

The Analysis on the Korean Women's Structure of Feeling Represented in Modern Make-Up Culture

Ju-Yeon Lee* and Kil-Soon Park
Konyang University*, Chungnam University

I. Introduction

As Korean women despised to transform their appearance into totally different shape, they regarded to enhance a inherent beauty ideal beauty, and korean traditional make-up culture was clean and natural.

But after the period of Korean innovation, Korean ideal beauty had been changed, and make-up culture also had started to westernized as other culture had

Make-up, one of the corporal adornment, has been done not only for a purpose of decoration, but also totemism, tribal position in primitive period.

But in modern society, make-up has been developing in part of the beauty industry and has been having more meaning than ever before. It implies not only object of beauty but also other meanings.

Thus, we need to identify its multi-dimensional connotation of the culture that means to understand women's beauty, their way of thinking, and their social value in the real life.

In this study, culture theory of Raymond Williams was adopted to figure out the meaning of Korean modern women's make-up culture. R. Williams said that culture changes dynamically by the time, and culture is a social practice that produce the meaning like a language by each social components, and structure of feeling of the period could be found through the analysis of culture.

The purposes of this study, through the culture theory of Williams, were to find out which way of thinking and value represented in make-up and how it has been changed, and what was the ideal beauty and what was symbolized the meaning of make-up in the society and, how it has been changed and how its structure of feeling could be defined.

II. Method

The data of this study were collected from make-up advertisement printed in 'Hyang Jang' which is a periodical of Amore Pacific Cosmetic industry from 1972~2001, and the method used

in this analysis based on qualitative, literary documentation and quantitative method also used which is triangulation combined with content analysis and semiotic analysis.

III. Result

The Structure of feeling represented in make-up in the 70's was Korean women's wish which were to be rich and westernized. In the 70's, Korean women moved to city, and meanwhile they work hard, they has been accepted western lifestyle and it proved on women's face. And in the 80's, Korea has been developed rapidly, and korean government make people free. So Korean women's structure of feeling in the 80's were women's automation derived from political and economical development.

And Women expressed their structure of feeling as abundance in the society and women has to be stately.

In the 90's Korean women were revolutionary and returned to nostalgia.

In 2001, as the world faced new century, Korean women's life has been changed and the structure of feeling were pureness, simple and easiness.

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