Comparison of Advertisements between Japan and South Korea:

How Communicational Culture in Each Country Affects its Television Commercials

Every country has its unique communicational culture, which has been developed through a long history. Even though mass media of both Japan and Korea have been largely affected by western culture, two countries maintain different systems and contents. In this paper, history of television media of Japan and Korea and how each communicational culture influences them will be studied.

Chapter I and II will explain the history of television media and television advertisements in Japan and Korea. The development of television in Korea is approximately 10 years behind Japan according to the similar phase of economic growth. Korean mass media, because of the Korean War and military regimes during the 1960s to 1980s, are relatively strict, containing many regulations. On the other hand, Japanese media manage one of the most liberal systems in the world. Television media in Japan could be rapidly advanced based on visual culture (*sikaku-bunka*), while Korean television media had a strong function as a public communicator for the government's propaganda.

In chapter III, communicational culture of each country will be analyzed. Not only the economic development and history, but communicational culture affects the contents of television advertisements. In Japan, group identity is very distinctive; they have special boundary between 'people inside' and 'people outside' (*uchi-soto*) and maintain understatement to avoid expressing their true feelings (*tatemae-honne*). Korean communication is founded under Confuicianism; they respect elderly and consider every Korean as a whole family. Maintaining dignity by showing off their possessions is often discovered inside Korean culture.

Adapted to the television advertisements, the contents and marketing strategies differ based on cultural difference as well as media characteristics. Five television commercials that have awarded in Advertisement Awards in two countries are case studied in Chapter IV, to realize what each ethnicity puts more value on. The last Chapter consists of analysis on interview and survey. These last two Chapters, different from theoretical studies, represents media culture cannot be simply organized within

one theory, but contain numerous aspects. Historical development studies and contemporary thoughts with real-life examples can be compared while reading both parts in this paper.