### 1. Project (신청과제)

<table>
<thead>
<tr>
<th>Classification Code(s)</th>
<th>R</th>
</tr>
</thead>
</table>

* Classification Code: R, C-1, C-2, P, E-1, E-2, D-1, D-2

<table>
<thead>
<tr>
<th>Classification Code: R, C-1, C-2, P, E-1, E-2, D-1, D-2</th>
</tr>
</thead>
</table>

1. **Project Title**: How Korea’s images have been changed in Finish main newspapers since 1990 to now days

2. **Project Period**: 2016. 06. 01 – 2017. 05. 30

3. **Language of Publication**
   - □ Korean
   - □ English
   - □ Others (other)

4. **Grant**: 20.000 US$

### 2. Applicant Institution (신청기관)

- **Institution Name**: Center for East Asian Studies, University of Turku
- **Country**: Finland
- **Address**: Centre for East Asian Studies Faculty of Social Sciences FI-20014 Turun yliopisto Finland
- **Homepage**: http://www.utu.fi/en/units/soc/units/ceas/Pages/home.aspx
- **Department Chair**: Lauri PALTEMAA
- **Email**: laupalt@utu.fi
- **Department & Position**: Political Sciences
- **Telephone**: +358 2 333 5433

### 3. Project Director / Conference Director (과제책임자 / 회의책임자)

<table>
<thead>
<tr>
<th>Name</th>
<th>Nationality</th>
<th>Department</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeong Im HYUN</td>
<td>French</td>
<td>Center for East Asian Studies, Political Sciences</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Major/Main Research Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Researcher</td>
<td>Sociology/ Social movement, Political history</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) <a href="mailto:hyunjeongim@hotmail.com">hyunjeongim@hotmail.com</a></td>
</tr>
<tr>
<td>2) <a href="mailto:jeong-im.hyun@utu.fi">jeong-im.hyun@utu.fi</a></td>
</tr>
<tr>
<td>전화(Telephone)</td>
</tr>
<tr>
<td>----------------</td>
</tr>
<tr>
<td>팩스(Fax)</td>
</tr>
</tbody>
</table>
| 주소(Mailing Address) | Centre for East Asian Studies  
Faculty of Social Sciences  
FI-20014 Turun yliopisto  
Finland |
Summary of Project

■ Summarized Contents of the Project (no more than one page)

This research project focuses on the image of Korea in Finnish newspaper media. The idea for this research derives from the project director's own background since Korea’s image influences her for both personal and professional reasons. Good image of Korea would decrease the race-related problems as well as enhance the interest on Korea and develop Korean studies. We can see that Korea’s image have continuously improved partly due to its economic success and the recent worldwide success of Korean popular culture.

Korea’s image in Finnish media has not been greatly studied and therefore this research project takes upon the question of how Korea’s image has changed in Finnish media. It aims at identifying the turning points of change and what kind of elements contributed to such change.

Finnish newspaper articles will be used as the research data. The raw material is readily accessible and allows us to work with original or ‘first data’ rather than secondary data. This material will enable researchers to find new elements that could lead to unexpected results. This type of media research, that covers relatively recent period, allows the researcher to draw from the direct and indirect memories regarding important events and relevant world affairs. Examining several decades of Finnish main media allows us to explore not only how Korea’s image has changed but also how Finnish society has changed. Therefore comparative research analysis can be made. With the lead of Professor Hyun, this research project will analyse the headlines of the biggest newspaper in Finland, Helsingin Sanomat, relating to Korea. The image of Korea will be examined through political, economic, social, cultural themes.

This project, employing master’s degree students, will encourage their academic engagement, strengthen their research abilities and enlarge their interests in Korean Studies. Through media analysis, they are able to understand and reflect how Inter-Asian relationships and Korea-global relations have changed throughout the years. In addition, this research could benefit Korean and Finnish diplomats in formulating future diplomatic policies as, today, most of the countries have made so-called ‘soft power’ as one of their diplomatic priorities.
* 과제 지원분야를 선택하여 작성  
* Choose and fill the project budget and plan forms below relevant to your project.

