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가 가 . '70~'80  
(公社)  
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가,  
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가  
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가 가 가 ,  
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가  
가 가  
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가

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가 , 2

가 ,

2002

(Ⅱ)-

가

2003 10

院長 金 章 鎬

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1. · 1

2. · 5

3. · 5

2 · 6

1. · 6

2. · 10

3 · 12

4 · 19

1. (2001) · 19

2. - (2001) · 20

3. (2001) · 23

4. · 25

5 · 26

6 · 29



1. · 29
2. · 29
3. · 30
4. 가 · 31

## 2

- 1 · 33
1. · 33
2. · 37
3. · 41
4. · 45
5. · 49
6. · 53
- 2 · 59
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2. · 63
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- 1                   · 85
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- 2.                           가 · 89
- 3.                           가 · 93
- 4.                                   · 95
- 5.                           · 97
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- 2.                           · 100
- 4                           · 107
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- 2.                           · 109
- 3.       ·                   · 111
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- 3.                                   · 133
- 4.                                   · 133
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1.	• 151	
2.	• 153	
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1.	• 190	
2.	• 194	
3.	• 197	
4.	• 199	
5.	• 201	

5

1 • 205

2 • 207

3 • 208

4 ( + ) • 209

5 • 210

6 • 211

7 • 212

8 • 213

&lt; 1&gt; • 217

&lt; 2&gt; • 237

• 241

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< II-15> Production	· 68
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< IV- 3>			
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< IV- 4>			
	• 165		
< IV- 5>		• 167	
< IV- 6>			• 168
< IV- 7>			
	• 169		
< IV- 8>		• 171	
< IV- 9>			• 173
< IV-10>			• 176
< IV-11>			• 179
< IV-12>			
	• 182		
< IV-13>		• 184	
< IV-14>			
	• 185		
< IV-15>			
	• 187		

< IV-16>	• 189
< IV-17>	• 191
< IV-18>	• 193
< IV-19>	• 194
< IV-20>	• 196
< IV-21>	• 198
< IV-22>	• 200
< IV-23>	• 203

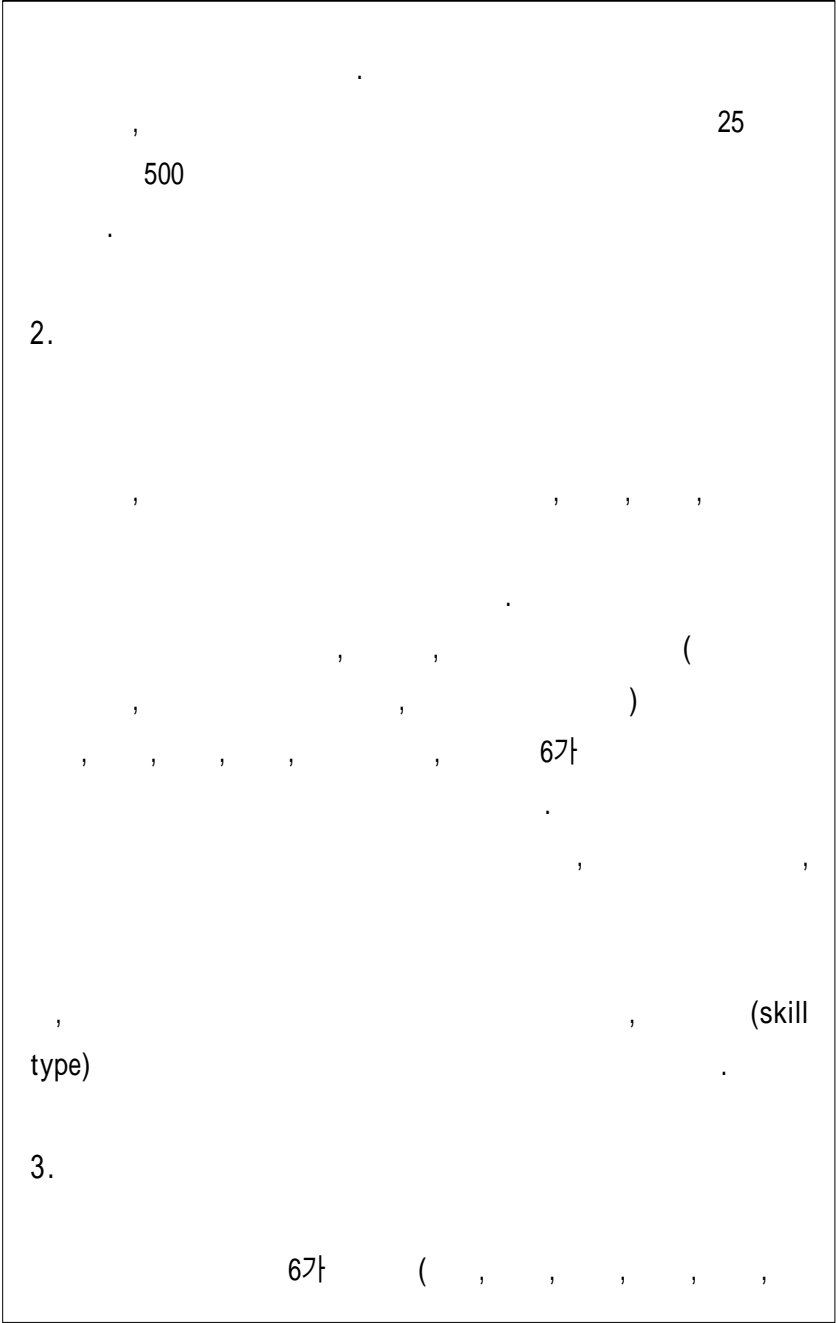


## [ ]

[ I - 1]		· 9	
[ I - 2]		· 10	
[ I - 3]			· 28
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[ II - 1]	가	· 38	
[ II - 2]	(CAP)	· 51	
[ II - 3]			· 55
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[ III - 6]			· 102
[ III - 7]		· 103	
[ III - 8]		· 104	
[ III - 9]	가		· 105
[ III-10]			· 106

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[ III-12]	• 110
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가.

가

· , · , , 9 5  
(4.9 )

가

(4.2 ), · (4.1 ), (4.1 )

가

6가

( , , , , )가 5  
(4.4 )가 가  
(4.2 ), (4.1 ),  
(4.1 ) .

·

가 ,

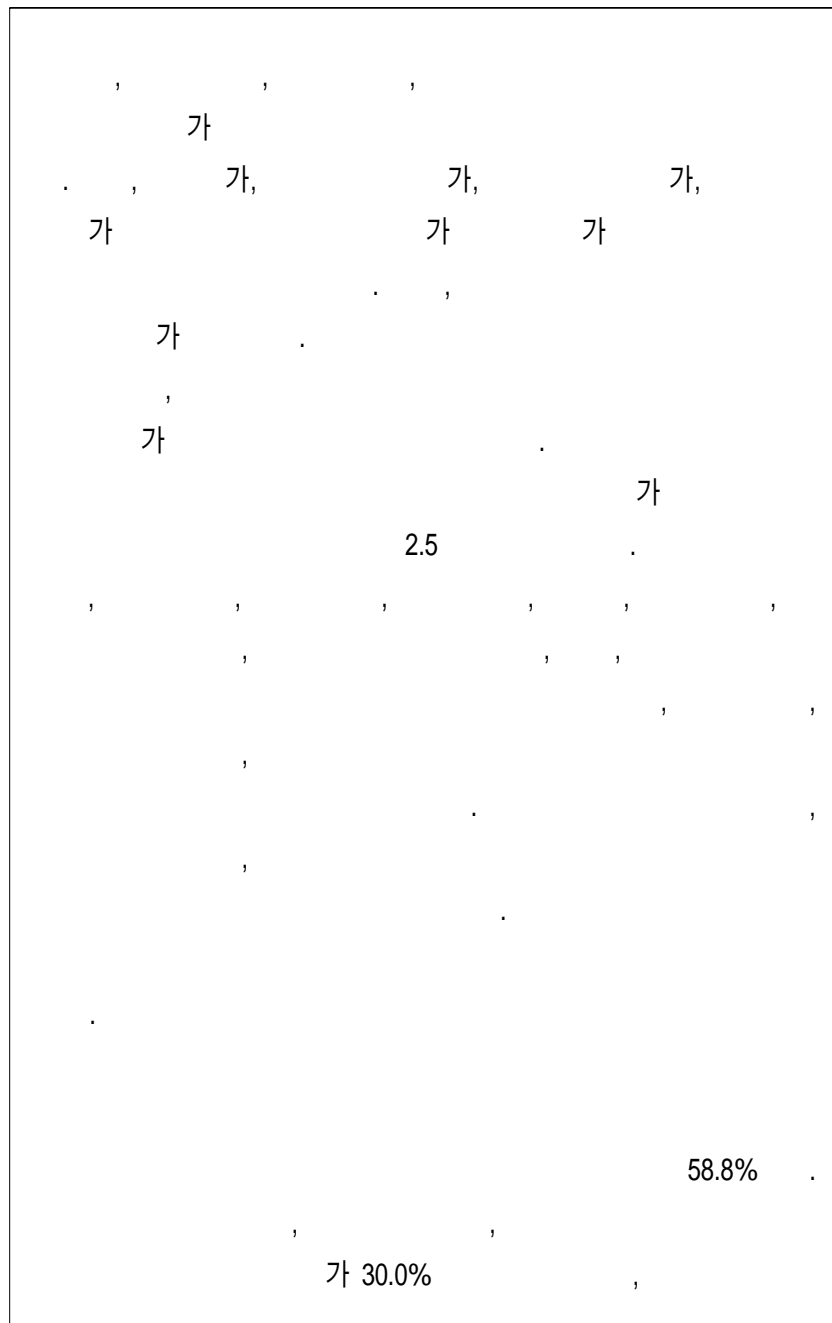
6

3.1

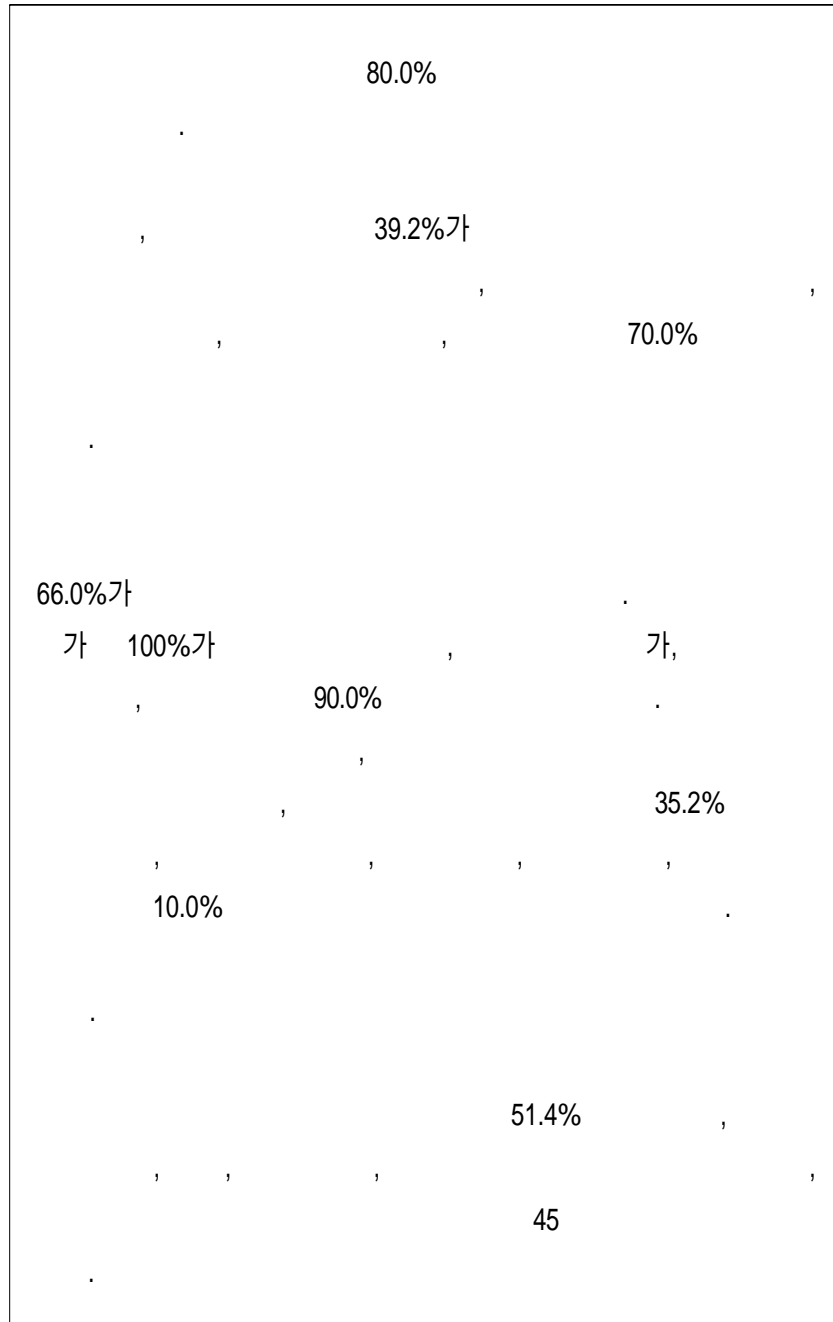
(4 ) , 가 가 ,  
, 가

가,	,	,	,
.			
3.0 (4 )	,	가	
,	,	가	
가	.		
2.4 (4 )	6	가	
.	가 가	,	
,	가	가,	.
		2.5 (4 )	
,	가	,	가
	가	.	가
2.9 (4 )	,	가	
,	가	,	
,	.	가	
2.9 (4 )	,	가	
가,	,	가	
.			
.			
	가		
62.8%	,	37.2%	,
가		,	
.			





xx



가, 가

가 31.0 가 ,

가, 가 .

77.8%가 ,

5 70%

45.4%가 , 37.0%가

16.4% ,

가 가

가 가

5.

가 가 ,

가 가 ,

가 가 ( 가 ) 가

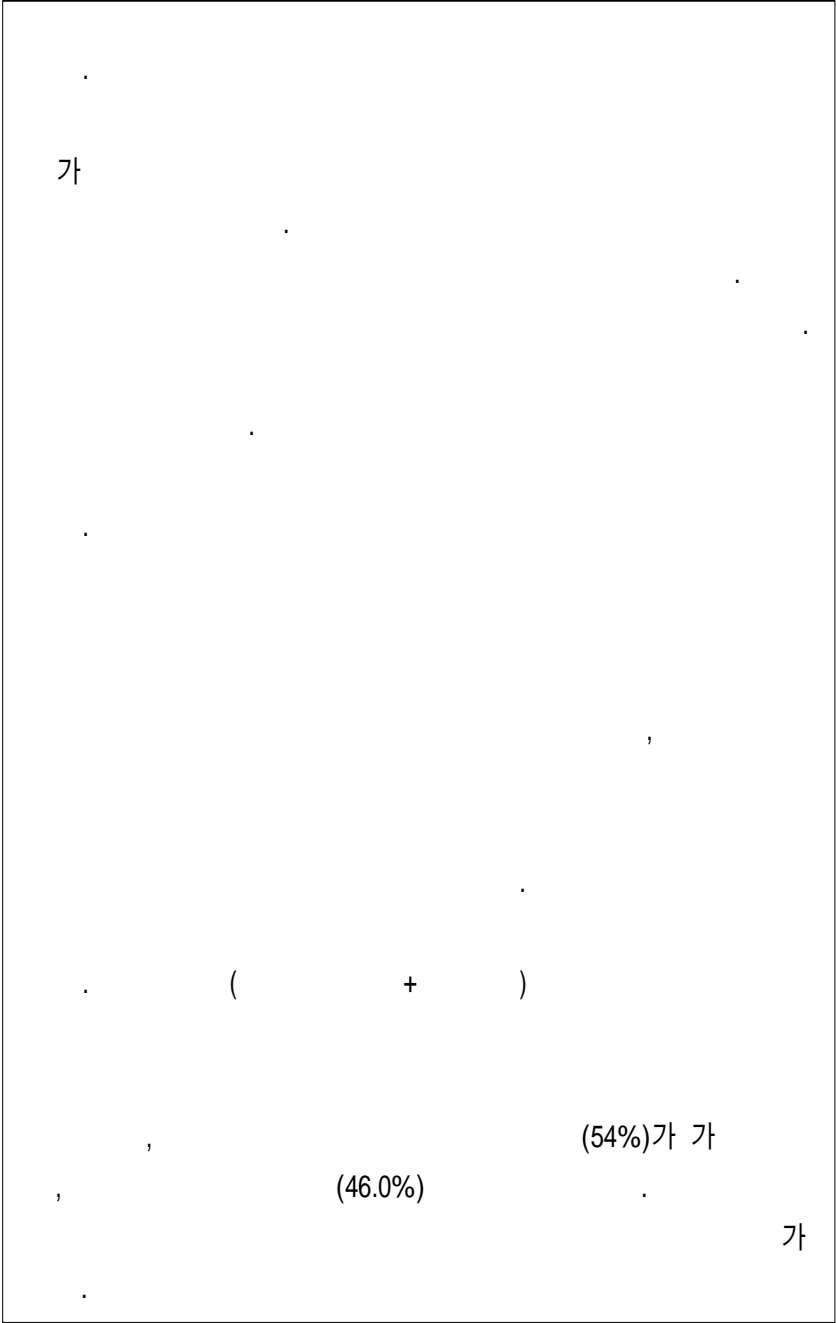
75.0% ,

80.0% , 55.0%,

40.0% .

가 , 가  
가  
( 가 ) , 가 가  
90.0% , 95.5% ,  
90.0% , 85.5% ,  
가  
, 2D 3D  
,  
가 가  
CT , ( ,  
) 가, Protocol  
( PR ) .  
가  
가  
가





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가

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21

. 가 ,  
가가 가 .  
, 가  
5%, 20%가  
가 ( , 2001). ,  
1.8% , 가가  
2.8%



, 가가 ( 가가 / ) 40%  
30% ( , 2001).

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, 가

,

CT(Culture Technology)

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CT

,

IT(Information Technology)가 CT

CT

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,

가 ( , 2001).

. 2001 11 가 (IT,

BT, NT, ST, ET, CT) ‘ , .

2002~2005 4 가 2

2,400

.

(IT)

(CT)

.

가

가

BT, NT, ST

, IT, CT

가 ( , 2002)

2005 가 , < I  
-1> 가  
가

< I -1> 가 (2001~2005)  
( : )

	(%)						
IT	270,525	138,851	△131,674(48.7)	,	,		
BT	9,470	3,080	△6,390(67.5)	,	,		
NT	4,200	2,415	△1,785(42.5)	,	,		
ST	1,100	730	△370(33.6)	,	,	,	
ET	7,084	6,417	△667( 9.4)	,	,		
CT	116,100	70,500	△45,600(39.3)	,	,	,	,
	408,479	221,993	△186,486(45.6)				

\* : 가 (2001. 8).

\*

2005 116,100 가  
70,500 , 45,600  
가  
가

가 . < I-2>  
1999 2000 23.8%

< I -2>

	1999	2000	가	( : , %)
	30,330	40,505	33.5	87,820
	3,040	3,295	8.3	6,000
	3,000	3,200*	6.6	4,050
	3,634	3,202	-11.8	5,425
	9,014	8,359	-7.8	13,000
	3,800	4,104	8	7,360
	52,818	65,440	23.8	123,655

: (2001). 『 』.

가  
가  
가

60

가 . ,



6

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1.

가.

가

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가

가가

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가

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1999 2

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 ) , ‘ . . ,  
 ‘ 가 가가  
 . ,  
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 「 」 ,  
 ‘ . . . . ,  
 , . . . ,  
 ‘ . 가  
 . . . . .  
 , .  
 . (2000) ,  
 . 가 , ,  
 가 , .  
 , , 가 .  
 , .  
 ,  
 ,  
 , .

(CT: Cultural Technology)

(CT)

(contents)

(2001a) “ , , ,

가

(2001) “ ,

(2001)

( ) ”

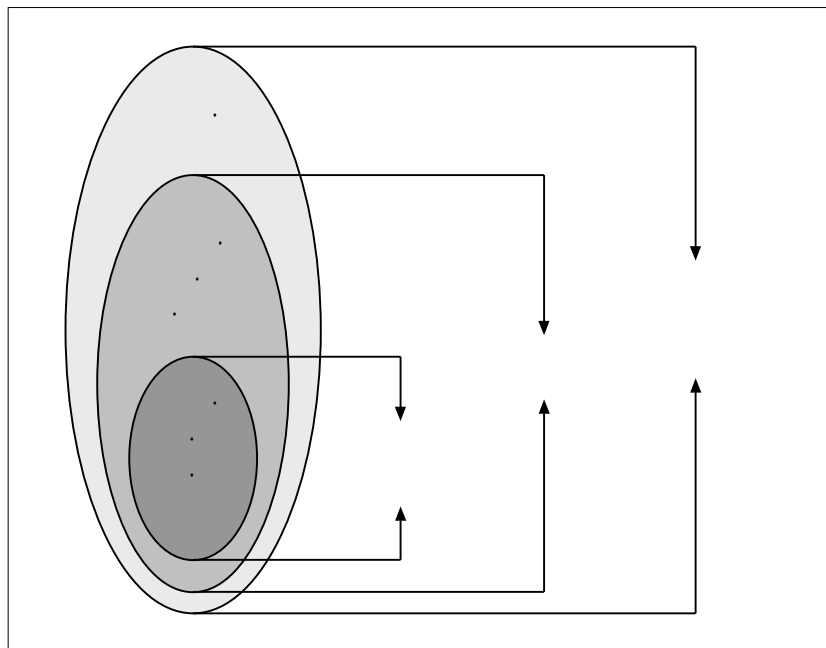
(CT: Cultural

Technology)

[ I -1]

가  
 . 2001 12  
 2  
 “ 가 가가  
 ” “ . . .  
 ” “ .

