성커뮤니케이션학회
봄철 정기학술대회

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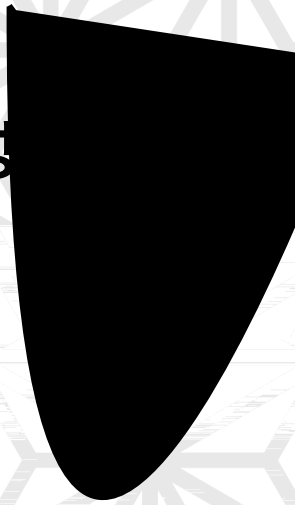
여성



- 5월29일(토) 13:00~18:00
- 대학교 ECC
- 여성커
- 여자대학교 커뮤니케이션 · 미디어 연구소
- 후원: kobaco 한국방송광고공사

한국여성커
2010 수첩

일시: 2010 월 29일(토) 1
장소: 이화여자대학

한국여성커뮤케이션학회 2010 봄철 정기학술대회 일정

시간	프로그램 일정		
12:00~13:00	정기 이사회 (ECC 136호)		
13:00~13:30	등록 및 개회		
13:30~15:30	[세션 1] 한국연구재단 후원 세션: 미디어, 폭력, 그리고 젠더 (ECC 131호)	[세션 2] 자유 세션: 방송의 공공성과 공영성의 구현 (ECC 132호)	[세션 3] 자유세션: 질적 연구의 다양성 (ECC 134호)
	사회: 김명혜(동의대) 토론: 이나영(중앙대), 정준희 (충남대)	사회: 김승수(전북대) 토론: 박주연(한국외대), 이병혜(명지대) 정윤경(순천향대)	사회: 주창윤(서울여대) 토론: 김세은(강원대), 김성해(한국언론진흥재단)
	발표1 <남녀탐구생활>에 나타난 젠더화된 주체의 재현 -김훈순 (이화여대), 이경숙 (고려사이버대) **발표2** 드라마에 나타난 복수 내러티브와 여성 폭력의 재현 -김수아 (서울대) **발표3** 한국 신문의 성폭력 관련 보도 특성에 관한 연구 -김선남 (원광대), 장해순 (경희대)	**발표1** 미디어 레퍼토리 유형에 따른 콘텐츠 소비: 지상파 장르선호도를 중심으로 - 윤해진 (MBC 시청자연구소) **발표2** 뉴스를 통한 학습의 선행요인 연구: 공공사안 뉴스와 오락적 뉴스 비교 - 양정애 (서울대) **발표3** 현행 방송법상의 공영방송 개념 - 전혜선 (방송통신위원회)	**발표1** TV프로그램에서 재현되는 다문화성 그리고 초국가주의 -이종임 (동국대학교 대중문화연구소) **발표2** 의사소통의 단절의 가속화, 무력하고 고독하며 불안한 분열증적 주체 재생산의 미디어 비판 -이영주 박사 (한국종합예술학교)
15:30~16:00	휴식 시간		
16:00~18:00	[세션 4] KOBACO 후원 세션: 글로벌 시대 광고에서의 인종, 여성의 재현과 표상 (ECC 131호)	[세션 5] 자유 세션: 디지털 리터러시, 소통 (ECC 132호)	[세션 6] 대학원생 세션: 미디어 이벤트, 대중문화, 여성 주체의 형성 (ECC 134호)
	사회: 문영숙(한양대) 토론: 이희은(조선대), 이세진(국민대)	사회: 최선열(이화여대) 토론: 강진숙(중앙대), 정재민(KAIST), 임종수(세종대)	사회: 이기형(경희대) 토론: 박진규(서울여대), 김예란(광운대)
	발표1 문화 번역과 타자에 대한 환대: 다문화 가정 공익광고를 중심으로 -마정미(한남대) **발표2** 중국 여성잡지에 나타난 이상적 아름다움(ideal beauty)의 표상 분석 :화장품 광고를 중심으로 -박은아 (대구대), 유승엽 (남서울대학교), 정인숙 (중국 북경대), 김은희 (홍익대학교) **발표3** 글로벌 여성잡지와 국내여성잡지에 나타난 여성이미지 분석 -오현숙 (평택대)	**발표1** 게임리터러시 교육의 참여관찰 연구 : '게임제작'과정을 통한 초등학생의 게임이해 과정에 대한 질적 고찰을 중심으로 -김양은 (중앙대) **발표2** 소셜 네트워크 사이트에서의 관계 맺기에 대한 문화 간 비교: 한국과 미국 대학생들의 친구 맺기 및 자기 노출 행동 패턴을 중심으로 -조성은 (고려대 언론연구소) **발표3** 댓글 반복 읽기의 설득적 효과에 대한 연구 -이미나(숙명여대)	**발표1** 전후 라디오연속극의 젠더 구성 -김보형(서울대 언론정보학과 석사졸) **발표2** 디지털시대 자기의 테크놀로지로서 '사진찍기'와 여성주체성 변화 연구 -홍혜미(이화여대 여성학과 석사졸) **발표3** 미디어 이벤트로서의 한국우주인배출사업 연구: SBS 'スペイス 코리아' 프로그램 분석을 중심으로 -박우진(연세대 커뮤니케이션대학원 석사 졸) **발표4** 초/국적 시대 민족주의 정치학과 대중문화의 역학: '재범 사건'을 중심으로 -정민우 (중앙대 사회학과 대학원 석사과정)
18:00~	저녁 식사		

