CHARACTER TYPE STUDY OF KOREAN REPRESENTATIVE CHARACTERS

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Abstract: This research is designed to analyze character type of Korean characters from philosophical, psychological, and literary viewpoint. This is to characterize general fancy, game, and animation characters, and it can contribute to storytelling, motif, creation and marketing of characters on the basis of this analysis. For such purpose, I chose the model characters from the selections of 2001, 2002 and 2003 ‘Korean Character 10 Award’ by KOCCA. This research reveals that both game and animation characters have dynamic, concrete and extrovert characters in common from a literary point of view, while the former shows quenching temperament and the latter shows sanguine temperament from a conventional point of view. Also, fancy characters are applied to almost every character type evenly and have variety of characters. A very significant fact here is that all kinds of characters are flat character type, which verifies distinctiveness is the most important element in creating character. Again, this research is to understand character type, which is the nature of characters, and to discuss the weakness and the direction of Korean characters.

Keyword: Character, storytelling, flat type character, distinction, Sanguine Temperament

1. Purpose of Study

This is to contribute substantial help to storytelling, motif, manufacturing and marketing of characters by analyzing and systemizing of character type of Korean characters. For this purpose, the model characters of this research are from the selections, the exemplary Korean characters, of 2001, 2002 and 2003 Ten Korean Character Award by KOCCA.

There are general characters like Boobi, Marineblues, Mong-e, Blue Bear , Bbobguri, Pungpungi, Kongkongi, Pajama, Hoal Man, game characters like Portriss, Ragnarok, Lineage, and animation characters such as Dooly, Dinga, Mashimaro, Zola man, Pucca, Monk, Woobiboy.

2. Method of Study

The core study of this research is to classify common and distinctive characters of Korean characters based on storytelling according to the viewpoint of plot and picture image. For this research, I applied psychological character analysis tool: subjective vs. objective character, cohesive vs. dynamic character, concrete vs. abstract character, extrovert vs. introvert character that Carl Jung emphasizes, and so on. Especially, I applied Poster’s flat and round character types, and four conventional character types that are quenching temperament, melancholic temperament, phlegmatic temperament, and finally sanguine temperament. Moreover, philosophical and psychological points of view are added to the above literary viewpoints that are used to analyze the characters in the novel. Also, character types of Korean characters have been examined through each character’s profile, storytelling, and animation.

3. Direction Analysis from Character Types of Each Medium

Dictionary meaning of character is; nature, property, reputation, fame, status, capacity, person, figure, characters, letter, symbol, etc. while theological meaning is; a person or an animal that emphasizes distinctive feature of a good and/or a sponsor therefore gives favorable impression to customers. Such distinctive quality of character is to remind people of a certain company, sales promotion, or advertisement. Now, we are going to examine how character’s distinctiveness is expressed through character type which is the root of the distinctiveness of character so that we can find out the weak point of Korean characters and indicate the direction for future Korean characters.

In Korea, most characters introduced in public have profile and they express their specialty based on storytelling. Therefore, it is reasonable to compare their characters based on their profile and storytelling. <Table 1> is the analysis of the characters based on their profile and animation.

<Table 1> Character Type Analysis of Korean Characters
than their surroundings, therefore, belong to subjective, personified machine are often more sensitive to oneself personified animal, and machine. Person and extrovert, and have sanguine temperament with marked Korean characters are mostly subjective, dynamic, sanguine characters that express individual character very well whereas animal and elf are more sensitive to surroundings and belong to objective and cohesive type that embrace outer world into inner world.

4.2. A characteristic of Game and animation Character

An interesting thing can be drawn out from <Table 1>. That is game and animation characters have almost identical character types. Game characters and animation characters have dynamic, concrete and extrovert characters have dynamic, concrete and extrovert characters in common from a literary point of view, while game characters show quenching temperament and animation characters sanguine temperament from a conventional point of view. The reason game and animation characters have resemblance character type is due to the specialty of game and animation medium. Most of the game characters are either swordsmen or fighters, whose nature is extremely dynamic and strong. In the case of animation, the characters often have sanguine temperament in order to distinct their peculiar characters. Meanwhile, fancy characters are distributed evenly for almost every character types due to its variety.

5. Conclusion: A characteristic of Korean Representative Character is flat type

What you need to observe closely here is that all kinds of characters are applied to flat character type, which verifies how important it is to make distinction when you create a character. And on that ground it is very natural that highly successful characters are always ‘flat type’. The round character is appropriate when psychological imagination is aroused through text as it is in the novel, and is inappropriate for an animation or character of high-tech picture that meet audiences eyes directly. Not only the round character has limitation at expression with film, but also it is inappropriate for storytelling structure of animation. Therefore, more distinguished flat character type should be developed for successful character creation. Such flat character creation based on image-telling and storytelling seems to be the most important key for manufacturing animation.

7. References