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to those in the global publishing industry.



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TOPIC

Korean Bookstores Dominated by Screenplays and Scripts

Written by Kim Hye-Gyeong (Journalist at *Readernews*)

“Do you stop reading screenplays after watching movies in Korea?”

“It’s out... ‘in the fullness of time.’”

“The ‘unparalleled’ screenplay that I made a ‘decision’ to buy.”

“This is the only way to read the best screenplay. What else can I do?”

– Comments by fans of the movie “Decision to Leave” on their expectations for the screenplay publication parodying the movie’s lines

The movie “Decision to Leave,” released last June, is the most recent movie written by Chung Seo-Kyung and directed by Park Chan-Wook. It won the Best Director Award at the 75th Cannes Film Festival. The movie’s popularity was not as high as expected soon after its release, but the share of “*en cha gamsang* (n차 감상, or “n-th watcher”),” who watch the same movie several times,

was as high as blockbuster movies. Thanks to its strong fandom, the film was able to run for a long on theater screens. Based on its popularity, *Decision to Leave: Screenplay Book* (Eulyoo Publishing Company)'s pre-orders exceeded 6,000 copies in a day and became #1 among the bestsellers. Since then, the piece has defended its position on the weekly bestsellers' list of major online bookstores for several weeks.

The charms of screenplays, as shown in *Decision to Leave: Screenplay Book*, are that scenes and lines omitted or expressed differently after recording and editing are closer to their original idea before being made into the movie. For example, the main character Seorae's (acted by Tang Wei) green note was a manuscript of *Classic of Mountains and Seas*, one of the oldest myth collections in China, which took several generations to complete. Her grandfather, who participated in the independence movement in Manchuria, relayed on to write the later part of the book from his imagination when transcribing it. And following him, Seorae added an autobiographical tale to the story. The presence of the book, which plays a critical role in understanding the character Seorae, appears to be more powerful in the screenplay. One can guess its importance only by seeing the cover of the screenplay, which has a page of *Classic of Mountains and Seas* transcribed by Seorae on a sheet of white "hanji (traditional handmade paper in Korea made from mulberry trees)."

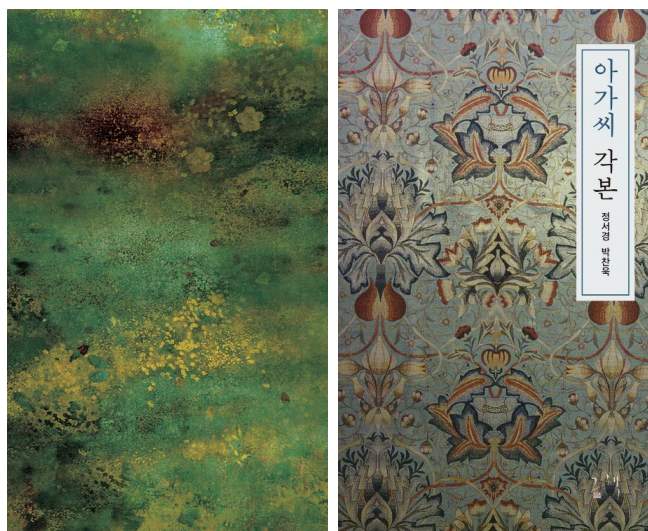


Decision to Leave: Screenplay Book, a shot from the movie “Decision to Leave” © CJ ENM

Reading screenplays can also revive the fun and lingering impression of the movie. As “Decision to Leave” features events taking place in the unfillable gaps between languages and love throughout the movie, it is compelling to find missing emotions from the movie as you read through the delicately-woven script. The old-fashioned written language that Seorae uses, such as “in the fullness of time” and “unparalleled,” is phrasing not in everyday use and acts like a secret code of love between the two main characters. Here, her use of classical language can be explained by the background settings where Seorae learned Korean through historical dramas. The old-fashioned word choices of Seorae leave a long-lasting impression even in text. The Chinese lines show the original texts together, giving the reader a deeper understanding.

With the popularity of *Decision to Leave: Screenplay Book*, screenplays written by Chung Seo-Kyung and Park Chan-Wook in the past have also been highlighted. According to online

bookstore Yes24, in the fourth week of July, when *Decision to Leave: Screenplay Book* was published, *Thirst: Screenplay* (That Book) and *The Handmaiden: Screenplay* (That Book) recorded high sales growth of 520.0% and 423.1% respectively compared to the previous week. Released in 2016, the movie “The Handmaiden” is almost the origin of the craze over screenplays. After *The Handmaiden: Screenplay* was published following fans’ feverish requests, many movies or dramas published their screenplays and scripts after their release. Scriptwriter Chung Seo-Kyung said, “Young women who liked “The Handmaiden” taught me that you can ‘communicate’ with the audience,” in the preface of *The Handmaiden: Screenplay*.



