

Panel F1
Microtalks
Auditorium



Dallim Park & Yumi Kim
Expanding the participation of women in the animation industry

In this study, the present situation and difficulties of new women workforce to enter the global animation field of culture contents industry, the current situation of female workers working in industrial field, and the difficulties of female workers in the aspect of life cycle such as, entry stage, on-the-job stage, career disruption stage, covering career development and career disruption and re-entry, are identified. Based on this, specific ways to increase the participation of women in the cultural content industry are suggested.

As the cultural content industry grows globally, the animation industry in Korea has an annual average growth rate of over 7% and is growing rapidly. In order to make the cultural content industry advance into the global market, the Korean government is actively supporting the development of the fields of game, animation, character and cartoon, which have become prominent in recent years. However, female workers in these fields are not only suffering from the common difficulties such as job insecurity, low wages, but also having various problems including career interruption due to marriage, childbirth and child-care. Although there are many female workers who want to work or be reemployed in the cultural content industry, the existing support policy remains as a routine women workforce support policy with no regard to the work environment or specificity in this field. Policies for promoting women's participation in the cultural content industry need to increase the employment of women by solving these problems, while strengthening industrial competitiveness through the entry of female workers and diversifying contents and genres.

The cultural content industry is an industry where human role is very big and imagination and creativity are emphasized unlike existing general manufacturing industry. Since cultivating and utilizing talented people with creative abilities is a key factor in the development of the cultural content industry, manpower development and support are definitely needed. As the cultural content industry grows and supports are expanded, the work force is increasing, and the employment of women in this field is also increasing. In addition, the cultural content industry having a shorter history compared to other industries, the core workforce is composed of younger people. Due to the characteristics of this age structure, gender discrimination awareness and practices are relatively few in the industry, and a competence-oriented organizational culture is being formed. This trend is positively affecting the entry of female workers into the contents industry. The proportion of women employment has increased in all industries due to the increase of women's economic activity over the past decade.

Unlike other industries, cultural content industry is a field where imagination, creativity, and technology of employees are important. Therefore, a working environment should be created in which workers can develop their professionalism and career development. However, domestic content companies are still small and the employment environment is unstable. The low age of the content industry is a characteristic of a new industry, but it is also due to job insecurity, poor working conditions and low wages. Therefore, support

policy for employment stabilization and self-development for the people in contents industry is required. Especially, the career of woman workers in this field is shorter than that of men, because of the difficulties of women in content industry, as well as the disruption of career due to marriage, childbirth and child-care. It is necessary to provide policy support to expand participation of woman workers in cultural content industry.

The policy support to improve the problems of women in the content industry, such as difficulties in entering and engaging in work, and problems in cutting career, will result in the improvement of the work environment and career development of woman workers in the short term. In the long term, it will contribute to strengthening industrial competitiveness by securing stable human resources to lead the growth of the content industry. On the other hand, in order to secure the diversity of cultural content industry, various human resources need to be supplemented and support for women workforce is required. It is very important for the cultural industry to secure the long-term competitiveness of the creative industry, reflecting the diverse perspectives of the social minorities, and reflecting the wide range of materials and new experimental perspectives. Therefore, by cultivating woman human resources in the cultural content industry, new contents can be excavated, which can be a fresh catalyst for the whole industry. In particular, since women have significant advantages and potential as key personnel in charge of the cultural content industry, it is expected that the development and training of woman workers will be able to secure a suitable manpower for the cultural industry and to enhance the cultural capacity of women.

The content industry people shared the perception that women have strengths in producing emotional contents based on their delicacy and meticulousness. In this respect, women entry into the cultural industry can lead to diversification of cultural industry items, while helping the development of the industry. In this respect, the importance of woman workers in the cultural content industry is growing, but as we have seen, women are experiencing a lot of difficulties in entry into the industry and career formation. At present, woman support policy in the cultural content industry remains favorable. However, it is necessary to approach from the viewpoint that diversification of contents and genres will be achieved and competitiveness of cultural industry will be strengthened through the entry of woman workers, not from the level of dispensation to woman employees engaged in cultural industry.

Expansion scheme of participation of woman workers

(1) Strengthening the effectiveness of the maternity leave system for workers(2) Improving working conditions of woman non-regular workers in cultural content industry (3) Specialized social insurance support for intermittent/non-regular workers(4) Education and training of woman workers in cultural content industry(5) Strengthening public-private cooperation for the return of career discontinued women

Biography

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Dallim Park is a new media artist born in South Korea, and had lived in Japan and India for a while. She has bachelor's degree in Computer Engineer and master's in Art. She had been in several project at Scientific/Data Visualization Lab, most of works in collaboration with JPL(Jet Propulsion Laboratory, granted major funding from NASA). She is PhD candidate within the graduate school of Advanced Imaging Science, multimedia & Film at Chung-Ang University. Her research has focused on New Media arts and Animation theories as well as Animation education. Now She is working at Creative Industries Team, Culture Convergence Economy Division in the Seoul Metropolitan Government. She supports host of the Seoul Cartoon & Animation Week which include Seoul Creative Dream (Forum & Conference),

Seoul International Cartoon & Animation Festival (SICAF) and Seoul Promotion Plan (SPP). Also, She provides support to business development efforts in digital/convergence contents and analysis of research trends in creative industries; Game, Animation, Cartoon, Web comic and MCN. Also, she has worked on several projects with non-profit organization for women and children in Africa.

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Yumi Kim has a PhD in Animation Studies at Chung-Ang University in Korea and she also teaches animation and other various artistic subjects at universities.

