

# News Discourse in South Korea

Susan Strauss, The Pennsylvania State University  
Jongoh Eun, Defense Language Institute

Materials for Advanced Learners



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Center for Advanced Language Proficiency Education and Research  
The Pennsylvania State University  
Web: [calper.la.psu.edu](http://calper.la.psu.edu)

## News Discourse in South Korea

**Introduction.** The units in this set focus on Korean news discourse from South Korea in newspapers, television news, and online news. News discourse is an essential area of study in the foreign or second language classroom.

We read the news in papers. We hear it on the radio. We watch it on TV. And we simultaneously read and listen to and watch news stories online. News informs us of events in the world, of happenings in our countries and cities and towns. It keeps us abreast of controversies and outcomes, of rivalries and victories and losses, of victims and survivors. Whether in politics or sports, in international relations or in everyday life, the news keeps us informed and updated. And the news shapes our views and our understanding of the events and people and places and nations that we read about and hear about.

“News discourse” in any language or from any culture is not simply an instance of non-fiction story telling or the documentation of the most recent and most poignant political clashes. It is not a chronological list of issues or developments that result in newsworthy coverage. It is not simply a structural framework of seemingly factual events.

News discourse has a shape all its own. It accomplishes particular communicative purposes. It addresses particular audiences and consumers of news. News discourse can appear to be bland, benign, and innocuous. It can also be charged with tension, controversy, and conflict.

The language of the news is unique in so many ways. Here are just a few examples:

### **The grammar of news discourse**

- Paragraph structure, sentence structure, relative clauses, ellipsis
- Story structure
  - Who are the participants? How are they introduced? How is the story organized? Which details of the events are presented first in a particular news story? Which comes later? Why?
- Information structure
  - Which references to persons, places, and events are assumed to be shared by and known to consumers of news? Which are assumed to be new?
- Word choice
  - How are people and places referred to in the news, e.g., what types of nouns and adjectives are used to refer to or describe them? How are events described in the news, e.g., what types of verbs and adverbs are used to depict the details of the events?
- Register
  - What level of language is used, e.g., formal and deferential vs. informal and more intimate; technical terminology vs. everyday language?

### Expressing and interpreting “facts” and “opinions”

- How is seemingly “factual” information provided? What are the grammatical markers that distinguish a seemingly “factual” piece of information from the reporter’s or news agency’s opinion? How is the author’s stance and/or position reflected in the discourse? Which elements of the discourse reveal the transparent and obvious positions of the reporter or news agency in general? Which elements reveal the more subtle expressions of the reporter’s or the news agency’s stance/position vis à vis the topic(s), the people, and the place(s) at hand?

As you work through the units, we will ask you to critically evaluate news from the point of view of discourse by attending to issues of **form, style, and content of the news that you read about and listen to**. We will ask you to think about news as discourse and the specific ways in which “news discourse” is both different from and similar to other types of discourse. For example:

- Does broadcast news discourse resemble conversational discourse in any way? If so, how? In what ways does it differ?
- We often refer to news reports as “stories.” In what specific ways do news stories differ from and resemble conversational stories or written narratives?
- In what ways does print news resemble non-fiction (or even fictional) discourse? In what ways does it differ?
- Does internet-based discourse resemble online blogs or social media posts in any way? If so, how? In what ways does it differ?
- How does mainstream news discourse (TV, radio, cable, newspaper) differ from the discourse of local news? In what ways are they similar? How does mainstream news discourse differ from “tabloid” news? In what ways are they similar?

Throughout these units, we will be providing foundations of discourse for teachers and students of high intermediate/advanced level Korean to attend to aspects of news reporting from both macro and micro level perspectives. We provide samples of authentic Korean news, with exercises and activities designed to make salient the grammatical/socio-political/ideological features of news discourse, from global macro structures of news content to micro level aspects of stance marking and persuasion.

We hope you find these materials useful. Please direct questions, comments, and other feedback to:

Susan Strauss at email: [sgs9@psu.edu](mailto:sgs9@psu.edu).

# UNIT 1

## Korean Newspapers

### 한국 신문 개요

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Newspapers have played a vital role in the history and development of nations in the world. Newspapers document pivotal political, social, and economic issues. And, over time, they serve to immortalize the people, places, and events that appear in them. In Unit 1, we will examine the history of newspapers in the U.S. and around the world. We will then shift our attention to South Korean newspapers to introduce major newspaper agencies in South Korea as well as to examine the structure and contents of those newspapers.