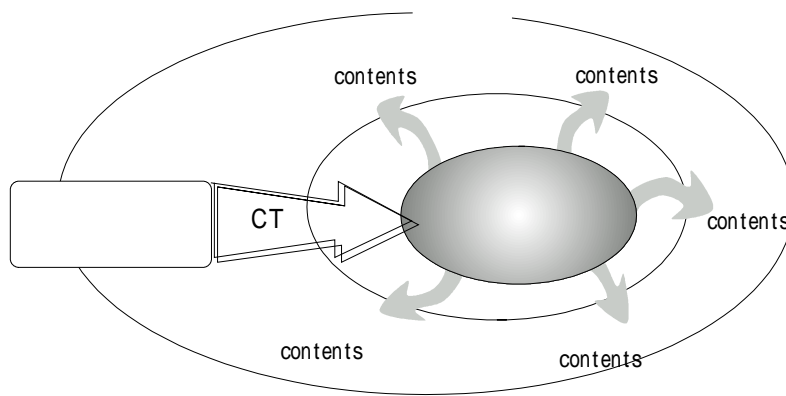
[ I -1]





가  
가

[ I -2]



: (2001b). 21 -

2.

가



( , 2000) 20 1,121

,

( , )

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,

.

( , 2000) (skill level)  
 , ( ) ,  
가  
.  
( ) ,

가

< I -4> (KSIC)

	KSIC	KSIC
	22110	22131
	22139	22110
	65999	22300
	87312	51471
	36943	51473
	72201	51471
	22300	
	87111	87120
	87112	87130
	22300	51471
	87211	87221
	87212	87222
	87114	87223
	20293	36910
	26211 가	36941
	28999	36973
	36122 가	18130

: (2001a). 『 』

( , 2000) (

)

/

가

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( , 2000)

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( )

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가

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, 가

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( : 가 · ), ( )

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,

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가

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.

가

가

가

.

< I -5> 『 』

1 가	12	120	1203	12032
	가	가	가 가	
	18	181	1811	18112
	가		가	
	182	가	1821	18219
	가	가	가	가
		1822	가	18221
		가	가	가
		1829	가	18291
		가		,
				18293
				18299
				가
				가
	183	가	1831	18315
			가	가
			가	가
				18316
				가
				18323
				18324
				18329
	184		1841	18411
		가		
				18414
				18415
				PD
				18416
				가
			1842	18421

< I -5>

2  가				
	23	235	2351	23513
	23519			
	2352		23523	TV
	26	263	2634	26342
	가	26343		

가 .  
(代案) . ,  
,  
가 .  
(skill type)  
,  
< I -6> .

< I -6>

	- PD	-	-
	-VJ	-	-
		-PD	
	- 가	- 가	- 가
	- 가		
	- 가		
	- 가		
	-		
	-		
	-		
	-	가	
	-		
	-		
	-	가	
	-		
	-		
	-CG 3D		
	-		
	-CG		
	-TD(Technical Director)		
	-	가	
	-		
	-		
	가		
	가		
	-	-Make-up	
	-	-	-
	-		
	-		
	-		
	-		
	-		
	-		
( )	-		
	-MC		
	-가		
	-	- 가	- 가
	-		
	-		
	-		



< I -6>

	-	-	-
	-		-
			(PD)
	- 가		- 가
	- 가		- 가
	- 가		- 가
	-		-
	- ) (	-	-
		-	-
		-	-
		-	-
	- 가		
	-		
		- ( , )	
		- 가	
		- (checker)	
		-	
	-	-	-
	-가	-	-
( )			
	-	-	-
		-	-

4

1. (2001)

5 ( )  
가 5  
(employment units)

3  
가  
가  
가

가

가가

가

10

가

2. - (2001)

5 가

2001

306

, 194

가

가

, 가

&lt; I -7&gt;

(1999~2001)

		1999			2000			2001		
123.	1234. .	267	2	1.04	1,852	23	1.25	2,941	66	2.25
	2132.	34,653	893	2.57	11,041	1,275	4.32	11,041	730	6.61
213.	2134. 가				574	0	0.00	574	30	5.27
가	2139. 가	8,199	237	2.89	2,658	101	7.21	2,658	24	0.92
243.	2431.	699	0	0.00	788	0	0.00	788	25	3.22
가	2432. 가	2,404	3	0.12	2,432	0	0.00	2,432	5	0.22
	2451. 가, 가	12,604	49	0.39	18,686	50	0.29	18,686	250	1.34
	2452. 가, 가	482	0	0.00	977	0	0.00	977	87	8.88
245.	2453. 가, 가	112	0	0.00	261	0	0.00	261	0	0.00
가	2454. 가 가	27	0	0.00	110	0	0.00	110	0	0.00
	2455. ,	3,050	21	0.69	3,515	0	0.00	3,515	4	0.11
313.	3131. ,	4,908	77	1.58	4,614	61	1.49	4,614	111	2.40
	3132.	5,127	12	0.23	11,190	11	0.15	11,190	212	1.89

## &lt; I -7&gt;

		1999			2000			2001		
342.	3429.	13,515	229	1.70	12,393	140	1.13	20,275	24	0.12
	3471. 가	17,431	252	1.44	20,696	436	2.42	20,696	439	2.12
347.	3472. ,	521	0	0.00	977	16	1.61	977	4	0.38
	3473. ,가	165	0	0.00	128	0	0.00	128	0	0.00
가	3474. , 가	128	0	0.00	143	0	0.00	143	0	0.00
	3475. 가, 가	3,881	7	0.18	7,660	0	0.00	7,660	44	0.57
733.	7331. ,	594	0	0.00	937	0	0.00	537	0	0.00
가	7332. , 가	1,319	65	4.95	1,756	25	1.45	1,175	47	4.01
	7341.	525	0	0.00	880	0	0.00	880	0	0.00
	7342.	299	0	0.00	604	0	0.00	604	8	1.28
734.	7343.	3,088	34	1.13	4,840	56	1.49	4,840	88	1.82
	7344.	552	0	0.00	1,293	1	0.17	1,293	0	0.00
	7345.	1,462	74	5.07	3,803	160	6.73	3,803	30	0.79
	7346. ,	2,152	85	3.97	4,747	17	0.52	4,747	56	1.19
825.	8251.	12,919	99	0.77	18,128	233	1.77	18,128	185	1.02
	8252.	2,629	0	0.00	2,074	26	1.09	2,074	33	1.58
	8253.	10,321	142	1.38	10,142	372	3.25	10,142	130	1.28

2001

, IT 가

가

가 ‘ , . .  
 .  
 , , 가 ‘ ,  
 , , 가 .  
 , .  
 , ,  
 2~30  
가 가 , 가 , 가,  
 50~60  
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 .  
 , , 가,  
 .

3. (2001)

2001

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 ,  
 , 가  
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< I -8> -

(2001)

	3397	403.3	16.5	43.8	0.0	11.0	55.8	91.9	0.0	32.0	68.0
	5479	424.0	15.6	42.3	0.0	8.7	52.6	58.8	41.0	31.7	27.2
가	11301	224.3	15.2	34.7	24.5	4.0	53.8	67.1	65.4	17.5	17.1
, ,	45248	204.1	15.4	34.4	30.2	4.7	50.4	97.8	34.6	34.8	30.6
	17232	87.1	14.2	29.6	78.4	1.9	46.3	98.5	79.9	18.5	1.5
	113580	204.0	15.5	31.5	13.8	2.6	55.6	89.6	51.5	28.4	20.2
가	10525	238.6	15.7	33.3	11.2	3.7	51.1	94.2	26.8	40.4	32.8
	12516	140.2	14.6	37.1	64.6	7.3	43.9	100.0	33.5	58.8	7.7
가	12619	165.1	15.4	34.0	87.9	6.0	43.8	59.6	78.7	0.0	21.3
가	14295	156.4	15.5	36.1	55.6	3.9	50.5	79.7	72.0	16.2	11.7
, 가	7475	241.2	15.4	35.7	28.9	9.1	36.9	78.1	41.8	45.6	12.6
가	2416	175.9	13.7	29.1	40.4	1.5	26.9	80.6	57.5	21.1	21.4
가	23823	154.2	12.8	41.6	9.9	8.6	62.8	23.7	96.2	1.5	2.3
가	11600	133.3	12.7	31.5	48.9	4.9	54.2	85.1	78.9	18.2	2.9
	28861	147.0	14.4	30.2	58.0	3.1	51.6	89.1	64.8	24.0	11.2
	24054	167.6	14.6	32.3	79.4	4.4	49.3	85.8	68.6	23.7	7.7
	37765	184.8	14.0	35.0	21.5	5.3	58.2	55.5	90.7	7.6	1.7
	41133	131.7	14.3	28.9	57.1	2.0	53.3	88.9	75.1	18.9	6.0
가	10043	203.3	16.2	33.9	21.9	5.0	54.6	93.4	42.7	29.5	27.8
( )	3631	139.6	14.0	29.8	43.2	6.0	41.4	84.3	69.7	17.4	12.9
, ,	3945	272.9	15.4	35.0	0.0	7.4	49.6	91.6	15.5	52.4	32.1
	7683	193.9	14.0	32.5	6.1	5.0	62.0	72.6	60.3	18.8	21.0
	3440	232.4	14.8	35.0	0.0	6.6	57.8	74.4	65.0	35.0	0.0
, ,	5232	128.8	14.3	30.7	42.1	3.0	51.5	80.7	66.7	21.3	12.1
	19579	118.2	10.8	44.0	28.6	11.2	54.0	28.4	93.7	6.3	0.0

가가 ,

1.96, 0.84, 0.028

(1.80, 0.79, 0.025)

10

28

(19 )

11% 가

2005

222,000

가

가 가 가  
2005 29,000  
, , , , ,  
, , 4  
2001 12,000 2005  
19000 가  
가 , 2005 3000 ,  
5400 , 2300 , 800 , 1000 , 2000 ,  
4000 가  
10000 가  
.

가, 4

4.

가

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가

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5

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?

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가

,

.

(Isaacson & Brown, 1997: 89~94)

.

(long-term trends)

①

, ②

, ③

, ④

.

,

,

,

,

가

,

.

(short-term

trends)

,  
 ,  
 ,  
 ,  
 (Committee  
 on Techniques, 1991; , 2002). ①

, ②  
 ,  
 가, ②  
 ① 가, ②

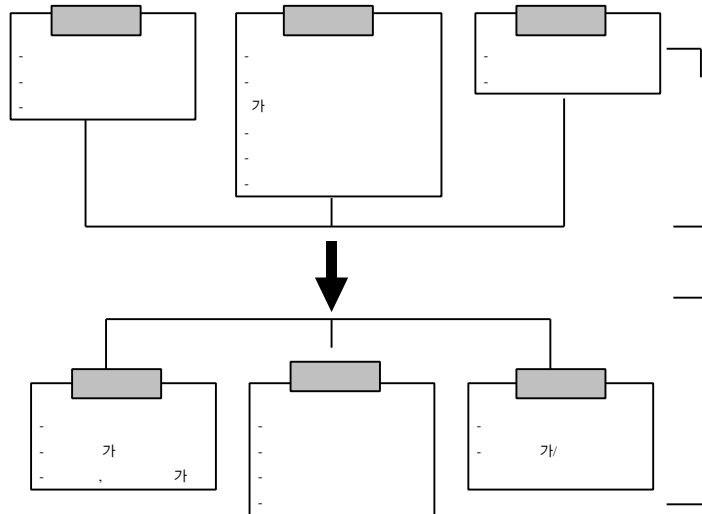
가 ①  
 , ② , ③ , ④ (life style)  
 ( , 1999: 72).

1

가 ①  
 , ② , ③  
 , ②  
 가 , ③ , ④ , ⑤  
 ①  
 , ②

1

[ I-3] .



가

## 6

1.

2.

가 2002 4 5

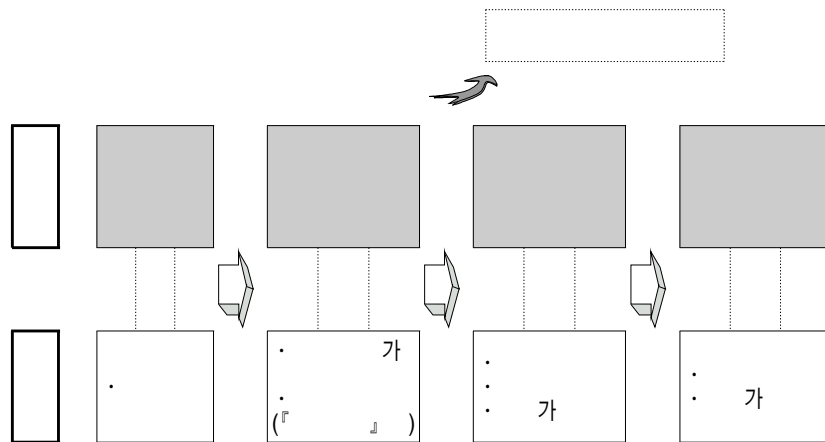
,

가가

가 6

2002

[ I -4]



3.

25

(purposive sampling)

20

500

2002 6 20 7 19 .  
 (structured questionnaire) ,  
 < I -9> .

4. 가

가 가 . 가  
 , , , , , 가,  
 가 .

< I -9>

I.	1.	
	2.	
	3.	가
	4.	
	(1)	
	(2)	
	5.	
	6.	
	7.	
	8.	.
	9.	
II.	10.	
	(1)	
	(2)	가
	(3)	가
	가	가
	1.	
	(1)	
	(2)	
	2.	
	3.	
	4.	
	5.	가
	(1)	
	(2)	
	(3)	
	6.	
	(1)	
	(2)	

< I -9>

III.	<div>1.<div>(1)<div>(2)<div>(3)</div></div></div><div>2.<div>(1)<div>(2)<div>(3)<div>(4)<div>(5)<div>(6)</div></div></div></div></div><div>3.</div><div>4.<div>(1)<div>(2)</div></div></div><div>5.<div>(1)<div>(2)</div></div></div><div>6.<div>(1)<div>(2)<div>(3)</div></div></div></div></div></div></div>	
IV.	<div>1.</div> <div>2.<div>(1)<div>(2)</div></div></div> <div>3.</div> <div>4.</div> <div>5.</div>	가
V.	<div>1.<div>(1)<div>(2)<div>(3)<div>(4)</div></div></div><div>2.<div>(1)<div>(2)<div>(3)<div>(4)<div>(5)</div></div></div></div></div></div></div></div>	

2

1

1.

가.

, . .

. . .

.  
( , 2000: 331-333).

,

가가

가 가 .

가



•

가

•

,

가 가 가

■

가                      가

, 가 TV

가

■

가 . 가

가 가

가 가

•

,

가 가

•

가

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,

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•

•

가 ,

가 , 가

2000 1,680 \$ 2005 2,248 \$ 34% ,  
45 \$ 2005 91 \$  
가 ( , 2001c : 278).  
( < II -1>  
) . 1995 2 2,733 2000  
4 505 가 10.7% 가

1995 TV 1996  
 2000  
 78%, TV가 16%,  
 6% 1995 87%  
 < II -1> 3  
 1995 80.1% 2000  
 65.6% ( , 2001c: 294-295).

< II -1>

		( : )					
		1995	1996	1997	1998	1999	2000
TV	3	1,9011	2,1858	2,2142	1,6109	2,0757	2,6575
		452	1006	1160	878	1443	2319
		1074	1384	1681	1393	1472	2730
		2,0537	2,4022	2,4983	1,8379	2,3671	3,1625
		-	857	1600	1772	1951	2747
TV		-	1819	1555	1581	1731	3024
		-	139	331	381	334	544
		-	2800	3481	3896	4370	6991
		-	2605	3117	3609	4013	6523
		2757	2385	2383	2654	2646	2357
		2,3733	2,9207	2,7165	2,0990	2,6350	4,0973
		2,3733	2,9012	3,0483	2,4642	3,0330	4,0505
3	(%)	80.1	75.3	72.6	65.4	68.4	65.6

\* : (2001), (2001),

(2001).

\*\* 3 KBS, MBC, MBC SBS가 3

MBC 가

\*\*\*

\*\*\*\*

TV

가

가.

가 ,

가

‘One Source - Multi Use’ 가가 가

7~10%

‘Highrisk,Highreturn ’ 가

가 가 가

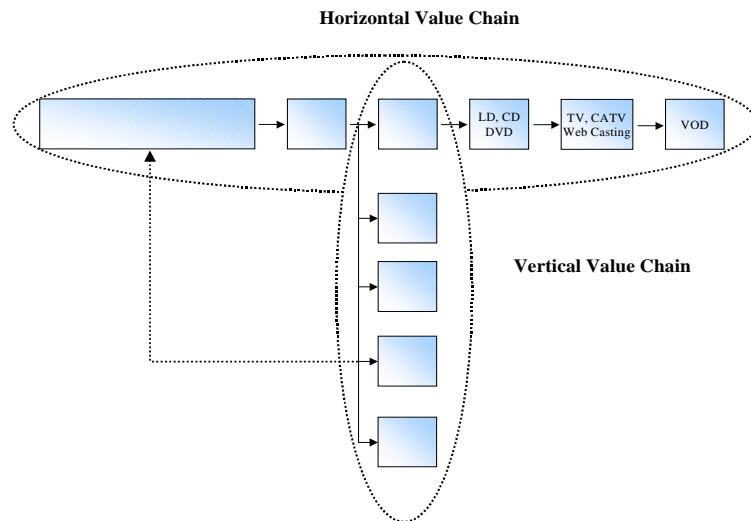
(window effect)가

가 가 ,

가

( , 2000: 29).

[ II -1] 가



: 3 (2000: 29). 『 』.

가

, 가 (windowing)  
가 (horizontal/ vertical

value chain)

S/W, , ,

( , 2000: 29).

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(2000)

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1990

PC

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가

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가

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PC

가

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가

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가

.

가

가

.

가

2000

35.5%, 35.3%

1999 36.1%

2000 24.7%

JSA'가

2 30%

< II -2> 1996~2000 ( )

		'96		'97		'98		'99		2000	
( )		976	23.1%	1,212	25.5%	1,259	25.1%	2,098	36.1%	2,189	35.5%
		3,250	76.9%	3,540	74.5%	3,758	74.9%	3,712	63.9%	3,980	64.5%
		4,226	100%	4,752	100%	5,017	100%	5,810	100%	6,169	100%
( )		459	22.4%	600	25.2%	629	24.3%	1,089	35.8%	1,163	35.3%
		1,582	77.6%	1,784	74.8%	1,955	75.7%	1,951	64.2%	2,132	64.7%
		2,041	100%	2,384	100%	2,584	100%	3,040	100%	3,295	100%

\*

:

1998 25%

,  
가 가 .  
< Ⅱ -3> , , ,  
가 3 가  
.

< Ⅱ -3> .

		'98()	'99()	2000 ( )	('00~'99)
		116	367	715	348
		71	215	347	132
		-	155	259	104
		-	409	466	57

\* 1999.5

3.

가.

(IT)

. ,  
( , 2000, 96-97).

,

가가 . ,  
가



가 . ,

가 . ,

가 . , . . .

가 .

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1990 가

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,

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2D

3D ,

3D

가 . ,

가

,

가

(narrative) . ,

.

가

PC 가 . , 1), PC PC ( , 2001, 320-322).

2001 6 , 1,833 64.5% 1,182 1,000 . 1999 65.7% 2000 63.5% , 2001 가 2001 6 25,662 , 가 2001 5 14 , 1999 9 , 2000 12 가

---

1) (console)

( )가 . TV ( )

< Ⅱ -4> (1999~2001 )

	( )		
	1999	2000	2001 (6 )
	415	952	1,182
	271	547	651
(A)	632	1,499	1,833
(B)	5,688	17,988	25,662
(B/A)	9	12	14

：

2000 ,  
8,359 ,  
85.9% 7,183 .  
4,300 가  
, (1,914 ), PC (881 ) .(  
, 2001: 22-23).

< Ⅱ -5>

	( + )		( )	
	( )	(%)	( )	(%)
PC	512,919	61.4	425,979	59.3
	191,446	22.9	191,446	26.7
	116,234	13.9	88,104	12.3
	12,477	1.5	10,023	1.4
	2,774	0.3	2,774	0.4
	835,850	100.0	718,326	100.0

： ( ) , 2001: 22- 23, 1-1-01 1-1-03 .

, 5 40% ,  
( , 2001: 23).

< II -6>

5

	(%)
PC	69.6
	54.3
	21.7
	15.8
	15.0
	40.9

: ( ) , 2001: 23.

4.

가.

( , 2000, 42~49).

.

, . 가

가

2).

가

2)

(non-rivalry)

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가

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가

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가

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가

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가

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가  
(non-excludability)

가

.

( , 1994, 103-104).

·

100 가 3).

