

Reflects of the Local Characteristics in the Cultural Contents

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Abstract

The aim of this paper is to provide a way how to do that utilize the local characteristics of culture and cultural contents. The history and character of the area are the sources of the contents. It is the story of empathy. And it's also become a symbol of the region. Cultural content is enhanced when those values are reproduced to reflect the regional characteristics. In addition, type of culture changes with a new look by meeting the state-of-the-art digital equipment. Culture is also creating economic value. Festivals and events are informed in conjunction with the local tourism, which soon leads to industrial development. Local cultural content is currently performing that role. Therefore, at the present cultural content business has seen more interest than in cultural content itself. History and figures are good material. Both share the characteristic of place and cultural resources.

Keywords: Cultural Contents, Historical Character, Local Identity, Regional Figures, Traditional Culture

1. Introduction

An interest on local culture has been increasing more than ever. In addition, an interest on cultural contents associated with the region is now becoming a nationwide concern beyond its boundaries. Furthermore, Boryeong Mud Festival in South Korea held every year during the summer is causing a worldwide sensation.

Even the national cultural policies are becoming more active and practical unlike the past. An expectation on the revival of local cultures is also increasing. But still, the reality of local cultures is inferior with unsolved challenges. Issues of 'culture' and 'region' are intertwined with many complex issues. Therefore, local cultural policies should be approached with comprehensive and convergence perspectives within a large framework. Local culture represents the identity of the corresponding region. Therefore, the development of local culture also means the development of that region. The development of local culture can improve the competencies of local cultures, ensure the freedom of expression and creation of local artists and is the shortcut to expanding the cultural diversity and cultural enjoyment of local residents.

Various cultures have undergone many changes of form in the contemporary era. Culture is now a part of life and provides the basis for people's values or behavior. Materialism resulting from the emergence of an industrialized society and scientific progress has also promoted fast changes in life.

Despite this, contemporary culture often promotes fragmented and individualized aspects amid the vast and collective aspects. A culture that show specific regional traits is reproduced in a form of content to change a region's life in economic or industrial terms. Ironically, cultural content, when reproduced while reflecting regional traits, improves its value even more.

2. Culture and Contents

2.1 The Contemporary Character of Culture

People often speak about having a cultural life. Here, the culture means the activity that increases the quality of life and at the same time includes most of the social activities such as academic and art activities, politics, economics, technology and religion, etc. In other words, the entire life

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forms which were socially accumulated for the survival of entire human population are a culture.

When seeing from such perspectives, a national culture refers to the overall viability of the nation and the local culture refers to the local life forms. This also represents human relations within the region. The appearance of various cultures participated together by the local residents for mutual benefit also reflects this. This is an expression of harmony for peaceful co-existence of human relations. Especially, it can be the wisdom of long sustained community life of our country. According to the change of time, a variety of spaces are made into the base of life, but the tendency of returning to their own regions is one of the aspects of local culture.

However, the aspects of such cultures are faced with new challenges along with the change of time. The modern culture established based on the mass society is seeking the proper harmony of indigenous folk culture. Improvement of life quality and the expansion of higher education has resulted in the improvement of ability to accept cultures, and the development of mass media and expanded the range of cultures and narrowed the distance of accepting such. Such reality as the base of life reaches the context of dealing with the meaning of space called the region.

Over the course of modernization, Korea has become smaller in the sense that you can cover the entire nation within half a day. This leads us to newly define traditional culture. Cultural festivals within the concept of meeting people face to face and sharing both happy and sad moments also underwent change with the emergence of cutting-edge digital devices.

The borders of culture that needs to be protected, fostered and promoted are brought down while their unique areas are being expanded. The problem arises from here. Mental culture is all the more important as one's values or a society's values change.

2.2 Changes in Local Culture

In the cultural heritage of Korea, a variety of emotions and cultures unique to our nation is breathing. Seokguram cave located on the mountainside as well as Gyeongbokgung Palace nestled in the middle of the city, also represents these cultural aspects. Even the remote countryside and fishing villages, in some ways it can be seen as just representing the culture of the region. Of course, it does not mean that all these can become a one culture by maintaining a circle. In order to become a cultural content

that considers the modern industrialization, it must include stories and attractions that can lead the interest of the people. Here, it includes a variety of meanings from artistry to science which are shown in the design and construction. Therefore, in order for such diverse and unique cultural assets to be recognized with its values, an organic connection between the central government and local governments as well as local residents is important. It is because it cannot be achieved with the power of only one subject.