학술연구(Competitive Research Funding) : R

사업예산 (Project Budget)

- 지원비는 USD로 산정하여 신청(Amount of requested grant should be calculated in USD.)
- 다년과제 신청의 경우 2차년도 예산 양식 동일 (This form can be used for the second year budget.)

1. 예산신청내역(Requested Budget Breakdown)

<table>
<thead>
<tr>
<th>항목별 산출내역 (One-year Project Cost Computation)</th>
<th>신청예산 (Grant Amount Requested)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 인건비(Personnel)</td>
<td>1.2000$</td>
</tr>
<tr>
<td>1. Research assistant 1 1.000x6=6000</td>
<td>6000</td>
</tr>
<tr>
<td>2. Research assistant 2 1000x6=6000</td>
<td>6000</td>
</tr>
<tr>
<td>II. 연구활동비(Research Activities Expense)</td>
<td>8.000$</td>
</tr>
<tr>
<td>1.semiars : 500x6=3000</td>
<td>3000</td>
</tr>
<tr>
<td>2. Research travel : 5000</td>
<td>5000</td>
</tr>
<tr>
<td>…</td>
<td></td>
</tr>
<tr>
<td>합계(Total)</td>
<td>20.000$</td>
</tr>
</tbody>
</table>

2. 연구책임자 인건비 책임 사유 및 금액 산출근거  
(Specification for the need of Project Director's personnel and budget cost consumption)  
Minimum salary of research assistant is 1.000 dollars

3. 기타 재원 (Other Financial Sources)
   a. 신청자 소속기관이 제공하는 경비, 시설, 기타사항(구체적으로)  
      Expenses, facilities and other items provided by the applicant institution(Describe in detail)

      Centrer for East Asian Studies will provide seminar room and facilities for research.

   b. 동일과제로 다른 기관에 신청해 놓았거나 또는 신청예정인 재원(구체적으로)  
      Grant application submitted or to be submitted to other organizations for the same project  
      (Describe the name of the organization, requested budget, and grant period in detail.)
How Korea’s images have been changed in Finish main newspapers since 1990 to now days

1. 연구목적 및 필요성 (Objectives and Necessity)

Why this research? (objectives)

Before explaining the objectives and necessity of this research project, I would like to mention briefly my personal ‘journey’ which is closely related to the reasons why I would like to undertake this research. I left Korea in the end of 1980s and after since I have lived in 5 different foreign countries (France, United States, Australia, Lithuania, and Finland). I have worked as a professor of Korean Studies since 2011 in two different countries, Lithuania (2011-2013) and Finland (2014-).

I have a double identity so to speak. As a foreigner, I am trying to adjust myself to the ‘main society’ where I live, and as a professor of Korean Studies I am trying to promote Korean Studies in foreign countries. Therefore, Korea’s image is a matter for me for personal and professional reasons. The first reason is if Korea's image is good, my everyday life would go smoothly without major ‘race-related’ problems. Secondly, students would become more interested in Korean Studies and eventually contribute to develop Korean Studies.

Indeed, during more than 20 years now, I have experienced how Korea’s image have continually improved. As contributing elements, we can point out its economic success or, most recently, the worldwide success of Korean popular culture. However, this could remain as my ‘personal’ observation and experience if I did not conduct concrete researches about this subject, and prove that such a changes have really been happening. I conducted research about K-Pop fans in France and Lithuania, where I lived and taught. Now I am living and teaching in Finland and therefore it is the right place and right time to do research about Korea's image in Finland. This time I chose media as a research source, especially Finish newspaper, to trace and find out

- how Korea’s image has improved,
- if and when the turning point of the changes occurred,
- and what kind of elements contributed to such change.
Why do media research? (Necessities)

There are four reasons: first, the content—the raw material— is readily accessible. It is always fascinating to work with original or ‘first data’ rather than secondary data since researchers are more likely to find unexpected elements that could lead to unexpected results.

Second, media research that covers relatively recent period is always riveting as the researchers themselves still may have direct and indirect memories of their societies’ important events and relevant world affairs. Going back more than 30 years by analysing Finnish main media to explore how Korea’s image has changed will allow us to see not only how Korean society has changed but also how Finnish society has changed. This will help research participants, especially Master's degree students, improve their comparative research analysis abilities.

