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**PREFACE**

The following represents the first attempt to gather together a selection of general studies in English on the theme of mass communications in Korea. It does not pretend to be comprehensive or exhaustive in its approach, since the necessary research for such an undertaking has either not yet been done, or is not presently accessible in English.

For instance, no systematic study seems to have been carried out to date on advertising in Korea and its impact on consumer habits. Neither is there any reliable information available on the effectiveness of government utilization of mass media—especially the extensive but little-known rural project of “wire radio,” whereby farm villages are provided central receiving and amplifying equipment, with cheap speakers hooked up to every house.

It has also been thought best, under present circumstances, to postpone any attempt to explore the ramifications of law and censorship as applied to the press and other forms of communication. (It may be noted in passing, however, that as recently as late November, 1969, a seminar of leading journalists sponsored by the Korean Newspaper Editors’ Association bemoaned in its closing statement the decline of the traditional press role of reform due to outside pressures, but could suggest only vague generalities and impracticable measures to reverse the trend.)

What is offered here comprises a varied sampling that may serve to stimulate interest and point the direction for specialized scholars to follow in the future.

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Seoul

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