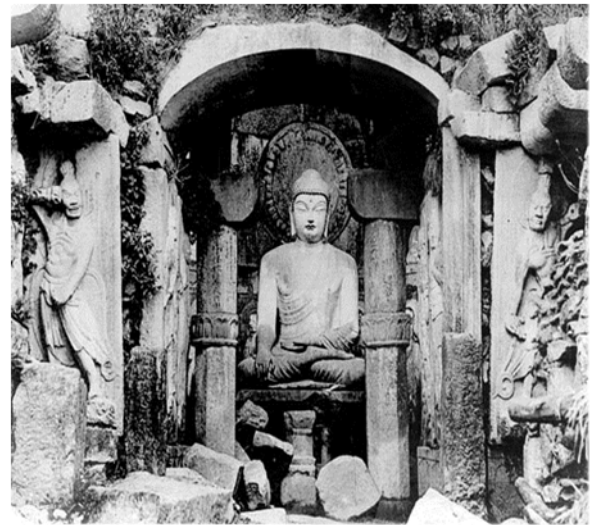


Figure 1. Seokguram cave, Gyeongju.

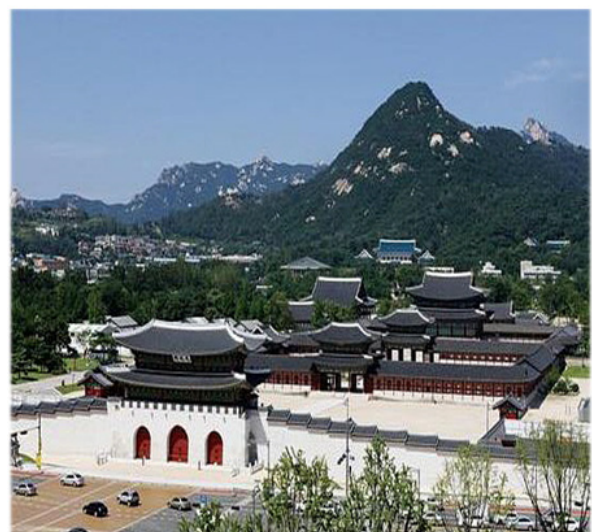


Figure 2. Gyeongbokgung palace, Seoul.

To the community members of a particular area, there is a common behavior and thinking. For this to propagate

to other local society and to be understood, closer regional ties should be formed. Solidarity between each region shown recently reflects such situation. For example, developing a common asset by the regions having similar names, or developing tourism products using historical characters that were active in the region would be a good idea. In fact, there are cases of systematically pursuing this work between each region

As borders between regions are brought down, they serve as another variable in changing the concept of contemporary culture. Various attempts to show a region's culture bring in the region's history and this history creates a story. Cultural content takes on a new appearance during this process.

At present cultural content business has seen more interest than in cultural content itself. In particular, the development and use of cultural content that is based in a certain region have been on the rise and the development of such sources has become more important.

Culture is the fruit of history and society and has an innate tendency to change. A society's culture undergoes constant change as it interacts with other cultures throughout the society's historical and social changes, and the subsectors within culture affect each other, too.

3. Turning Local Characteristics into Cultural Contents

3.1 A Region's Historical Character

It is not easy to develop historical assets of the region divided into administrative and cultural districts into cultural contents that can create value based on the power of only one region. Of course the history of that region belongs to that region but the history is not usually confined to any one region. It is because due to the nature of history, those are shared with all members of society and remembered by posterity, it goes beyond the physical space.

The universality of history in some ways can be derived from the unique nature of the region. Like the word of Ludwig von Mises (1881-1973), the duty of historian is interpreting and reconstructing the past. However, everyone does not need to be a historian. Historical behaviors and thinking of local residents becomes the fundamental data of the content. But, the history can only embrace this.

The history that is oriented towards universality often proposes universal themes in the imaginary space and time. At such time, the historical space and time conditionally forms the history. On the other hand, the history that is oriented towards distinctiveness proposes a specific topic by creating a historical time and space through regional background of a real person in a particular point in time. The history that appears when talking about the local culture is this section.

The memories of local residents are not personal or private experiences. The memory represents social phenomenon in the content, configuration and the process of delivery. The memory is a replayed content in the mind of local residents where the past incidents or direct experiences were reflected into the emotions of the region. And this is evoked by external stimuli. Such external stimuli appear by the people having direct or indirect relationships with that region and this can paradoxically become the driving force of content development.