4 ·

, SP(Standard Play) 1910

1955 SP가

SP가 ·

·

, LP(Long Play)가 · 1956~1970

· LP 1950 (

) 10 LP

12 LP(1962 ), 12

LP(63 ) ·

, 60

·

1970 (Music Cassette)

(delay) · (effect)

·

, 1980 (CD)가

·

,

LD(Laser Disk),  
DCD(Digital Compact Disk)  
가

1980  
1988 가 .  
가  
10 가  
(  
, 2000, 61).  
2001 6 , 711  
가 2001  
46.9% 가 856 . 1999 가  
1000 가  
.

< Ⅱ -7> (1998~2001 )

	'98	'99	2000	2001. 6
	125	325	576	711
가 (%)	-	160	77.2	-

: ( ).

2000 283,284  
 , 205,620 (259,888 , 205,620 )  
 9.0%, 12.0% 가 . 가 ,  
 가 . ,  
 (1995 ) 가 48%  
 가 , 35%, 17%  
 .  
 ( ),  
 ,  
 ( , 2000, 61~63).

< Ⅱ -8>

	( : , , %)		
	'98	'99	2000
	200,800	259,888	283,284
		(29.4)	(9.0)
	166,900	183,590	205,620
		(10.0)	(12.0)

: ( ) 가 .  
 : ( ).

5.

가.

,

.

가

.

가



, 가 가 가 ( ,  
가 가 ( ,  
1995: 12~13).

,  
.  
, (紙業界),  
,  
,  
(外注)

가 ( , 2001: 28).

, 가  
( ) 가  
가  
.

.

.

.  
, 가 , , , , , ,  
, IC .

. 가  
가 가  
. Electronic Publishing ,

(disk book publishing) .

가 .

Computer Aided Publishing(CAP)

, 가 가

가

.( , 1996: 128).

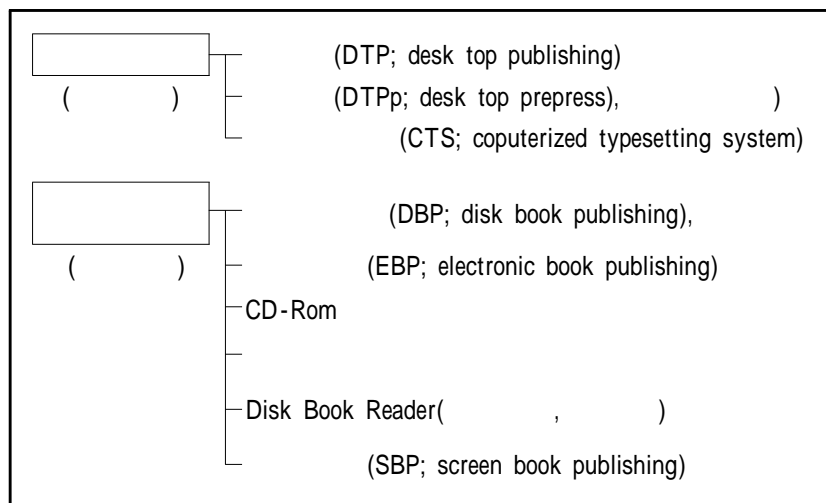
· , ‘ ,

,

·

'( , 1994: 67).

[ II -2] (CAP)



: (1996: 130) .

.

1987 10

3,000 가 '8846.4%  
가  
. 2000 12 16,059  
'9915,3854.4%.2000 가  
16,059 73.0% 11,723 가

( , 2001c: 189).

< II -9> 가 (1991~2000)

	'91	'92	'93	'94	'95	'96	'97	'98	'99	2000
	6,607	7,381	8,381	10,325	11,571	12,458	12,759	13,822	15,385	16,059
가 (%)	15.8	11.7	13.5	23.2	12.1	7.7	2.4	8.3	11.3	4.4

: (2001c). 『 2001』.

2000 12 5,609 가  
, 가 20.9% 1,174 가

.  
8,000 1 .

( , 2001c :

189).

## &lt; Ⅱ -10&gt; 2000

	( )		(%)		( )		(%)
	2000	'99			2000	'99	
	1,174	1,113	20.9		208	207	3.7
	371	395	6.6		308	303	5.5
	358	349	6.4		289	288	5.2
	196	192	3.5		252	256	4.5
	211	215	3.8		378	372	6.7
	329	309	5.9		386	379	6.9
	111	110	2.0		131	127	2.3
	669	647	11.9		5,609	5,513	100.0
	238	251	4.2				
: (2001c). 2001.							

1999  
 100 가  
 99.6% 5~9 가 70.5%  
 ( ,  
 2001c: 194).

6.

가.

,  
( , 2000 : 22).

가

( 3 , 2000: 2)  
, High-Risk & High-Return 가  
가

가가  
(first copy)

0 가 가가 ,

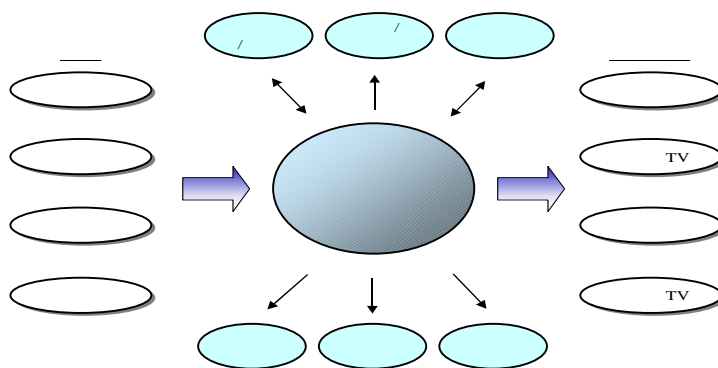
, 가 가 가  
가  
가  
, One-Source Multi-Use 가가  
가 TV, , CD, ,  
가  
가

, TV CATV  
가가  
가

가

[ II -3]

[ II -2]



: (2000). 『 』.

, 가 .

가

,

.

,

.

가

,

가

.

가

가

가

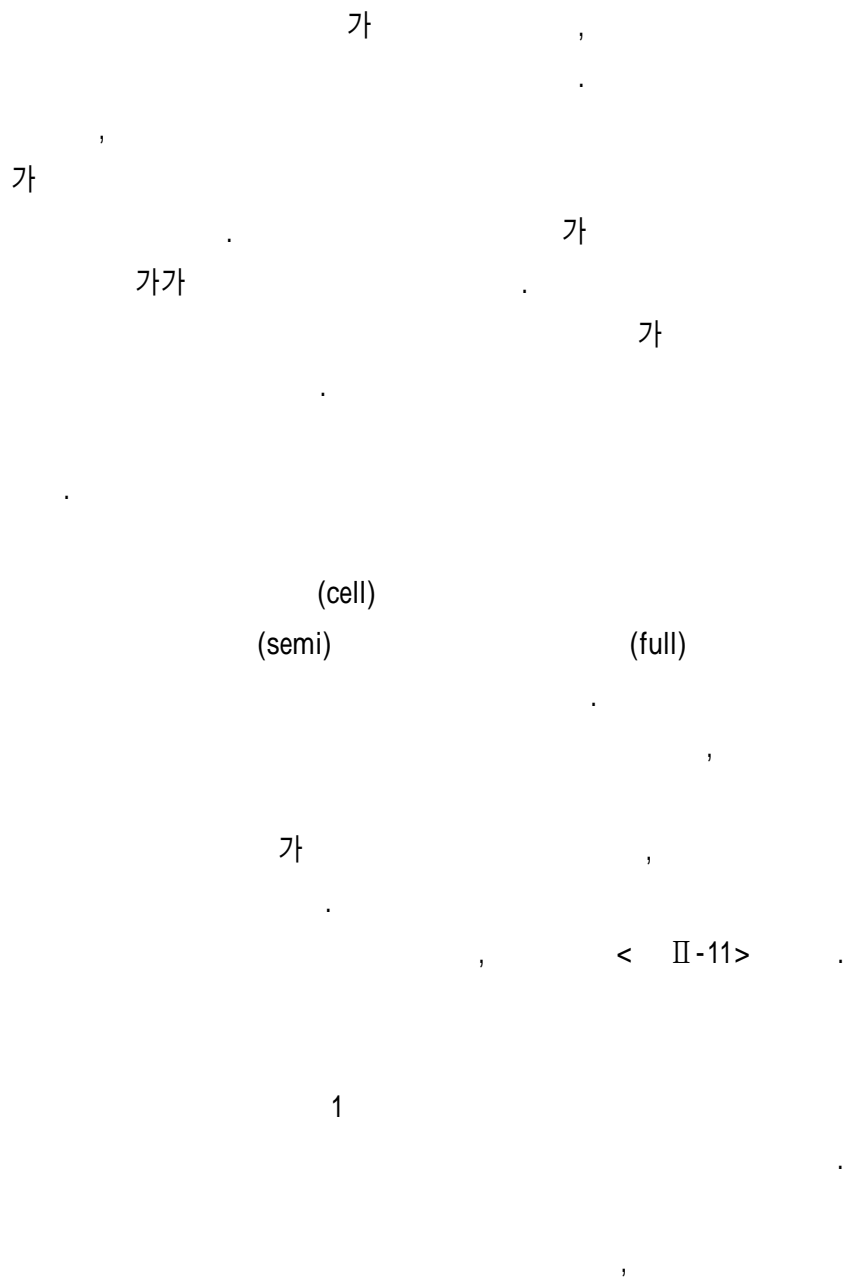
가

.

(cultural discount)

,

.



·           ,

(           , 2000: 92)

<   Ⅱ -11>

		가
		,
		가
		가
		,
,	,	

∴           ,           (2000). 『           』.

·

·

,           ,

·

가



· · · · ·

(OEM)

· · · · · , 3D

가 · · · · ·

( · · · · · , 2001c: 378).

· · · · ·

< II -12> · · · · · , 2001

· · · · · , TV 36 · · · · ·

· · · · · , 73 · · · · ·

< II -12>

	( : )				
	1997	1998	1999	2000	2001
TV	3	3	3	1	4(23)
	3	5	14	18	15(43)
	28	32	21	14	17(7)
	34	40	38	33	36(73)

\* 2001 ( ) 2001 , · · · · ·

\*\* · · · · · , TV 1 2002

가 가 · · · · ·

: (2001c). 『 2001』.

2001

· · · · · 11 ( )

‘ ’ ( 25,000 )

.

.

TV , 4Kids Entertainment

8 11

TV

Kids! WB

,

가 가

( , 2001c: 388).

## 2

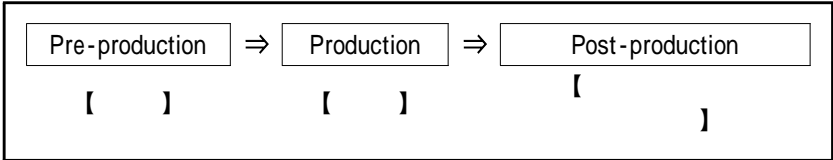
1.

가.

3 , (Pre-production),  
(Production), (Post-production) ,  
Pre-production ,  
, , Production ,  
Post-production

.

[ Ⅱ -4]



< Ⅱ

-13> .

< Ⅱ -13>

가	, TV
가	가
PD	가
	, CF
	DJ
TV	TV
VJ(Video Journalist)	CNN
(VJ)	(



< II -13>

[illegible]

4)

O PD

•

•

○ 가

•

•

$$\left( \begin{array}{c} \text{ } \\ \text{ } \\ \text{ } \end{array} \right) \quad , \quad \left( \begin{array}{c} \text{ } \\ \text{ } \\ \text{ } \end{array} \right) \quad \left( \begin{array}{c} \text{ } \\ \text{ } \\ \text{ } \end{array} \right)$$

4)

①

, ②

가

3

가

가

○  
:  
○  
:  
.  
○  
:  
,  
가

2.

가.

가 (Pre-production),  
(Production), (Post-production)  
, (Pre-production),  
,  
가,  
가  
가 (Pre-production)  
,  
,  
.

1) (Pre-production)

•

‘ ‘ ‘

가

.

‘

‘

가

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‘

.

•

가

.

.

가

.

가 가

.

•

.

가

‘

.

.

.

‘

‘

‘

‘

.

## 2) (Production)

가 가

가 가

가

가 가

가

## 3) (Post-production)

가 1 ( )

(take; )

NG



•

. (後時)

(lipsync)

. CD

가 가

•

가(dupe nega)

가

•

가

가

가

•

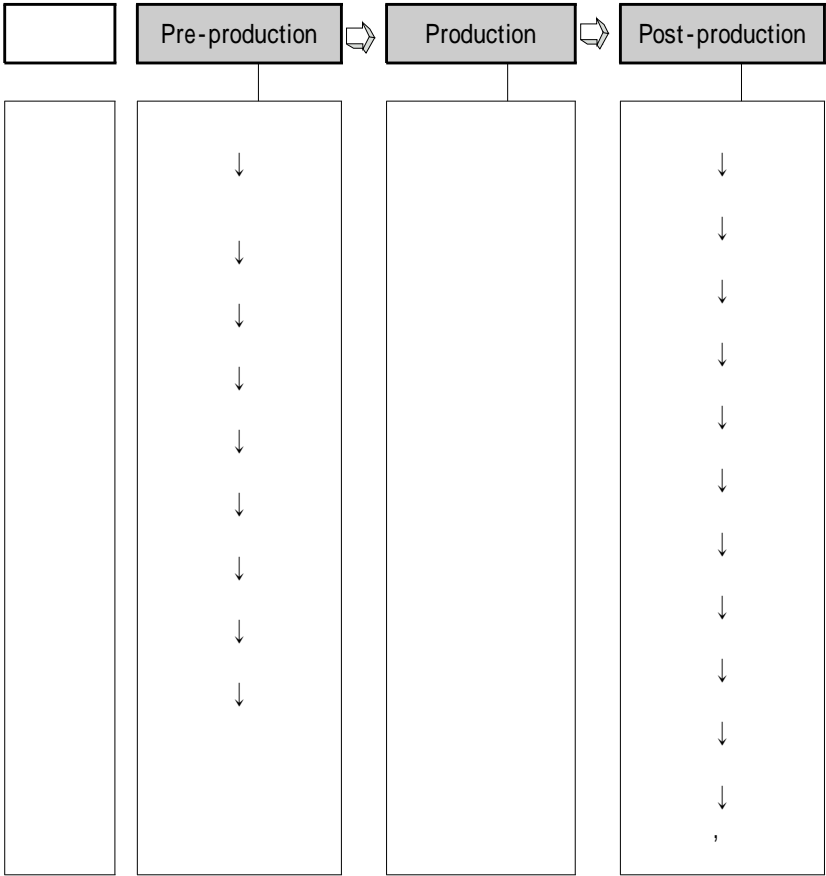
(

)

.

[ II -5] .

[ II -5]



< II -14>, < II -15>, < II -16> .

< II -14> Pre-production

[illegible]

< II -15> Production

	가	<p>· , TV</p> <p>·</p> <p>· , ,</p>
	가	<p>· , CF</p> <p>· ,</p> <p>· , 2nd, 3rd, 4th가</p> <p>SF , , , , , 가</p> <p>·</p> <p>·</p>
	가	<p>SF</p> <p>·</p> <p>·</p> <p>· , 4~6 가</p> <p>·</p> <p>· ,</p> <p>· , TV</p>



70

- 가  
: ( )
- : . .  
, 2nd, 3rd, 4th가
- :
- :
- : SF , , , , ,  
, , , , ,

3.

가. .

3가 ( , 2000, 295). ‘  
,  
,  
,  
,  
,  
.



가  
,  
가

(Game  
Producer)

가

가 RPG

가

2D, 3D

가

( )

○

· ( , )

·  
·

4.

가.

· , , , CD ,  
· 5 ·  
, , · ·  
, ,  
· · ,  
5 가  
( , 2000 : 195).

,

·  
·

,

, , ,

·





< Ⅱ -17>

	( 가, )
	가, 가 , ( )
	가 ( )
	, ,

.

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○

. 가 ( 가  
) . ,  
.

.

○

( 가, 가, 가, 가 )

. , , .

○

( ) (Mixing) (Mastering)  
가 .

가

○

, ,

.

가

.

○

, ,

.

.

5.

가.

, , , ,

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.

4

가

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, , ,

가

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,

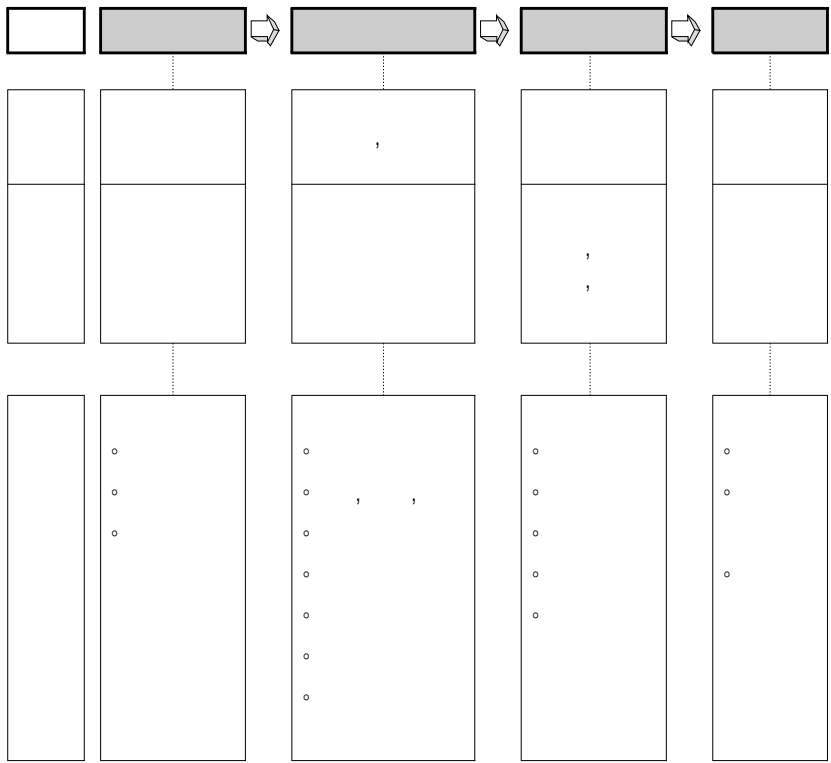
,

,

가

.

[ II -8]



가 , , , ,

, , , ,

가

, , • • , , ,

, , (

, 1993:55).

• , ,

가

< II -18>


○

가

○

가

, , .

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○

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.

. , ,

가

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○

:

.

.

.

6.

가.

Pre-production, Main-production,

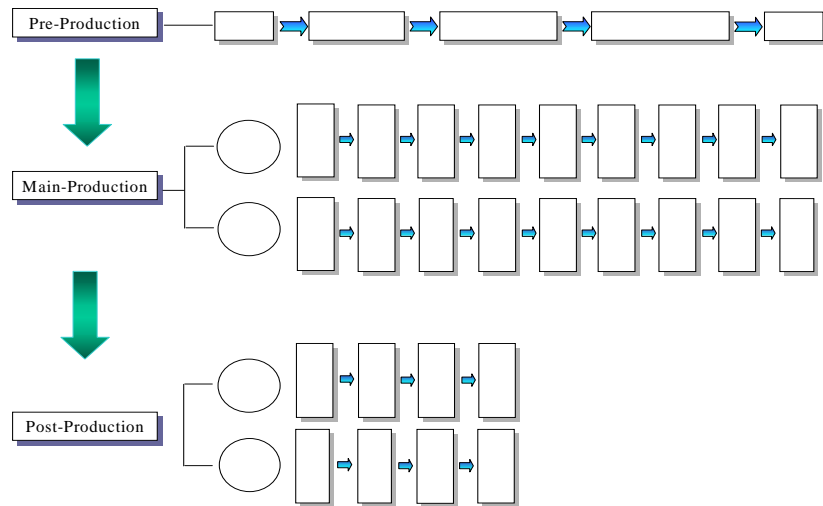
Post-production

,

, [ II -9]

.

[ II -8]



가

< II -19> Pre-Production

( )	
( )	( . )
	: ( , ), MD :
	,
가 (Layout artist)	
가( 가,	, 가)
가	



< II -20> Main-Production

	가 가
	,
(Inbetweener)	.
(Inker)	(線畫)
	,
(Painter)	가
	,
(Planner)	,
가	
(Background artist)	
(Line tester)	
(Checker)	,
	,
(Xerox operator)	
(compositer)	.
	가 .
	,
	,
	, TV
	,
	2D 3D
	.

< II -21> Post-Production

( , , )	
( , , )	(track) (reels) (insync) ,
( 가) ,	가

- .
- , ,
- , ,
- .
- 
- 
- ,
- (inbetweener) .
- 가
- ,

7.

6

가 PD  
 ,  
 .

< II -22>

( )	PD			
	가	가	가	가
		*		
		*		

3

1

1 500 25 1  
(purposive sampling)  
20 가 ,  
< III-1> . , 6  
(68.8%), 20 (54.8%),  
(56.0%)  
100~199 (53.4%)  
2~5 41.0% 가 5  
38.4% . 5~29  
(41.0%) 가 .

