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Paul's summary

Yesterday marked a new era in South Korea's media industry as five **new television stations made their debut**. The **launch** of the new channels was a welcome to viewers as the current state-run and privately run stations had been **dominating the airwaves** for the last twenty years. Of the five new stations, one will be an all-news show and four will be **general programming cable TV channels**: Chosun TV, JTBC, Channel A, and MBN. What has been causing quite a controversy is that each of these new stations was founded by four of the largest **conservative newspapers**. The Lee Myung-bak government had taken steps to relax Korea's traditional restrictions on **newspaper companies crossing over to broadcast media**, but only allowing a selected few to receive the rights after a competitive bidding process.

Proponents of the new media policy claim that the deregulation will open up fair competition giving a more diverse programming experience for the nation. Many of the new stations are already featuring high production value dramas, variety shows, and other entertainment programs. The government has stated this environment will foster high quality programming that will be able to compete with the likes of Fox and Disney.

On the other hand civic groups are concerned that the advertising market will be saturated and make new networks **resort to sensationalist journalism for higher ratings**. Also with the apparent close political ties with the ruling party, it's obvious that the new stations will be under intense pressure financially as well as politically. Only time will tell if the launch of the new channels will become a blessing for Korea's broadcasting industry.

Key Words

1. 종편채널 channels having programming freedom; channels that have freedom to make whatever shows they want; general programming cable TV channels
2. 지상파채널의 독과점 public channels dominated the airwaves; public channels had monopoly on TV programming
3. 미디어 빅뱅 the creation of these new TV stations is comparable to the big bang of Korea's TV broadcasting; new era of Korean TV programming; the beginning of the brighter future for broadcasting; the rise of Korean TV programming
4. 경제에 활력을 불어넣다 breathe new life into the Korean economy; jumpstart the Korean economy
5. 글로벌한 미디어 그룹으로 도약하다 take a giant step (leap) toward becoming a global media corporation; transition from a local media company to a global media corporation
6. 경제의 새로운 성장동력 new growth engine for the Korean economy
7. 시청률 때문에 방송이 선정적이 된다 resort to sensationalism for higher ratings
8. 선정적인 언론 sensationalist journalism; sensationalism
9. 광고수주 경쟁 compete to receive more advertisements; receive more ad revenue; receive more endorsements
10. 같은 콘텐츠의 재탕 삼탕 recycle the existing programs; showing(playing) reruns
11. 새로운 채널이 생기다 new television stations made their debut; launch of the new channels

More Key Words

1. 시청률 경쟁 compete for higher ratings
2. 보수 신문 conservative newspapers
3. 신문의 방송 겸영 newspaper companies crossing over to broadcast media