Thirst Screenplay and The Handmaiden: Screenplay

It is no exaggeration to say that screenplays and scripts now dominate bookstores. The globally popular drama “Extraordinary Attorney Woo”’s script sold more than 5,000 copies in a day as soon as its pre-order began in August. The script of the drama

“Our Beloved Summer,” beloved for its delicate dialogue, sold more than 100,000 copies following its release in February this year. Under this trend, the script of the drama “My Mister,” released four years ago, was recently published and gained much attention as well.



Script *Extraordinary Attorney Woo* (Gimm-Young Publishers),
Our Beloved Summer (Gimm-Young Publishers), and *My Mister* (Segyeasa Contents Group)

Major online bookstores also picked hype over screenplays and scripts as one of the leading hot issues of bookstores in the 1st half of this year. This is a phenomenon unique to the Korean publishing market. Publishing company Maeum Sanchaek’s director Jeong Eun-Sook highlighted the unprecedented phenomenon in a column. She wrote, “I feel the difference from the trend of screenplays being sold well. Screenplay publication was a rarity in the publishing industry around a decade ago. At least, screenplays and scripts were not made to be read by the general public.” She points out that the phenomenon comes from the emergence of “*Yeolhyeol Dokja* (열혈 독자, or “avid readers”)” who want to learn everything about the piece they like

and the writer. Now the scope of “*Deokjil* (덕질, or “enthusiastic fan activities”)” is expanding to books.

As shown in her analysis, the hype over screenplays and scripts is closely related to the remarkable growth of K-content and fan culture. So, what is happening in the book industry?

The “n-th Watching” Culture Drives the Hype over Screenplays and Script

The “n-th watching” culture, which drove the success of “Decision to Leave,” is not limited to movies. In the past, a drama’s popularity dwindled rapidly after it ended. Now, people can watch their favorite drama anywhere, anytime, which helps maintain fans’ passion even after the drama has concluded. In addition, it became a common practice to publish a script as the “n-th watching” culture became customary, which enabled fans to have a deeper appreciation and understanding of popular dramas.

The 1st half of this year especially had many quality dramas encouraging people to watch it “n-th times.” Major online bookstores’ popular selling scripts for the first six months included “Our Beloved Summer,” a drama on youth that took the first place in sales, crime drama “Through the Darkness,” and BL (boys’ love) drama “Semantic Error.” The drama’s popularity naturally led to scripts seeing high sales. According to Korea’s online bookstore Yes24, the total number of script book types in

the last three years increased from 6 in the 1st half of 2020, 17 in 2021, and 21 this year. Sales also rose 108.1% compared to the 1st half of last year.



Scripts of *Through the Darkness* (Book21) and *Semantic Error* (blackD)

An official of Yes24 said, “Along with the demand to revive the touching feeling and lasting impression felt in dramas through text in a richer way, the need to own the drama, physically, was the driver behind its popularity.” There are also cases of people buying more than 1 copy of the script. The share of book buyers who purchased two or more copies of the same book among Yes24’s Top 100 bestsellers was 3.22% in the 1st half of this year. In comparison, the share of people who bought two or more copies of the popular drama “Semantic Error”’s screenplay was 7.9% during the same period, far exceeding the average by two times.

Books as a New Form of Merchandise for Fandoms of Video Content

Why do readers buy several copies of the same book? Purchasing several copies of an item is common in the fandom culture. However, the extent is not as great as something called “*album kkang* (앨범깡, or “buying a bunch of the same album”),” where idol fans buy albums in large volumes to get a photo card they want or to raise the possibility of being invited to a fan signing event. Similarly, people who do *deokjil* tend to buy two or more copies of relevant products by so they have one for actual use and one for their collection.

Kyobo Bookstore proposed that video-related publications are becoming a type of merchandise for fandoms. In the past, book-originated dramas or movies became popular first, and then their original books saw an increase in sales. But now, scripts and photo essays of video content going viral become bestsellers. Many people pick COVID-19 as the turning point for the trend. In early 2020, when COVID-19 started to spread, the movie “Parasite” won four Academy Awards, and *The Screenplay and Storyboard of Parasite* (Plain Archive) also saw a boost in sales. So, the movie was the herald of the hype over screenplays and scripts.



The Screenplay and Storyboard of Parasite

OTT services, including Netflix, Watcha, Wavve, Disney+, Apple TV, and other content services, peaked during the COVID-19 pandemic. A person from Kyobo Bookstore stated, “The growth of the content market, including OTT services, snowballed during the COVID-19 pandemic. The trend led other content to be born in diverse forms in the book market.” He added, “Also, from the perspective of ‘fighting each other to be consumed by users’, the traditional rivals – the book and content markets – seem to have become inseparable, creating a synergy effect during the pandemic period.”