The unit is organized as follows:

- |  |                       |
|--|-----------------------|
| <p><b>I. A brief history of newspapers around the world</b><br/>         Identify mainstream newspapers of U.S. and their ideological skews<br/>         Research the history of newspapers:<br/>             in the U.S.<br/>             in South Korea<br/>             in Asia</p> | <p><b>page 5</b></p>  |
| <p><b>II. Current Korean newspapers</b><br/>         Mainstream newspapers<br/>         Business newspapers<br/>         “Local” newspapers</p>  | <p><b>page 7</b></p>  |
| <p><b>III. Structure and contents of Korean newspapers</b><br/>         조선일보<br/>         Sections in the 조선일보<br/>         Focus on 신문은 선생님</p>   | <p><b>page 8</b></p>  |
| <p><b>IV. Activities</b><br/>         Expand and develop the ideas covered in the unit</p>   | <p><b>page 11</b></p> |

## I. A brief history of newspapers around the world

Below you will find a brief description in Korean about the first American newspaper, *Publick Occurrences*, published in Boston in 1690. As you will read in the snippet, the publication was shut down almost immediately by England. While the suppression order by England does not specifically provide a reason for the cessation of the publication, it has been documented elsewhere (Brieg, 2003) that it was due to the way in which England was portrayed in its alliances with the Native Americans against the British settlers.

<퍼블릭 어커런시스 해외 및 국내 소식 (*Publick Occurrences Both Forreign and Domestick*) >가 미국에서 최초로 발행된 다수 페이지로 된 신문의 제목이었다. 그 이전에는 나란히 넓게 펼쳐진 신문이라고 불려진 1 페이지로 된 신문이 영국식민지에서 발간되었고 1689 년에 캠프리지에서 인쇄되었다. 신문의 초판은 1690 년 9 월 25 일 매사추세츠주 보스턴시에서 발간되었으며 한달에 한번, “아니면 기사가 넘쳐나면 더 자주” 발행될 예정이었다. 미국의 보스턴 리처드 피어슨에서 인쇄를 했고, 과거 런던에서 신문을 발행했던 벤자민 해리스가 편집을 맡았다. 신문은 세로 6 인치, 가로 10 인치 크기의 4 페이지로 된 신문이었으며 3 페이지에만 기사가 실려 있었다. 이 신문은 영국 식민지 당국에 의해 1690 년 9 월 29 일에 폐간되어 두번째 판은 인쇄되지 못했다. (See Appendix A for the translation)

**"Whereas some have lately presumed to Print and Disperse a Pamphlet, Entitled, *Publick Occurrences, both Forreign and Domestick*: Boston, Thursday, Septemb. 25th, 1690. Without the least Privity and Countenance of Authority. The Governour and Council having had the perusal of said Pamphlet, and finding that therein contained Reflections of a very high nature: As also sundry doubtful and uncertain Reports, do hereby manifest and declare their high Resentment and Disallowance of said Pamphlet, and Order that the same be Suppressed and called in; strickly forbidden any person or persons for the future to Set forth any thing in Print without License first obtained from those that are or shall be appointed by the Government to grant the same."**

Source: [https://en.wikipedia.org/wiki/Publick\\_Occurrences\\_Both\\_Forreign\\_and\\_Domestick](https://en.wikipedia.org/wiki/Publick_Occurrences_Both_Forreign_and_Domestick) (accessed 9/26/16) Korean text translated from English by Jongoh Eun.

A larger number of newspapers emerged in decades that followed, and it was the events and reporting (both style and content) of 18<sup>th</sup> century America that shaped the contents, style, and structure of the modern newspaper. In spite of the fact that the 18<sup>th</sup> century predecessors had no headlines and not many “illustrations,” the overall appearance of the paper has remained constant, especially from the point of view of column layouts, advertisements/announcements, and the notion of “departments” or sections such as ‘foreign reports,’ local events, letters, editorials, and

political cartoons. (James Brieg, "Early American Newspapering" *The Colonial Williamsburg*, Spring, 2003 <http://www.history.org/foundation/journal/spring03/journalism.cfm> Accessed 9/26/16).