Third, enabling master’s degree students to participate in the project will encourage their academic engagement, strengthen their research abilities and enlarge their interests in Korean Studies. Because news articles during the study period certainly would have covered inter-East Asian affairs, they will be able to understand more about how relationships have changed among six countries: South Korea, North Korea, Japan, China, US and Russia.

2. 연구 내용, 규모 및 방법 (Subject, Scale and Methods)

1) How the project will be organized:

- Dr. Hyun will be the supervisor of this research.

- If the project is accepted, we will open the grant position as research assistant to MA degree students of the Centre, we will select at least two MA degree students from among the candidates.

- We will treat a main newspaper, *Helsingin Sanomat* of Sanoma Group.

- The articles will be classified and coded by themes: politics, economy, social, culture.
All article headlines will be translated into English and Korean: in general, headlines are not chosen by chance; journalists and editors spend a lot of time writing them. They understand how to draw readers’ attention so headlines can reflect the interests that Finnish readers, had, have and will have about Korea.

2) Characteristics of Finnish Print Media

General characters
There are 31 seven-day dailies, more than in any other Nordic country. It is the third country in the world for newspaper consumption with 483 copies per 1000 inhabitants. Newspapers are strong in subscriptions and early-morning delivery, 76 percent of the population older than 10 reads a daily newspaper or afternoon paper. Two major publishers account for 56 percent of the aggregate circulation of dailies
Of all 51 dailies, 11 titles appear outside chain ownerships

Daily Circulation
- *Helsingin Sanomat* of Sanoma News (412,421), the largest subscription-based daily in the Nordic countries.
- Six-day afternoon papers, *Ilta-Sanomat* (161,615), founded in 1932 and belonging to Sanoma News
- Among the provincial dailies, there are two with circulations over one hundred thousand, the second largest seven-day newspaper *Aamulehti* (139,130) in Tampere
- The third largest seven-day newspaper, *Turun Sanomat* (111,845) in Turku.

Non-affiliation
- Some 90 percent of Finnish newspaper titles declare they are politically unaffiliated.

Overlapping English Newspaper
- Weekly *Helsinki Times* has a cooperation agreement with *Helsingin Sanomat* on the publication of selected *Helsingin Sanomat* articles, translated from Finnish into English, on the Helsinki Times website and in the Helsinki Times print newspaper
Due to these reasons, the scope of the research period can be narrowed down to *Helsingin Sanomat* 1990-2015 Online Headlines Only.

Source:  
Media Landscapes Finland written by Jyrki Jyrkiäinen, European Journalism Centre (www.ejc.net)  
[http://ejc.net/media_landscapes/finland](http://ejc.net/media_landscapes/finland)  
Helsinki Times  

3. 연구 일정(다년도 과제일 경우 연차별로 작성)  
   
   Timetable (Timetable for multi-year research should be done in a yearly order)  
   
   **2016. 06. 01- 2016. 12. 30 :**  
   - Reading, classifying and encoding articles from newspapers,  
   - Organizing seminars with research assistants every 4 weeks to discuss the evolution of research,  
   - According the outcome of the seminars, correct or reorient the research orientation if necessary.

   **2017.01. 01- 2017. 05. 30 :**  
   - Organizing seminars or workshop with experts (journalists, communication scholars, or diplomats)  
   - Finalizing incoding with the research material  
   - Write final report  
   - Planning the structure of article

4. 연구결과 출판 계획 및 학문적 기대효과 (Publication Plan and Academic Contribution)  
   
   First and most of all it would be the first time ever such a research would be realized in Finland, so it will stimulate not only the students of Korean Studies but also the students of other areas, such as communication studies, international realationship, or East Asian Studies.

   Second, once this research realized, with researche team's knowhow, we could conduct other type of reseaches, such as comparative research with other Nordic or European
countries.

Third, the results of this research could benefit Korean and Finnish diplomats in formulating future diplomatic policies: nowadays, most of the countries have made enhancement of so-called ‘soft power’ one of their diplomatic priorities.