Unlike when books were made into films and dramas, the number of books deriving from films and dramas has increased. It shows that video content is now in a higher position, and some parties in the publishing industry express concern that books may be considered an offshoot of original content.

For video content to exist, though it may not be a complete

book, it is necessary to have a text-based screenplay or script. The question of whether a text or a film / drama comes first feels similar to the question of whether a chicken or egg comes first. The readers of screenplays and scripts include not only zealous fans of video content but also those who desire to feel the sensation they couldn't feel in movies through texts. Some even read the books first before watching the videos, be they films or dramas.

The One-Source-Multi-Use (OSMU) strategy, which refers to the utilization of one engaging content IP in all sorts of formats, is becoming common. Each content seems to be partnering with other industries in an increasing variety of ways. So, while it is crucial to develop the book market's original content, we should not turn away from the new and passionate readers who choose books to enjoy unique worldviews in the era of video content. The publishing industry may find hints of its future from people who cherish experiences provided by books while enjoying video content.

SPECIAL PROJECT

[Korean Scholars ⑩]

Cultural Anthropologist, Professor Chohan Haejoang

A Devoted Intellectual of Our Time

Written by Choi Ha-Yeong

Our society is multicultural, with so many different cultures interwoven. Cultures surrounding each individual are diverse in areas such as generation, gender, and education. Looking at various cultures from a broader perspective is necessary to understand a society. Here, cultural anthropologist and professor Chohan Haejoang has made a meaningful impact on this multicultural era as a scholar that reads the generational changes and produces practical results. Following is an introduction of professor Chohan, who has been creating the venue for public debate and cooperation with each step she takes, as well as communicating with readers through various books she has written.



Towards a Harmonized World

After graduating from the Department of History at Yonsei University, professor Chohan Haejoang received a master's degree in anthropology from the Columbia University of Missouri and a doctorate in anthropology from UCLA Graduate School. She went on to teach students at Yonsei University, Tokyo Metropolitan University in Japan, and Stanford University in the United States and is now professor emeritus at Yonsei University. Her major, cultural anthropology, is a field that observes and analyzes various cultures created by humankind and the history of humanity and compiles the results to examine the laws, regularities, and variations. In addition, she has gone beyond academic research as a scholar, teaching students and offering discourses that are essential to our society while continuing her writing activities.

Professor Chohan is also known as an activist who has made different activities necessary to our society and the generational flow. In the 1980s, she participated as a promoter of a women's movement group called "Another Culture" and has continued to work on feminism to this day. In addition, in the 1990s, she founded the "Haja Center," a center in Seoul that guides teenagers in choosing their path. The center plans, develops, and operates alternative pathfinding programs with an aim to create a "culture where teenagers actively engage in their future" in our society. Therefore, it works to develop sustainable career systems for adolescents. In addition to activities for teenagers, she has been actively engaged in various fields such as education, young adults, and generational change. And her colorful career is entirely reflected in her books.

The Power of Communication and Community that Changes Our Society

Professor Chohan Haejeong has been steadily writing books about adolescents and education. In her most recent co-written book, *The Era of Crisis: Questioning the Future of Education* (Mindle), she talks about people striving everyday to narrow the education gap created as students were prevented from going to school due to the pandemic in the past few years. In the book, she points out that adults and children, both members of the neighbourhood, should help one another for mutual

development. Her appeal to the importance of communities can also be found in her other book, *From Family to School, From School to Village* (Alternative Culture Press). In the book, she tells heartwarming stories of people who make their neighborhood an educational hub with care and communication.



The Era of Crisis: Questioning the Future of Education and From Family to School, From School to Village

There are also books that touch on issues surrounding young adults. For example, her co-authored book *The Betrayal of Efforts* (Changbi) is a collection of voices she heard from many young adults as part of her study. To analyze the current issues related to young adults and to find alternatives for the future of Korean society, professor Chohan Haejoang put heads together with young researchers. Also, the book *Classrooms Have Returned* (Alternative Culture Press) is a collection of stories about how she came to form a compassionate class community with 103 university students living in this era of worries. It

is a heartwarming record of ways to thrive in the overly-competitive era, high-risk society, and the era of high, unstable unemployment with friendship and empathy.



The Betrayal of Efforts, Classrooms Have Returned, and The Time of a Fallen Nation

As we age – growing up from a teenager to a young adult, middle-aged, and elderly – our world becomes smaller. Unfortunately, there’s more we give up than we dream of, and in this narrowing world, we often target anger at ourselves. Here, professor Chohan Haejoang asks, “What kind of time are you living in right now?” through her book, *The Time of a Fallen Nation* (Sai Books). What kind of answers can we give to the question thrown by professor Chohan Haejoang who dreams of making this world “a place where every living organism helps each other”? Let’s comb through her books and find the right answer. There is always a path in books, and if you walk along the trail, you will find yourself searching for the answer.

