

## Communication Study in Korea: Its History and Current Trends

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Communication study in Korea is in a take-off stage, and its importance as a branch of the social science of behavioral science is well recognized among the academic circles in this country. There have been a rapid growth in the number of researchers and a maturing of research environment especially in the past two decades. These facts give credence to an anticipation by many scholars that a full blooming season is around the corner.

Currently the Korean Society for Journalism and Communication Studies has about 120 members, most of whom are actively involved in research as well as teaching at the 15 of the major universities across the nation.

These researchers and their research trends can basically be categorized into three philosophical and methodological camps according to their academic backgrounds and orientations. The first school of thought is encamped by the indigenous journalism researchers who are in essence normative, historical and qualitative in their approaches. The second camp is the western European school of thought with basically the structuralistic or Publizistik perspectives. The third, of course, is the American-trained camp relying heavily on empirical and scientific methods in their approaches.

The present paper purports to provide a brief accounting of the historical developments and evaluate current trends of communication research in Korea.

### I. Historical Developments of Communication Studies.

The history of communication study in Korea is comparatively short, but it has undergone three distinctive phases of development in the last four decades.<sup>1)</sup>

Though the country this year commemorates the centennial of the *Han Sung Sun Bo*, its first modern newspaper, systematic study of journalism or communication could not

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1) Lim Kun-Soo, "A Geneological Study of the formation of Korean Communication Science and Research Trends", in *Journalism* (1976, Spring), pp.81-113.

begin until after the Liberation of the country from Japan in 1945. During the 35 years of harsh colonial rules, there was no academic freedom, let alone freedom of the press. And, thus, except for a few rudimentary books and publications on journalism and a few commentaries on the performance of the press, not many serious discussions or activities of academic import could develop.

However, the launching in 1920 of the two Korean dailies had generated much interest in journalism among Koreans, and quite a few of them had studied journalism as their college majors. And they became the pioneers of the Korean journalism education and research after the Liberation.

The first of these is Kim Hyun-Joon who received his Ph.D. in journalism from Leipzig university in Germany in 1928. He returned home shortly after his degree, but because of many restrictions and the lack of interest in journalism at that time, he could only teach sociology at a college. And he could not contribute significantly to the development of journalism study.

But later students who studied in Japan in the 1930s and '40s, had left enormous impact. They include Kwak Bok-San, Lee Hae-Chang, Kim Yong-Min, Yoon Suk-Jooong, Bak Yu-Bong and Choi Choon. Most of them after the Liberation taught journalism and had laid the foundation of journalism study in Korea.

### 1. The Formative Years (1945~1962)

Following the Liberation, along with freedom of the press came freedom of learning and education. At that time virtually hundreds of newspapers sprouted with a variety of ideological tilts. Thus the most pressing need and the demand of the time was training and education of competent journalists.

To meet the demand, the late Prof. Kwak Bok-San launched the Chosun School of Journalism (later changed to Seoul School of Journalism) in April 1947, and this marked the beginning of journalism education in Korea. Initially the school had a six-month training program, but it was extended to a full-year program from the second year. The curriculum of the school was one-half practical training and theory in journalism, and the other half was lectures on the humanities and the social sciences.

The faculty of the school, due to the lack of journalism scholars, consisted mainly of practical journalists with newspaper experiences. Therefore, the training had to be centered around practical skills and techniques. In this light, it could be said that the school could not contribute significantly to the development of journalism or communication research.

Nevertheless, it was this school that had laid a foundation of journalism education and indirectly influenced and stimulated interests in journalism research by producing many of the later scholars and practitioners.

The Seoul School of Journalism had produced approximately one thousand graduates during the 15 years of its existence, and many of them are in leading positions in newspapers or in the government as well as in schools.

Though the school could not have developed into a formal college of journalism as Prof. Kwak dreamed and failed to foster much interest in research and theory of journalism, Prof. Kwak may be considered as a genuine pioneer in this field.

