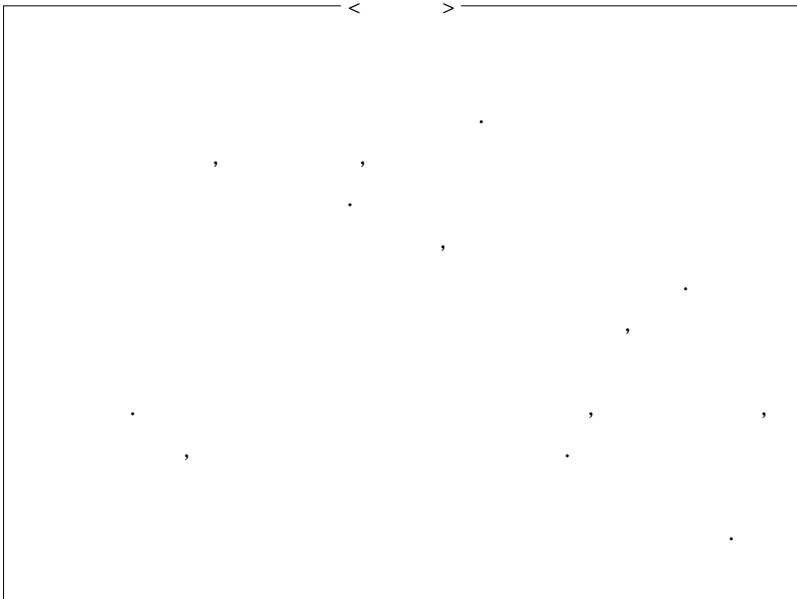




언론 반응 구조와 정부의 언론 정책

고려대학교



1 ()

. ,
.
,
(2011).
, (lap dog)
(2000)
(1991),
(quasi-state agency)
(2001).
, (reveal)
(investigation) (prosecution Ì °



(Hjarvard 2008; Strömbäck 2008),

, (Mazzoleni and Schulz 1999),

(Lilleker 2006).

, (Meyer and Hinchman

2002).

1998

2004

2004

(2012).

(2012).

(governability)

2

1)

Dahl) (polyarchy) (R. (Dahl 1971). (G. Sartori) (government by public opinion) (Sartori 1987). (Kelly and Donway 1990). (informed citizen) (1993),

, (Norris 1996; Scammell 2000).

(Scammell 2000; Iyengar and McGrady 2007).

(agenda setting)

(media agenda)

(public agenda)

(McCombs and Shaw 1972).

(cognitive attribute)

(affective attribute)

(Ghanem 1997).

(public sphere)

(J. Habermas)

(private citizens)

(life world)

(Habermas 2001).

2)

(2003),

1) (E. E. Schattschneider)

2008).

(Schattschneider

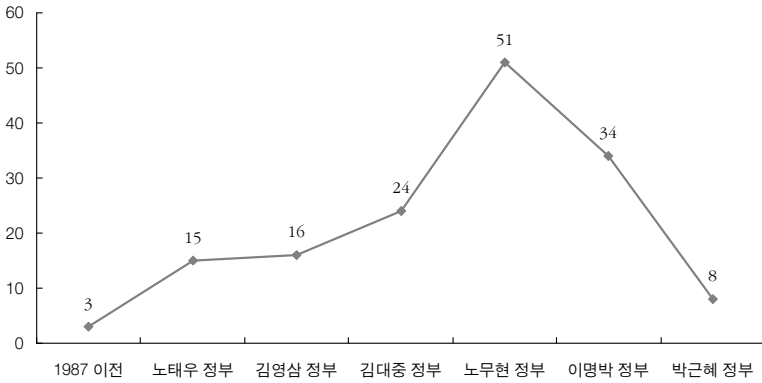
2001).

(DBPia)

< 1 >

3

< 1 >



자료: dbpia.co.kr(검색일: 2014년 2월 8일)

2)

(2005).

24 51

(2008a).

(2011).

(2007).

(2009),

3)

h).

(Seymour-Ure 1974).

3 -

Model)

(Four-dog

(lap dog), (watch dog), (guard dog), (attack dog)

⁵⁾

5) (N. Chomsky) (E. Herman) , , () , (propaganda model) (Herman and Chomsky 2002).

4

(Kelly and Donway
1990),
,
(establish-
ment),
,
(Hallin 1996), (power oligarchy)
,
(Donohue Tichenor and
Olien 1995).

(negativism)
(Patterson 2000).

,
,
,
(
2003).

(Ronneberger 1978).
,

< 1 >

< 1 >

(2003).

(ideal type)

4



1991

, 2001

(2010).

3

21

(16

2003)

, 6

5

(2009).

(2011).

,

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2004

.

.

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.

(2008).

.

,

2006

6

2007 5 37

3

7)

8)

(free market of

idea)

9)

7)

2004 5

62.7% ,
2004/05/14.

(18.7%)

(

8)

3

(2004/12/01),
() ,

(2004/12/02).

9)

(

2004/10/

¹⁰⁾

2007

(2007),

(2007).

¹¹⁾ 2004

04),

(2004/02/04).

10)

10

2007

5.

(ICT: Information and Communication Technology)

(2013).

¹²⁾

(Press Friendly)

(2009).

2006 6

4

2009 9

, IPTV

10%

TV

30%

13)

. 2009 7

14)

15)

13)

(2009).