한국여성커뮤니케이션학회 2010 봄철 정기학술대회 **목차**

KOBACO 후원 세션 4

- **문화번역과 타자에 대한 환대 – 다문화가정 공익광고를 중심으로**
  …… 마정미 / 3

- **중국 여성잡지에 나타난 이상적 아름다움(ideal beauty)의 표상 분석 : 화장품 광고를 중심으로**
  …… 박은아 · 유승엽 · 정인숙 · 김은희 / 25

- **글로벌 여성잡지와 국내 여성잡지 광고에 나타난 여성이미지 분석**
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한국여성커뮤니케이션학회 2010 봄철 정기학술대회

KOBACO 후원 세션 4

문화번역과 타자에 대한 환대
- 다문화가정 공익광고를 중심으로

마 정 미
(한남대학교 정치언론국제학과 조교수)

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- Ruth Melinkoff

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(deep structure)
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(generative trajectory of signification)’ ‘
’ (Greimas & Courtes, 1993, p.157).

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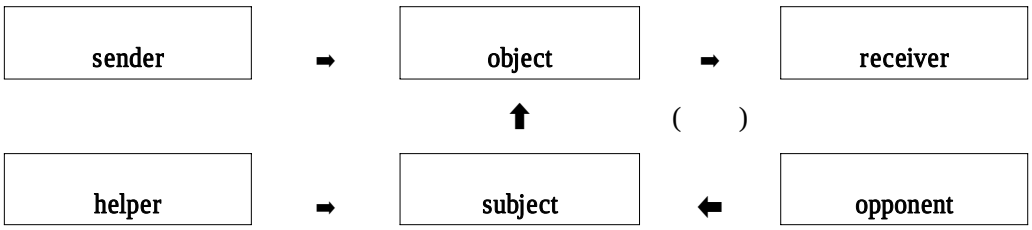

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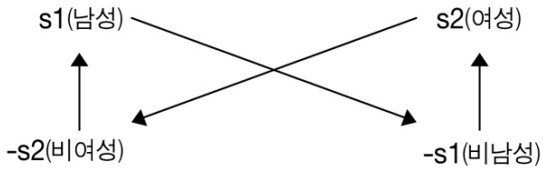

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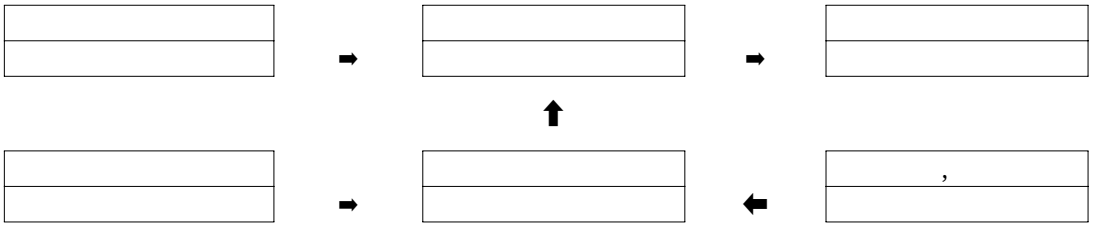

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참고문헌

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Benjamin, Walter. "The Task of the Translator." *Walter Benjamin: Selected Writings 1913-1926.* 3 vols. Ed. Marcus Bullock and Michael W. Jennings. Belknap: Harvard UP, 2004. 1: 253-263.