His impact on Korean journalism study had been enormous and much of the credit for providing competent journalists during those difficult times would have to be given to him.

Entering into the '50s, the concept of "mass communications" had become a frequently discussed term, and the necessity for more theoretical study and research in mass communications had been recognized by many. As a result, the nation's first mass communication course at a regular college was started at Seoul National University in 1950. And other universities including Yonsei, Korea, Joong Ang and Ehwa Women's also opened similar courses shortly thereafter.

These courses had gradually been developed into departments of journalism in the late '50s. The first of these departments was launched at Hong Ik University in 1955, and the suit was rapidly followed by Joong Ang in 1957, Ehwa in 1960, and Han Yang in 1963.

In 1959, the Korean Society for Mass Communications Studies (later the adjective "mass" was dropped) was founded in response to the growing interest in research and theory in mass communication and journalism. Around this time (1955) some of the American theories of mass communication was also introduced by Chun Kwan-Woo, including the theories expounded by Leonard Doob, Charles Cooley, Wilbur Schramm, Carl Hovland and Paul Lazarsfeld.

However, the research trend of the time was heavily newspaper-bound because most of the researchers during this period was trained in Japan and had practical newspaper experiences. And thus, a more general view and research of mass media had to wait until the ensuing decade.

A brief summary of academic backgrounds and orientations of the leading scholars during this period may help understand this trend. Among the scholars who took part in founding of the first four journalism departments in Korea, Profs. Kwak, Choi Choon, Lee Hae-

Chang, Lim Keun-Soo and Bak Yu-Bong were the most active.

All of them, except Bak, were former journalists. And Profs. Kwak, Lee and Bak were graduates of Sophia University in Japan, where they had been strongly influenced by prof. Kono Hideo who had studied in Germany and had strong inclinations for German theories and philosophies of journalism. Profs. Lee and Bak themselves also studied in Germany in the 1950s and had introduced German Publizistik (science of public communication) into Korea.

Thus, under the strong influences of German theory combined with extensive newspaper experiences, these scholars tended to view journalism as basically the study of newspapers. They regarded newspaper as an independent phenomenon not closely related to other social institutions. As Lee Sang-Hae puts it, they saw it "as an isolated entity"<sup>2)</sup> and believed that a systematic description of newspaper constituted the theory of journalism. This was the journalism in the narrowest sense, that is "the newspaper science" (*Zeitungswissenschaft*).

Naturally, the historical, qualitative and normative approaches dominated the field, and most researchers in this period were mainly concerned with the history of the press and of the functions, responsibilities and freedom of the press.

## 2. Introduction of Empiricism (1963~1970)

In the early '60s, the trend of communication study which had been dominated by the narrow "newspaper science" began to change, and the more comprehensive mass communication science was taking roots. This change had been facilitated by the returning of many scholars from abroad with empirical and scientific orientations in their approaches. Also contributing was the launching of many new departments of universities and communication research institutes.

The first who returned was Kim Kyu-Wan from Japan with a Ph.D. from Tokyo University. He was the first to introduce the mass communication science and research methods in the current sense.

Those who returned from America in the early '60s include Chang Yong, Kim Dong-Chul, Yoon Hee-Joong, Oh Jin-Hwan, Ahn Kwang-Shik, and Hahn Byoung-Ku. All of them began teaching upon their return and contributed significantly to the establishment of a new research trend in the field.

2) Lee Sang-Hae, "The Cross-Road of Social Sciences-the Identity of Mass Communication Science," in *Wolgan Chosun* (1982.10) pp.322-350.

The most important event of the period may have been the founding of the Communication Research Institute at Seoul National University in 1963. This was a significant turning-point in communication study in this country. Scientific and empirical study of communication with distinctively different perspectives from the "newspaper science" had been launched with this institute.

From the very beginning, the institute, largely, if not solely, initiated by Prof. Kim Kyu-Hwan, had engaged in and began to publish many research papers of scientific nature. The results of research that employed scientific methods such as content analysis and survey methods were frequently published in the *Communication Research Institute Bulletin*.