14)

(2009/07/

23).

15)

(2009/07/23).

, ,

16)

(2008b). 2009

2008

1

2012 12 , < 2>
1%

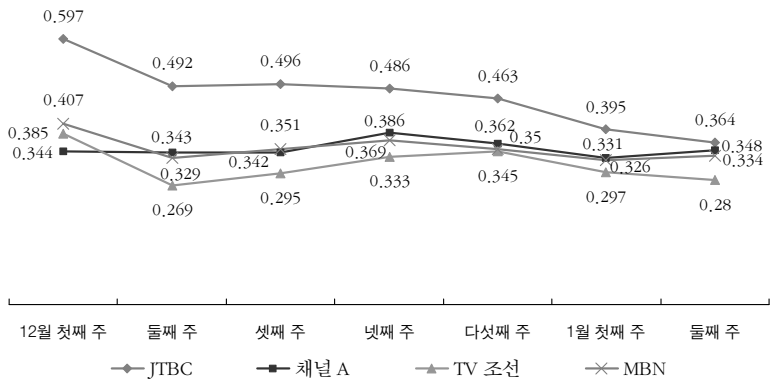
16)

2008 6

68%
20%

(2008/06/25). 2009 5 19 ~ 20

, PD 78% (18.8%
3.2%), 64.7%(33.3% 2.0%)



자료: AGB닐슨미디어리서치

6. ()—

(establishment)

zation)

(mediati-

(Curran 2005)

< 2 >

	()	()
	()	()

< 2 >

17)

17)

. < 3>

2009

47

69

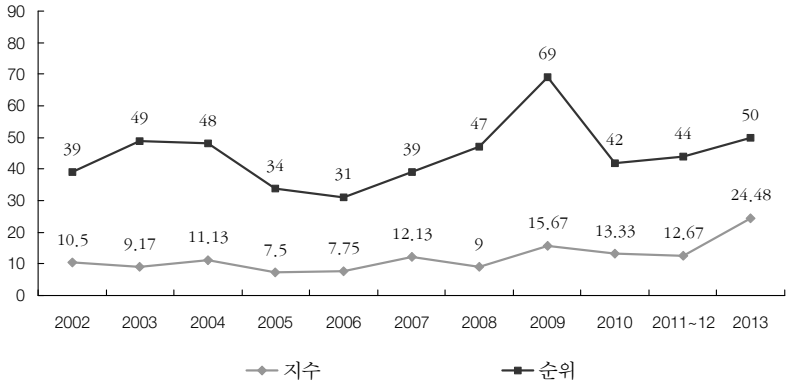
18)

2011).

18)

2011 , 2012
(Freedom House 2011; Freedom House 2012).

< 3 >



자료: 국경 없는 기자회견(<http://en.rsf.org/>)

(ochlocracy)

(delegative democracy)

, . ~~54~~

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. 2008.

. 2004.

48 2 . 164- 188.

. 2003.

47 6 . 85- 106.

. 2008.

58 . 366- 371.

_____. 2012.

2012 12

149- 160.

. 2009.

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53 4 . 94- 115.

. 2011. 2.0

11

2 . 97- 122.

. 2012.

24 1 .

- . 2009. . 12 .
- 119- 136.
- . 2007. . .
- < >
- 57- 76.
- . . 2010. . .
- . 2009. . .
- . 85- 86.
- . 2000. : -
- . 14- 3 . 81- 113.
- . 2003. . .
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- . 2000. 100 . .
- . 2007. . .
- . 40 . 114- 149.
- . 2011. : ?
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- . 2009. . . .
- . 1991. . . 40- 67.
- . 2005. . . .
- . 2010. . . .
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- . 2008a. . . .
- . 2008 . 31- 52.
- ____. 2008b. . . .
- . 2008 . 51- 67.
- . 2011. . . .

_____ . 2001. _____ . 55 . 119- 139.

_____ . 2001. _____ . 82 . 36- 51.

16 _____ . 2002. 16 _____ : _____ .

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_____ . 2013. _____ .

2013 4 _____ . 15- 19.

2003. _____ —

_____ . _____ . _____ .

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_____ . 2007. _____ . _____ .

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1- 24.

_____ . 2008a. _____ , / _____ . _____ . <

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_____ . 2008b. _____ . _____ .

_____ . 1995. _____ . 1995

_____ . 249- 265.

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_____ . 2004 10 4 _____ .

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(<http://www.freedomhouse.org>).



The Media Response Structure and Media Policy of Government

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Korea University

This study aimed at explain the procedure and result of government's media policy through the media response structure. The media has the function of making public sphere by the surveillance of the power, information delivery, and the agenda setting. After the democratization, the politics of Korea is more and more intensified conflicts about media and occurred the mediatization which means the media overwhelms traditional political institutions like government, congress, political party and so on. The government which takes political power through the election prosecutes competitive, or cooperative policy to the media, and the media response structure is the division, or the cooperation. Therefore the relation between the government and the media can be classified as the government dominant model, media dominant model, partly cooperation model, and overall cooperation model. With this perspective and framework, this study analyses the Roh Moo-Hyun government which came into conflict with the media fiercely and Lee Myung-Bak government which maintained a close relationship with the media.

■ **Key Words:** Mediatization, Media Policy, Media Response Structure,
Roh Moo-Hyun Government, Lee Myung-Bak Government

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