

ENDNOTES

1. For example, Philip Elliott's case study of a television production (1970) and Robert Faulkner's study of film music production (1971).

2. Brunsdon C and David Morley's Everyday Television 'Nationwide' (1978); David Morley's The 'Nationwide' Audience: Structure and Decoding (1980); Dorothy Hobson's Crossroads: the Drama of a soap opera (1982); Ien Ang's Watching Dallas: soap opera and the melodramatic imagination (1985); John Tulloch and Albert Moran's A Country Practice: 'quality soap' (1986); David Buckingham's Public Secrets: EastEnders and its audience (1987).

3. The budget for a film production in Korea will range from a half million dollars (low budget) to three million dollars (so-called "Hollywood blockbuster style"). For example, \$2.5 million dollars which is three times the average for a Korean production, were invested in the making of the most recent box-office hit titled "Swiri".

4. See An Chongsil and Choi Il-Sup, The Value and Ideology of the Postwar Generation (1987); Yi Mankap, Sociology and Social Change in Korea (1982); Im Hisop, Social Change and Value in Korea (1994), "Culture and Social Change in the Transitional Society"; Im Hisop and Par Kilsong, Today's Korean Society (1993); Pak Chaehong, "Generational Problems in Korean Society: The Qualitative Approach" (1992); Research Center for Social Science, The Change in Values after 1945 and the Prospect (1986); Society for Sociology in Korea, A Generational Problems of Korean Society (1994); Song Pok, Conflict-Oriented Structure in Korean Society (1990).