EXPORT CASE

K-Book Trend in Latin America Seen Through the Chilean Publishing Market

Written by Moon Hung-Ju (CEO of Moondo Agency)

When people make a general analysis of Korea, they often use words like “turbulent” and “dynamic.” This is closely related to the modern history of the country. Korea is located in the most unique geopolitical region in the world, and such a condition made Koreans go through many miserable moments in history; its modern history was as if it had been dropped in the middle of the turbulent sea.

It is true that the historical and geopolitical environment has made Koreans experience bitter times in history. Still, just like how shells produce beautiful, precious pearls after long years of perseverance, the pain and sorrow gave Korea a rich and profound cultural heritage and a unique sensibility. As a result, you can truly find so many priceless literary works and writers

in the country. However, unlike how Korea boasts many novels, stories, and poems with good literary and cultural values, it has never been at the center of the global publishing market, left out from the mainstream, with rare opportunities to be introduced in other countries in various languages.

From what I remember, it was only when the English edition of *Please Look After Mom* (Changbi Publishers), written by novelist Shin Kyung-Sook and published in 2011, became a mega-hit internationally that global publishing houses and agencies began to take a greater interest in Korean publications. Also, around the same time, the copyright trade of Korean books, especially fiction and picture books, began to gain momentum as Korean picture book writers won awards at the Bologna Children’s Book Fair.

Status of Korean Books Translated in the Spanish Book Market



Korean and Spanish covers of *The Vegetarian* © Changbi Publishers, EDITORIAL RATA,
Korean and Spanish covers of *Kim Jiyoung. Born 1982* © Minumsa Publishing, ALFAGUARA

Let’s take the focus to the Spanish book market. Today, Spanish is the second most powerful language, following English. So, I

would like to introduce *The Vegetarian* (Changbi Publishers) by Han Kang and *Kim Jiyoung, Born 1982* (Minumsa Publishing) by Cho Nam-Joo, two popular Korean fiction novels loved in the Spanish market.

Yet there are relatively few Korean books translated into Spanish. The chart below explains this in detail.

| Language | English | Japanese | Chinese | French | German | Russian | Spanish |
|-----------------------------|---------|----------|---------|--------|--------|---------|---------|
| Number of Translated Titles | 1,231 | 1,175 | 1,095 | 582 | 489 | 341 | 226 |

Source: <https://library.ltikorea.or.kr/translatedbooks>

The chart above is based on the most recent data released in the Digital Library of Korean Literature, managed by LTI Korea in 2022. It only includes data on pure literature, including fiction, essays, and poetry, with the exception of image books, comics, and practical books.

In the field of pure literature, Spanish takes 7th place (226 titles) among 7 languages, among the 7 largest importers of Korean books' copyright. Given the number of countries and the population using Spanish worldwide, few Korean books have yet to be translated into Spanish. However, the data also reminds us of the important reason why Spanish publishers should pay more attention to translating Korean books into Spanish, and the possible chances Korean books can have. British translator Deborah Smith, who translated renowned Korean novelist Han

Kang's *The Vegetarian* into English in May 2016, and won the Man Booker International Prize for Fiction, one of the three major literary awards in the world, once said in an interview, "Korean literature is like a treasure chest. (<https://www.youtube.com/watch?v=4-X3qvLyDpk>)"

Korean Books in the Chilean Book Market

I spend most of my time in Chile, working as an agent that trades copyrights between Latin America, or the entire Spanish market, and Korea. Based on my 10-year experience in the Latin American and Spanish book market, most new titles and works translated into Spanish worldwide are published by Spanish publishers in Europe. Publishers in Mexico, Colombia, Peru, and Argentina follow, publishing quite a lot of new titles. Publishing markets in most Latin American countries usually import hard copies from the Spanish countries mentioned above or bring books by signing copyright contracts.

Chile has a comparatively small publishing market with fewer than 20 million inhabitants. So, it was natural to import hard copies of Spanish books directly from Spain, Mexico, and Argentina; there were very rare cases of making a direct deal over the Spanish copyright of Korean books.

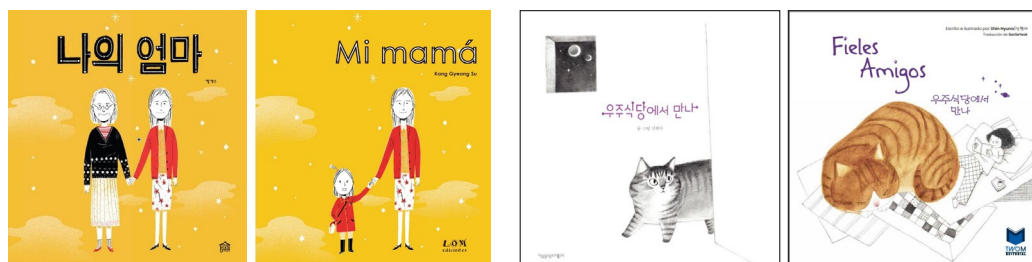
The chart below shows the up-to-date number of Korean books translated into Spanish in major Spanish countries, based on the data as of 2022 released by LTI Korea on the Digital Library

of Korean Literature. This also includes only books of pure literature.