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Niranjana. Tejaswini. *Siting Translation: History, Post-structuralism, and the Colonial Context.* Berkeley: U of California P, 1992.

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Kraniauskas, John(2001). Translation and the Work of Translation. , . . 1 .

Burke, Peter(2001). Eyewitnessing: The Use of Image as Historical Evidence. Reaktion Books. (2005). .

Ricoere, Paul(2004). Sur La Traduction. Bayard. , (2006) - .

중국 여성잡지에 나타난 이상적 아름다움(ideal beauty)의 표상 분석 : 화장품 광고를 중심으로

박은아 (대구대학교 심리학과 교수)
유승엽 (남서울대학교 광고홍보학과 교수)
정인숙 (북경대학교 신문방송학 박사)
김은희 (홍익대학교 광고홍보학 박사)

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2) 2008 1/4 http://cand.com/html/Article/2008/0624/20080624151024962.shtml

(Unwin, 1974).

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(Nelson, Reed, & Walling, 1976),

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(Childers & Houston, 1984; Kisielius & Sternthal, 1984; Percy & Rossiter, 1983). ,

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(McQuarrie & Phillips, 2005).

(Whitelock & Chung, 1989).

. Cutler Javalgi(1992)

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?

2) : (content analysis)

분석틀(coding scheme):

Resnik Stern(1977) (2008)
, (2001, 2002)
.
,
,
(quality) (Stewart & Campbell, 1986; Tse et. al., 1989). 20

. , (2007) 2005
, 2
79.1%, 76.4% .

.
.
, ,
,
,

. ,

.

,

,

. ,

,

. ,

.

.

.

.

분석대상 광고: 2

. ,

,

. (, Self) 2009 1 12

6 Self 3 , 3

.

코더간 신뢰도(coder reliability): D, N

2

1 1 3 . ,

. 1/4

, 87% . Kassarjian(1977)

85% .

4.

< 1> , 683 ,

211 30.9% . , , ,

,

30% .

< 2> .

, ,

, ,

,

, .

1 .

표1. 화장품의 세부 제품군별 빈도 및 비율

( )	55	88	52	8	14	2	219*
(%)	25.0	40.3	23.6	3.5	6.3	1.3	100

* 211 , 8 2 219 .

40.3% , (25.0%)
(23.6%) .
, , ,
. ,
65%
.
< 3> . 2
211 13.3%(28)
86.7%(183) , 5.2%, 6.2%
, 75.3%(159) .

표2. 화장품 브랜드의 제조국 빈도 및 비율

	28	11	13	159	211
(%)	13.3	5.2	6.2	75.3	100

< 4> ,
. ,
. ,
. 211
561 , 2.65 .

표3. 광고에 제시된 정보량 빈도 및 비율

	0	1	2	3	4	5	6	7			*
	20	29	44	60	37	12	7	2	211	561	2.65
(%)	9.5	13.7	20.9	28.4	17.5	5.7	3.3	0.9	100		

* (x =561) .

, 4 8
, (67.3%), (62.6%)
. , Resnik Stern(1977)
Web , . Web

, 50% Web . ,
,

.

표4. 광고에 제시된 정보량 빈도 및 비율

	/	/	Web				AS			
	142	132	107	55	47	27	23	19	7	211
*	67.3	62.6	50.7	26.1	22.3	12.8	10.9	9.0	3.2	-

*

< 5> (product benefits)
, (ideal
beauty) .