In the first issue of the journal in 1964, Prof. Kim, then the research director of the institute, in a self-reflective article on the status of communication study of the time, made some enlightening comments on the future directions. He asserted;

"In Korea, study of mass communication has mainly focused on such normative problems as the media's responsibility, freedom of the press, the right to know, the government control, and the like. This tendency may have been fostered by the fact that the Korean media, especially the newspaper, have played significant roles in almost every important social and political change, and by the belief that this should be the function of the press. However, the more fundamental subjects for mass communications research, in the opinion of this author, will include the delineation of the relationship between the media and human behavior, the study of the process of mass communication on the audience. The fundamental task for the mass communication researchers is the study of the types and natures of the relationships between communication and other social phenomena and human behaviors..... Communication study in Korea is in the cradle, having barely passed the starting point. In order to facilitate research in this field, it seems imperative that we promoted two most urgent activities, among others. The first would be encouragement of participation by the scholars from other disciplines of the social science. And the second will be the systematic theory building pertaining to the processes, functions and effects of mass communication by accumulating and analyzing empirical data."<sup>3)</sup>

These remarks were revolutionary, considering the research trend of the time. But research along this line has precisely been the rationale and objectives of the institute. It has provided an impetus and has been the pacemaker of scientific communication research in Korea.

By the middle of the '60s, mass communication science had rooted down and began to grow rapidly in Korea. Many more scholars had returned from abroad, and they further

3) Kim Kyu-Whan, "Toward Agreeable Future Directions of Mass Communication Research," in *The Bulletin of the Communication Research Institute, Seoul Nat'l Univ.* (Vol. 1, 1964) pp. 7-8.

accelerated the climate change and made substantial contributions to the sophistication of communication research. A few more departments of mass communication had also been opened in Seoul as well as the first graduate school of communication.

In 1968, the Graduate School of Communication was born at Seoul National University by the effort of Prof. Kim Kyu-Whan, and this had remarkably increased the depth and quality of communication research by producing many able young researchers in the field.

The faculty of the school consisted of Profs. Kim, Lim, Bak, about whom we've already mentioned, and Profs. Kim Il-Chul, Lee Sang-Hee, Oh Kap-Hwan, Zoh Myung-Han and Chey Myung. Profs. Kim Il-Chul, Lee and Oh were sociologists, while Zoh was a psychologist and Chey a political scientist.

The composition of the faculty reflects the school's emphasis on the broad communication studies instead of the narrow journalism studies. It also is an illustration of the fact that communication research in Korea was expanding toward a more sophisticated inter-disciplinary direction as had been the case with America in its early stage.

At the end of the decade, almost all other Schools began to follow the suit by adding communications courses in their curricula. At the same time a few more scholars returned from the United States further enriching this fast growing field. They include Profs. Kim Kyu, Kang Hyun-Diew, Yoon Yong and Son Yong. All these facts emphatically tell that communication study in Korea around this time had departed from the stage of newspaper-boundedness of the previous decade and had moved to wider communication research viewing the media, not as a separate phenomenon but as an integral part of the overall society.

To summarize, it was during this period that communication study in Korea had undergone enormous qualitative changes and had embarked on a new path. The heydays of "the newspaper science" had been over, if not completely outmoded. By adopting empirical and scientific methods of research, and by studying communication as a social phenomenon closely interrelated with other social institutions and human behaviors, communication science as we know it today had taken roots in the Korean soil. And returning from abroad of many competent researchers with scientific orientations had provided an impetus and the foundations for the rapid growth in the field.

### 3. Period of Take-off (1971~)

The newly introduced communication science in Korea began a process of academic sophistication and diversification in the 1970s. The gravel road opened by the pioneers in

the '60s was graded and paved by the later students. Communication science as opposed to "the newspaper science" had gradually become the dominant and prevailing perspective of research. In a word, it reached to a take-off stage.