## &lt; Ⅲ -1&gt;

		%	
		500	100
		100	16.0
		100	16.0
		120	20.0
		100	16.0
		100	16.0
		100	16.0
		344	68.8
		156	31.2
	20	273	54.8
	30	172	34.5
	40	53	10.6
		110	22.0
		110	22.0
		258	51.6
		22	4.4
	100	89	18.2
	100~199	261	53.4
	200~299	87	17.8
	300	52	10.6
	2	102	20.5
	2~5	204	41.0
	5	191	38.4
	5	78	15.6
	5~29	277	55.4
	30~299	82	16.4
	300	63	12.6

## 2

1. 가

가 , .

, • , , , , ,

, , 9 5

.6)

가

, [ III-1] . , (4.9 ) 가

(4.2

), • (4.1 ), (4.1 ) .

가 (3.2 ) .

6) 9 (Gardner) (Thurstone) ( , 2000). , 가  
7 . 가  
(2000)  
10 . 10  
9



가 , 가  
 .  
 가 ,  
 , , ,  
 , 가  
 .

## 2. 가

가 12 ( , , , ,  
 , , , , , 2 , )  
 5  
 .7)

---

7) . Peterson,  
 Norman G. et. al(1997). *O\*NET Final Technical Report*. Volume 1. Utah  
 Department Workforce Services. O\*NET “  
 ” 15 , 5  
 . , ⑥  
 ① , ② , ③ , ④  
 , 가 . O\*NET  
 , , (oral communication), , ,  
 , , , , , 15 .



&lt; Ⅲ -2&gt;

가

(N=500)		3.8	3.7	4.1	4.2	4.1	3.5	3.2	3.6	4.8
	가	4.4	3.7	3.7	4.3	4.0	3.6	2.9	2.5	<b>5.0</b>
		3.7	3.5	4.3	4.4	4.0	3.8	4.4	4.0	<b>4.7</b>
		3.5	3.5	4.2	4.2	3.9	3.5	3.9	4.0	<b>4.7</b>
		3.3	4.1	<b>4.2</b>	3.9	3.6	3.3	3.2	3.9	4.1
	가	4.6	3.5	3.8	4.0	4.4	3.4	2.3	2.2	<b>4.8</b>
		4.0	3.8	4.6	4.7	4.3	3.2	4.0	4.8	<b>5.0</b>
		4.2	3.8	4.4	4.5	3.9	4.5	3.3	3.9	<b>5.0</b>
		3.1	4.0	4.8	4.0	4.1	3.4	3.7	4.4	<b>4.9</b>
	가	4.3	4.0	3.9	4.5	3.8	3.4	2.6	2.9	<b>4.7</b>
		4.5	4.2	4.3	4.3	4.3	3.4	2.7	2.9	<b>5.0</b>
		2.9	3.2	4.8	4.1	4.5	3.0	3.1	4.4	<b>5.0</b>
		3.1	3.5	4.0	3.7	4.1	4.4	3.4	3.8	<b>5.0</b>
		3.4	4.7	3.8	3.8	4.0	2.5	2.5	2.9	<b>4.8</b>
		3.9	3.5	4.0	4.6	4.1	4.3	3.2	3.4	<b>4.8</b>
		3.9	3.5	4.5	3.8	3.7	3.6	3.2	4.2	<b>4.8</b>
		3.6	3.7	3.5	4.2	4.2	<b>4.7</b>	3.5	4.1	4.6
		4.2	4.0	4.0	4.6	4.2	4.3	3.7	3.6	<b>4.8</b>
	가	3.7	4.0	4.4	4.2	4.3	3.7	3.2	3.8	<b>4.8</b>
		3.2	3.3	4.4	4.0	3.7	3.7	2.9	4.5	<b>4.8</b>
		3.8	3.4	4.5	3.6	4.2	3.6	3.1	4.4	<b>4.8</b>
		4.3	3.6	4.3	3.9	4.4	4.0	3.0	3.7	<b>4.9</b>
		4.5	4.0	3.7	4.5	4.1	2.3	2.6	2.8	<b>4.9</b>
		4.5	3.8	3.9	4.5	4.4	2.8	2.9	3.0	<b>4.8</b>
		3.8	3.3	4.4	4.3	4.1	2.2	2.7	4.3	<b>4.8</b>
		4.0	3.9	3.4	<b>4.7</b>	4.1	2.4	3.3	2.6	4.3



&lt; Ⅲ -3&gt;

가

		2											
(N=500)		3.6	3.5	3.9	3.0	3.0	3.0	3.1	3.3	3.7	3.2	2.9	2.7
	가	4.5	3.4	3.5	2.5	2.6	2.2	3.7	3.6	3.3	4.1	2.9	2.3
		3.4	3.2	3.2	2.8	2.9	3.0	3.5	3.6	4.0	3.2	2.9	3.9
		2.9	3.4	3.4	2.8	3.1	3.5	2.8	3.4	4.1	2.7	2.8	3.5
		3.3	3.5	4.1	3.7	3.4	4.5	2.9	3.2	2.6	2.6	2.5	2.5
	가	4.6	3.3	3.3	2.7	3.0	2.5	3.9	3.1	3.3	4.0	2.8	2.1
		3.3	3.5	3.5	3.1	3.2	3.3	3.2	3.2	4.6	3.2	3.2	3.6
		3.6	4.1	4.2	2.8	2.8	3.3	3.1	4.2	3.1	2.9	3.1	2.9
		2.9	3.2	4.1	3.2	3.8	3.8	3.2	3.2	4.2	2.7	3.0	3.1
	가	3.9	3.8	4.1	3.6	3.4	3.3	3.3	3.1	3.4	3.1	2.7	2.3
		4.2	4.0	4.2	3.4	3.3	3.2	3.3	3.3	3.7	3.5	3.2	2.3
		3.1	3.2	4.4	2.6	2.8	2.8	2.7	3.0	4.8	2.8	2.5	2.6
		3.2	3.6	4.5	3.4	3.2	3.6	2.7	4.3	2.9	2.6	2.4	2.7
		3.0	3.8	4.9	4.5	4.0	3.9	2.8	2.6	3.0	2.6	2.4	2.1
		3.4	3.8	3.7	2.6	2.7	3.1	3.2	4.3	3.5	3.0	3.2	2.6
		3.4	3.0	4.2	2.8	2.9	2.7	2.9	3.4	4.4	3.0	2.8	2.5
		3.1	3.6	4.3	2.7	2.5	3.3	2.5	4.8	3.0	2.4	3.0	2.7
		3.6	3.4	3.8	2.9	2.7	2.7	3.2	4.1	3.2	3.2	3.0	3.1
	가	3.8	3.8	4.2	3.2	3.4	3.2	3.5	3.7	4.5	3.5	3.1	2.9
		3.4	3.2	4.0	2.8	3.1	3.0	2.9	3.2	4.4	3.0	2.6	2.6
		3.3	3.0	3.6	2.6	2.9	2.4	2.6	3.4	4.4	3.1	2.8	2.4
		4.1	3.4	4.0	2.8	3.1	2.9	3.5	3.5	3.9	3.9	3.2	2.8
		4.7	3.9	3.8	2.5	2.7	2.4	3.5	2.2	2.9	3.7	3.2	1.9
		4.5	4.1	3.6	2.7	2.9	2.5	3.4	2.7	3.7	4.1	3.6	2.5
		3.6	3.2	4.4	2.7	2.6	2.7	2.8	2.6	4.6	3.4	3.0	2.5
		3.6	2.9	3.3	2.9	2.9	2.4	3.2	2.4	2.6	3.2	2.7	2.7



가, , , .

< Ⅲ -4> 가

(N=500)		3.9	4.2	4.4	3.8	4.1	3.3
	가	4.5	4.4	4.4	4.5	4.4	3.5
		4.1	4.4	4.7	4.1	4.2	3.5
		3.4	4.2	4.5	3.4	3.6	2.9
		4.0	4.0	3.6	3.3	3.7	3.1
	가	4.5	4.5	4.8	4.4	4.2	3.7
		4.1	4.4	4.8	4.0	4.4	3.6
		4.1	4.1	4.6	3.6	4.3	3.4
		4.1	4.3	4.8	3.7	4.3	3.4
	가	3.4	4.0	3.6	3.7	4.0	3.1
		4.0	4.4	4.2	3.9	4.3	3.1
		3.9	4.5	4.8	3.7	3.7	3.7
		4.0	4.3	4.6	3.3	4.3	3.3
		4.0	4.5	3.9	3.0	4.3	2.9
		3.9	4.4	4.7	3.8	4.1	3.3
		3.6	3.9	4.4	3.7	4.0	3.5
		3.8	4.0	4.8	3.4	4.0	3.1
		4.1	4.2	4.6	3.9	4.2	3.4
	가	4.1	4.4	4.7	4.1	4.2	3.7
		3.9	4.3	4.8	3.6	4.2	3.2
		4.0	4.2	4.4	3.5	4.1	3.2
		3.8	4.4	4.5	4.1	4.2	3.5
		4.0	4.3	4.0	4.1	4.0	3.5
		4.2	4.5	4.4	4.2	3.9	3.6
		4.1	4.2	4.7	3.7	4.1	3.1
		3.6	3.6	3.5	4.1	3.9	3.2

가 가

가,

가

4.

. 500

(36.0%), 4

(35.2%),

(25.0%)

< III-5>

4

4

90%

가

65%

(55.5%)

가

가(60.0%)

가(70.0%) 4 ,  
 가 가  
 45%, 50% .

< Ⅲ -5>

		4							
(N=500)		0.6	1.0	25.0	36.0	35.2	1.2	1.0	100.0
	가	-	-	10.0	30.0	60.0	-	-	100.0
		-	-	-	55.0	40.0	-	5.0	100.0
		-	-	15.0	45.0	40.0	-	-	100.0
		-	-	-	10.0	90.0	-	-	100.0
	가	-	-	15.0	15.0	70.0	-	-	100.0
		-	-	70.0	20.0	-	10.0	-	100.0
		-	-	10.0	50.0	35.0	-	5.0	100.0
		-	-	35.0	50.0	15.0	-	-	100.0
	가	5.0	-	15.0	30.0	45.0	5.0	-	100.0
		-	5.0	40.0	15.0	40.0	-	-	100.0
		-	5.0	55.0	40.0	-	-	-	100.0
		5.0	-	30.0	20.0	40.0	5.0	-	100.0
		5.0	5.0	40.0	20.0	30.0	-	-	100.0
		-	-	25.0	40.0	35.0	-	-	100.0
		-	-	15.0	65.0	20.0	-	-	100.0
		-	-	50.0	45.0	5.0	-	-	100.0
		-	-	30.0	45.0	25.0	-	-	100.0
	가	-	-	20.0	30.0	35.0	10.0	5.0	100.0
		-	5.0	25.0	55.0	10.0	-	5.0	100.0
		-	5.0	50.0	35.0	10.0	-	-	100.0
		-	-	50.0	35.0	10.0	-	5.0	100.0
		-	-	-	10.0	90.0	-	-	100.0
		-	-	-	20.0	80.0	-	-	100.0
		-	-	5.0	75.0	20.0	-	-	100.0
		-	-	20.0	45.0	35.0	-	-	100.0

, 4  
 (90.0%), (80.0%)가 , (70.0%),

(55.0%),

(50.0%),

(50.0%)

5.

. &lt; III-6&gt;

3

3 (30.0%), 6 (30.0%)

1

1 55%, 40%, 45.0%

2

65.0%

가

가

가 3

50%

가 1

50%

가 2



55.0% .

3

1~2

< III -6> ( : %)

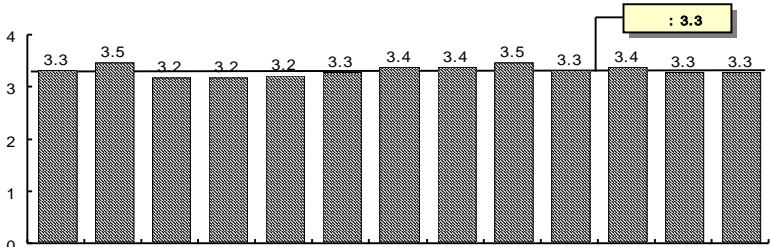
		6	1	2	3	4	5	6		
(N=500)		9.2	25.6	18.6	26.0	3.8	9.8	6.6	0.4	100.0
	가	15.0	30.0	5.0	30.0	10.0	10.0	-	-	100.0
		5.0	25.0	5.0	35.0	-	15.0	15.0	-	100.0
		15.0	20.0	-	25.0	5.0	15.0	20.0	-	100.0
		10.0	30.0	5.0	20.0	-	10.0	25.0	-	100.0
	가	5.0	-	15.0	45.0	10.0	20.0	5.0	-	100.0
		-	20.0	40.0	15.0	-	20.0	5.0	-	100.0
		-	25.0	5.0	20.0	10.0	30.0	10.0	-	100.0
		10.0	25.0	25.0	30.0	-	5.0	5.0	-	100.0
	가	10.0	35.0	20.0	30.0	5.0	-	-	-	100.0
		20.0	30.0	15.0	25.0	-	10.0	-	-	100.0
		25.0	30.0	30.0	15.0	-	-	-	-	100.0
		10.0	45.0	25.0	10.0	10.0	-	-	-	100.0
		5.0	45.0	20.0	15.0	5.0	10.0	-	-	100.0
		5.0	20.0	10.0	50.0	-	5.0	10.0	-	100.0
		5.0	35.0	30.0	20.0	5.0	5.0	-	-	100.0
		5.0	20.0	20.0	30.0	5.0	10.0	10.0	-	100.0
		25.0	15.0	10.0	30.0	5.0	5.0	10.0	-	100.0
	가	15.0	15.0	20.0	15.0	-	-	30.0	5.0	100.0
		15.0	15.0	40.0	15.0	10.0	-	-	5.0	100.0
		10.0	35.0	20.0	15.0	5.0	10.0	5.0	-	100.0
		5.0	30.0	20.0	25.0	-	10.0	10.0	-	100.0
		10.0	5.0	10.0	50.0	10.0	15.0	-	-	100.0
		-	20.0	25.0	35.0	-	20.0	-	-	100.0
		5.0	40.0	15.0	30.0	-	10.0	-	-	100.0
		-	30.0	35.0	20.0	-	10.0	5.0	-	100.0

3

1.

[ III-4] .

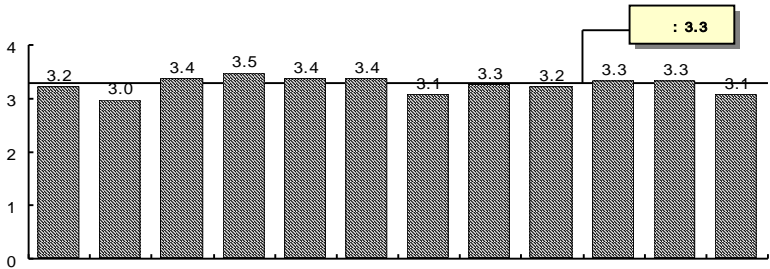
[ III-4]



가

가

가



가

가 3.5 (4 ) 가 3.0 (4 )

2.

6 ( 가 , )

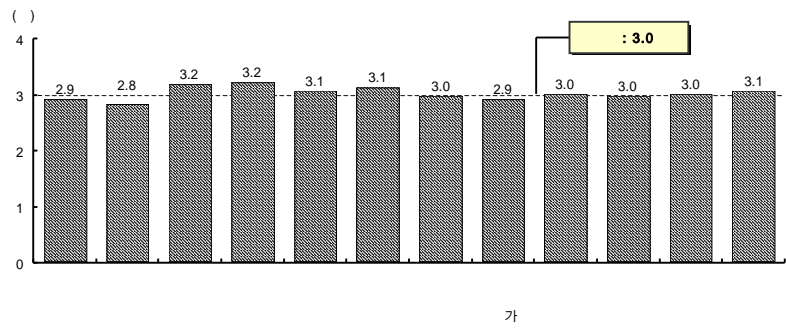
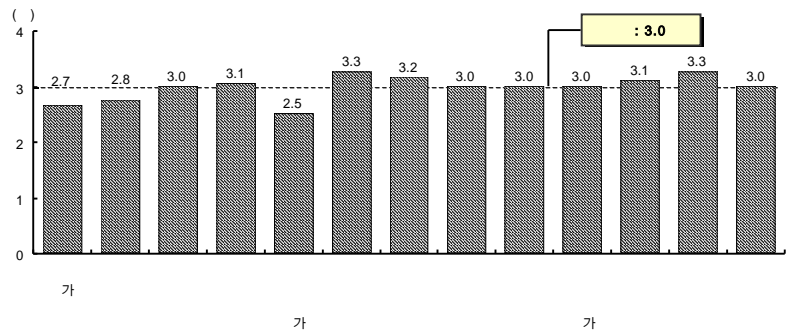
가.

III-5] 3.1 (4 )

9) (job satisfaction)  
(Rain, Lane & Steiner, 1991),  
(Shore, Newton, Thornton, 1990)  
Quinn Staines(1979)가 ‘ ’ 4  
( , 1999) 10



[ Ⅲ -6]



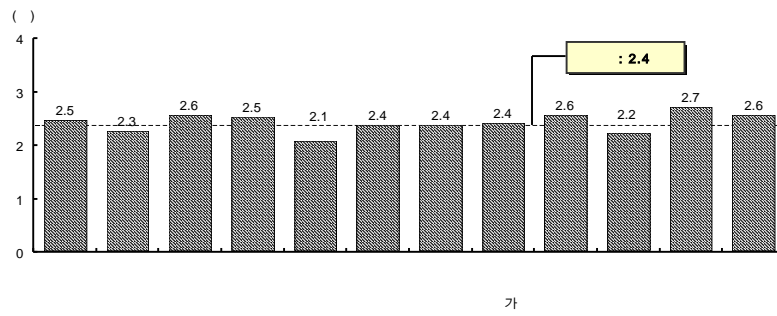
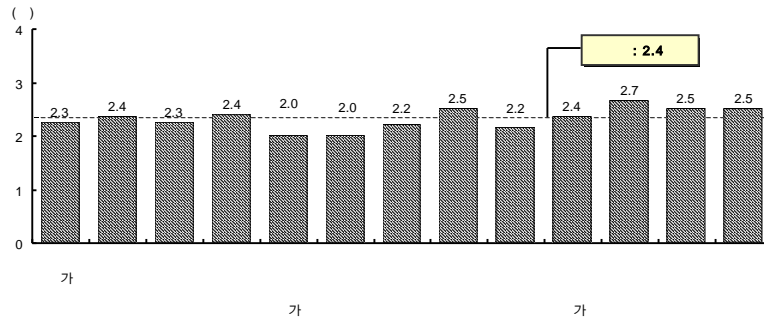
.

[ Ⅲ -7]

2.4 (4 )

6 가 .  
가 가 , 가  
가, ,  
가 .

[ Ⅲ -7]



[ Ⅲ -8]

2.5 (4 )

, 가

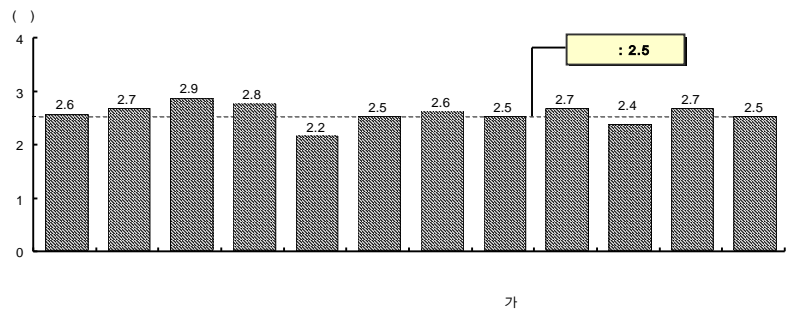
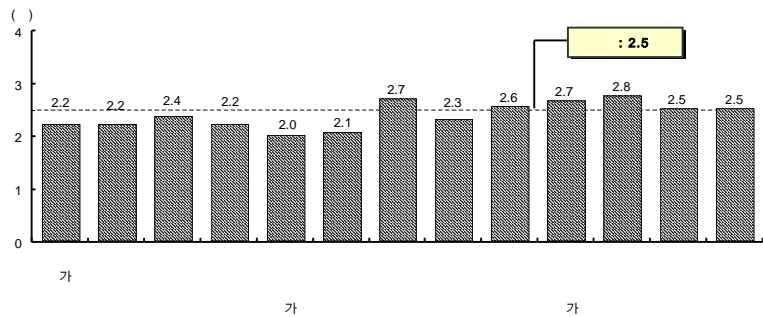
가

가

가

가

[ Ⅲ -8]

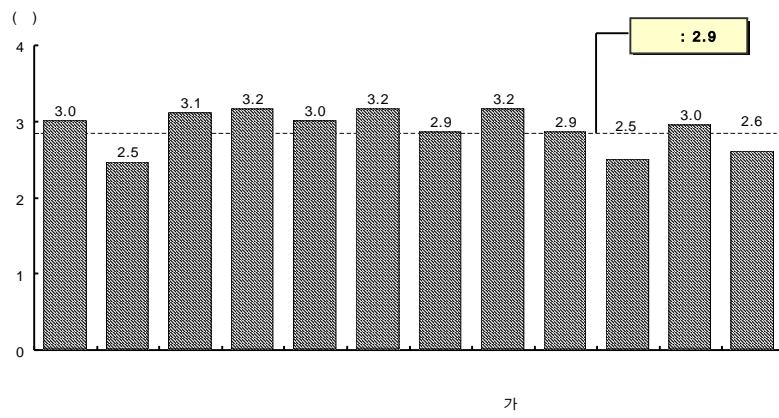
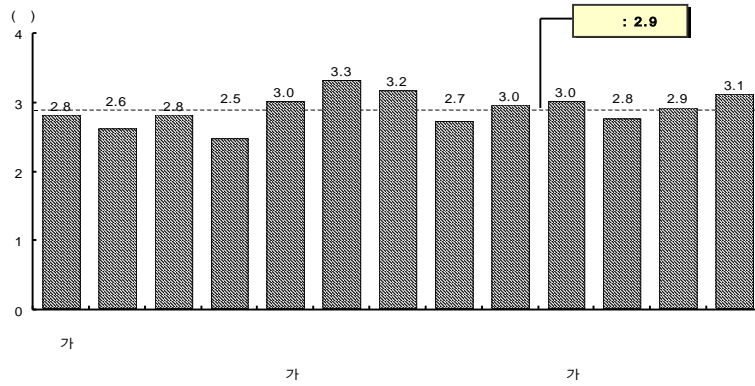


. 가

가 [

Ⅲ-9] . 가  
2.9 (4 ) , 가 ,  
가 , 가  
가 , 가  
가 .

