

研究論文

韓劇風潮及韓劇文化價值觀之相關性研究：從文化接近性談起

蔡佳玲
李秀珠
李育倩

摘要

本研究援引文化接近性理論，探討韓劇在台灣形成風潮之原因。本研究採用內容分析、深度訪談以及次級資料分析，最後分析韓劇18部共350集，以及訪談四家頻道業者。研究發現，在台灣收視亮眼的韓劇皆呈現出顯著的家庭價值觀如興盛家道等，及愛情價值觀如愛是犧牲奉獻，以及「寬他嚴己」與「輪迴報應」之社會觀。相對地，在韓國收視較佳的韓劇則出現高度「自顧己身」之個人觀以及低度「親疏有別」之社會觀。而本土頻道採用兩大本土化策略，一為內容去地化，剔除文化距離較遠的節目；二為形式去地化，採用配字幕、配音等以符合國人品味與需求。

關鍵詞：韓劇、文化接近性、文化價值觀、本土化策略

蔡佳玲，國立交通大學傳播研究所畢業生。電郵：a9060066@yahoo.com.tw

李秀珠，國立交通大學傳播研究所教授。研究興趣：媒體組織之經營管理、新傳播科技、傳播法規與政策，衛星與有線電視專題研究等。電郵：shuchu@mail.nctu.edu.tw、shuchuli@gmail.com

李育倩，台灣電視公司戲劇企劃專員。電郵：speedliela@gmail.com

Research Article

An Examination on the Relationship between Popular Korean Dramas and Their Cultural Values: A Cultural Proximity Perspective

Ja-Ling TSAI
Shu-Chu Sarrina LI
Yu-Chien LI

Abstract

Cultural proximity theory states that, with all things being equal, viewers prefer programs that are rooted in their own culture because it is easier for them to identify with the styles, values, and behavioral patterns being portrayed. Many studies on cross-nation television programs have also identified this cultural discount phenomenon, showing that programs produced in one culture have a diminished appeal when imported to another. Based on the cultural proximity theory, this study developed the following two research questions:

RQ 1: Are those Korean dramas whose cultural values are congruent with Taiwan's cultural values more popular in Taiwan than those whose cultural values are not?

RQ 2: What localization strategies are adopted by Taiwan's television channels to shorten the cultural distance between Korean dramas and Taiwan's viewers?

Three methods—content analysis, intensive interviews with channel managers, and secondary data analysis—were utilized to collect data. This study purposely selected 18 Korean dramas shown in Taiwan as the study sample for content analysis, and classified these into four types: (1) those that were popular both in Taiwan and in South Korea; (2) those that were popular in Taiwan, but were not popular in South Korea; (3) those that were not

popular in Taiwan, but were popular in South Korea; and (4) those that were not popular in both Taiwan and South Korea.

The data analysis shows that the values emphasized in the four types of Korean dramas were significantly different from one another, which is congruent with the assumptions of the cultural proximity theory. For example, Taiwan's viewers liked dramas that emphasized two particular values—making our own family prosperous and obeying parents' instructions—while in South Korea the findings were the opposite. Furthermore, through the intensive interviews it was discovered that the channel managers of Korean dramas in Taiwan adopted several strategies to make them more compatible with Taiwan's culture, to assure their popularity. For example, channel managers said that dubbing Korean dramas was a very important localization strategy, and they chose people who were familiar with both Taiwanese and Korean cultures to do this job. Moreover, channel managers indicated that they always purposely selected people who had a Taiwanese accent to carry out the dubbing on Korean dramas. More detailed findings are discussed in the paper.

Keywords: Korean TV dramas, cultural proximity, cultural values, localization

Citation of this article: Tsai, J. A., Li, S. C. & Li, Y. C. (2011). An Examination on the Relationship between Popular Korean Dramas and Their Cultural Values: A Cultural Proximity Perspective. *Communication & Society*, 16, 55–98

Ja-Ling TSAI (Graduate). Institute of Communication Studies at National Chiao Tung University, Taiwan.

Shu-Chu Sarrina LI (Professor). Institute of Communication Studies at National Chiao Tung University, Taiwan. Research Interests: Media management, Organizational communication, New technologies and communications, and Cable/satellite television.

Yu-Chien LI (Senior Officer in drama designs). Taiwan Television Company.