

A Study on the Expansion of the Concept of Culture Contents

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Abstract

A considerable amount of time has passed since culture contents emerged and various experiences have been accumulated accordingly. Nonetheless, culture contents remains a concept which is still 'developing'. This study started from the question of how to handle 'culture' and 'contents', and aims to understand the changes of new culture trends through fusion and combination of culture contents and to redefine the definition and concept. Continuous adjustment and study of culture contents in accordance with Korea's culture capital and consumption change must proceed by which the expansion area of culture contents can be established

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1. Introduction

The academic and lexical definition of culture contents is a sensitive issue. It cannot be defined simply only with a few words, but it is the accumulation of historical and philosophical reasoning. Therefore, discovering widely agreed definitions through discussions and arguments has a significant meaning in academic research and identifying the essence. In the course of this process, a number of theories are listed under the name culture Content. According to related organizations and researchers, the definition of culture contents is defined as 'culture products that culture values such as culture heritage, lifestyle, creative ideas, and values create economic value by incorporating creativity and imagination'[1]. Taejiho defined it as an intangible result that is processed into a corporeal form, embodied in media, recognized and experienced, and influenced by the flow of emotions, in a way that is not a culture object[2]. Culture Content is not a concept that can be represented or clarified by a single form. This can be demonstrated by the fact that various contents can be included in the 'genre' of culture contents such as print/published contents, advertisement, broadcasted content, games, music contents, animation, artifacts, exhibition, event, theme park, festival, performance, characters, web contents, applications and advertisements[3]. In order to establish the basic plan of science and technology and to implement the creative economy, the 9th National Science and Technology Council (now dispersed into the National Science and Technology Council and the Ministry of Science, ICT and Future Planning) selected 'Culture Technology' as the 21st century national strategic business and in 2009, Lee O-young, then Culture Minister, established the Korea Contents Agency[4]. With this, the term culture contents became the official term used by the national government.

2. Understanding culture Contents

Culture Contents is a compound word of culture and contents. Culture is the term collectively referring to the physical and psychological achievements achieved during the

course of activities and the process of realizing certain goals or lifelong ideals beyond the natural state of human beings, and refers to the common modes of behavior and ways of thinking of the members of society[5]. There is little objection to considering culture contents as a fusion of 'culture' and 'content' in related papers and books. culture content is a study of 'culture' but it is also a study of 'contents'.

2.1 Culture and Culture Contents

The concept of culture derives from the Latin 'Cultura', which means cultivation and care in agriculture. From the beginning of the 16th century, this original meaning gradually expanded from agriculture meaning to the process of human development. In other words, culture means the product or the mode of action made from nature. Won Seung-ryong believes that culture has begun to form when human beings put an end to their long-term nomad life and entered into a settled agriculture life[5]. UNESCO, the international organization of culture education, defines culture not only as a collective whole of distinctive mental, physical, intellectual, and emotional characteristics of society and its members but also includes a way of life, a sense of community, set of values, tradition and beliefs and emphasizes that culture has diverse forms regardless of time and space. In addition, Raymond Williams emphasized that culture is a word that describes 'music, literature, painting, sculpture, theater and film' and is a product of the community that is simultaneously studied. And as the root of the word 'culture' implies grain cultivation and animal rearing, or agriculture, he expressed that culture as a process and development changes its meaning overtime[7]. UNESCO defines culture content as meaning symbolic meaning, artistic dimension and culture value that derive from culture identity or express culture identity. Culture content refers to a broad range of services related to culture and arts related products produced by individuals' creative ability[8]. The range includes broadcast contents such as movies, drama documentaries, cartoon and animated characters, contents using culture prototypes, performances such as popular music, musicals, operas, plays,

computer games, mobile games, edutainment contents, and space contents such as festivals, exhibitions and theme parks.

2.2 Contents and Culture Contents

"Contents" is a plural form of content and is a Hangul expression of the meaning contents. "Contents" is a plural form of content and is a Hangul expression of the meaning contents. Observing culture contents from the viewpoint of 'contents' means that the research methodology focuses on explaining the functionality and effectiveness of culture contents. The important point here is that culture contents are assumed to have instrumental value, so that the attributes of culture contents as goods should be analyzed. The emphasis on 'contents' to deal with culture contents is to analyze culture contents itself in the way of applying or utilizing them to subsequent processing mediums, and therefore it will be simultaneously analyzed in media, application techniques, production methods, and application areas[3].

3. Convergence of Culture Contents

A considerable amount of time has passed since culture contents emerged and various experiences have been accumulated accordingly. Culture content comes to us as a dual value of infinite possibility and instability. In 2014, the "Basic Act on Culture (effective December 31, 2013)" and the enforcement decree (passed on October 18, 2014) will be implemented from March 2014 in order to revise and amend the contents industry related laws and systems. "Basic Act on Culture" includes basic definitions of culture, diversity and freedom of culture and creativity, Culture rights of the people and the responsibility of the state and local governments to guarantee them, introduction of culture impact assessment system, and long-term culture promotion plans as its main contents. As such, culture contents are constantly improving and changing laws, definitions and concepts. Value is not a fixed

invariant truth, but a progressive one that always changes[9].

According to the 2020 Culture and Technology (CT) Roadmap commissioned service report, technological innovation carried out through fusion of technological innovations such as smart technology, and Nano, bio, and cognitive science led to increase in the demand for the improvement of the quality of life, and development digital and smart technology. In accordance with this phenomenon, culture industry's paradigm is changing in line with the rapid change of modern society's consumer demands and technology. The 2020 Culture Roadmap for Research on Technology (CT) Research Report Commissioning Service recognizes Convergence that creates new culture/market value based on creativity and innovation as a main driving force to lead global expansion of Han-lyu and the improvement of culture experiences of the people.

China Joy, the largest game exhibition in China, is showing the example of the latest fusion culture contents. China Joy started with online, console, and mobile game contents, in 2004 and expanded its business area to TV, animation, online contents creation field and AR, V field gradually. In China Joy 2017, domestic companies will have a number of export consultation to enter the overseas market through the Korea Creative Content Agency at the B2B Korea booth.



[Fig. 1] China Joy 2017 [10]

The content delivered through various means of expression and transmission means based on imagination has been developed through 'fusion compound' in its essence, and the collapse of the boundary in the content area is accelerating it. Also, it is necessary to change the paradigm from technology to fusion-centered

4. Conclusion

Culture content is an intellectual and emotional enjoyment of intangible assets that refer to various culture elements. However, these definitions and concepts are changing because culture contents are given different values from those of previous ones, and new platforms are created through the development of technology, so that various contents are infuse and loaded on new platforms, and various culture phenomena are created. As the digital technology changes rapidly, people's everyday life patterns change and all industries are constantly changing accordingly. Most of the industrial fields surrounding our everyday lives such as food, shelter, education, culture, etc. are interlinked with science, technology, humanities, society, culture and arts. Recent changes in each field can be said to be the process of finding convergence in various fields and the result of it to cope with changes in the external environment. The type of culture contents can be different depending on the standard of classification according to the purpose, and the classification standard that can clearly distinguish all culture contents is not established yet. The future of culture contents has a tendency to be transformed into a formal part rather than a content part, that is, a genre centered on technology rather than text. However, content research should be done together with creativity and humanities, especially with creative culture, and diversification of the value creating mechanism of content fusion that induces new user experience should be achieved.

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