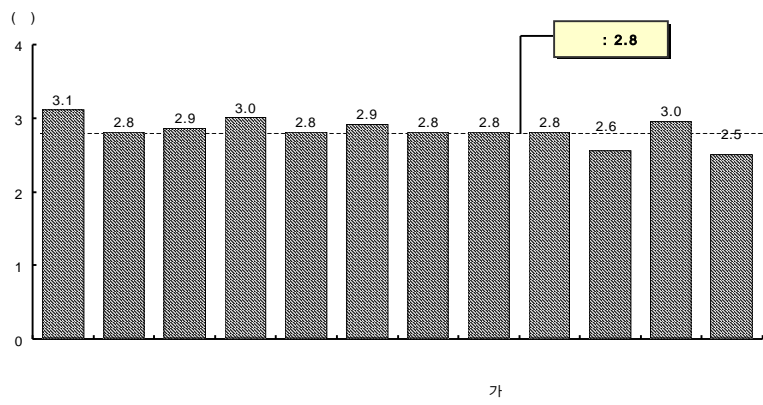
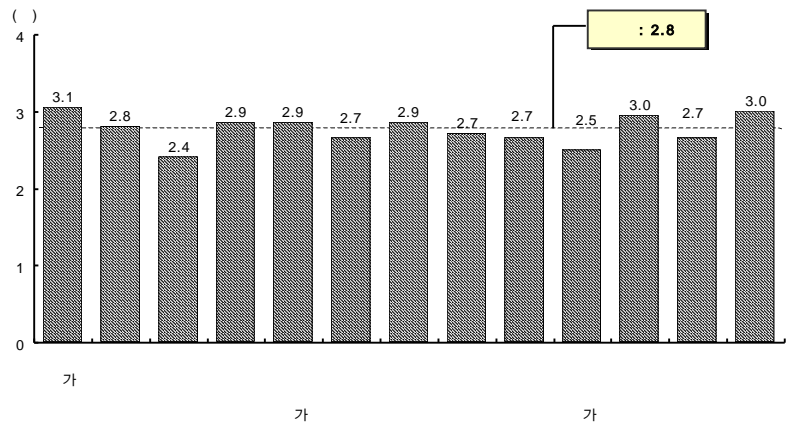
[ Ⅲ -9] 가



[ Ⅲ -10] . 가  
 2.9 (4 ) , 가  
 가, , 가 .



[ Ⅲ -10]



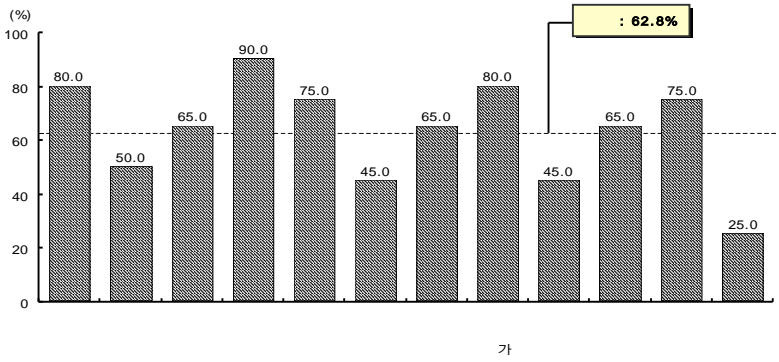
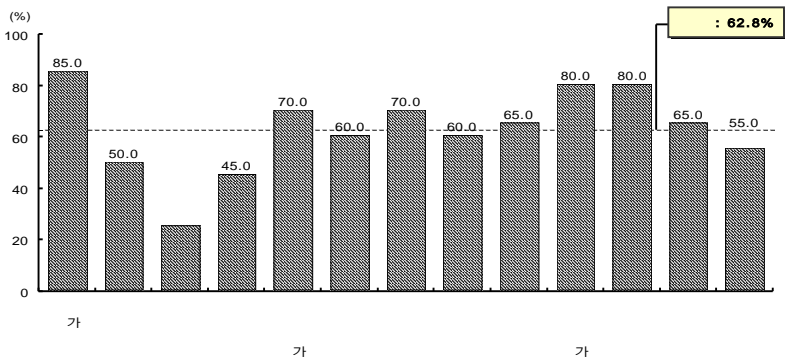
## 4

1. 가

가  
 , , 가 가 가  
 .  
 , , 가  
 .  
 가 25 500  
 62.8% ,  
 37.2% . [ III-11]  
 가 ,  
 .  
 , , ,  
 가  
 . ,  
 25% .  
 .  
 , 가, 가, 가, 가  
 가 가  
 . 가 가 가

가  
가 , , 가 ,  
가 , , 가  
가 가  
가 가  
가

[ III -11]



※ ' , (%) .

, 가 .  
80.0%, 75% .  
(62.8%) 가

.  
가  
, , 가  
, , 가  
, , 가  
.

2.

“ 가?”  
500 2.5 .

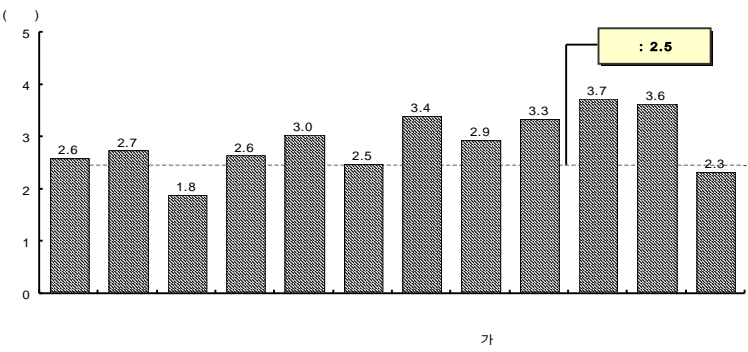
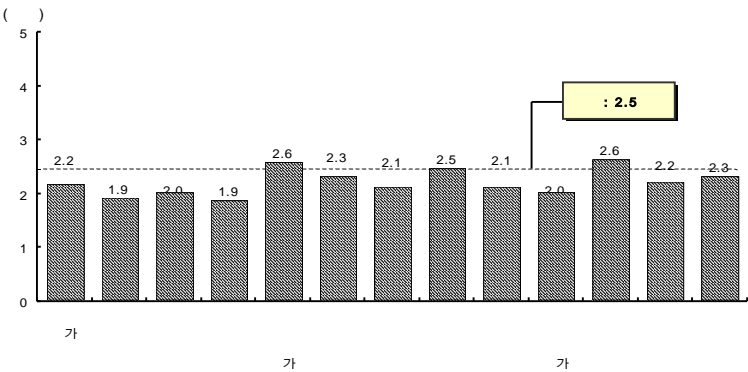
. [ III-12] ,

, , , , ,  
, , , , ,

1.8 가 .

2.1 .

[ Ⅲ -12]

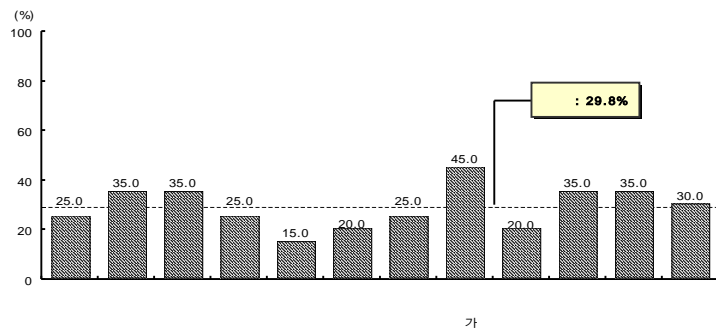
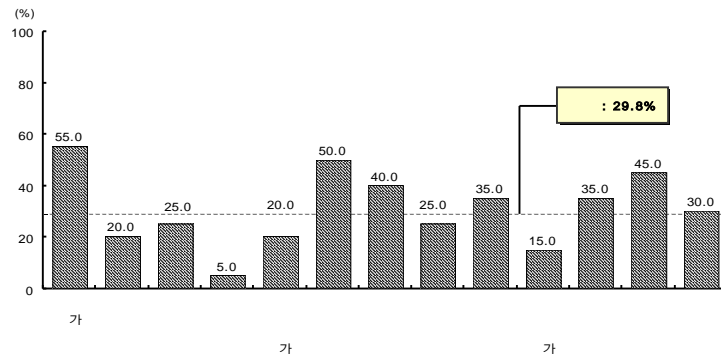


3.6  
(3.7 ), (3.4 ), 가(2.9 )

3. .

1  
70.0% , 29.8%  
[ III-13]

[ III-13] 1 .



※ ( % ).

가  
5% 25 가 가  
(29.8%) 가 35%가 1  
가 20.0%  
가 가  
가 55.0%, 45.0% 가  
가 가 20.0% 15.0%  
(149 ) (43.0%) 가  
(22.1%), (21.5%),  
(13.4%) < Ⅲ-7>  
가,

1 1 1 1

100%

< Ⅲ -7>

( : %)

(N=500)		43.0	13.4	21.5	22.1	100.0
	가	54.5	9.1	18.2	18.2	100.0
		100.0	-	-	-	100.0
		80.0	20.0	-	-	100.0
		-	-	100.0	-	100.0
	가	25.0	25.0	-	50.0	100.0
		-	-	50.0	50.0	100.0
		-	25.0	25.0	50.0	100.0
		20.0	20.0	60.0	-	100.0
	가	71.4	14.3	-	14.3	100.0
		33.3	-	33.3	33.3	100.0
		57.1	-	28.6	14.3	100.0
		11.1	33.3	11.1	44.4	100.0
		66.7	16.7	-	16.7	100.0
		40.0	-	20.0	40.0	100.0
		57.1	-	14.3	28.6	100.0
		57.1	14.3	14.3	14.3	100.0
		20.0	-	40.0	40.0	100.0
	가	33.3	33.3	33.3	-	100.0
		25.0	-	25.0	50.0	100.0
		20.0	80.0	-	-	100.0
		33.3	22.2	22.2	22.2	100.0
		75.0	-	25.0	-	100.0
		57.1	14.3	14.3	14.3	100.0
		100.0	-	-	-	100.0
		33.3	-	66.7	-	100.0

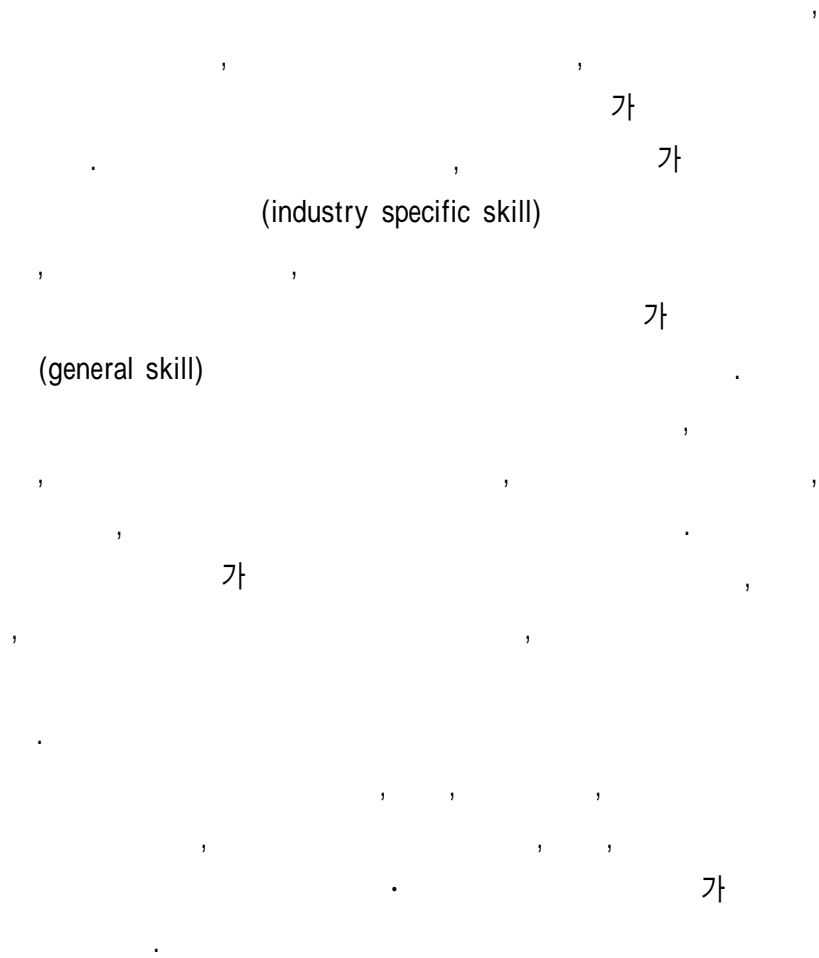


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(33.3%)

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		가 )
	가	(18), (13), (8), (2), (2), (1), (1), (1), (1) (19), (8), (8), (1), (1), (1), (1) (19), (17), (5), (3), (1), (1), (1), (1), (1) (19), (8), (4), (3), (2), (1), (1), (1)
	가	(14), (10), (3), 가(3), (2), (2), (2), (2), 가(1), (2), (2), (2), (2), (1), 가(1), (1) (18), (12), (6), (5), (5), (2), (1), (1), (1) (14), (7), (4), (3), (2), (2), (2), (2), ( ) (2), (1), CF(1), (1), (1) (2), ( ) (2), (1), CF(1), (15), (14), (10), (5), (1), 3D (3), CF(2), (1), (1), (1), (1)
	가	(5), (18), (8), (3), (2), (1), (1), (1), (1), (1), (1) (16), (5), (9), (7), (1), 3D (6), (5), (2), ( ) (1), (1), (1) (15), (8), (5), (4), ( ) (1), (4), (3), (2), (2), ( ) (1), (1), (1) (17), (9), (9), (3), (3), (2), (1), (1), (1), (1), (1), (1)
		(16), (14), (4), (3), (2), (2), (1), (1), (1), (1), Solution (1), Application (1)

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		가	)
		(13), (9), (6), (5), (2), (2), (2), (1), (1), (1), (1), (1), (1), (1), (1), (14), (12), (5), (5), (4), (1), (4), (2), (2), (1), (1), (1), (1), (12), (9), (5), (2), (2), (2), (1), (1), (1), (1), (1), (1), (1), (1), (11), (10), (8), (5), (1), (1), (1), (1), (1)	
		(11), (9), (8), (7), (3), (3), (2), (2), (1), (1), (1), (11), (10), (7), (6), (5), (1), (1), (1), (1), (1), (1), (5), (13), (9), (7), (5), (5), (2), (2), (1), (1), (1), (1), (1), (14), (12), (10), (6), (4), (4), (3), (1), (1), (1), (1)	
	가	(16), (6), (3), (2), (2), (2), (2), (1), (1), (1), (1), (1), (17), (4), (3), (3), (3), (2), (2), (2), (1), (1), (1), (1), (1), (17), (7), (4), (4), (2), (2), (1), (1), (1), (1), (1), (1), (1), (1), (20), (2), (2), (1), (1), (1), (1), (1)	
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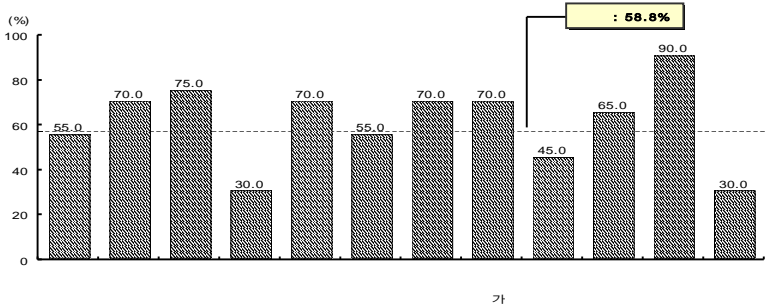
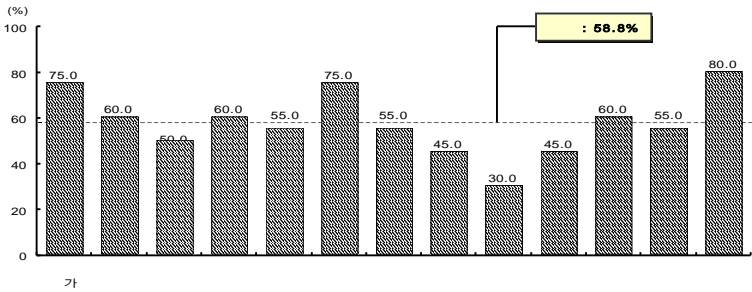
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[ Ⅲ-14]



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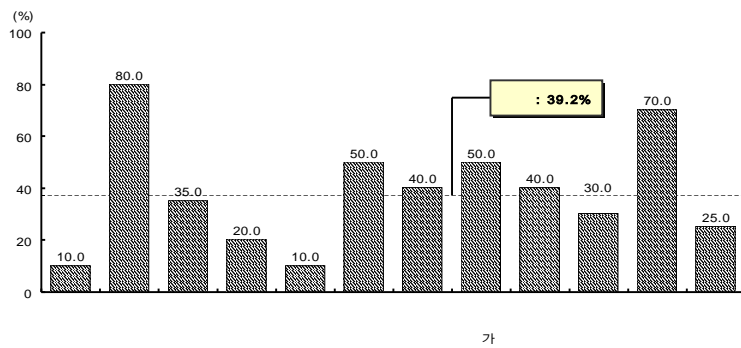
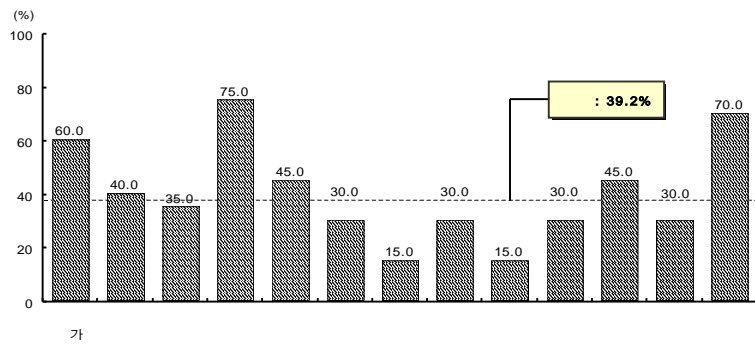
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70.0%

[ Ⅲ -15]



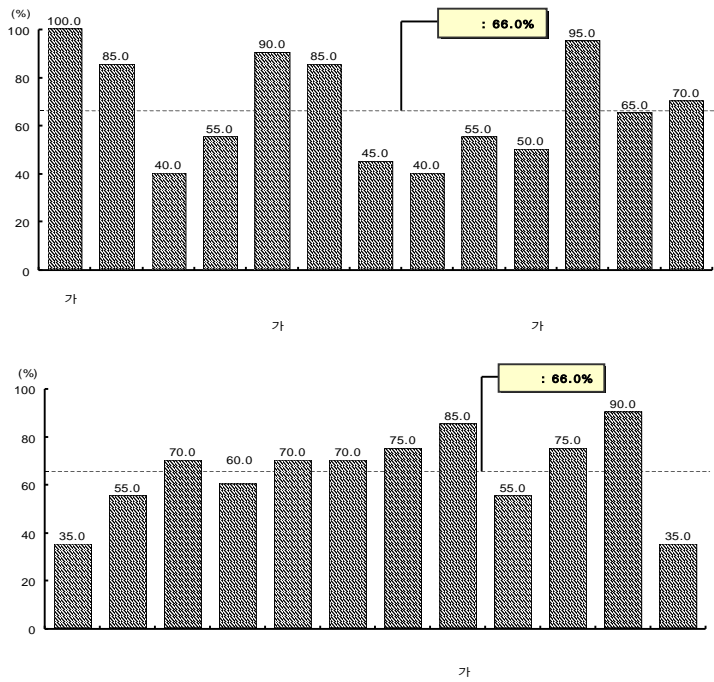


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가 100%가  
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Ⅲ -16]