By the early '70s, communication courses were opened in virtually all major universities, and graduate programs in some of them had vastly been improved in quality. Accordingly the demand for able teachers increased sharply, inducing a group of young scholars from abroad. Those who returned around that time were Profs. Cha Bae-Keun, Suh Chung-Woo, Hahn Tae-Youl, Choi Chang-Sup, Park Heung-Soo, Oh In-Hwan, Lee Sang-Hae, Kim Kyong-Kon, Won Woo-Hyun and Lee Kang-Soo. These young and prolific researchers vigorously promoted and accelerated the qualitative change in communication research by expanding into vastly new areas as interpersonal, international, intercultural communication as well as the typical mass communications research areas as broadcasting, advertising, public relations, and the like. Thus it may be safe to say that introduction of the positive and scientific methods and communication study as a science had been completed by this time. The intensification and diversification of communication study, in the current sense, began to occur in the '70s.

At around this time, the traditional journalism study, which had mostly been normative and qualitative, underwent substantial changes, too. It broadened its research scope by absorbing many scientific methods, and thus became fused with the new communication science in many ways. In this sense, the once dominating journalism study seemed to have been taken over by the positivism. But it was far from the case. Though the heydays may have been over, it still has a lot of following and exists intact along with the empirical school.

Also began during the early '70s, with the diffusion of positivism and empiricism, were the efforts by many concerned researchers to devise a communication model or a research paradigm that could help explain communication patterns in this society more precisely. These theoretical efforts, however, had largely been unsuccessful, if not totally futile, because they tried to apply some models borrowed from the Western theories, instead of creating a unique Korean model. And these efforts fell short of an indigenization of communication theory. Nevertheless, this was a stimulating development. It illustrates the fact that communication study in Korea is being intensified and rapidly sophisticated in terms of the subject areas and research interests.

A further sophistication of research method and diversification of the areas of research

also occurred largely due to the tremendous influx of researchers in the past five years. A large group of the so-called "second generation" researchers have joined the research force with a variety of interests.

They were the young scholars who were trained in Korea and the majority of them studied at the Graduate School of Communication at Seoul National University. They include such professors as Chung Soo-Kyung, Chung Chin-Sok, Kim Chin-Hong, Park Chung-Kyu, Oh Doo-Beom, Kang Dae-In, Park Her-Sik, Kim Byung-Kook, and many others.

Another big influx during this period has been that of the scholars from abroad with different orientations and diverse research interests. They are, besides this author, Profs. Auh Taik-Sup, Hong Ki-Sun, Lee Kyung-Ja, Song Yoo-Jae, Park Myung-Jin, Lee Chung-Chun, Lee Sang-Chul and Bang Jung-Bae besides the more recently returned Profs. Kim Jae-Hong, Kim Hak-Soo, Hur Seung-Hwa, Choi Sun-Yuel, Park Kee-Soon, Park Yong-Sang and Cho Chong-Hyuk.

The majority of them were trained in the U.S., but quite a few of them had their training in Europe with more holistic and philosophical perspectives. This has been perhaps the biggest and most wholesome reinforcement in the research force, and it undoubtedly will have significant impact on communication study in this country by furthering the diversification and sophistication of research. And the trend is expected to continue for the time being as the demand for more researchers and teachers is keep growing.

As has been discussed, communication study in Korea is well established as a science. And currently a large group of the young "second generation" scholars are vigorously engaged in research with diverse interests and perspectives. This is expected to enhance a further diversification and sophistication in communication research.

In this sense, communication study in Korea is believed to have reached to an academic take-off stage. It may not be too unreasonable for us to expect a big harvest in the not-too-distant future.

## **II, Current Trends of Research**

We have so far chronologically overviewed the stages of development of communication study in Korea, and we have learned that it is being more diversified and sophisticated. A brief summary of research in the past few years may further help to understand the current status of communication study in this country.



To this end, a rudimentary survey of the titles of scholarly articles and research papers as well as books and graduate theses between 1980 and 1981 has been conducted. The data had been collected basically from an annotated bibliography by Chung.<sup>4)</sup>

The titles were categorized into nine areas of study according to their themes. Table 1. shows the results.