Expand your knowledge and understanding of the newspaper as a news medium in the U.S. and around the world.

1. What are the primary national newspapers of the U.S.? List them and determine the type of ideological skewing they represent, e.g., liberal, conservative, extreme right, extreme left, moderate, etc.

<b>Newspaper</b>	<b>Ideological Skew</b>
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. Choose two of the newspapers you listed (ideally one on each side of the ideological spectrum). Research the history of each. When was the first issue of each newspaper published? What was the political and social climate at the time? What were some of the controversies associated with each newspaper throughout its history, e.g., representations of power, conflicts, catastrophes, individual/institutional accomplishments, etc.?

3. Research the history of newspapers in Korea.

- What was the first Korean newspaper?
- What is the date of its first issue?
- What sort of information did it contain? Research the basic format, content, and presentation style.
- Identify some of the subsequent newspapers that appeared soon after the publication of this first newspaper. Compare and contrast subsequent publications to the first newspaper printed in Korea.

4. Research the basic histories of the main newspapers in some other countries besides Korea in Asia—choose the primary newspapers in China, Japan, and any other East Asian or South(east) Asian country of your choice.

- What was the first newspaper that was printed in each country? What was the date of the first issue?
- List the rest of the papers that you have chosen.
- In what year was each newspaper founded?
- What were the political and socio-historical issues in the countries that were covered in the inaugural issue of each newspaper?

## II. Current Korean newspapers

Here is a list of the major “mainstream” newspapers in South Korea published today:			
Newspaper	Website	Year Founded	Ideological Orientation
조선일보	chosun.com	1920	strongly conservative
동아일보	donga.com	1920	strongly conservative
중앙일보	joongang.co.kr	1965	strongly conservative
한국일보	hankooki.com	1954	moderate, conservative
경향신문	khan.co.kr	1946	moderate, originally founded by the Catholic Church, now liberal, and not associated with the Church
한겨레신문	hani.co.kr	1988	strongly liberal
국민일보	www.kmib.co.kr	1988	strongly conservative originally founded by the 순복음교회 ‘Full Gospel Church’ Christian
세계일보	segye.com	1989	conservative, founded by the leader of the Unification Church
서울신문	www.kdaily.com	1904	Moderate
문화일보	munhwa.com	1991	*afternoon newspaper, strongly conservative (*Most newspapers are published for morning news, but this newspaper is published for afternoon news to provide more updated information)

Here is a list of some of the business newspapers in South Korea:		
Newspaper	Website	Year Founded
매일경제 Maeil Business Newspaper	mk.co.kr	1966
한국경제 Hankook Business Newspaper	hankyung.com	1964
서울경제 Seoul Business Newspaper	sedaily.com	1960

Here is a list of some of the local newspapers in South Korea:

Newspaper	Website	Geographic Area
경인일보	kyeongin.com	Kyunggi Province
충남일보	chungnamilbo.com	Chungnam Province
충북일보	news365.com	Chungbuk Province
경남신문	knnews.co.kr	Kyungnam Province
부산일보	www.busan.com	Busan City
강원일보	kwnews.co.kr	Kangwon Province

### III. Structure and contents of Korean newspapers

Take a look at the layout of 조선일보, the Chosun, a national newspaper in Korea. Examine features of the layout:

- the order in which the sections/elements appear (i.e., which appear earlier, later, etc.),
- the names of the sections, and
- the language in which each section appears (e.g., Korean (Hangul), English (transliterated into Hangul), English (with Roman letters)).

#### 조선일보



(from June 3, 2015)

#### Sections

정치	Politics	종합	Headline News (Top Stories, literally 'synthesis')
전면광고	Full-page ad	사회	Society



**Sections**

정치	Politics
종합	Headline News (Top Stories, literally 'synthesis')
전면광고	Full-page ad
사회	Society
국제	International
라이프	Life
문화	Culture
Health	Health
People & Story	People & Story
스포츠	Sports
신문은 선생님	Newspaper is Teacher
오피니언	Opinion