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	가	가 (7), 가 (5), 가 (3), (2), 가 (2), (1), (1), MBC 가(1), MBC 가(1), MBC 가(1), 가 (1), (1), 가 가 (1), - (1), - (1), (1), (1) ( ) (4), (2), (1), (1), , (1), (1), MBC (1), (1), (1), (1), ENG (1), 4 2 , , (1), (1), (1), (1), (1), ( ) (1), (1), (1), (1), (1) (1), (1), (1), (1), (1), (1), (1) (2), MBC (2), (2), (2), (1), (1), SBS (1), VCR (1), (1), (1)
	가	가 (11), (3), (2), (2), (1), , (1), MBC (1), 가 (1), 가 (1) (8), (4), (3), (3), (2), (1), (1), (1), (1) (9), (1), (1), (1), (1), (1), (1), (1), (1), (1), (1) (4), (1), (1), 3D (1), (1), 3D (1), 3D (1)
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	가	(5), (1), (1), 3D MAX(1), (1), (1), (1), (1), BIT (1) (3), (2), (1), (1), (1), (1), (1), (1), (1), (1) (4), (2), (2), (2), 3D (1), (1), (1), (1), 3D (1), (1), (1), (1), (1), CG(1), (1), (1), (1), (1), (1), 3D (1), (1) (5), (1), (1), (1), (1), MIDI(1), (1), (1), (1), (2), (2), (1), (1), (1), (1), (1), (1), (1), LG (1), (1), (1)
		(3), (1), (1), (1), MBC (1), (1), SBS (1), 3 (1) (4), (2), (2), (1), (1), (1), (1), (1) (4), (3), (2), (1), (1), (1), (1), (1), (1), (1), (1), (1), (1), (1), (4), (2), (1), (1), (1), (1), (1)
	가	(5), (3), (2), 3D (1), (1), (1), (1), (1), (1), (1), (1), (1), (1) (4), (3), (3), (2), (2), (1), (1), (1), (1), (1), (1), (1), (1), (1) (5), (5), (2), (1), (1), (1), (1), (1), (1) (4), (4), 가 (2), (2), (1), (1), (1), 가 (1), (1), (1), (1), 가 (1),
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		(3),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),
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		(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),
	DTP	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),
		(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),
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		(3),	(3),	(3),	(3),	(3),	(3),	(3),	(3),	(3),	(3),
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	3D MAX(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),	(1),
		(1),	(1)								
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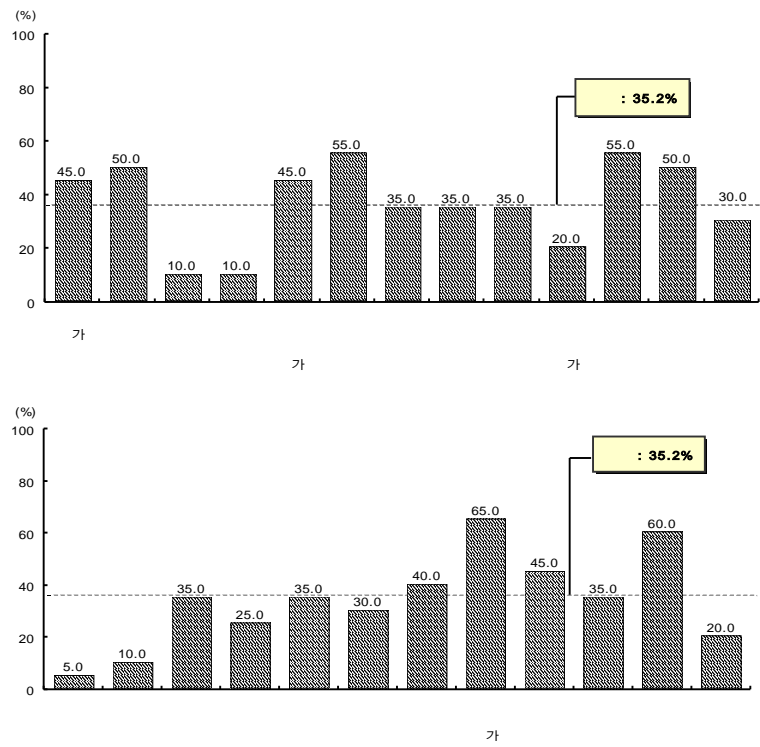
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[ Ⅲ -17]



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가	가 (4), (1), (1), (3), (3), (1), (1) Assistant(1), 3D (2), CG(1), 3D Workstation(1), (1)	가 (1), (1), 가 (1), (3), (1), (1), (2), (1), (1), (1), 2D 1 (1),
가	(1), BIT (1) 3D (1), (1), (2), 3D (1), 3D(1), (1), (1), 2D (1), 3D (2), (2), (1), (1), 가 (1), (1)	(1), LG softschool Game Producer (1), (1), (1), (1), 3D 1 (1), (1), (1), (1), (1), (1), (1), (1), (1), (1), (1),
	(1) (2), (1) (2), (2), 가 (1), Hotel (1), (1),	(1) (1), (1), (1), (1) (1), (1), (1),

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< III -11>

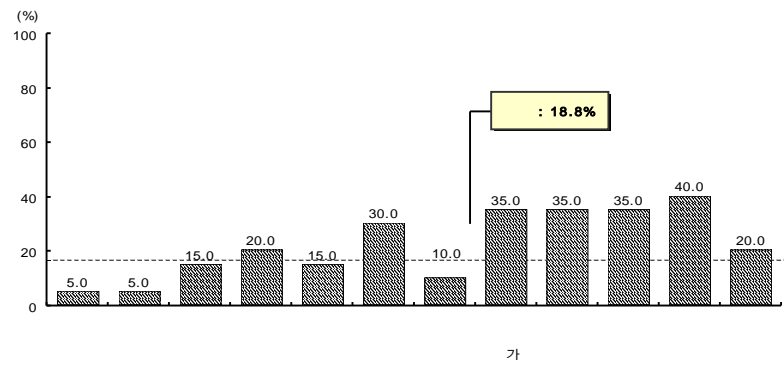
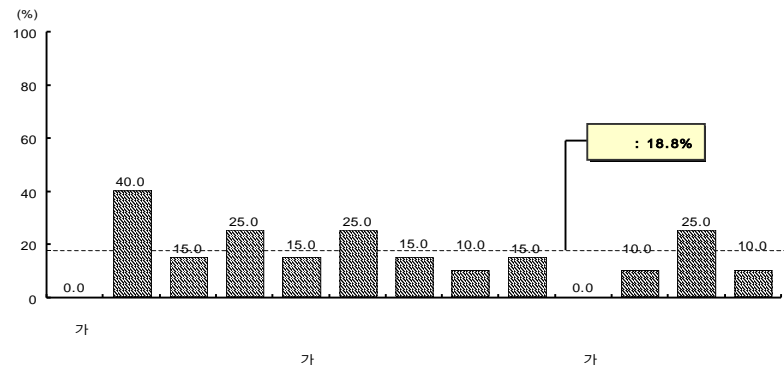
		)
		(2), (1), (1), (1), (1), (1), (1)
		(3), (1), (1), (1), (1)
		(1), 3D (1), (1), (1), 3D (1), (1), (1), (1)
	가	(2), (1), (1), 가 (1), (1), (1), (1), (1), 가 (1), 가(1), (1)
		(2), (1), (1), (1), (1), (1), (1), (1), MBC (1), 6 (1), (1), (1), (1), (1), (1), (1), DTP (1), (1), (1), (2), (2), (2), 3D MAX(1), (1), (1), (1), DTP (1), (1), (1), (1), , (1), (1)
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	가	가 (2), (1) (1), MBC ( ) (1), (1), (1), (1), UCLA NHK (1), (1) (1), (1)
	가	(1), (1), BIT (1) - (1), (1), (1) (2), (2), (1) MFC (1), (1)
		(1) IT (1) (1), (1), 가 (1) (1), 가 (1), (1)
	가	(1), (1), (1), 3D(2), (1), (1), (1), (1), (1) (1), (1), (1) (2), (1), (1), 가 (1), 가 (1), (1), 가 (1)
		(1), (1), (1), e-campus (1), (1), (1), (1), (1), (1), DTP (1), (1), (1), (1) (1), (1), (1), (2), (1), (1), (1), (1), (1), 가 (1), PR (1), AD (1)

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가.

## &lt; Ⅲ -13&gt;

(N=500)		2.4	2.3	2.4	2.2	2.2	2.5
	가	2.9	<b>3.1</b>	2.9	2.0	2.0	2.5
		2.3	2.2	2.1	2.0	2.2	<b>2.5</b>
		2.2	2.1	2.3	2.3	2.5	<b>2.9</b>
		2.3	2.2	2.3	2.4	2.4	<b>2.7</b>
	가	2.7	2.9	<b>3.2</b>	2.4	2.0	2.5
		2.9	2.3	2.9	2.3	2.6	2.9
		2.3	2.1	2.2	2.1	2.2	<b>2.4</b>
		2.0	<b>2.6</b>	2.1	2.3	2.1	2.5
	가	<b>2.7</b>	2.1	<b>2.7</b>	2.1	2.3	2.1
		1.9	1.7	1.8	1.9	<b>2.2</b>	2.5
		2.2	2.2	2.4	2.1	2.4	2.4
		2.1	2.3	<b>2.5</b>	2.0	2.1	2.3
		2.1	2.3	1.9	1.5	2.2	<b>2.5</b>
		2.5	<b>2.6</b>	2.1	2.0	2.5	2.7
		2.2	1.9	2.4	2.1	2.4	2.4
		2.5	<b>2.7</b>	2.6	2.5	2.5	<b>2.7</b>
		2.5	2.8	2.7	2.2	2.3	<b>2.9</b>
		2.2	2.2	<b>2.5</b>	2.6	2.1	2.4
		2.3	2.1	2.5	2.3	2.5	<b>2.8</b>
		2.1	2.2	1.9	<b>2.5</b>	2.3	2.4
		<b>2.7</b>	2.3	2.3	2.6	1.9	2.0
	가	2.2	2.3	2.2	1.6	2.1	<b>2.6</b>
		2.4	2.3	2.4	1.9	1.8	2.4
		2.6	2.4	2.5	2.3	2.6	<b>2.7</b>
		<b>2.3</b>	2.2	2.1	2.0	1.9	<b>2.3</b>

## &lt; Ⅲ -14&gt;

(N=500)		54.4	46.0	34.4	23.0	18.8	15.4
	가	50.0	40.0	10.0	20.0	35.0	30.0
		70.0	30.0	50.0	40.0	10.0	-
		75.0	40.0	35.0	25.0	5.0	20.0
		70.0	40.0	40.0	40.0	5.0	-
	가	35.0	55.0	10.0	10.0	45.0	5.0
		70.0	15.0	40.0	20.0	15.0	30.0
		40.0	55.0	20.0	45.0	20.0	15.0
		55.0	45.0	50.0	15.0	30.0	-
	가	45.0	65.0	40.0	5.0	20.0	25.0
		25.0	65.0	55.0	30.0	10.0	15.0
		45.0	45.0	30.0	35.0	15.0	20.0
		30.0	65.0	40.0	15.0	20.0	25.0
		45.0	50.0	40.0	5.0	20.0	35.0
		60.0	30.0	35.0	15.0	35.0	10.0
		50.0	75.0	10.0	10.0	10.0	25.0
		60.0	55.0	15.0	20.0	30.0	10.0
		55.0	30.0	25.0	20.0	25.0	20.0
		50.0	70.0	30.0	20.0	25.0	-
		40.0	55.0	35.0	25.0	30.0	15.0
		50.0	40.0	30.0	30.0	35.0	15.0
		60.0	45.0	50.0	35.0	-	10.0
		가					
		70.0	30.0	45.0	20.0	10.0	15.0
		70.0	25.0	60.0	25.0	5.0	10.0
		60.0	60.0	20.0	25.0	10.0	20.0
		80.0	25.0	45.0	25.0	5.0	15.0

## &lt; Ⅲ -15&gt;

가 73.2% 가



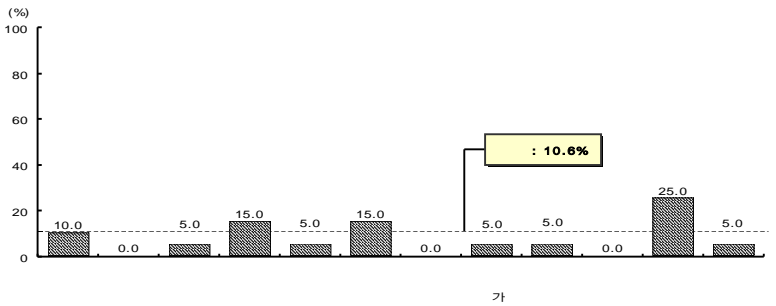
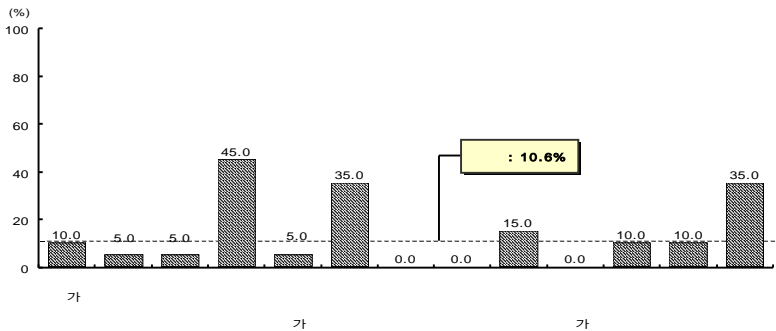
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[ Ⅲ-19]





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	2 (1), (3), (1), (1), (1), (1), (1), (1)	
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	-	
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가	(1), (1), (1), (1), (2), (1)	
	MCSD(2)	
	(2), (1), (1), MCP(1)	(2), SCJP(2), 2 (1),
	-	
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	(1)	
	(1)	(2), (1)
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		-
	(1), (1), 2 (1)	
	-	
	2 2 (1), (1), (1), (1), (1), (1)	
	3 (1),	
	(1)	
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(N=500)		2.9	2.9	2.3
	가	3.0	3.5	3.0
		1.0	1.0	1.0
		3.0	3.0	2.0
		3.4	3.3	2.0
	가	3.0	3.0	3.0
		2.1	2.1	2.1
	가	2.0	2.3	2.0
		4.0	4.0	3.0
		4.0	4.0	3.5
		2.3	2.0	2.3
		4.0	4.0	3.0
		1.0	1.0	1.0
		4.7	4.7	2.0
		2.0	2.0	2.0
		2.3	3.3	2.0
		3.0	3.0	3.0
		3.0	3.0	3.0
		2.8	3.2	2.4
		4.0	2.0	3.0

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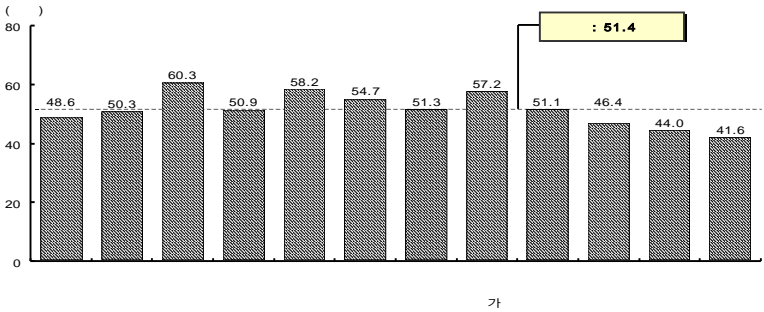
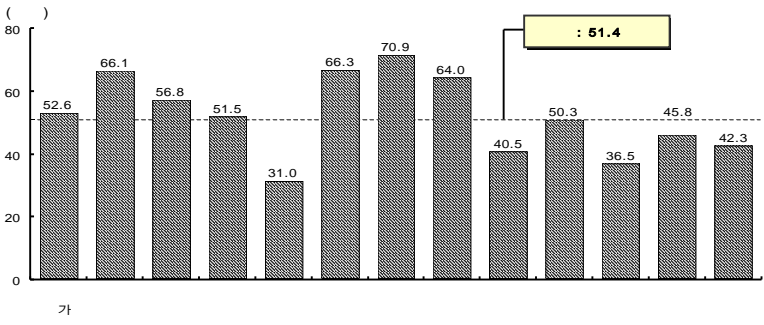
(46.6%)

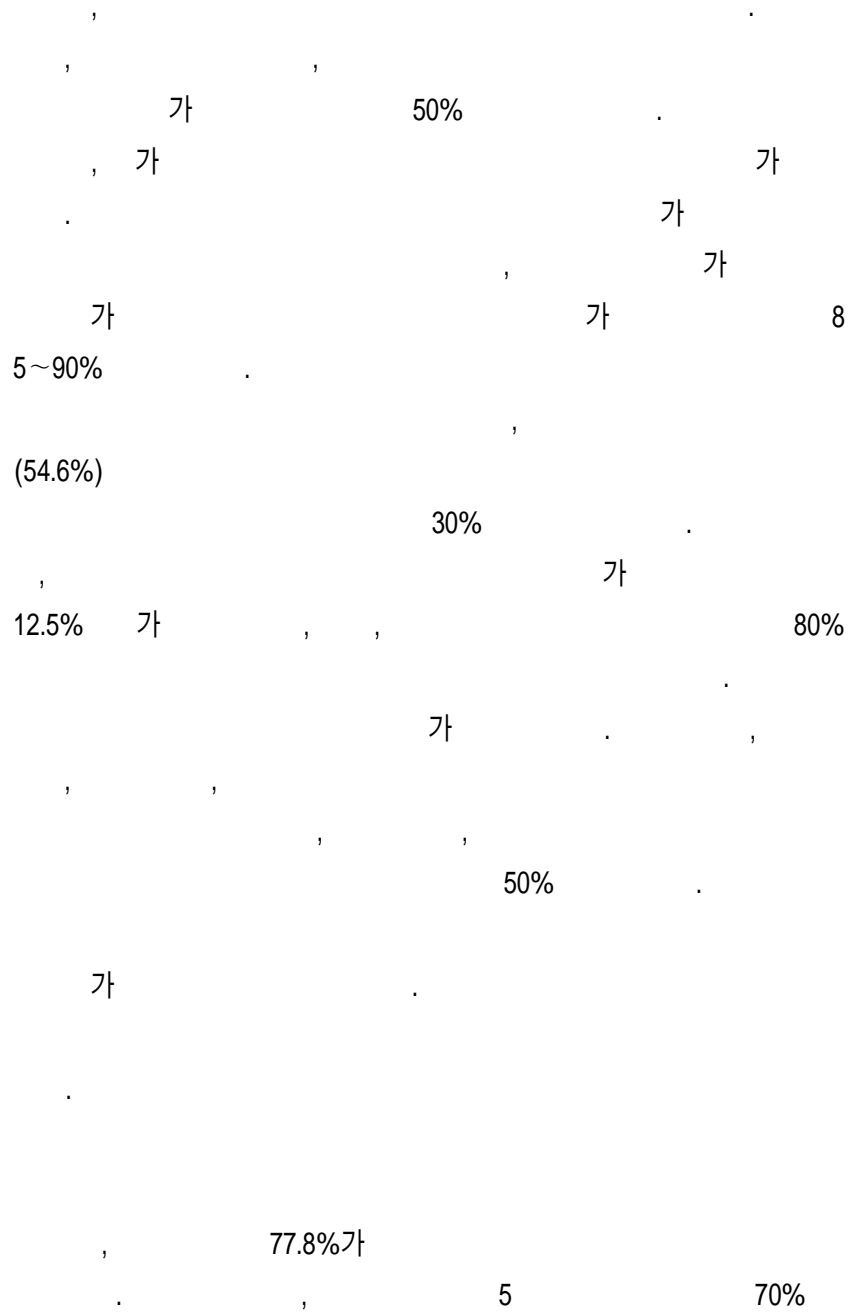
26.2%

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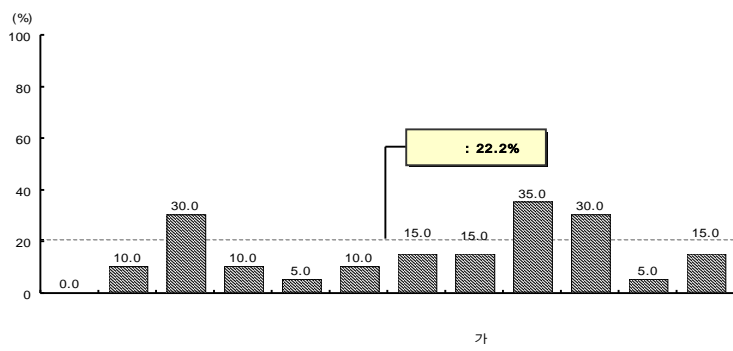
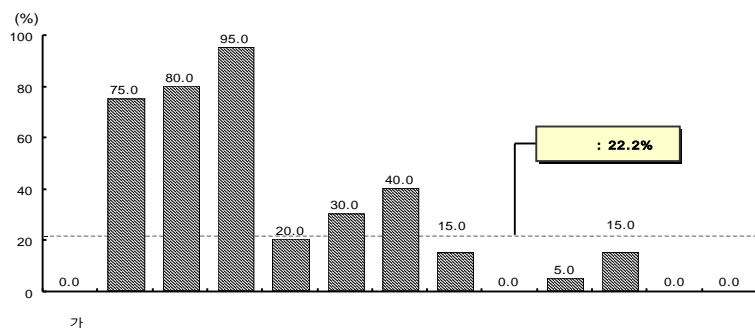


가

< Ⅲ -18>

		/						
(N=500)		8.4	2.8	26.2	13.6	46.6	1.2	1.2
	가	15.0	-	25.0	5.0	40.0	15.0	-
		-	-	35.0	25.0	40.0	-	-
		5.0	-	15.0	-	80.0	-	-
		-	15.0	20.0	25.0	35.0	-	5.0
	가	45.0	-	20.0	-	20.0	5.0	10.0
		5.0	5.0	25.0	25.0	25.0	5.0	10.0
		-	5.0	35.0	25.0	35.0	-	-
		10.0	15.0	15.0	15.0	40.0	5.0	-
	가	5.0	-	55.0	5.0	35.0	-	-
		10.0	-	50.0	5.0	35.0	-	-
		5.0	-	45.0	10.0	40.0	-	-
		5.0	5.0	25.0	15.0	50.0	-	-
		5.0	-	40.0	10.0	45.0	-	-
		20.0	15.0	15.0	5.0	45.0	-	-
		25.0	10.0	15.0	5.0	45.0	-	-
		-	-	10.0	20.0	70.0	-	-
		20.0	-	20.0	15.0	45.0	-	-
	가	-	-	15.0	15.0	70.0	-	-
		-	-	30.0	10.0	55.0	-	5.0
		5.0	-	15.0	25.0	55.0	-	-
		15.0	-	10.0	15.0	60.0	-	-
		5.0	-	35.0	15.0	45.0	-	-
		5.0	-	30.0	15.0	50.0	-	-
		5.0	-	35.0	15.0	45.0	-	-
		-	-	20.0	20.0	60.0	-	-

[ III -21]





, 가 .

