on article about them. Another thing he believe is the reason most of company has a public relation part is because they care their external image. Actually, staffs in public relation room are checking all of material related with the company from TV, journal and newspaper and reporting to their senior. Plus, answering about their questions and worshipping them is another works. But when they do it, they must not struggle with journalists. From when they come in public relation room, they are educated to call journalists "Gija Nim" Besides, Company requires them to know and report journalist's birthday, wife's birthday and even their boys elementary school entrance ceremony. In front of Journalists, Staffs must not forget they are an errand boy of them.

Relationship between politician and journalist are not different. In their relation, politeness of Korean vanished long time ago. Journalists even required selling their books on conditioning writing articles about them. Besides, some journalists demanded exchanging money to photos which was taken a congressman. Photo is important to them because it let know not only they are working hardly and but it also help them keeping their chair. In nineteen ninety age, this showmanship was well expressed especially, in the Ministry of Agriculture and Forestry. According to Joseon daily news at that time, certain congressman brought sea water to Inspection organization of the administration to demonstrate the damage of red tide in front of journalists. Another congressman so far as brought imported squid there and

shook in front of Camera. It says that people who can not this kinds of show can not be good congressman. Furthermore, unfortunately, this showmanships would be still going. Few months ago, we can remember it was a big issue that the chief of the National Intelligence Service who must not show to people, intentionally exposed himself when The chief of CIA visited in Korean. Why do many politicians become comedian just in front of camera?

If you think this is it, you are making a mistake. This manipulations by press are also found in popular culture. In this part, Prof. Kang says "Among people who are working related to the popular culture, there is no one who don't make a press play. To be a survivor in the industry, it is absolutely important" Therefore, One of the works of managers is to make stars being expressed in newspapers and journals. Likewise, broadcasting company, Movie company, recording company, and publication company are also doing it. Everywhere, in anytime.

I Believe that knowing the vertical and horizontal relation of the press is super important. They would give you wisdom to see fake world and real world. However, why didn't we learn this past and relation, when we were high school or mid school? I don't want to say we have to follow some party or some thought. Rather, we have to believe ourselves and stick to our opinion so that when the manipulated press came to us, we can discern it and we can shout "I totally disagree!, you are wrong"