**Page B**

조선경제	Chosun Business
뉴스와 사람	News and People
경제 이슈	Economic Issues
전면광고	Full-page ad
종합	Headline News (Top Stories, literally 'synthesis')
기업과 비즈니스	Enterprise and Business
증권	Securities
주식시세표	Stock Quotes
TV 프로그램	TV Program ('TV Guide')

1. Which of the above section titles appear in Korean? Which in English? For the English titles, which are the actual English words and which are transliterated into Hangeul? Why do you think this is so?
2. Are there any section headings/titles that stand out to you in any way as you read through this list? Which ones? Why?
3. The section 신문은 선생님 'Newspaper is Teacher' reflects South Korea's strong value of education. The section is designed for K-12 readers. The 신문은 선생님 section of the June 3, 2015 issue contains:
  - a set of serial comics, 돌리 호기심나라 'Dooly, Country of Curiosity' and the day's topic is 블랙홀은 왜 만들어지나요? "Why is the black hole created?"
  - 포켓몬 한자왕 'Pokemon King of Hanja,' helping students learn Chinese characters with Pokemon.

- 베플리와 함께 읽는 창작동화 ‘Reading Creative Fairy Tales with Beverly’ (Provided by Yoon’s The Science Fair Book 55. [www.yoons.com](http://www.yoons.com)).
- 책으로 보는 세상 ‘Seeing the World Through Books’  
Featured book: 로망가리 ‘자기 앞의 생’ (*La Vie Devant Soi* by Romain Gary).

The author of this section introduces the book with an essay entitled ‘당신은 누구나 차별없이 대할 수 있나요?’ (‘Can You Treat Everyone Without Discrimination?’), to spark interest in the book among prospective readers.

- 세계유산탐방 ‘Exploring World Heritage’

The topic for this issue is: 크렘린 궁정, 붉은 광장 ‘The Kremlin, The Red Square’

The section includes a feature, “1 분상식” ‘One-Minute Common Sense,’ the topic of which is: 러시아 전승 기념일은 어떤 날인가요? ‘What Kind of Day is Russia’s Victory Day?’

Note: The expression 상식 ‘common sense’ is used to denote the concept of “general knowledge.” The section provides background knowledge and general facts for readers so that they can better understand the significance of Russia’s Victory Day, celebrated on May 9.

- 함께 생각해 봐요 ‘Let’s Think Together.’ This section provides a prompt for K-12 readers of the paper to practice their speaking and writing skills, focusing on logic, persuasion, and argumentation. It is possible (and highly likely) that activities such as this one are designed to help students prepare for the essay portion of the college entrance exam in Korea. The topic for this day’s 함께 생각해 봐요 piece addresses an approach to medical care for terminally ill patients, similar to the hospice and palliative care system in the U.S.

This is the prompt (i.e., the topic for thinking/writing) from the June 3, 2015 issue:  
단순히 살아있는 기간을 늘리는 무의미한 연명 치료보다 고통을 줄이는 완화치료를 받으며 편안한 분위기와 사랑하는 가족 곁에서 죽음을 맞이하는 것이 인간의 존엄성을 지키는 면에서 더 낫다는 주장이 있어요. 로자 아줌마의 죽음을 떠올리며 이러한 주장에 대한 자신의 생각을 말해 보세요. (See Appendix B for translation).

4. What sorts of values and or personal characteristics do you feel are being socialized through the section *신문은 선생님?* That is, what type of cognitive and/or critical thinking skills seem to be emphasized through such words as: *생각해 봐요* , *상식*, *탐방*, *책으로 보는 세상*, *호기심?* What does this say about South Korea and its expectations of children in the age and school grade range of K-12 students?

#### IV. Activities

1. Research the history of three South Korean newspapers, each with differing ideological skews. Investigate the relationship of history to the emergence of that paper. That is, what events were taking place in Korea and/or the world that may have influenced the founding of each newspaper? Trace the development of each paper. In what ways has the paper changed over time (e.g., design, layout, sections, editorship, and so forth)?

You will likely find a number of parallels between what you read about in our initial text regarding the first U.S. newspaper and some of the newspapers in Korea (e.g., *조선일보* and *동아일보*, both of which were shut down by the Japanese government in 1940 and reopened in 1945.