.

2.

가.

가 45.4%가  
37.0%가 .

16.4%

. , 가  
, 가 가  
. 가

, 가  
가 12

,  
가 38.8%, 26.3%

, 가  
. 가  
가

가 ,  
가 가 .

가 가

		/					
(N=500)		45.4	37.0	16.4	0.8	0.2	0.2
	가	-	40.0	60.0	-	-	-
		30.0	65.0	5.0	-	-	-
		20.0	80.0	-	-	-	-
		10.0	90.0	-	-	-	-
	가	10.0	15.0	65.0	-	5.0	5.0
		-	15.0	85.0	-	-	-
		40.0	55.0	-	5.0	-	-
		55.0	40.0	5.0	-	-	-
	가	80.0	20.0	-	-	-	-
		85.0	10.0	5.0	-	-	-
		85.0	10.0	5.0	-	-	-
		95.0	5.0	-	-	-	-
		75.0	25.0	-	-	-	-
		55.0	35.0	5.0	5.0	-	-
		40.0	45.0	15.0	-	-	-
		15.0	55.0	30.0	-	-	-
		25.0	50.0	20.0	5.0	-	-
	가	45.0	20.0	35.0	-	-	-
		55.0	25.0	20.0	-	-	-
		30.0	45.0	25.0	-	-	-
		50.0	20.0	25.0	5.0	-	-
		55.0	45.0	-	-	-	-
		65.0	30.0	5.0	-	-	-
		60.0	40.0	-	-	-	-
		55.0	45.0	-	-	-	-



< Ⅲ -20> /

	68.8	70.6	69.4	57.6	48.8
	77.5	77.5	72.5	71.3	73.8
	51.3	52.5	45.0	42.5	28.8
	98.0	100.0	95.0	76.0	50.0
	57.5	58.8	63.8	55.0	47.5
	36.3	38.8	40.0	28.8	21.3
	85.0	88.8	93.8	67.5	71.3

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3

. 1,385 , 3 2,290

. 가 1984 가

1400 .

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가 .

, 가

. 가 가

가

가 , 3 가  
가 .  
 , 가  
가  
(reputation)

< Ⅲ -21>

( : , %)				
	(A)	3 (B)	(B - A)	((B - A)/A × 100)
	1,385	2,290	905	65.3
가	900	2,280	1,380	153.3
	1,047	2,150	1,103	105.3
	1,093	1,681	588	53.8
	1,100	1,729	629	57.2
	1,112	1,906	794	71.4
	1,116	2,141	1,025	91.8
	1,141	1,975	834	73.1
	1,167	1,687	520	44.6
가	1,221	2,014	793	64.9
	1,227	3,786	2,559	208.6
	1,253	2,333	1,080	86.2
	1,269	1,723	454	35.8
가	1,279	2,205	926	72.4
	1,288	2,173	885	68.7
가	1,308	2,453	1,145	87.5
	1,345	1,990	645	48.0
	1,399	2,474	1,075	76.8
	1,403	2,290	887	63.2
	1,453	2,630	1,177	81.0
	1,459	2,544	1,085	74.4
	1,526	2,078	552	36.2
	1,642	2,739	1,097	66.8
	1,947	2,688	741	38.1
	2,013	2,853	840	41.7
	2,594	3,389	795	30.6

4

1

-

1.

Pre-production, Production, Post-production

Pre-production

( 50%

),

가

. Production

, ‘ ,

. Post-production

, 가 , , ,

.

,

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## 가. Pre-production

, 가  
 ,  
 .  
 SW ,  
 가 ,  
 ,  
 가,  
 ,  
 .

## . Production

, 가  
 . ,  
 가  
 (setup)  
 가  
 . SW  
 ,

DAT

.  
hiss  
Automatic  
Dialogue Replacement(ADR) ( , 2001).

. Post-production

가

. ,

, 가

가

( , 2001).

2.

3 , Pre-production, Production, Post -  
production

.  
가 ,

.  
Post-production 가 가 .

가

,

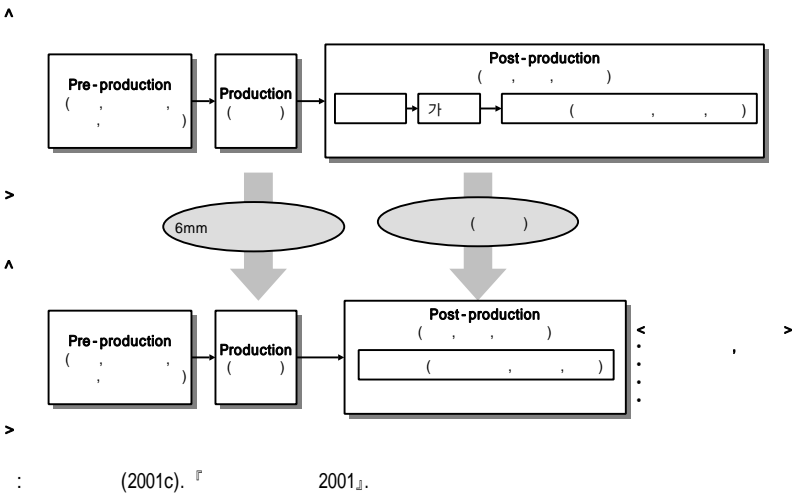
,



가

[ IV -1]

[ IV -1]



3.

, PC , ,

PC  
가 , PC

가 .

( , 2000: 285-292). ,

. 가

PC

. 가

. , .

, ,

. DB

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. , .

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.

CD-ROM

. , 2D 3D 가

,

CAD, , ,

10) 가 , 가 가  
 가 3D  
 , 가 (VR)  
 가

4.

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 .  
 ( ) ,  
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.  
 .

MIDI<sup>11)</sup>

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10) (dolby system)

11) MIDI(Musical Instrument Digital Interface)

( 가 , 가

MIDI가 PC 가  
 , PC MIDI 가  
 가  
 MIDI가 PC  
 ( , 2000, 200-202).

5.

, , , , ,  
 , , ,  
 , (整版)  
 .  
 . (整版) (校正)  
 가  
 ( ), 가  
 (紙型)  
 (stereotype)

— — —

가

1980

가

(DTP)

가, 1992~93

헌 3.0

. 헌

3.0

PC

가

가 가

가

( )

가 헌

(1 )

(2~4 )

12)

가

가

1990

12)

:

C( ), M( ), Y( ), K( ) 4

PC

가

( )

CD

가 .13)

6.

가

14)

13) <http://cc.kangwon.ac.kr/~hykwon/kwilbo/kw980108.html>.

14) (2000). 『 』, p.267~270

가 ,  
(modeling),  
(Mapping), (animating),  
, ,  
(rendering) .  
(object; )  
.  
.  
,  
,  
,  
,  
(Light)  
,  
(KeyFrame) , .  
,  
,  
, 100% 가  
,  
(Photo-realistic) ,  
.  
.  
가  
,  
(Virtual Character) .  
.  
,  
(optimization) 3D .  
, 2D , 3D,  
,  
,

(SFX)

가가 가 . < IV-1>  
(IT)

< IV -1> (IT)

3	4	Spec
	Key Frame	Linear/non-linear interpolation Multi-linked body animation Partical system, Physical simulation Topology preserving capture
		가 ,
		가 , 가 Scale
		Linear/non-linear interpolation DoF: Focal length, view Frusrtum , uv. Fog
		가

: (1998). 『 - TV 』,  
(2000). 『 』.

가 , < IV-2>

CD-ROM

가 ,



가 가 ,  
G400, GFORCE, ELSA GLORIA  
. PC .  
PC 가 .

< IV -2>

PC	<ul style="list-style-type: none"><li>• (上) : Pentium 800MHZ , 512 , HDD 20GB , 50</li><li>• (中) : Pentium 500MHZ , 256 , HDD 20GB , 30</li><li>• (下) : Pentium 500MHZ , 128 , HDD 10GB , 30</li></ul>
MAC	MAC(中) : G3 233-300, RAM 320-640MB
(Editor)	AVID, DIGISUIT, Digital BeteCam
(Special)	(Motion Capture System), , 3D , 3D가
	(CD-RECORDER), , VCR, TV, AUDIO, ( ZIP DRIVE ), (SERVER)

: , (2000). 『 ↓.

. 가 , 2D . ,

3D

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가

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가

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가

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2

1.

가.

가

.

< IV-3> .

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가 가

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가

가

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, VTR

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CG,

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,

,

, HD

TV , , , Moving Light oper<sup>15)</sup>,  
16) .

< IV -3>

		VJ( )
	(1), (1), (1), VTR (1), (1), (1), (1), (1), (1), (1)  -	CG(9), (3), (1), (1), (1), HD TV (1), (1), (1), Moving Light oper(1), Automated Lighting(1), (1), (1), (1), (1), HD (1), (1), (1), (1)  (1), (1), (1), (1), DB (1), (1)

※ : .

가 CG ,  
가 .  
 , ,  
 .  
 ,  
  
15) (Moving Light) , 가  
 , 가 360  
16) .

17) [ IV-2] CG  
TV  
가

[ IV-2] CG



: (2002).

< IV-4>

< IV-4>

	가 가					(N=80)
가	5.0	70.0	20.0	5.0	-	100.0
	5.0	75.0	20.0	-	-	100.0
	10.0	45.0	35.0	10.0	-	100.0
	10.0	30.0	25.0	30.0	5.0	100.0

17) (BroadCasting Journal Network, BJN)

가 .  
 , 가 가( 가 )  
 가 75.0% ,  
 80.0% , 55.0%,  
 40.0% .  
 , ( )  
 가 35.5% .

PD( )  
 가 , , ,  
 , PD PD, TV PD ,  
 PD, PD . PD , , ,  
 , PD  
 가 , PD  
 가 , PD  
 , PD  
 , PD ,  
 가가 . PD  
 , , 가 , 가  
 가 .  
 PD 가, , , ,  
 . 가



2.

가.

가

.

< IV-6> .

, 가 가

, 가 , 가

가 .

< IV -6>

		CG(6), (5), (3),
		(2), (2),
(8), (3),		(1), (1), (1),
(2), (1),		(1), (1),
(1), Linear (1)		(1), (1),
		(1), (1),
		(1), (1), Non-Linear (1),
		(1)
(1), (1), (1),		(2), Make-up(1)

※ : .

, ,

, CG,

, , , ,

, , , .

Linear

18)

Non-Linear

19)

가

.

80 ( 20 )

, < IV-7> .

< IV-7>

	가	가						(N=80)
가	35.0	60.0	-	-	-	5.0	100.0	
	35.0	55.0	10.0	-	-	-	100.0	
	15.0	70.0	15.0	-	-	-	100.0	
	25.0	65.0	5.0	5.0	-	-	100.0	

18)

가

가

19)

가

가

(cut-and-paste)가



가 .  
 , 가 가  
 ) 가 95.5% ,  
 90.0% , 85.5%, 90.0%  
 .  
 가  
 , 5.0%  
 .

80 ( 20 )  
 < IV-8> .  
 가 가 , CG, , PD(  
 ), ,  
 가

, , ,  
 ,  
 가  
 20),

## &lt; IV -8&gt;

	PD( ) (5), (3), (9), (6), (7), (2), (1) 가(10), 가(2), 가(1), (1), 가(1) CG(8), (3), (1), (2), (2), (2), (2), (1), (1), (1), (1), (1), 3D (1), (1), S/W( ) (1), (1), (1), (1), 2D ) (1), (1), (1), (1), (1), (1), 3D (1), (1), (1), CG(1), CF CG(1), TD(1)*, (1), HD (1), (1) (6), Make-up(5), (4), (2), (1), (1), (2), (1), (1), (1), (1), (1), (1) (1) (2), (1) (2), (2), (2), (2), (2), 가(2), (1), (1), (1), (1), DJ(1), (1)
--	--

※ :

\* (Technical Director, TD): TD , ,

3.

가.

가

2

가 3

2D , ,

가

3D , 3D

21),

가

가

가

PC 가,

가 가 ( )가

가

---

21) 2D : 2 ( )

:

:

: 3

3D :

:

(port of entry)가

.

,

IT

.

< IV -9>

	2D 3D
.	3D

※ : .

.

가 가 100 (

20 ) .

가 가 87%

13.% .

가 80~90%

.

가 가

90.0%

(30.0%), (75.0%), (45.0%)

가

가가

(85.0%), (90.0%) 가

IT

가 가가

가 가

40%

가 가

가 (10.0%), (15.0%), (70.0%), (80.0%)

가

“ 가

”

가

IT

가

가 가

가

가

가

가

4.

가.

가

(      )

가,

(      PR      )

가

가

PR 가

< IV -10>

CT	(Protool) MIDI ( 가)
	(PR)

※ :

가 가 80 ( 20 )

가 42.5%

57.5%

가 가

30.0%

가

55.0%

90.0%, 75.0%

가

가

65.0%

(80.0%), (85.0%),

(85.0%), (90.0%)

가

가

가

10.0%

가

35.0%

(80.0%)

(70.0%), (30.0%)

가

가

가

가

65%

가

30%

가



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 ,  
 .  
 .  
 “ 가  
 ”  
 . 가 가 ,  
 가, , , 가  
 .  
 , 가  
 . , 가  
 , ,  
 . 가  
 가가 . 가  
 ,  
 . 가  
 .

5.

가.

가

가

가 가

< IV -11>

( )	(1), (10), (7), (2), (2), ( (1), (1), (1) (5), (5), (2), (1), (1), Lay Out(1)  (1)	(1), (1) (4), (1), (1), (3)  Lay Out(1), (1), (1), (1), DTP(1)  (4), (4), (3), (1), (1), (1), DTP (1), (1)  (1), (1)

※ : .

가 . ,

.

,

( ) . (製版)

(印刷版) ,

.

-

, 가

.

(文選) .

,

가 가 ,22)

,

,

.

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22) [http://hanbitbook.co.kr/pressroom/making\\_book](http://hanbitbook.co.kr/pressroom/making_book).

(空目)

“ ” “ ”  
“ ” “ ”

(植字)

23)

'가

가

가

가

1990

( )

가

가,

가,

가

가

가

가

가

23) . 「 , 『 , 2000 7 .

.

80 ( 20 )

< IV -12> .

가 .

가 (45%)

.

,

,

,

,

,

,

.

< IV -12>

	가 가 (N=80)					
	5.0	40.0	45.0	10.0	-	- 100.0
	-	15.0	55.0	20.0	5.0	5.0 100.0
	-	30.0	45.0	25.0	-	- 100.0
	-	20.0	25.0	50.0	5.0	- 100.0

,

가 . , 가

20% , 55%

25 가 가 가

가가 55%

.

3

가

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가

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가

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가

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가

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가

가

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e-book

가

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가

가

‘ ,

· (

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가 .

가 .

40~50 가 .

e-book 가 가

가

가

가 .

(印稅) .

가

가 ,

가 ,

가

< IV -13>

( )										
	(34),	(1),	(1),	(2),	(2),	(1),	(2),	(1),	(2),	
	PD(1),	PD(1),				(1),	(3)			
	가(7), (2),	(4), 가(1),		가(1),				(1),		
	e-book(3),	(1),	(1)							
		(10),		(1),		(1)				
	e-book	(17),	(13),			(1),				
		(1),		(1),		book		(1),		
		(1),	(2),			(2),			(1)	
	(6),			(1),		(1),				
	(1),	(1),		(1),		(1)				
	(1)									

6.

가.

(主)가

가 .

가

가 가

.

가

.

, 가, ,

가

,

< IV -14> .

< IV -14>

	(1), (5), (1),	(4), (14), (3) (4),
	-	(1)
	(2), (2), (28), (1)	CG(4), (5), 3D (3), 3D (2), (1), (2), (1)

※ : .





80

( 20 )

가

&lt; IV -15&gt;

&lt; IV -15&gt;

	가	가				(N=80)
	30.0	45.0	-	20.0	5.0	100.0
	25.0	45.0	20.0	10.0	-	100.0
	-	50.0	15.0	35.0	-	100.0
가	25.0	50.0	20.0	5.0	-	100.0

가 ‘ 가( 가 ) ’가  
75.0% ‘ ( ) ’ 25.0% ,  
‘ 가( 가 ) ’가 70.0% ‘ ( ) ’  
10.0% , 가  
‘ 가( 가 ) ’가 75.0% ‘ ( ) ’  
5.0% 가  
가 가 .

가 2 8 7 (2001 ) , 2001

20%

· ( , , , ) , · ( , , , ) , · ( , , , ) , 가 · (가 , , , ) , ( , , , , , ) , · ( , , , , , ) , ( , , , , , ) , ( , , , , , ) , 가 (가 , , , , , ) , · ( , , , , , ) , · ( , , , , , ) , · ( , , , , , , CD ) , 가 ( , , , , , ) , ( , , , , , )

가

가 가 50.0% , 가 35.0% , 15.0% 가

가 .

가,

가

< IV -16>

	(18), (1)
	가(13)
	(3)
(1), 3D	(9), (10), (1), 3D (1),
	(4), (1), (1),
(1)	(20), (1), (1),
	(3), (1)

※ : .

3

1.

가.

< IV-17> .

가 가 , .  
 , TV,  
가 가 .  
TV  
가 , 가,  
가  
가 .

## &lt; IV -17&gt;

		TV							
(N=500)*		40.2	29.8	12.8	9.6	1.4	1.0	1.0	0.8
가		40.0	20.0	15.0	15.0	10.0	-	-	-
		45.0	5.0	30.0	15.0	5.0	-	-	-
		40.0	15.0	35.0	10.0	-	-	-	-
		30.0	20.0	40.0	10.0	-	-	-	-
가		40.0	25.0	25.0	5.0	-	-	-	-
		25.0	5.0	<b>60.0</b>	5.0	-	-	-	5.0
		40.0	15.0	15.0	5.0	-	-	15.0	5.0
		<b>65.0</b>	-	15.0	15.0	-	-	-	-
가		25.0	50.0	-	10.0	-	-	-	5.0
		25.0	<b>65.0</b>	5.0	-	5.0	-	-	-
		20.0	<b>65.0</b>	-	10.0	-	-	-	5.0
		<b>60.0</b>	40.0	-	-	-	-	-	-
		30.0	30.0	5.0	20.0	5.0	-	-	-
		40.0	35.0	10.0	5.0	-	5.0	-	-
		40.0	25.0	5.0	15.0	5.0	-	-	-
		<b>70.0</b>	15.0	10.0	5.0	-	-	-	-
		45.0	25.0	5.0	10.0	5.0	5.0	-	-
가		25.0	45.0	15.0	10.0	-	-	-	-
		35.0	40.0	-	15.0	-	-	-	-
		55.0	35.0	5.0	-	-	5.0	-	-
		20.0	<b>55.0</b>	-	10.0	-	-	5.0	-
		55.0	25.0	10.0	5.0	-	5	-	-
		50.0	35.0	5.0	10.0	-	-	-	-
		25.0	45.0	5.0	20.0	-	5.0	-	-
		<b>60.0</b>	10.0	5.0	15.0	-	-	5.0	-

※ : 20 .