표5. 화장품의 제품혜택(benefits) 빈도 및 비율

					/		/		/			
	110	100	64	62	59	54	44	28	25	12	10	211
	52.1	45.2	30.3	29.4	28.0	25.6	20.9	13.3	11.8	5.7	4.7	-

5 ‘ ’ 52% .
( )
. ‘ ’ ,
. ‘
(30.3%)’ ‘ (29.4%)’ , ‘ /
(28%)’ , .
(25.6%), (20.9%) ,
(13.3%) (,) 10%
. ,
. ,

(, V),
. 5 ,

.
‘ ’ .

, (
6), 2.8
.

표6. 광고에 제시된 제품혜택 정보량 빈도 및 비율

	0	1	2	3	4	5	6	7 *		**
	29	31	36	44	32	22	8	9	211	2.79
(%)	13.7	14.7	17.1	20.9	15.2	10.4	3.8	4.2	100	

* 7 (6), 8 (2), 9 (1) .
** 588 , (211) .

< 6> , ( )
.

, .

표7. 광고에 제시된 아름다움의 가치 내용별 빈도 및 비율

			/						/		
	82	60	32	31	24	18	16	15	15	14	211
	38.9	28.4	15.2	14.7	11.4	8.5	7.6	7.1	7.1	6.6	-

7 ‘ ’ 40% .
‘ (28.4%)’ , ‘ / (15.2%)’ .
‘ (14.7%)’ ‘ (11.4%)’, ‘ (8.5%)’
. ‘ (7.6%)’, ‘ /
(7.1%)’ ,
.

,
1 75% ,
1.54 (8).

표8. 광고에 제시된 심리사회적 가치 정보량 빈도 및 빈율

	0	1	2	3	4	5	6 *			**
	54	61	48	33	10	3	2	211	325	1.54
(%)	25.6	28.9	22.7	15.6	4.7	1.4	1.0	100		

< 7> (ideal beauty image) . 211
31.3%(66) ,
145 .
9 98% , 2
. ,
.

표9. 모델의 성별 빈도 및 빈율

			+	( )	
	142	2	0	1	145
	97.9	1.4	0	0.7	100

(10),
45.9%, 48% . ,
4.8% , ,
. , 2
( ) 75.3% ,

25% .
. 2
, (6.2%) (5.2%)
, 7.4%, 0.6%
.
.

표10. 모델의 인종 빈도 및 빈율

						+	
	56	11	1	71	2	7	148*
	37.9	7.4	0.6	48.0	1.3	4.8	100

* (145) .

5.

,

(Arens, 2002). 2

,

.

2000

.

.

,

.

, ( )%

.

. 2000 (2001)

37.8%

2000 .

, 65%

40% ,

. 13% ,

75% .

,

.

, 2.65 , 90%

1 . 2001

(2002) , 2.29 ,

1.51 ,

. ‘ / ’ ‘ / ’ , ‘

’ 26%, ‘ ’ 13% . ,

Website

, 50% web .

‘ ’ 9% .

,

.

‘ ’ ‘ ’

,

50% , ‘ ’ ‘ ’, ‘ ’

30% . , (, V)

(4.7%) . ,

,

. , , ‘

’, ‘ , ’, ‘ ’

.

2.8

.

, ‘ ’

‘ ’ ‘ ’ , ‘ ’ ‘ ’ ‘ ’ ,

10% . ‘

’ ‘ / ’ 7% , ‘ ’

, . 2001

(19.6%),

(18.4%), (17.8%), / (5.3%), (5.3%) ,

(27.1%), (20.7%), (12.3%), (2.8%)

, , ,

. ,

.

, ,

50% , 48% 38%,

7.4% .

5%, 6%

1%

.

.

,

.

10

,

. ,

.

(ideal beauty) ,

.

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, 2010. 01. 29. 3 ‘ ’.

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< >

ID:_____

1. : _____ _____ Self

2. **Product:** Name_____

3. **Category**: cosmetics(skin) Color cosmetics hair body others

4. **Brand Nationality**:

5. **Content of information**

	/	/		AS/	/	Web			Total

6. **Information of Product Benefic (related to body, beauty)**

	/			/	,	/	/		/				Total

Copy_____

7. **Psycho/social values contained in ads**

		/			/			/			Total

Copy_____

<Visual Coding>

8. **Page**: 1 page 2 page 3 page over

9. :

1) : 1 person 2 persons 3-4 persons 5 above

2) gender: Female Male Female+Male ( )

10.