History is the mirror that lets one see the future through heritage. It is the same for a region's history. Tradition is a comprehensive concept that includes historically handed down thoughts, behavioral patterns, the collection of ideas, materialism or impressions of people and incidents. Of course individuals' values are often added to this and sometimes tradition gains a strong supporter through public consensus.

Therefore, a region's history establishes the region's identity and reflects the traits of the region. Of course there are times when forgotten things are revived into tradition. This is because a re-evaluation has taken place through subjective value judgments of the contemporaries. Because of this, historical conditions need to be presumed in order for such traits to become a cultural tradition.

The following figure shows Lee Sun-Shin and related records.





Figure 3. Lee Sun-Shin, Asan, Chungnam.

3.2 Character of Regional Figures

Currently, each region is engaged in a variety of marketing using the historical figures corresponding to that region. As a means for increasing the regional competitiveness, they are engaged in an active regional marketing using famous historical figures. A living person is not an exception. Each region is deploying the regional marketing utilizing the cultural contents through the figures known in a particular field.

The changes in the perception of these historical figures appear in the process of seeking the methods for developing the underdeveloped region. But these historical figures of the region also provide a significant help in vitalizing the identity and pride of the region.

Once the meaning of historical figures is revived, at the same time, a method of creating economic value can also be deployed in a variety of ways. For example, the historical figures of the region appearing as the materials for television dramas and movies become the symbol of that region and this contributes to the local economy. And based on this, it creates local festivals linked to tourism where the local figures mentioned earlier can be at the center of universal history. As such, a person's daily life can become the official history record to secure the modernity.

The tradition and customs are primarily the form of inner side of human consciousness. And when that becomes the pendulum that provides universal balance to the society, it can be one of a virtue. In the era where a variety of values coexists, the same value exists to the

humans breathing the same air. The historical figures of the region end up playing such roles.

When there is a figure that appears in history, it draws interest and empathy from the audience. In particular, if the figure is someone who represents a certain region, this tendency is strengthened.

The following figure is a representation of historical figure as a character.

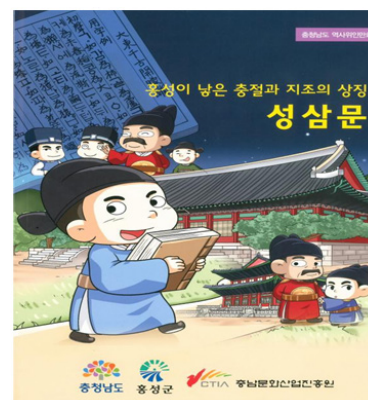


Figure 4. Seong Sam-mun, Hongseong, Chungnam.

Historical figures are an important resource for important regional culture. A region's historical figure can play a big role in forming regional culture and is a cultural resource that can relay regional identity. Cultural resource is linked with the venue that is the region and draws attention to tourist resources such as travels or regional festivals. The kind of cultural content in a region can determine the region's marketing tool.

The following figures great scholar Lee Hwang and his school (seowon). His hometown Andong is one of the most famous tourist areas.



Figure 5. Lee Hwang,
Dosanseowon, Andong,
Gyeongbuk.

4. Conclusion

Traditional culture expresses a society's identity and uniqueness that sets it apart from other societies. It is also used as a tool for communication among social members. It also plays a role of social cohesion. Because of this, the value of culture changes with society and often foretells the birth of another culture. Mankind uses culture as a toll to adjust to the environment. Cultural contents in the future thus needs to reflect local characteristics.

For local cultures, although spatial background is fixed, it does not dwell on time. Since the history of the region naturally leads to the change according to the

flow of time, all these become the elements for forming the culture. And these facts provide a lot of suggestions when thinking about the Korean culture. When the local cultures are recognized and shared at the same time reviving the identity of the local cultures, each region will be able to grow together. The cultures of the region do not belong to the region. The most important and significant features of culture is this.

In broader perspective, the traditional culture of Korea has led to the present day while containing our emotions in different areas of genres. In these processes, our appearance is not exclusive or closed. We still yearn for our hometown. To the people in complicated and diversified modern society, the hometown is like a secret haven stashed away unrelated to the changes in the world. The local cultural content is now playing such role.

5. References

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