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1)

가

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가

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2)

가

< IV

-19>

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(

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가

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## &lt; IV -18&gt;

(N=500)*		100.0	27.8	25.2	15.5	9.0	6.0	2.3	0.7	0.5	0.2	0.2
	가	100.0	25.0	12.5	12.5	12.5	-	12.5	-	-	-	-
		100.0	25.0	60.0	10.0	-	15.0	-	-	-	-	5.0
		100.0	41.2	64.7	52.9	-	23.5	-	-	-	5.6	-
		100.0	5.6	83.3	44.4	-	50.0	-	-	-	-	-
	가	100.0	11.1	-	-	-	-	-	-	-	-	-
		100.0	16.7	8.3	16.7	-	-	-	-	-	-	-
		100.0	35.3	29.4	11.8	-	11.8	-	-	-	-	-
		100.0	55.0	30.0	10.0	20.0	-	-	-	-	-	-
	가	100.0	29.4	29.4	5.9	-	-	-	-	-	-	-
		100.0	36.8	5.3	10.5	21.1	-	5.6	-	-	-	-
		100.0	33.3	11.1	16.7	16.7	-	-	-	5.6	-	-
		100.0	5.3	10.5	5.3	10.5	-	-	-	-	-	-
		100.0	27.8	16.7	22.2	11.1	-	-	-	-	-	-
		100.0	46.7	33.3	40.0	6.7	13.3	-	-	-	-	-
		100.0	27.8	5.6	-	16.7	-	-	-	-	-	-
		100.0	7.1	7.1	-	-	7.1	-	-	-	-	-
		100.0	33.3	13.3	20.0	-	6.7	6.7	-	-	-	-
	가	100.0	17.6	11.8	23.5	11.8	5.9	-	-	-	-	-
		100.0	40.0	6.7	6.7	33.3	-	-	-	-	-	-
		100.0	5.0	10.0	5.0	10.0	-	-	-	-	-	-
		100.0	36.8	26.3	10.5	21.1	-	5.3	-	5.3	-	-
		100.0	30.0	40.0	25.0	-	-	10.0	-	-	-	-
		100.0	31.6	31.6	10.5	-	10.5	10.5	10.5	-	-	-
		100.0	25.0	25.0	20.0	25.0	-	-	-	-	-	-
		100.0	35.0	30.0	5.0	-	5.0	5.0	5.0	-	-	-

※ : 20 .



< IV -19>

		( )										
(N=500)*		100.0	15.8	9.9	9.0	7.6	3.5	0.5	0.5	0.2	0.2	0.2
	가	100.0	21.4	-	-	-	-	-	-	-	7.1	-
		100.0	40.0	35.0	30.0	35.0	-	-	5.0	-	-	-
		100.0	10.5	47.4	36.8	42.1	-	-	-	-	-	-
		100.0	15.8	57.9	63.2	52.6	-	-	5.3	5.3	-	-
	가	100.0	25.0	-	-	-	-	-	-	-	-	-
		100.0	14.3	-	-	-	-	-	-	-	-	-
		100.0	20.0	20	13.3	13.3	-	-	-	-	-	-
		100.0	5.3	10.5	5.3	5.3	10.5	-	-	-	-	-
	가	100.0	18.8	6.3	-	-	-	-	-	-	-	-
		100.0	10.5	5.3	-	-	10.5	5.3	-	-	-	-
		100.0	10.5	-	5.3	-	10.5	-	-	-	-	-
		100.0	21.1	-	-	-	5.3	-	-	-	-	-
		100.0	17.6	-	-	-	5.9	-	-	-	-	-
		100.0	-	-	6.7	13.3	-	-	-	-	-	-
		100.0	37.5	6.3	-	-	6.3	-	-	-	-	-
		100.0	6.7	-	-	-	-	-	-	-	-	-
		100.0	-	6.3	-	-	-	-	-	-	-	-
		100.0	11.1	5.6	-	-	5.6	-	-	-	-	5.6
		100.0	20.0	-	6.7	-	6.7	-	-	-	-	-
		100.0	15.8	-	-	-	5.3	-	-	-	-	-
	가	100.0	33.3	27.8	22.2	-	11.1	-	-	-	-	-
		100.0	15.8	-	-	-	-	-	-	-	-	-
		100.0	5.3	-	10.5	10.5	-	5.3	-	-	-	-
		100.0	11.8	-	-	-	5.9	-	-	-	-	-
		100.0	11.1	-	5.6	-	-	-	-	-	-	-

※ : 20 .

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가

65.4%가 ,

56.6%

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(75.0%)

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(50.0%)

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(65.0%),

가(35.0%),

가(45.0%)

가

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< IV -20>

(N=500)*		65.4	56.6	25.6	16.6	12.4	12.2	2.2
	가	60.0	15.0	25.0	35.0	15.0	20.0	10.0
		55.0	30.0	65.0	10.0	5.0	10.0	-
		25.0	45.0	65.0	-	10.0	10.0	20.0
		25.0	25.0	90.0	10.0	15.0	10.0	5.0
	가	55.0	25.0	25.0	65.0	-	5.0	-
		90.0	-	-	30.0	40.0	20.0	-
		60.0	50.0	40.0	10.0	30.0	5.0	-
		60.0	80.0	35.0	5.0	5.0	10.0	-
	가	75.0	95.0	10.0	5.0	10.0	5.0	-
		70.0	70.0	25.0	5.0	5.0	20.0	5.0
		70.0	95.0	10.0	10.0	5.0	5.0	-
		65.0	60.0	10.0	25.0	30.0	5.0	-
		70.0	10.0	5.0	5.0	15.0	5.0	-
		70.0	65.0	15.0	15.0	10.0	20.0	-
		65.0	50.0	20.0	15.0	15.0	20.0	-
		70.0	40.0	15.0	25.0	20.0	20.0	-
		75.0	55.0	15.0	10.0	5.0	25.0	5.0
		75.0	50.0	15.0	35.0	10.0	10.0	5.0
		70.0	75.0	15.0	30.0	-	5.0	-
		80.0	70.0	20.0	10.0	15.0	5.0	-
		55.0	50.0	25.0	45.0	10.0	5.0	-
	가	70.0	70.0	20.0	15.0	20.0	-	5.0
		75.0	80.0	30.0	-	-	10.0	-
		70.0	65.0	30.0	-	10.0	20.0	-
		80.0	55.0	15.0	-	10.0	35.0	-

※ : 20 .

3.

가 가

70% 가

40%

가

(20.0%), (35.0%), (55.0%)

(70.0%), (70.0%),

(60.0%)

가

가

(85.0%), 가(75.0%)

가(30.0%). 가(55.0%)

(80.0%),

(75.0%), (70.0%), (65.0%)

가 65~

80%

가

가

가

가

< IV -21>

		①	②	①+②	③	④	③+④	
(N=500)*		9.0	30.8	39.8	39.7	20.5	60.2	100.0
	가	5.0	25.0	30.0	50.0	20.0	70.0	100.0
		5.0	30.0	35.0	55.0	10.0	65.0	100.0
		20.0	35.0	55.0	25.0	20.0	45.0	100.0
		5.0	15.0	20.0	65.0	15.0	80.0	100.0
	가	30.0	45.0	75.0	25.0	-	25.0	100.0
		20.0	60.0	80.0	15.0	5.0	20.0	100.0
		-	40.0	40.0	50.0	10.0	60.0	100.0
		5.0	65.0	70.0	30.0	-	30.0	100.0
	가	20.0	50.0	70.0	30.0	-	30.0	100.0
		10.0	45.0	55.0	45.0	-	45.0	100.0
		10.0	50.0	60.0	40.0	-	40.0	100.0
		10.0	50.0	60.0	40.0	-	40.0	100.0
		15.0	70.0	85.0	15.0	-	15.0	100.0
		25.0	40.0	65.0	25.0	10.0	35.0	100.0
		15.0	55.0	70.0	30.0	-	30.0	100.0
		25.0	45.0	70.0	30.0	-	30.0	100.0
		25.0	40.0	65.0	25.0	10.0	35.0	100.0
	가	25.0	50.0	75.0	25.0	-	25.0	100.0
		20.0	40.0	60.0	30.0	10.0	40.0	100.0
		-	55.0	55.0	45.0	-	45.0	100.0
		25.0	60.0	85.0	10.0	5.0	15.0	100.0
		20.0	60.0	80.0	20.0	-	20.0	100.0
		5.0	80.0	85.0	15.0	-	15.0	100.0
		10.0	45.0	55.0	45.0	-	45.0	100.0
		5.0	65.0	70.0	25.0	5.0	30.0	100.0

※ : 20 .

4.

가  
26.2%가  
(20.2%),  
(12.8%)  
(20.4%),  
(17.0%),  
59.2%가  
40% 가  
(85.0%),  
(70.0%)  
(85.0%),  
(70.0%)  
(65.0%),  
(70.0%),  
(60.0%)  
(60.0%)가  
90%가  
40%가

< IV -22>

		(4 ) , (2 ) /							
(N=500)*		26.2	20.4	20.2	17.0	12.8	2.2	0.4	0.2
	가	30.0	25.0	30.0	10.0	5.0	-	-	-
		15.0	35.0	30.0	20.0	-	-	-	-
		45.0	10.0	10.0	15.0	15.0	-	-	-
		90.0	-	-	5.0	5.0	-	-	-
	가	10.0	50.0	30.0	10.0	-	-	-	-
		-	55.0	30.0	-	15.0	-	-	-
		15.0	35.0	20.0	25.0	5.0	-	-	-
		15.0	20.0	25.0	25.0	5.0	10.0	-	-
	가	20.0	20.0	5.0	30.0	15.0	10.0	-	-
		15.0	10.0	20.0	30.0	25.0	-	-	-
		5.0	40.0	25.0	-	20.0	5.0	5.0	-
		15.0	30.0	30.0	20.0	5.0	-	-	-
		35.0	15.0	20.0	15.0	15.0	-	-	-
		50.0	5.0	15.0	20.0	5.0	5.0	-	-
		45.0	5.0	10.0	10.0	30.0	-	-	-
		-	20.0	25.0	40.0	5.0	5.0	5.0	-
		25.0	20.0	5.0	20.0	20.0	5.0	-	5.0
	가	10.0	30.0	30.0	10.0	15.0	-	-	-
		15.0	10.0	10.0	20.0	45.0	-	-	-
		15.0	25.0	25.0	20.0	5.0	5.0	-	-
		25.0	25.0	30.0	10.0	5.0	5.0	-	-
		55.0	5.0	30.0	5.0	-	5.0	-	-
		50.0	5.0	15.0	25.0	5.0	-	-	-
		35.0	15.0	30.0	-	20.0	-	-	-
		20.0	-	5.0	40.0	35.0	-	-	-

※ : 20 .

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(60.0%) 가(65.0%),  
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## &lt; IV -23&gt;

		※※※※※※※※※※								
(N=500)*		37.8	24.0	12.8	10.8	6.4	5.6	0.8	0.4	0.2
	가	35.0	25.0	20.0	-	10.0	-	5.0	-	-
		40.0	10.0	10.0	10.0	20.0	10.0	-	-	-
		45.0	40.0	5.0	5.0	5.0	-	-	-	-
		35.0	20.0	10.0	5.0	15.0	15.0	-	-	-
	가	30.0	15.0	5.0	10.0	-	20.0	10.0	5.0	-
		50.0	10.0	30.0	-	5.0	5.0	-	-	-
		45.0	10.0	5.0	30.0	5.0	5.0	-	-	-
		35.0	15.0	5.0	25.0	10.0	5.0	-	-	-
	가	40.0	25.0	10.0	10.0	15.0	-	-	-	-
		50.0	30.0	10.0	10.0	-	-	-	-	-
		35.0	20.0	10.0	25.0	5.0	5.0	-	-	-
		55.0	20.0	-	5.0	15.0	5.0	-	-	-
		50.0	25.0	5.0	15.0	5.0	-	-	-	-
		30.0	35.0	15.0	10.0	5.0	5.0	-	-	-
		40.0	5.0	20.0	20.0	10.0	-	-	-	-
		40.0	20.0	25.0	15.0	-	-	-	-	-
		20.0	45.0	10.0	-	5.0	15.0	-	-	-
	가	50.0	30.0	15.0	5.0	-	-	-	-	-
		45.0	20.0	20.0	15.0	-	-	-	-	-
		15.0	40.0	25.0	5.0	10.0	-	-	-	-
		25.0	35.0	10.0	-	-	25.0	5.0	-	-
		30.0	30.0	5.0	10.0	10.0	15.0	-	-	-
		60.0	-	20.0	-	5.0	5.0	-	5.0	5.0
		30.0	30.0	10.0	25.0	5.0	-	-	-	-
		15.0	45.0	20.0	15.0	-	5.0	-	-	-

※ : 20 .

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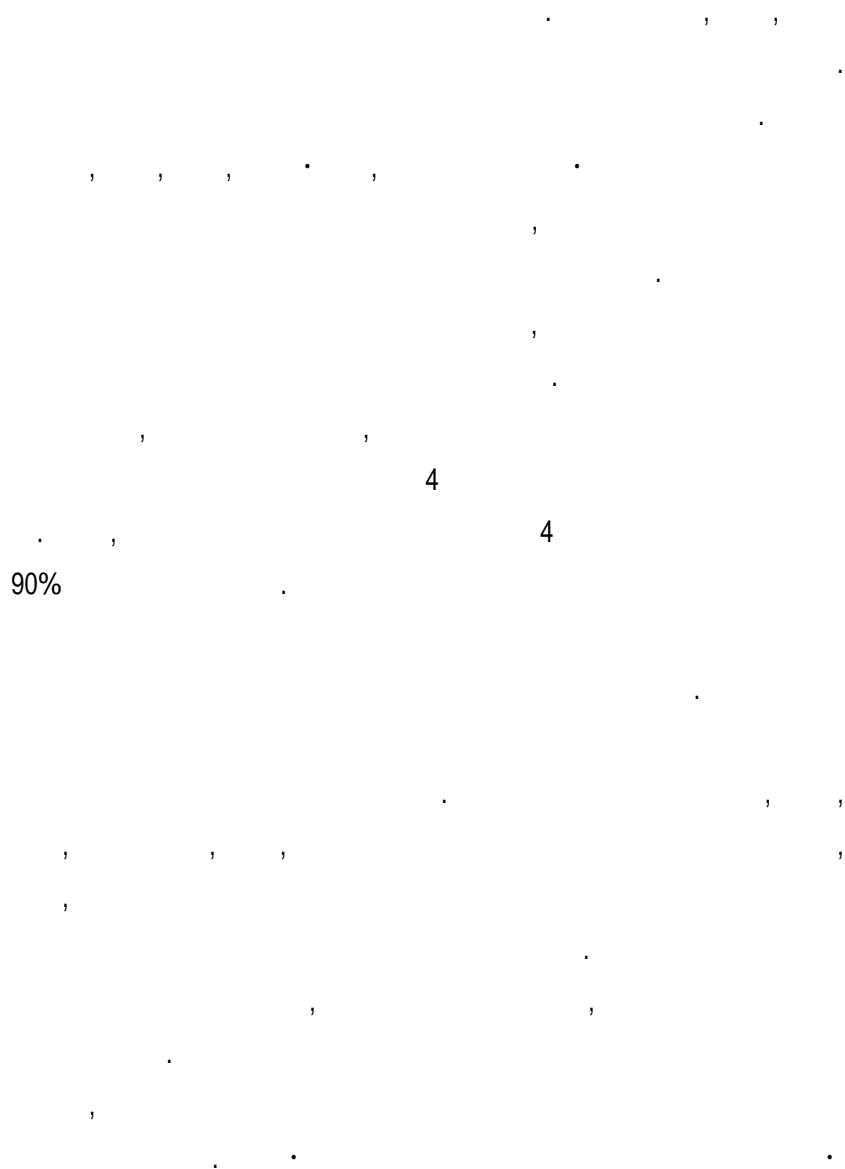
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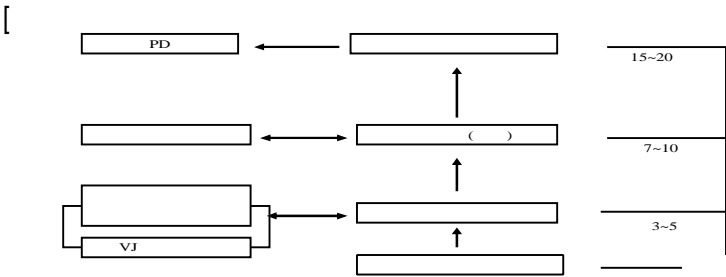
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208 SAJIK-DONG CHONGRO-KU SEOUL, KOREA, 110-054  
 TEL(02)3702-2100 / FAX(02)3702-2121/E-mail info @gallup.co.kr / internetwww.gallup.co.kr  
 affiliated with *GALLUP INTERNATIONAL*

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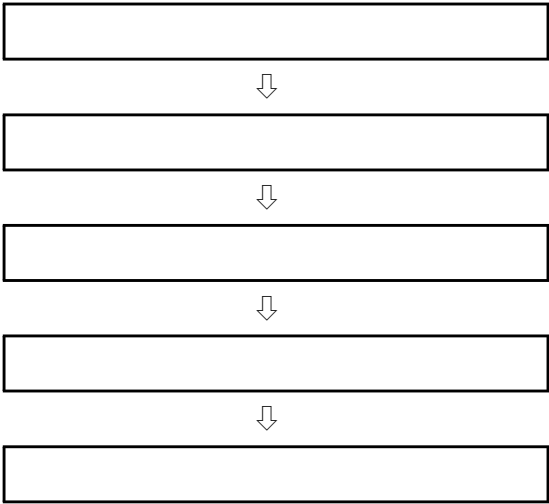
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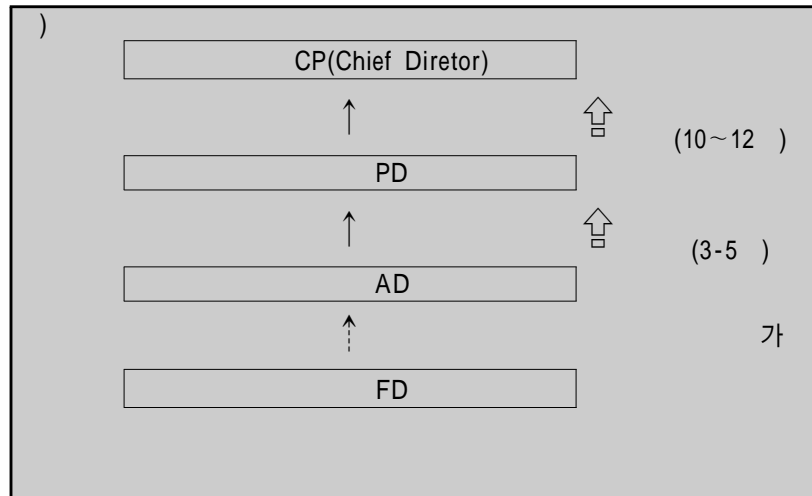
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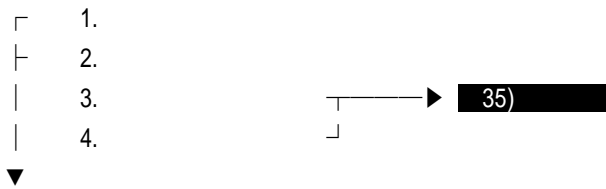
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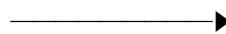
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42)

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D3)

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D4)

- |            |             |            |            |
|------------|-------------|------------|------------|
| 1. 50      | 2. 50~99    | 3. 100~149 | 4. 150~199 |
| 5. 200~249 | 6. 250~299  | 7. 300~349 | 8. 350~399 |
| 9. 400~449 | 10. 450~499 | 11. 500    |            |

D5-1) ( )

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| 1.   | 1 | ( ) |
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D6)

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D7)

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| 1. 5     | 2. 5~9     | 3. 10~29   | 4. 30~49 |
| 5. 50~99 | 6. 100~299 | 7. 300~999 | 8. 1,000 |

D8)

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D9)

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5 ,	51	511	5112 ( )	
			5113	가
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		517	5171	TV
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		518	5181	

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				28	9980	6.6
				1	324	8.0
가	가	가, 가, 가, 가, 가, 가,		27	12435	6.3
	가	가, 가, 가, 가, 가, 가		1	324	7.0
	가	가, 가, 가, 가, 가, 가		8	2906	3.2
	가	가, 가, 가, 가, 가, 가		19	7397	1.7
	가	가, 가, 가, 가, 가, 가		8	3157	4.5
	가	가, 가, 가, 가, 가, 가		25	8985	3.8
				3	1246	3.6
				68	22607	5.2
가	가	가, 가, 가, 가, 가, 가		16	4677	19.5
	가	가, 가, 가, 가, 가, 가		22	6690	8.7
	가	가, 가, 가, 가, 가, 가		5	1709	1.9
	가	가(가, 가, 가), 가		4	1797	4.4
	가	가, 가, 가, 가, 가, 가		54	15445	7.8
	가	가, 가, 가, 가, 가, 가		4	1699	10.8
				32	11640	4.8
				71	27030	3.0
				59	24878	4.4
				103	34558	4.7
				109	41340	2.1
가	가	가, 가, 가, 가, 가, 가		27	8296	5.0
	(가)	가, 가, 가, 가, 가, 가		11	4167	5.2
		가, 가, 가, 가, 가, 가		2	812	9.6
		가, 가, 가, 가, 가, 가		8	3097	1.0

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			( , TV),	10	3049	4.4
			TV ·	23	6984	5.2
				11	3085	6.3
				14	4876	2.1
				3	845	1.2
			(AD),	29	9500	4.4
				7	2905	0.7
			가, 가,	16	5137	8.4
				16	4622	4.6
				9	3008	4.7
				3	820	4.1
				66	20868	4.2
				27	8815	5.3
				1	265	20.0
			( ( , ), ),	18	5205	9.6
		가		49	15052	3.9
				30	8849	9.0
			가,	4	1411	5.2
		가	가, (AE),	28	9224	5.6
				137	45889	4.3
				57	20756	2.5
				44	15003	10.6

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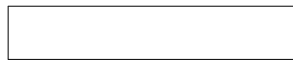
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