5. 기타 재원이 있을 경우 분담 계획 (Cost sharing plan if there is another financial source besides the AKS grant)

6. 출판 예정 학술지 또는 출판사(Three Projected Publications)

<table>
<thead>
<tr>
<th></th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>학술지명 또는 출판사</td>
<td>Korea journal</td>
<td>Asian Journal of Communication</td>
<td>European Journal of Communication</td>
</tr>
<tr>
<td>SCI, SSCI, A&amp;HCI, Scopus, CSSCI, KCI Index 등재 여부, 저서일 경우 전문가 심사 여부</td>
<td>A&amp;HCI</td>
<td>SSCI</td>
<td>SSCI</td>
</tr>
<tr>
<td></td>
<td>Otherwise justify excellence of journal(s) or publisher</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* The grantee should publish their project results on academic journal or through a publishing company from one of the three publications indicated above.
7. 과제참여자 (Project Participants)

<table>
<thead>
<tr>
<th>성명 (Name)</th>
<th>소속 및 국가 (Affiliation and Country)</th>
<th>학력 및 약력 (Curriculum Vitae)</th>
<th>최근 4년간의 대표적 연구업적 (Major scholastic performances over the last 4 Years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>과제책임자 (Project Director)</td>
<td>Jeong Im, HYUN</td>
<td>Finland</td>
<td>Attached CV in the end of this file 4년 이내 연구업적목록 및 대표연구업적 2편 초록 제출. [부록1] 양식 사용. Attach the abstracts of two representative works and research results(2012-2016) Refer to [Appendix 1]</td>
</tr>
<tr>
<td>공동연구원 (Co-Researcher)</td>
<td>Sofia Kivinen</td>
<td>Finland</td>
<td>Master degree</td>
</tr>
<tr>
<td>Research assistants</td>
<td>Hyunhee Song</td>
<td>Finland</td>
<td>Master degree</td>
</tr>
</tbody>
</table>

8. 기타 정보(Other Information)

9. 첨부자료 목록(*첨부자료 제목을 기재) (List the titles of the attachments.)

- Dr. Hyun’s CV
Personal information
Jeong-Im, HYUN, 19.10.1965
Nationality: French

Degree and studies
- **Ph. D. Sociology, University of Paris IV-Sorbonne**, 2004
  Title of Theses: Analyse des dimensions culturelles et politiques d’un mouvement social: Le cas du mouvement étudiant dans les années 80 en Corée du Sud (Cultural and political dimension of social movement: South Korea’s case in 1980s)
  Director of Thesis: Professor François, CHAZEL
- DEA (diplôme d’études approfondies: Licentiate in Finish), Sociology, University of Paris X, 1995
- Master, Sociology, Sogang University, Seoul, Korea, 1991
- Bachelor, French Language and literature, Sogang University, Seoul, Korea, 1988

Language Skill
- Korean: Native speaker

Working experience
- Current employment (2014-2017): Lecturer and researcher, Center for East Asian Studies, University of Turku,
- Visiting Professor, Department of Political Science and Diplomacy, Vytautas Magnus University, Kaunas, Lithuania, 2011-2014
- Visiting Professor, Center for East Asian Studies at the University of Turku, Finland, April, 2012
- Lecturer, Department of Sociology, Sogang University, Seoul, Korea, 2008-2011
- Lecturer, Graduate School of Public Policy, Sogang University, Seoul, Korea, 2010-2011
Qualification Maître de conférence : Etudes coréennes (Korean studies) in French National Universities, 2008

Teaching merit

- **Undergraduate Teaching** : 2008-2011
  - In Sogang University, Seoul Korea:
    - Introduction to Sociology
    - Theories of Collective Actions and Social Movements
    - History of European Universities: Cultural and Socio-political Aspects
    - Trends and Society: How a Trend is Created and Diffused in Society
  - In Vytautas Magnus University, Kaunas, Lithuania: 2011-2013
    - Korean language 1, 2

