

Culture Industry Center

Keywords

the Humanities, Popularization, Regional Community, Culture Industry

Chief



Kang, Seung-ryul

Associate Professor /
Department of
Northeastern Asian
Culture Industry

rosebud@kw.ac.kr

Members

Position	Division	Name	Specialties	e-mail
Professor		Jang, Jeong-hee	English-American Literature, English-American Culture	chang57@kw.ac.kr
Professor		Jun, Bo-ok	Chinese Literature, Chinese Culture	junbook@kw.ac.kr
Professor		Choi, Jeong-ah	Japanese Literature, Japanese Culture	jachoi@kw.ac.kr
Professor	Department of Northeastern Asian Culture Industry	Kim, Hee-kyo	Modern History of China, Chinese Culture	jachoi@kw.ac.kr
Professor		Cho, Young-bok	Korean Literature, Korean Culture	eternity@kw.ac.kr
Professor		Kang, Tae-woong	Symbolic Culturism, Japanese Culture	twkang@kw.ac.kr
Professor		Jeong, So-yeong	Chinese Linguistics, Chinese Culture	sooj@kw.ac.kr
Associate Professor		Kang, Seung-ryul	Film Criticism, Film Theory	rosebud@kw.ac.kr
Professor		Kim, Moon-seok	Design	kms@kw.ac.kr
Adjunct Professor		Park, Soon	Culture Planning & Culture Marketing	soonpd@kw.ac.kr

Current Projects

1. Facilitation of Integrated, Convergence Communication Programs between University and Regional Community

- Collaboration with Culture Industry (Performances, Contents etc.), Contracting MOUs, and Introduction of Human Resources Cultivation Programs for Culture Industry
- Cooperation of Human Resources Cultivation Programs for Culture Industry, Collaborative Bidding of Cooperation Projects
- Collaborative Bidding of Research Projects (Korea Creative Content Agency, Arts Council Korea, National Research Foundation of Korea)

2. Facilitation of Collaboration Programs for Regional Innovation, Cultural Improvement, and Welfare

- Development & Establishment of Collaborative Projects with Regional Community, Provide Students with Opportunities of Field Experience, Encouragement of Communitarian Sense of University, Finding Roles of University as a Key Player for Regional Community
- Job Creation and Collaborative Encouragement of the Development of Culture Industry of Regional Community
- Collaborative Bidding of Industry-Academia Cooperation Programs of Seoul
- Cooperation of University-Community Innovation Projects, Establishment of Joint Governance of University-Community
- Collaboration with Social Welfare Foundation, Development of Humanistic Contents contributable to the Promotion of Healthy Life and Restoration of Familial Relationship of the Elders suffering Senile Dementia
- Establishment of Culture-Industry Research Center for Long-term Regional Innovation - Cultivation of Human Resources specialized in 'Biblio-Therapy' and Instructors' Manual - Continuing Education Project and Job Creation

3. Facilitation of Creative Economic Programs via the Contents of Humanities in the Dept. of Northeast Asian Culture Industry

- Contribution to the Setup of Humanistic Entrepreneurial Philosophy, Encouragement of the Practice of 'Noblesse Oblige' of Enterprises
- Provision of Philosophy for Enterprises to Setup of Respective Systems of Entrepreneurial Value & Idea - Bidding on Research Projects, Proposition of Business Models
- Provision of Management Theories for the Realization of Social Responsibility or Contribution or Creating Shared Value of Corporations e.g.) Hyundai Motors Company

4. Development of Convergent Cultivation Programs for Creative Human Resources

- Establishment of the 'Creative Story Center' - Cultivation of Creative Human Resources, Development of Story Contents, Facilitation of Regional Economy and Job Creation

5. Development of Field Oriented Education Programs and Cultivation of Global Human Resources

- Invitation of Specialists in Culture Industry and Reinforcement of the Adjunct Faculty of Culture Industry
- Active Exploitation of the Professionals working in fields of Culture Industry as an Adjunct Professors
- Development of Project Oriented Curricula: Provision of Customized Humanistic Education, Cultivation of Field Oriented Human Resources
- Provision of Actual Projects for Students to Practice the Application of learned Humanistic Codes to Corporate Marketing



Overview of Developed Technology

1. Currently, 10 professors of the Dept. of Northeast Asian Culture Industry are participating in each project. Besides, the 14 professionals and specialists working in each field of culture industry were entrusted as the specialty researchers.