**Table 1. Research Publications During 1980~1981**

	Scholarly papers			Books			Theses			Total		
	Num-ber	%	Rank	Num-ber	%	Rank	Num-ber	%	Rank	Num-ber	%	Rank
Mass Communi- tion Theory	29	34.2	1	2	15.4	3	32	45.1	1	63	37.3	1
Journalism	15	17.6	3	5	38.5	1	16	22.5	2	36	21.3	2
History	16	18.8	2	2	15.4	3	7	9.9	4	25	14.8	3
Advertising, P.R.	8	9.4	4	4	30.7	2	8	11.3	3	20	11.8	4
International Communication	8	9.4	4	0			4	5.6	5	12	7.1	5
Organizational Communication	1	1.2	9	0			3	4.2	6	4	2.4	6
International Communication	3	3.5	6	0			1	1.4	7	4	2.4	6
Philosophy	3	3.5	6	0			0			3	1.8	8
Publizistik	2	2.4	8	0			0			2	1.2	9
Total	85	100.0		13	100.0		71	100.0		169	100.0	

The total number of the articles and research papers which appeared during this two year period is 85, and that of book 13, and theses and dissertations 71.

The table reveals that communication study in Korea is still overwhelmingly centered around journalism and mass communication research. Combined these two constitute approximately 60 per cent of the total publications. These are closely followed by history research. And research in advertising, public relations and international communication lag far behind. Research in such areas as interpersonal, organizational communication or Publizistik has been revealed to be extremely sparse, less than 10 per cent of the total the four combined.

These facts tell that communication study in Korea is not in a completely satisfactory state despite the remarkable growth in the '70s. Even considering the fact that there were only about fifty communication professors at the time, the total number of publications is

4) Chung Chin-Sok, *An Annotated Bibliography of Journalism & Mass Communication in Korea* (Seoul, Joong-Ang Univ. 1982).

far too small to be considered adequate. This is further aggravated by a heavy concentration on a few areas. And, as a result, important areas such as interpersonal communication are suffering greatly from the lack of interests.

However, this was before most of the "second-generation" researchers joined the camp. Many researchers at the time were heavily occupied with teaching. It is fortunate that some encouraging signs of change is already surfacing at the conventions of the scholars in this field.

To provide a fuller picture, the following is a skeletal run-down of some of the areas and their representative researchers and their activities.

### 1. Mass Communications Research

This is the most preponderant area as in many countries. The research problems most frequently delved into are media uses and gratification, agenda-setting functions, media exposures and effects of mass communications.

The researchers who had recent publications and concerned with such problems include Song Yoo-Jae who studied media exposure by the students in this period,<sup>5)</sup> Yu Jae-Cheon who explored the media's effects on children's socialization,<sup>6)</sup> and Lee Sang Hae who studied the media's manipulation of the public.<sup>7)</sup> Park Myung-Jin is involved in image communication research and Kim Kyu-Whan conducted a series of studies of the communication gap between the Korean and Japanese peoples.<sup>9)</sup> Choi Chang-Sup and Kim Hak-Chun studied the effects of educational media,<sup>10)</sup> Cha Bae-Keun introduced the inoculation theory,<sup>11)</sup> and Won Woo-Hyun tested the effects of the media on mass culture.<sup>12)</sup>

