

Kang, Myung Koo, Seoul National University, Korea; **Kim, Ho Jung**, Seoul National University, Korea

The Conflict between Politics and the Market: The Case of Korean Color TV Broadcasting in 1970s

This research investigated the discourse towards the introduction of color TV broadcasting in the 1970s. It tries to historically examine how the political ideologies and economic interests clashed over introduction of media technology in the third world. South Korea was one of the last countries in the world to permit television, with color TV broadcasts beginning in 1980. It was desperately needed for Korean electronics industry to shift to color TV industry, in order to target a global TV market and to revive small companies producing electronic components. However, it was the dictatorial government that delayed color TV broadcasting. The government contented that consumer society, arriving with color TV broadcasting, would increase a sense of deprivation between urban and rural area. This research argues that discussion about socio-cultural influence of media technology, such as consumer society, was used for political interest by the dictatorial government. It means the late permission of color TV was supplied with political purpose of the government which was suffering from political crisis and attempting to curry favor with farmers and fisherman.