2. Research Activities of the Professors of the Department (2014~2015)

- K-POPs in the 'Korean Wave' and Industrial Interests – Comparison of Case Studies of China and Japan
- The Age of Nano Technology and Post Human Community: Linda Nagata's The Bohr Maker
- A Study on the Auditory Scenes in an Urban Space of the era of Joseon Dynasty
- The Trend of Cultural Industrialization of the National Culture Brands of China

3. Propositions for the Development and Participation in Projects centered around the Professors in the Center

No	performance name	Date	Remarks
1	Industry-Academia Cooperation Project with Taeyoung Engineering & Construction (Completed)	Jun. 2014 ~ Jul. 2014	The Industry-Academia Project on CSR collaborated with Taeyoung Engineering & Construction (Awarded)
2	Industry-Academia Cooperation of the Research on Trend with Korea Trend Research Institute	Jun. 2014 ~ Jul. 2014	The Industry-Academia Project on Trend Research collaborated with Korea Trend Research Institute (Awarded)
3	A Study on the Auditory Scenes in an Urban Space of the era of Joseon Dynasty	Sep. 2014 ~ Dec. 2014	The Research supported by the X-Program, KGIT
4	Proposition of the Exhibition of DDP & Hyundai Motors Company	Sep. 2014 ~ Nov. 2014	The Proposition of an Exhibition of DDP & Hyundai Motors Company with the 'Aniframe' (Professor Kang Seong-nam, Myongji College, Professor Shin Dong-yun, Hanyang University)
5	Industry-Academia Collaboration for the Design of Theme Park & the Green Design (of Architecture & Landscape)	Dec. 2014 ~ Dec. 2015	The Industry-Academia Collaboration Planning of the Development Project of Farmer's Garden & 'Ppororo' Theme Park
6	English Sports Car, the LOTUS Cars Ltd. (the Korean Official Dealer) and CSR	Dec. 2014 ~ Dec. 2015	Determination of Industry-Academia Cooperation on CSR Activities with the official Korean Dealer of LOTUS Cars Ltd.

4. Seminars on Issues of the Culture Industry led by the entrusted Professionals and Specialists of each field during the 2nd half of 2014

No	Date	Title of Seminar / Conference	Remarks
1	Sep 29, 2014	All about the Commercial Cinema seen from the viewpoint of Major Investment and Distribution Company (regarding aspects of promotion, investment, marketing etc.)	Ma, Sang-joon: (ex)Chief of Korean Cinema Investment team, SHOWBOX (the Major Investment and Distribution Company); The Host (2006), Marathon (2005), Welcome to Dongmakgol (2005)
2	Oct 06, 2014	The Strategy of the Planning of Performances Eligible for both Domestic and Worldwide Audiences	Kim, Gyeong-hoon: The President of the 'JUMP' (Non-verbal Performances); One of the best Producers and also is a Planner in current Performance Industry in Korea who recorded the first rank of Box Office Ticket Sales for 2 continuing years in the 'Edinburg Festival' and opened the Exclusive Theater in the Broadway, New York City
3	Oct 13, 2014	Various Perspectives & Experiences on Cinema, Stage, and Performance	Choo, Sang-mi: Actress, Director, Examiner of the Bucheon International Fantastic Film Festival (BIFFF) and International Women's Film Festival (SIWFF)
4	Nov 3, 2014	All About the Major Entertainment Planning Company (Planning of Entertainment, Dramas, and Management of Players etc.)	Kim, Sang-yeong: Mngaging Director, SidusHQ (currently iHQ Inc.), Planner of Cultural Entertainment
5	Nov 10, 2014	The Extent of Art and Indecency – On the Issues and Preferable Orientation of the Art, Ethics, and Popular Arts	Lee, Tae-hee: Lawyer, Sanji (the Law Firm)
6	Nov 17, 2014	Requirements for the Workers in Culture Industry	Jang, Seong-ji: (ex) Vice President, Gumho Asiana Group, Planned the Strategy of Culture Marketing for the Gumho Asiana Group as a more beautiful corporation; Advisor (currently), Association of Performing Arts & Tourism
7	Nov 24, 2014	Trend and Innovation	Kim, Gyeong-hoon: Head of the Korea Trend Research Institute
8	Dec 01, 2014	Current Statuses of Domestic Stages of Performing Arts	Lee, Seok-joon: The Actor (Musicals, Theatricals) who planned the performance of the 'Talk Show'

5. Provision of the Opportunity of Educational Training at Corporations for Students through the Promotion hosted by the Research Center of Culture and Industry

Provision of the Opportunity of Practical Experience for Students on the Application of Cultural and Humanistic Codes to the Marketing of each Enterprise

- Conducted the Industry-Academic Cooperation Project of CSR of Enterprises with Taeyoung Engineering & Construction. Provided the Students of the Dept. of Northeast Culture Industry with opportunities of Industry-Academia collaborative Education Programs
- Conducted the joint "Industry-Academia Collaborative Promotion" with the LOTUS Cars Ltd. (The Official Korean Dealer Company)



Through this promotion, the ideas proposed by students were forwarded to the LOTUS Cars Ltd., Korea that expressed the positive responses to the ideas, and thereby, the company suggested the joint promotion with the Research Center of Culture and Industry for the expanded participation of all students in Kwangwoon University. Furthermore, the company also inquired whether Kwangwoon University could host the promotion to be opened to all domestic students.

6. The Operation of 'Culture Shop' ('cubeculture')

With the closure of continued seminars, students of the department began to upload opinions or criticisms upon issues of culture industry spontaneously on the blog, and since the Nov 1, 2014, the writings on issues of broadcasting, cinema, music, arts, performing arts, or online games are continuously uploaded as contents.

<http://blog.naver.com/cubeculture>