

WHEN HEGEMONY PREVAILS: A DISCOURSE ANALYSIS OF TWO KOREAN NEWSPAPERS DURING THE 2008 FINANCIAL CRISIS

Kyungyoung Choi

Dr. Stephanie Craft, Thesis Supervisor

ABSTRACT

This research seeks to find out if the American hegemonic ideology was embedded in two Korean newspapers (conservative and progressive) during the U.S. financial crisis of 2008. In addition, it seeks to explore how American hegemony was portrayed according to the political orientation of the two papers. In this research, American hegemonic ideology or America-centered ideology means that America is the center of the world and Korea is in the periphery; thus, what happens in America will affect Korea very much, but not vice versa.

The research finds that American hegemonic ideology was present in Korean newspapers, regardless of their political orientation. The two Korean newspapers, *Chosun* and *Hangyoreh*, seem to propagate the view that America is the financial center of the world while Korea is one of the emerging nations in the periphery of the world. Thus, almost everything in the Korean economy seems destined to depend on the development of the U.S. economy according to Korean newspapers. Consequently, the Korean newspapers seem to consider it natural that the Korean economic situation is and will be automatically conditioned by the development of the U.S. economy, which was quite different from reality.