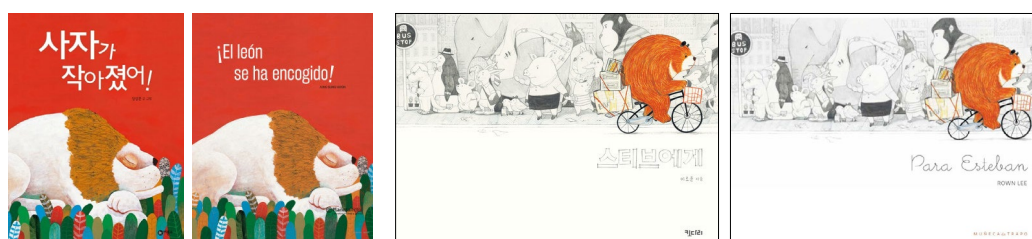
| Country | Spain | Mexico | Argentina | Peru | Colombia | Chile |
|-----------------------------|-------|--------|-----------|------|----------|-------|
| Number of Translated Titles | 132 | 50 | 25 | 9 | 2 | 0 |

Source: <https://library.ltikorea.or.kr/translatedbooks>

However, Chilean publishers have started to look at Korean books since 2018, focusing on picture books with a relatively small amount of text.



Korean and Spanish covers of *My Mother* © Picture book Gongjackso, LOM Ediciones, Korean and Spanish covers of *See You in the Cosmic Cafeteria* © Book Factory Dubulu, EDITORIAL TWO M



Korean and Spanish covers of *The Lion Got Small!* © BIR, PLANETA, Korean and Spanish covers of *To Steve* © Kidari publishing, MUÑECA DE TRAPO

Among the Korean books translated into Spanish and published in Chile, *See You in the Cosmic Cafeteria* (Book Factory Dubulu)

was the first attempt made by Editorial Two M, a Chilean publisher, to publish a Spanish-Korean bilingual edition in the Spanish market. This book has not only been drawing attention in Chile but also across the entire Spanish market, and it is scheduled to have an official launch event at the Guadalajara International Book Fair this November. In addition, this publishing company is also translating poet Moon Jung-Hee's poem collection *Following the Roses* (Minumsa) - its Spanish edition is set to be released next Spring. This is also the first case where a Korean poem collection is published in the Chilean market.

Chile is very much in favor of Korean culture among other Latin American countries, and the market is especially fond of Korean books these days. For instance, you can easily see Korean fiction translated into Spanish in bookstores through Chile, published by Hwarang, a publisher specializing in Korean books in Argentina.

The “Korean Pavillion” Open at the Bogota International Book Fair held in Colombia, 2022

Korea was the guest of honor at the Bogota International Book Fair held in Colombia last May. With the Publication Industry Promotion Agency in Korea (KPIPA), I participated in the fair as an export specialist introducing Korean books to local publishers and agencies.



Footages of the Korean Pavillion organized at the Bogota International Book Fair, 2022 © AFP PHOTO

In the Korean Pavillion, Lerner, a local book distributor, sold Korean books translated into Spanish in a separate section, as you can see in the photos above. It was a huge success – all the books they had in stock were sold out in a week. In addition, Korean writers of different genres participated in the fair in person, meeting with Colombian readers through various publishing-related events. While Korean fiction attracted much

attention, including picture books, Jeong You-Jeong's *The Good Son* (EunHaeng NaMu) was in the spotlight.



Korean and Spanish covers of *The Good Son* © EunHaeng NaMu, Reservoir Books

In Bogota this year, there were more copyright trades of Korean books than at any time before. This is because Korean books of various genres, such as picture books, fiction, and non-fiction books, were introduced to the local publishers and agencies at the fair, and their copyright deals continue to this day.

Now, you can feel the surge of interest in Korean culture and books, even in the Spanish publishing market. In particular, the current phenomenon, where more publishers specializing in Korean books are born, such as Editorial Verbum in Spain, Hwarang in Argentina, and Editorial Two M in Chile, gives confidence that Spanish rights trading of Korean books will increase at a faster pace in the future.

