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A Discursive Analysis on the Korean Astronaut Program as a Media Event

This paper is a discursive analysis on a Korean media event named 'Space Korea'. It was a series of TV programs about Korean Astronaut Program that selected the first Korean astronaut and made him fly to the outer space in a Russian spacecraft in April, 2008. Korea Aerospace Research Institute, a federal laboratory planned the project and SBS, the only commerce terrestrial broadcaster in Korea, joined as one of the hosts and carried the whole process through 'Space Korea'.

As a result, 'Space Korea' became an unusual media event. Characteristics of national projects and commerce broadcasting programs combined. Vitality replaced a solemn tone. The meaning of national, historical project reduced that of an astronaut's individual narrative to success.

This paper focuses on what this 'privatization' means in political, economic, social context.