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- 5) Song Yoo-Jae, "Exposure to the News Media by the Korean Students" in *the Journal of the Research Institute for Korean Culture*, Ewha Women's Univ. (Vol. 36, 1980) pp. 153-198.
  - 6) Yu Jae-Cheon, "A Theoretical Study of the Effects of Mass Media on the Socialization Process of the Korean Children," in *the Journal of Korean Society for Journalism & Communication Studies* (Vol. 13, 1980) pp. 127-44.
  - 7) Lee Sang-Hae, "A Study of the Manipulation of Public Opinion by the Mass Media," *Journal of Public Administration Studies* (Yonsei Univ. Vol. 6, 1980) pp. 277-90.
  - 8) Park Myung-Jin, "Visual Communication," in *the Bulletin of the Communication Research Institute, SNU*, (Vol. 18, 1981) pp. 93-115.
  - 9) Choi Chang-Sup, "TV & Educational Broadcasting," *Bangsong Daehag* (Vol. 11, 1981) pp. 15-22.
  - 10) Kim Kyu-Whan, "A Study of the Communication Gap Between Korean & Japanese People," in *the Bulletin of the Communication Research Institute, SNU*. (Vol. 16, 1979). pp. 5-40.
  - 11) Cha Bae-Keun, "The Inoculation Theory in Communication Science," in *the Journal of the Korean Society for Journalism & Communication Studies* (Vol. 11, 1978) pp. 1-30.
  - 12) Won Woo-Hyun, "A Study of the Mass Cultural Traits of Korean Advertising," in *Collection of Papers Commemorating Park Yu-Bong's 60th Birthday*. (Seoul, 1981) pp. 127-75.

## 2. Journalism Research

This is the second most frequently studied area. The important problems in this area include freedom and responsibility of the press, performance of newspaper, comparative journalism and laws and ethics of the press.

The researchers actively involved in this area include Bak Yu-Bong who studied the cultural influences on the Korean press,<sup>13)</sup> and Paeng Won-Soon whose main concern is with the press laws.<sup>14)</sup> Choo Kwang-Yung delved into the relationship between press control and national characteristics,<sup>15)</sup> and Kim Chin-Hong did a similar research.<sup>16)</sup> Suh Chung-Woo is concerned with the media's access to information sources,<sup>17)</sup> and Lee Chung-Chun did conduct a series of comparative studies.<sup>18)</sup>

## 3. Historical Research

This is the area with the longest research tradition in Korea as had been mentioned. Many researchers in this area is currently involved in case studies and content analyses of the Korea's pioneering newspapers in the 19th century or the early 1900s. They are represented by Chung Chin-Sok<sup>19)</sup> Cha Bae-Keun,<sup>20)</sup> Park Chung-Kyu<sup>21)</sup> and Choi Choon.<sup>22)</sup>

## 4. International Communication Research

Though the history of research in this area is relatively short, many researchers are currently involved in this area, stimulated largely by the NWIO movement by the Third

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- 13) Park, Yu-Bong, "Die Kurturelle Einflusse auf die koreanische Presse," in *the Bulletin of Communication Research Institute, SNU*. (Vol.17, 1980) pp.159-78.
  - 14) Paeng Won-Soon, "On Freedom of Expression in Advertising," in *Unronhakpo* (Vol.1, 1980) pp.135~60.
  - 15) Choo Kwang-Yung, "Relationships Between National Traits and Press Control," in *Journal of the Korean Society for Journalism & Communication Studies* (Vol.14, 1981) pp.127-62.
  - 16) Kim Jin-Hong, "A Correlational Study of Press Control & Social Variables," (Unpublished Ph. D. Disseration, Seoul National University, 1982).
  - 17) Suh Chung-Woo, "A Study of the Access by the Press to the Government Information," in *Journal of Yonsei Public Administration Sludies* (Vol.6, 1980) pp.291~30.
  - 18) Lee Chung-Chun, "Characteristics & Problems of the French Broadcasting System." in *Journalism Research*(Vol.7, 1981) pp.15-19.
  - 19) Chung Chin-Sok, "A Study of the *Maeilshinbo*," in *Collection of Papers Commemorating Park Yu-Bong's 60th Birthday*. (Seoul, 1981) pp.243-90.
  - 20) Cha Bae-Keun, "A Journalistic Analysis on the *Chobo*," in *the Bulletin of the Communication Research Institute, SNU* (Vol.17, 1980) pp.63-102.
  - 21) Park Chung-Kyu, "Foreign News in the Reformation Period of Korea," in *Journal of the Korean Society for Journalism & Communication Studies*. (Vol.13, 1980) pp.141-54.
  - 22) Choi Choon, "Press Activities of the Korean Provisional Government," in *Hangugsaron* (Vol.10, 1981) pp.160-82.
  - 23) Suh Chung-Woo, "NWIO & Task for the Korean Communication Science," *Shinmunyongu* (Vol.32, 1981) pp.31-55.
  - 24) Park Kwon-Sang, "NWIO" *Shinmunyongu* (Vol.32, 1981) pp.8-30.