BOOK TRIP

[Book Space in Korean Media ②]

Jeongdok Public Library

Finding Filming Spots Hidden in the Library

Written by Kim Jeong-Yeon

Jeongdok Public Library in Bukchon, where Korean history and traditions come to life, is a 15-minute walk from Anguk Station. Therefore, it is an ideal location to visit, embracing the unique Korean vibe. If you walk along the tranquil alley you will see *Hanok* (traditional Korean house), tourists wearing *Hanbok*, and billboards written in Korean, and you will find yourself at the library in no time. Jeongdok Public Library was previously Gyeonggi High School – which was also previously the first public middle school in Korea built in 1900. As such, the library is the presence of the history of Korean education. As well as its historical significance, the library also attracts many visitors because it has been used as the filming site for numerous movies and dramas. So, how about we follow the trail and see how various films and dramas were shot at the library?



A Place Where Books and Media Meet

Step into the gate, and you will see a vast, garden-like resting area. Once you walk through the garden where benches are set up, a scene from the film “Heartbreak Library” will play in your head, where Lee Dong-Wook and Eugene speak on a bench. The movie “Heartbreak Library” is based on the short novel of the same title published in writer Yoon Sung-Hui’s second novel collection, *You, There* (Munhakdongne), and is a love story of a man and a woman taking place in the library.

The book *The School Nurse Files* (Minumsa Publishing), which drew great popularity after being produced as a drama on Netflix with the same title, features mysterious events taking place around the school nurse with special powers. As a school nurse appears as the protagonist, a school is often the background, and any drama fan with sharp eyes will instantly find out that the school shown in the drama is Jeongdok Public

Library. Meanwhile, *Touch Your Heart* (Line Books), a web-novel sketching the chaotic love story between a star actor and a lawyer, was also made into a drama with the same title. Here, you can also find Jeongdok Public Library in the scene where actress Yoo In-Na visits the school. The drama became the focus of discussion when it was broadcast on Netflix and was also serialized as a webtoon with the same title.



Poster of the movie and the original book of “Heartbreak Library”,
Poster of the drama and the original book of “The School Nurse Files”



Poster of the drama and the original book of “Touch Your Heart”,
Poster of the drama and the original book of “Ms. Hammurabi”

You can also find traces of other dramas inside Jeongdok Public Library. One example is *Ms. Hammurabi* (Munhakdongne), a novel written by a sitting judge, which draws the protagonist’s

struggles as she is newly appointed as a judge. With the book produced as a drama, both inside and outside areas of Jeongdok Public Library appeared; there were scenes that made the best use of the library, which used to be a school in the past, where actress Go Ara and actor Kim Myeong-Soo read books together in class in high school and walked along the yard.



Inside and outside views of the library

A Library that Looks Like a School

Jeongdok Public Library still has traces of its former use as a school building. Maybe that's why you feel you took a step back in time and returned to school as a student as you enter the library. The children's section is the first thing you can see as you walk into the first floor of Building 1. It is currently hosting the "Moomin Exhibition" to mark the 100th anniversary of Children's Day in Korea. It is open until December this year. Children's book section is well organized for children. In addition, it takes a child-friendly approach, as seen in its interior design with cute accessories.

One of the features of Jeongdok Public Library is that it has a separate area for adolescents. Most libraries have an independent archive for kids, but only a few have one for teens. However, Jeongdok Public Library is known to specialize in teens – it has all kinds of useful books for students, like additional study materials and textbooks. It also helps teenagers study and read books easily by providing information about university entrance and organizing book debate rooms for school book clubs to have meetings.

On the third floor of Building 1, there is an area where cultural classes are held. Various cultural classes, such as calligraphy, flower arrangement, and gardening, not to mention the "Odyssey School," are currently open. The "Odyssey School" is a program for students in their first grade in high school, which helps them

have some time to look back at themselves, taking a break from the college entrance exam for a moment. This is a one-year course; at the end, students may choose to return to ordinary schools as a second year or start over as a first year. Details can be found on the website (<http://odyssey.hs.kr/>).



School-like views inside the library

Multipurpose, Versatile Library

Meanwhile, moving to Building 2, you can find information related to library events in the passage leading to Building 2. Jeongdok Public Library runs various programs such as regular book debate programs, book clubs, and lectures inviting authors. Anyone who wants to participate can apply on the website “Everlearning (https://everlearning.sen.go.kr/EVER_Lecture/home_Lecture.do?PARENT_SEQ=2),” the lifelong learning portal run by the Seoul Metropolitan Office of Education.

Move over to Building 2, and there are rooms for language/literature materials and genealogy records, the “Future Forest” room where lectures are held, and rooms for multilingual and serial publications where foreign materials and Korean

publications related to multiculturalism are displayed. Outside of Building 2 is a canteen and yard. Stroll around the yard, and you will be able to lighten your mind with scenes of dramas popping up in your head as you take every step.

