KOREAN KIDS' EDUTAINMENT:

CONSUMER, GENDER, AND NATIONALITY SOCIALIZATION IN KOREAN CHILDREN'S MARKETING AND CHILDREN'S BOOKS

A talk by Professor Millie Creighton
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Friday 3:30 – 5:00
Room 120, C.K. Choi Building, 1855 West Mall

Since stores and consumer-oriented industries are embedded in culture, marketing and consumerism involve more than buying and selling; they involve socialization messages regarding gender, consumerism, and national identity. Dr. Creighton will base her talk on her research that explores South Korean children's marketing. It utilizes the concept of "edutainment" (education and entertainment) to convey the importance of educational pursuits for children and continuing Confucian value on education, resulting in goods and leisure activities being cloaked in appeals to education. It looks at advertising, consumer objects, and lay-outs of children's consumer areas, children's sections of stores, new children's exhibit parks or theme areas of museums, and children's books. The paper suggests a dual marketing approach emphasizes both the pursuit of modern consumer lifestyles and markers of identity based on nostalgic replications of espoused "traditional" Korean life ways, while North Korea frequently gets erased from "Korean Tradition". The discussion adds to an understanding of childhood interaction in consumerism, and how such childhood socialization is important to maintaining cultures of consumption.

Millie Creighton is an Asianist and Associate Professor in the Department of Anthropology at the University of British Columbia, where she serves on the Executive Management Boards of the Centre for Korean Research and the Centre for Japanese Research. She has done extensive research in Japan on department stores, consumerism, tourism, popular culture, gender, minorities, work and leisure, and identity. Her research in Korea has also looked at popular culture, consumerism, leisure, minorities, and identity. She has also conducted joint research projects on Korea and Japan, or those comparing Korea and Japan.