(Source: Wikipedia: *한국의 신문목록* (List of Korean newspapers)

[https://ko.wikipedia.org/wiki/%EB%8C%80%ED%95%9C%EB%AF%BC%EA%B5%AD%EC%9D%98\\_%EC%8B%A0%EB%AC%B8\\_%EB%AA%A9%EB%A1%9D](https://ko.wikipedia.org/wiki/%EB%8C%80%ED%95%9C%EB%AF%BC%EA%B5%AD%EC%9D%98_%EC%8B%A0%EB%AC%B8_%EB%AA%A9%EB%A1%9D), accessed 9/27/16).

*경향신문*, too, has a history of turbulence, having been shut down by the dictatorial government of Rhee Seungman in 1959 and re-opened the following year. (<http://www.khan.co.kr>)

Present details of your findings to others. In your presentation, include some samples of the original publications (e.g., as printed in books or online) as well as samples of documents/texts that relate to both the shutting down and the revival of each publication. Discuss the specific areas of controversy that were involved and situate these issues within Korean history.

2. From the list that you generated in I.1., locate U.S. newspapers that might be comparable to South Korean newspapers that we list in III. Focus on three newspapers from the U.S. and three from South Korea that you consider “comparable.” Try to use the print versions of each newspaper, if possible.

- On what basis do these papers appear to be comparable? That is, what features, elements, or perspectives do they seem to share? In what ways do they differ?
- Prepare an overview of the contents by first attending to the main newspaper sections as we do in III. above for the *조선일보*.
- Are there some sections that only exist in the U.S. papers? Are there some sections that only exist in the South Korean papers?

- Focus on one section in one U.S. paper and one section in the South Korean paper that stands out to you as interesting/unique/noteworthy and discuss your impressions of that section. Why does it stand out? What was particularly remarkable to you about that section? (Use the preliminary ideas that we present above for 신문은 선생님).

3. Work through the full sections of 신문은 선생님 for one week. Do the exercises that are designed for K-12 Korean students. Which activities do you find particularly easy? Which ones are particularly challenging? In the places where the exercises were too easy for you, why do you think this is so? In the places where the exercises were too challenging for you, which aspects of the tasks were difficult? Vocabulary? Uses of particular lexical items?

- Did you come across direct references or implicit allusions to social, historical, or background information in any of the tasks and activities that made it challenging to understand the text and/or participate in the activities? What, in particular, was difficult? What did you do to fill in that gap? Explain in detail and be sure to share your findings with your instructor.

**Appendix A (translation of the Korean text from p. 5)**

***Publick Occurrences Both Forreign and Domestick*** was the title of the first multi-page newspaper published in the Americas. Before then, single-page newspapers, called broadsides, were published in the English colonies and printed in Cambridge in 1689. The first edition was published September 25, 1690, in Boston, Massachusetts, and was intended to be published monthly, "or, if any Glut of Occurrences happen, oftener." It was printed by American Richard Pierce of Boston, and it was edited by Benjamin Harris, who had previously published a newspaper in London. The paper contained four six by ten inch pages, and filled only three of them.

No second edition was printed, as the paper was shut down by the British colonial authorities on Sept. 29th, 1690, who issued an order as follows:

"Whereas some have lately presumed to Print and Disperse a Pamphlet, Entitled, *Publick Occurrences, both Forreign and Domestick*: Boston, Thursday, Septemb. 25th, 1690. Without the least Privity and Countenance of Authority. The Governour and Council having had the perusal of said Pamphlet, and finding that therein contained Reflections of a very high nature: As also sundry doubtful and uncertain Reports, do hereby manifest and declare their high Resentment and Disallowance of said Pamphlet, and Order that the same be Suppressed and called in; strickly forbidden any person or persons for the future to Set forth any thing in Print without License first obtained from those that are or shall be appointed by the Government to grant the same."

[https://en.wikipedia.org/wiki/Publick\\_Occurrences\\_Both\\_Forreign\\_and\\_Domestick](https://en.wikipedia.org/wiki/Publick_Occurrences_Both_Forreign_and_Domestick)  
(accessed 9/27/16)

**Appendix B (translation of the Korean text from p. 11)**

There is an argument that it is better for a person to face death surrounded by family in a comfortable living environment while one receives palliative care to reduce pain rather than receiving meaningless treatment to simply prolong one's life. As you consider the death of Aunt Rosa (in the story), discuss your own thoughts in response to this line of argument.