1) Race: White(American/Hispanic) Black Mixed

2) Hair color: Black Brown( ) Blond( ) other

3) Eye color: Black Brown Blue Green other

4) Size of Body( ): 25% 25-50% 50-75% 75%

글로벌 여성잡지와 국내 여성잡지 광고에 나타난 여성이미지 분석

오 현 숙
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elfohs@gmail.com)

1.

< (*Elle*)> 1992

.

, <

>(*International Herald Tribune*) ,

(2004.2.13).

1999

.

< >, < (*Vogue*)>, < (*Cosmopolitan*)>, <

(*Allure)*> 15 ,

. (Time Warner),

(Hearst), (Condé Nast) ,

(Joint Venture)

.

,

(original edition) ,

.

(global culture)

(standardized

campaign) .

.

.

,
. (socializing agent)
,
(Ferguson, 1983). 2000
35% (, 2005)
.

(femininity) (ideal beauty)
.
, ,
.
(content analysis) ,
.

2.

1)

(homogenization)
. (cultural imperialism)
(Rantanen,2005), (Herman &
McChesney, 1997)
.
, ,
. 3
(consolidation) (centralization) ,
.
(local edition)
, .
“ ” (localized) ,
.
,
(Griffin, Viswanath, & Schwarts, 1994),
.
. ,
,

(global consumer tribes) (Silk & Andrew, 2001).

.

.

(Shaw, 1999),

.

, (Chanel) (Hachette Fillipachi) , , ,
35
(Frith, 2005).

,

.

(Janus, 1981; Santa Cruz & Erazo, 1980; Shaw, 1999).

, (Janus, 1981)

, , ,

, 6 27

(Santa Cruz & Erazo, 1980)

. (Shaw,1999)

,

,

.

.

2)

(stereotypes) ,

(Frith, 1998).

(reflection)

, , (Glasser, 1997),

.

,

.

,

(Frith, 2005). ,
(Bagdikian,
2000). (Lee, 2000)
.
,
. (Frith,2005)
,
,
. 73.2%
(24%) ,
.
.
.
(85.2%) .
.
. ,
,
(O'Barr, 1994). (Davis, 1999)
. ,
“ ”
,
(Kim & Cha,
2005). ,
.
(Frith & Oh, 2007)
, , .
90% ,
72% .
75%
.
, , ,

. ,
94.1% 81.8%
.
,
50% , 45%
.
, ,
(Frith, Shaw, & Cheng, 2004) .
,
.
,
,
.
.
. < (*Seventeen*)> < >
“ ”(cute) “ ”(girlish)
, < >
(Maynard & Taylor, 1999). (Nelson & Paek,
2005) 7 < > (sexuality)
, 7 .
. (
) .
,
. ,
,
. (Nelson & Paek, 2005)
.

3.

.

,

.

,

. 1 2 .

[1]

?

1:

.

2:

. , , ,

4 .

[2]

?

3:

.

4:

.

5:

.

6:

.

4.

1)

(content analysis) .

. 2

2 .

. , , ,

, , ,

(, 2007).

.

.

ABC

,

.

. , <
> < > , < (*Sure*)> < (*Singles*)>
. < > 2001 M&B < > 2004
.

(Reichart & Carpenter, 2004; Frith, Cheng & Shaw, 2004) ,
12 14 3
.

12 (2008 8 2009 7) 4 3
. . 3,4 .
9
, 100 . 2
, 1 3
. 4 4 , 8
, 12 , 12 .

2)

, , ,
, .

(1) :
‘ (domestic)’ ‘ (multinational)’
. de Mooji, 1998 Nelson& Paek(2005) ,
, ,
, , .

(
),

.

(2) : .
Shaw (1999) ‘ ’, ‘ ’, ‘ ’,

‘ ’, ‘ ’, ‘ ’ ‘ ’ 7 ,
Frith, Shaw, and Cheng(2004) ‘ ’ 6
.

6 , , , , ‘
’, , , ‘ ’,
‘ ’, , , , ‘ ’,
, ‘ ’, , , ,
‘ ’ .

(3) (Race of Model): 3 . “
(Caucasian)”, “ ”, “ ” , " "
, " "

.

