



•Field An introduction to movies, the history of movies

•Name Park, Seung-hyun

•Title Professor

•Office Laboratory College of Social Sciences & Business 1 10428

•Tel 033-248-1918

•email parksh@hallym.ac.kr

Education background

Doctor of Journalism and Broadcasting, Indiana University at Bloomington
Master of Journalism and Broadcasting, State University of New York (SUNY)
Bachelor of Journalism and Broadcasting, Korea University

Major careers

Researcher of the Research Institute of Journalism and Broadcasting, Korea University

Studies & Books

Theses

- 2015년. 해외시장에서의 할리우드 영화의 수용에 관한 연구 (언론과학연구, 제1저자)
- 2014년. 할리우드 영화의 장르별 수용 (만화애니메이션연구, 제1저자)
- 2014년. 영화배급사의 연간 포트폴리오 분석 (한국콘텐츠학회논문지, 제1저자)
- 2014년. 종합편성채널의 콘텐츠 운용과 비대칭규제에 대한지상파 종사자들의 인식 (미디어 경제와 문화, 교신저자)
- 2013년. Exploring the Effects of Online Word of Mouth and Expert Reviews on Theatrical Movies' Box Office Success (Journal of Media Economics, 교신저자)
- 2013년. Understanding the Film As A Public Space: The Public Sphere and the Korean Film Industry in the 1980s (International Journal of Contents, 제1저자)