World. Suh Chung-Woo, Park Kwon-Sang<sup>24)</sup> and Choo Kwang-Yung are representative of those actively involved.

### 5. Interpersonal Communication Research

Despite the fact that this is one of the most productive and proliferated areas of research in many other countries, there are few researchers in Korea who show genuine interests in this area. Thus, there have been only a couple of papers in this area.

Zoh Myung-Han studied the relationship between language and cognition with a psycholinguistic perspective.<sup>26)</sup> And Kim Woo-Ryong observed the interview behaviors as an interpersonal phenomenon.<sup>27)</sup> This perhaps is the area that probably needs most attention in the future.

### 6. Publizistik Research

Research along the line of this German science of public communication seems to be on the wane, since many of its founders in Korea have retired. But Lee Chung-Chun and Kim Kyong-Kon who had returned from Germany in the '70s are trying to revigorate the research in this and are keeping the school.

## III. Conclusions

As has been observed, communication study in Korea was launched by scholars and journalists with practical newspaper experiences, and, as a result, it was heavily newspaper-bound in the beginning. It was the journalism in its narrowest sense, or simply "the newspaper science." This was intensified by the early scholars who had been trained in Japan and heavily influenced by the German press philosophies. Thus, during the initial stage, communication study basically meant little more than the normative and qualitative study of newspapers.

However, beginning from the early '60s when the Communication Research Institute at Seoul National University was founded and many researchers returned from abroad, empi-

25) Choo Kwang-Yung, "The Right to Communicate & The Third World," in *Sung-Gog Nonchong*, (Vol. 13, 1982) pp. 448-74.

26) Zoh Myung-Han, "The Development of Language & Thought," in *the Bulletin of the Communication Research Institute, SNU* (Vol. 17, 1980) pp. 14-37.

27) Kim Woo-Ryong, "Interviews as Interpersonal Communication," in *Collection of Papers Commemorating Park Yu-Bong's 60th Birthday* (Seoul, 1981) pp. 425-53.

28) Lee Chung-Chun, "A Study of the Publizistik's Actuality & Publicity," in *Collection of Papers Commemorating Park Yu-Bong's 60th Birthday* (1981) pp. 191-213.

29) Kim Kyong-Kon, "Publizistik & the Press Policy of National Socialism," *Ibid.* pp. 19-47.

tical and scientific method of research began to be introduced. And communication study began to grow and take shape as a branch of the social sciences.

This trend was further accelerated by the launching of the Graduate School of Communication at the same university in 1968. Since then, the process of academic expansive reproduction has been underway and communication science has taken deep roots in the Korean soil.

In this sense, it could be said that introduction, or importation, of the empirical and scientific American research perspective has been completed by the '70s.

And communication study in Korea reached to an academic take-off stage with growing diversity and sophistication in the field. This is expected to deepen further as the number of the young "second-generation" researchers increases.

However, the current state of communication research in Korea is far from being totally satisfactory. Research areas are still very confined, heavily concentrated on journalism and mass communications research. And research force has yet to be expanded, both in number and in quality.

Therefore, it seems imperative for the researchers in this field to broaden their research scope and interests to wider areas besides mass communications and journalism. And the livelier and more vigorous academic discussions and exchange of ideas among the researchers in this as well as with the scholars in other disciplines also seem to be of utmost importance. When this can be done, it is believed that we will have a genuine academic proliferation in this field, because we have accumulated the potential.