On the second floor of Building 2, there are sections for the humanities and social sciences that store books in various areas, such as science, art, and history. And on the third floor, there is a digital archive and a laptop room, and visitors can choose to use a room they like. Building 3 reserved for those studying. A quiet atmosphere is created for studying individuals. Anyone interested in studying here can get a ticket for a seat in the lounge on the first floor.



Outside the 2nd floor and inside the digital archive room

Boasting a long history and tradition, Jeongdok Public Library provides a vast amount of data and information as it used to be a school in the past. It is also loved as a filming site for many movies and dramas. As such, while Jeongdok Public Library is an apt place for reading activities and acquiring knowledge, it is also filled with fun elements for visitors to find out how the library

appeared in which media, making it a perfect place for lovers of Korean content. How about a visit to Jeongdok Public Library to enrich your life with its valuable materials and entertainment elements, as well as the nearby Seoul Education Museum?

Jeongdok Public Library

Website: <https://jdlib.sen.go.kr/jdlib>

Contact: +82-2-2011-5799

Address: 48, Bukchon-ro 5-gil, Jongno-gu, Seoul

ONE-LINER QUOTES

**Former Newscaster and
YouTube Creator's Pick**

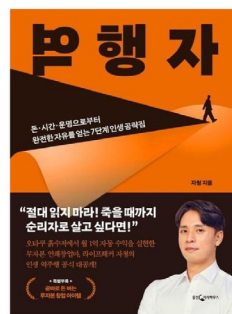
Written by Choi Seo-Young (YouTube Creator)

In Korea, there is a saying, “Autumn is the season of books.” Just like the saying, it feels as if you have to have the romantic moment of reading a book at a park, cherishing the red, falling leaves. But, on the other hand, autumn might be the season farthest from reading books. They say that people read the least in the fall. I think maybe that’s because many of them go out for a picnic in good weather.

Another paradox related to books can be found in the bestsellers’ trend. If you go to a bookstore, you will see books written by popular YouTubers lining the shelves. Just look at the sales record – non-fiction bestsellers are mostly written by YouTubers. But, according to the readership status report announced by the Ministry of Culture, Sports, and Tourism in 2021, a majority

of people, across generations and gender, said that one of the biggest reasons they cannot read books is “other media and content.” In other words, they don’t get to read books due to other media such as YouTube, but ironically they read many books written by YouTubers or find books after watching a video on YouTube.

So, I think this is good evidence that the types of media that encourage people to read books have largely changed from the past. I myself am a YouTuber, and I am also the writer of the bestseller *To You, Who is Bound to Succeed* (Book Romance), published in August. So, I would like to introduce two books that reflect such a trend these days.



Counter Your Life
Jachung, Woongjin Jisik House

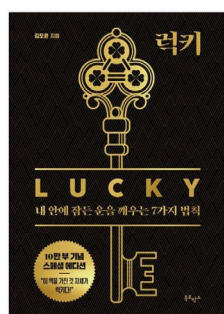


If there's something to learn, learn it.
Don't try to make a toxic gossip about it.

In particular, in the early stage of learning something, it is good to leave out the eagerness to criticize, and accept as much information as you can.

This country, Korea, is known for being the land of diligent people. Its culture is characterized by the unique desire for winning and growing up to the next level, and its environment, where there's nothing but human resources, makes people work hard. That's why quality self-help books are popular. For

example, the book *Counter Your Life* (Woongjin Jisik House) is written by Jachung (Song Myung-Jin), a businessman and YouTuber. It is a strategy guide for your life – it introduces how the writer, who had bad looks, a poor environment, and nothing-special-at-all abilities, overcame the challenges and completely changed his life in the 7 stages he set. Today, the author has achieved economic freedom by running various businesses and is making content that inspires people. As the book sold more than 100 thousand copies since it was published in June, you can easily see how many people wondered about his financial success, time management, and changes in destiny.



Lucky
Kim Do-Yoon, Book Romance



“Why do all the successful people I have met say that they were lucky?” Writer Kim Do-Yoon, who runs a YouTube channel called “Kim’s TV (김작가TV)” with 1.46 million subscribers, tried to figure out what the successful people had in common through their interviews. Then, he concluded that they were all “lucky.” Based on his realization, the book *Lucky* (Book Romance) talks

about luck, from its definition to the kind of people it comes to, and whether you will be able to recognize it when you are put in the same situation.

Just like the weather getting chilly, the global economy seems to be freezing, too. There's nothing but anxiety as people say that things are going to be tougher next year. What opportunity will this crisis bring us? Perhaps it is a chance for us to become more resilient. If so, reading will be your friend. I hope you have a wonderful autumn enriched with books.

