

LIST OF CONTENTS

List of Contents.....	i
List of Tables.....	v
List of Figures	vi
1 INTRODUCTION	1
2 CONTEXTUAL BACKGROUND.....	4
2.1 South Korea	5
2.2 Global society.....	9
3 THEORETICAL FRAMEWORK.....	14
3.1 Political communication	14
3.2 Globalization.....	16
3.3 Deliberative politics.....	17
3.4 Discourse	20
3.5 Public sphere.....	22
3.6 Civil society	24
3.7 Power	26
3.8 Media.....	27
3.8.1. Agenda-setting and framing	28
3.8.2 News factor.....	30
3.8.3 Input factors.....	31

3.8.4	Media bias	32
3.9	Interest positions	33
3.10	Conflict positions in forest-related interests	35
3.11	Policy instruments	36
3.12	Governance	39
3.13	Environmental accounting	41
3.14	Environmental ethics	42
3.15	Research model.....	43
4	RESEARCH DESIGN.....	47
4.1	Selecting and collecting research materials	48
4.1.1	Print media as research objects	48
4.1.2	Period studied	51
4.1.3	Collection of articles	52
4.2	Analysis method.....	53
4.2.1	Units of analysis	53
4.2.2	Category system.....	53
4.2.3	Coding.....	57
5	RESULTS	58
5.1	Formal characteristics of the articles	58
5.1.1	Number of articles	58
5.1.2	Style of the articles	60
5.1.3	News factors	62
5.1.4	Events	64
5.2	Actors.....	68

5.2.1	Speakers	68
5.2.2	Interest positions.....	78
5.3	Salient contents: What is spoken and how it is spoken in the media	88
5.3.1	Conflict positions	88
5.3.2	Policy instruments	97
5.3.3	Communication instruments	100
5.3.4	Ethical consideration: Public interest in forests	106
5.3.5	Frames	110
5.4	Silent content: What is not spoken about in the media	129
5.5	Mediated social movements for forest conservation	131
5.5.1	Social movements for forest conservation in Korean media	132
5.5.2	Social movements for forest conservation in global media.....	136
5.6	Collaboration of actors in media	137
5.6.1	Journalists and scientists	137
5.6.2	NGOs beyond national borders.....	140
5.6.3	INGOs and enterprises	141
5.7	Discourse towards deliberation.....	142
5.7.1	Access to media	143
5.7.2	Consideration of the common interest.....	147
6	CONCLUSION	150
6.1	Construction of media discourses on forest conservation	150
6.1.1	Portrayal of the issue of forest conservation in national and global media ...	150
6.1.2	Civil society as protagonist in the media discourses	154
6.1.3	Media as political actors	160
6.2	Contribution of media to democratizing societies.....	162
6.2.1	Media as a public sphere.....	162
6.2.2	Media discourses towards deliberation	163

6.3	Global communication	163
6.3.1	Global events.....	163
6.3.2	Global governance	165
6.3.3	Asymmetrical communication.....	167
6.4	Limits of this research and directions for further researches	168
7	SUMMARY	170
8	ZUSAMMENFASSUNG	175
9	REFERENCES	181
10	APPENDIX	194
10.1	List of Abbreviations	194
10.2	Cited media articles	195
10.3	Category system for national discourse	199
10.4	Category system for global discourse	221
10.5	Country classification	249
10.6	The list of countries by continents	252
10.7	Coding rules	255