(4) (Beauty Type): 5 .
, , (Englis, Solomon, and Ashmore, 1994) 8
, (Frith et al, 2004)

.

5 , .
“ / (Classic/Elegant)”: , , ,
.

“ (Sensual/Sexy)”: ,
.

“ (Cute/Girl-Next-Door)”: .
“ (Trendy)”: , (faddish)
. “ ”: .

클래식 타입

섹시 타입

귀여운 타입

트렌디

(5) (Dress Type):
. “ (demure)” “ (seductive)” . “ ”
, “ ”
.

(6) (Occupational Role): (Frith et al, 2004)
5 .

“ ”: ,
“ - ”: , , ,
“ ”:
“ ”:
“ ”(decorative role):

5.

1)

< 1> < 2> . < 1>
,
,
(χ^2=26.451, df= 1, p <.001). < 1>
62.7% , 37.3%
. 52.7% 47.3%
.
25% 5%
. ,

.

< 1>

	37.3% (252)	52.7% (247)
	62.7% (423)	47.3% (222)
	100.0% (675)	100.0% (469)

Note: χ^2= 26.451, df= 1, p <.001;

,
(χ^2=46.754, df
= 5, p<.001). < 2> ‘ / ’
56.9% , , , , ,
. , ‘ ’ 23.6%
. , ‘

’ 39.7%, ‘ / ’ 37.8%
. 50%
, .
20%
.

< 2>

	23.6% (159)	39.7% (186)
/	56.9% (384)	38.2% (179)
	1.6% (11)	3.0% (14)
	1.8% (12)	1.7% (8)
	.3% (2)	.6% (3)
	15.9% (107)	16.8% (79)
	100% (675)	100% (469)

Note: χ^2=46.754, df= 5, p <.001;

2)

< 3>
. < 3> ,

,
. (79.6%)
, (52%)
(45%) .
(χ^2 = 79.639, df= 2, p <.001).

< 3>

	79.6% (387)	52.0% (178)
	16.7% (81)	45.0% (154)
	3.7% (18)	2.9% (10)
	100.0% (486)	100.0% (342)

Note: χ^2 = 79.639, df= 2, p <.001;

< 4> < 4> ,

(χ^2= 28.668, df= 3, p <.001).

,

88.7% 94% .

, 71.6%

22.2% .

(32.5%) (56.2%) .

, 2.0%

.

< 4>

	32.5% (158)	71.6% (245)
	56.2% (273)	22.2% (76)
	4.3% (21)	4.1% (14)
	7.0% (34)	2.0% (7)
	100% (486)	100% (342)

Note: χ^2= 28.668, df= 3, p <.001;

< 5>

(χ^2=51.417, df=1, p<.001).

,

(58.3%) .

(38.7%)

(61.3%) .

< 5>

	41.7% (149)	61.3% (138)
	58.3% (208)	38.7% (87)
	100% (357)	100% (225)

Note: χ^2 = 51.417, df= 1, p <.001;

< 6> ,

(χ^2 = 51.642, df=4, p< .001).

< 6> .

86.6% , 13.2%

. , , .

66.4% ,

. 31% ,

.

.

< 6>

	.0% (0)	.6% (2)
	13.2% (64)	31.0% (106)
	.2% (1)	1.5% (5)
	.0 % (0)	.6% (2)
	86.6 % (421)	66.4% (227)
	100% (486)	100% (342)

Note: χ^2 = 51.642, df= 4, p <.001;

6.

. ,

,

.

,

.

.

.

,

. 79.6%

, (58.3%) 56%

. 52% , 45%

. 71.6%

(61.3%) .

, ,

,

.

(,

2008) , 26.2% .

(52%)

,

. 8%

, 47.3% .

,

. ,

(

),

.

,

.

,

,

. 80%

.

(Kim & Cha, 2005).

.

3 2

,

. (exotic), (the imported),

(the luxurious)

(O'Barr, 1994),
(Western consumer ideology) (Kim, 1994).

.

.

. (

)

“ (show case)” (O'Barr, 1994)

,

,

(Roy, 2005).

.

,

(,)

,

,

.

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(2003). 2003.

(2005). 2005.

(2007). 2007.

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