- **Postgraduate teaching:**
  - In University of Turku:
    - Contemporary Korean society
    - Transformations of Korean culture and society
    - Understanding Korean Society: Social, Political and Cultural Changes
  - In Sogang University, Seoul, Korea:
    - Multicultural Policies: A Comparison with Western Europe, North America and South Korea
    - How to Write a Master Degree Thesis
  - In Vytautas Magnus University, Kaunas, Lithuania:
    - Democracy and Totalitarianism in East Asia: The Case of Korea
    - Korean History and Culture

- Supervised Master theses in University of Turku, Finland, 2014-
- Supervised master theses in Sogang University, Korea, 2008-2011
- Supervised master theses in Vytautas Magnus University, Lithuania, 2010-2011

- **Pedagogical training:** Taken the special courses offered by Teaching and Learning Centre of Sogang University, 2008-2011
  - Teaching in English,
  - Strategies for excellent lecture
  - How to make Power Point files for lectures
Publications

- Articles in refereed scientific journals:
  - What really matters in creating mass mobilization, classical organization or new social media? A comparative case study of the mass mobilization process in France and South Korea”, Contention, October, 2015
  - “La théorie du complot et la communication politique en Corée du Sud”, Hermès, n° 68, avril, 2014 (SSCI listed journal)
  - “Mon prince charmant parle coréen : les fans de K-Pop en France et Lituanie”, Sociétés, n° 122, avril, 2014 (SSCI listed journal)

- Articles in edited volumes:

- Book:
  - Mouvements étudiants en Corée du Sud : Transition vers la démocratie dans les années 80 (Student movements in South Korea : Toward democratic transition in 1980s), L’Harmattant, Paris, 2005

Presentation in international conference

- “How has conspiracy theory operated in the political scandal in South Korea? at Power & Difference Conference, Tampere, Finland, August 2012
- “What really matters in creating mass mobilization, classical organization or new social media? A comparative case study of the mass mobilization process in France and South Korea”, at Back to Politics. New Forms of Mobilization and democratization, University of Bilbao, Spain, February, 2012

Invited public lectures

- “From political bankruptcy to democratic prosperity: Revisiting Korea through big socio-political incidents from 1950-2008”, in Vienna University, May, 2013
- “The third way of doing politics: Pro-democracy movements in South Korea from
1960s to now” at Vytautas Magnus University, Kaunas, Lithuania, October 2011

Fund raising
- Author and main project manager of ‘Seed Program for Korean Studies’ funded by Korean Studies Promotion Service, for the Centre for East Asian Studies of University of Turku, Finland, 2014-2017

Grants
- 3 Year Visiting Professorship from the Academy of Korean Studies, 2011-2014
- Visiting researcher fellowship from the Academy of Korean Studies, 2010
- Research grant from the Korean National Research Foundation, “Sociological research in contemporary art production”, 2009-2010

Professional Activities as a Translator and Interpreter
- Legal expert in translation/interpretation at the Court of Appeal of Paris (Expert judiciaire Traduction / Interprétariat près la Cour d’Appel de Paris)
- French governmental report about public service pension system into Korean for Korean Government Employees Pension Service (KGEPS), 2012
- Interpretation: KGEPS researchers’ meeting with the director of France’s public pension service, 2012
- Film subtitling: Korean film into French for the Korean Film Festival in Paris (Festival du film coréen à Paris) : « Parades wives» of Kwon-Taek, IM, 2010
- Translation: Korean documents into French for CCFD (Comité Catholique contre la Faim et pour le Développement), 2008

Languages
- Korean: Native speaker

Media Appearance
- Television: Debate programme: « Parlez- moi d’ailleurs » : un pays, deux peuples, La
chaine parlementaire, 2010

**Professional and Research affiliations**

**Korea:**
- Senior researcher, Institute of Social Sciences of Sogang University
- Member, *Korean Association for Sociology of Culture*
- Member, Korean Association for Theory and Society

**France:**
- Member, AFPEC (Association Française pour l’Etude de la Corée)
- Member, GEMAS (Group d’études des méthodes de l’analyse sociologique de la Sorbonne)

**International association:**
- Member of International Sociology Association RC47 - Social Classes and Social Movements