KOREAN PUBLISHERS

Songsongbooks

The Place that Holds Everyday Stories With Upbeat Sound



Logo of Songsongbooks

There is a publisher who focuses on small things in our daily lives and delivers them in an upbeat sound, like ‘*pasongsong gyerantak* (파송송 계란탁, the sound of chopping green onions and cracking eggs when making noodles).’ Songsongbooks find minor but common events taking place around our lives, change them into stories, and give joy to readers. The publisher selects

light but fun topics rather than solemn and grave ones and publishes interesting books. As a former comics magazine editor, Songsongbooks' director Kim Song-Eun loves drawings and images. She sometimes invites writers to hold signing events and book talks. She even becomes a character in the book and meets readers to deliver happiness. Let's hear Songsongbooks' stories as it meets readers in diverse forms and finds joy in their daily lives.

It's an honor to have you here with us. Please introduce Songsongbooks to our readers overseas and tell us what your company name means.

Hello, everyone! Songsongbooks started its business in October 2017. We release comic books, such as Cho Kyung-Kyu's *Omurice Jamjam* series, Ma Young-Shin's *Artist* and *Namdong Industrial Complex*, Lee Eun-Jae's *ONE*, *TEN*, and *Shut Up! and Dance?*, Kang Ik-Joong's collection of poems and pictures, as well as collections of drawings, and other non-fictions, such as Jun Soon-Ye's *Taste of Gangwon-do* and *Animals I love*.

Regarding the publisher's name – Songsongbooks – 'songsong' does not have a grandiose meaning. Still, I chose the name because I liked the sound of it being cheery. It also reminds me of small and light images, like *song-al song-al* (the sound of water droplets dripping) or *song song* (the sound of chopping food into small pieces). Rather than heavy and solemn stories, we aim to focus more on the small things around us.

You worked as an editor before opening your publishing company. Is there any particular reason you established a publishing house after quitting your job? Also, what's the difference between publishing a book as an editor and as the director of a publishing company?

Before opening up my own publishing company, I worked for several publishers for 15 years, releasing books of literature, arts, and comics. I also worked as an editor of a comics magazine for three years. Many editors dream of establishing their publishing company. I did too. If you belong to a company, there are limitations in making books you want, or you would have to do something you do not want to do.

As an editor and director, the fact that I publish books does not change, but the gravity of the task comes differently. Glory and loss are all my responsibilities. It is burdensome that I have to be the one to be held responsible. However, it is great that I can decide to publish books that were rejected in my workplaces for it being “meaningful but not profitable.”

You usually publish comic books or ones with eye-catching illustrations. Are there any standards for selecting books?

I think my experience as a comics magazine editor affected my choice. Even after quitting my work as an editor, I was drawn to comics and beautiful images, which led me to build relations with many artists. The projects are based on my interest, which

increased the portion of comics and image-centered books published by my company. It also has to do with the fact that there are publication requests made mainly for image-driven pieces. I did not intentionally try to pick those books, but it happened to be so.



Omurice Jamjam, Chinese Bonbon Club, Artist, and The Way of Khak Kyoung-Su

Omurice Jamjam is one of Songsongbooks' representative books. But, including *Omurice Jamjam*, are there other books that you would want to recommend to readers living overseas?

Omurice Jamjam is a gift-like piece that includes funny food-related and family growth stories. No need to mention its impressive food drawings that make you drool. If you liked *Omurice Jamjam*, I recommend reading another food comics series by Cho Kyung-Kyu, titled *Chinese Bonbon Club*. The main characters of the piece are members of a secret high school students' club that travel to eat Chinese food. The series has episodes in Seoul, Beijing, and Guangzhou. It started in 2008, and the storyline and characters with unique characteristics are

charming. Volumes 1 and 2 make you feel hungry as you read through and see steamy foods, even though the books are in black and white.

Also, I also strongly recommend reading Ma Young-Shin's *Artist* and *The Way of Khak Kyoung-Su*. The author won the Harvey Award, the so-called Oscar award for comics. The pieces show the cutthroat and petty lives of artists with detailed descriptions as if you looked through a microscope. The charms of Ma Young-Shin's works, which pinpoint funny but sad reality, can be seen in the pieces.

Songsongbooks hosts events like author lectures and book talks. Please introduce an event that was particularly meaningful to you.

The most recent event Songsongbooks held on July 2022 was 'Gumumm Bam,' directed and organized by novelist Jang Gang-Myeong and online book reading community Gumumm's director Kim Hye-Jung. Gumumm Bam is an offline event of Gumumm, which holds book talks in local bookstores every last day of the month. As the first book and the place, *Cha Cha on the Bridge*, the comic book released last July, and Songsongbooks were selected. The book talk, which had Jang Gang-Myeong as the MC, and Yoon Pil and Jae Soo as guests, had a lot of visitors. It was a happy but overwhelming event. Since there were many people gathered at the event for the first time after COVID-19, we had to be careful. Still, the event was exciting and exhilarating as

it's been a while since people gathered.

The next event will be Cho Kyung-Kyu's book signing event, which will be held near the winter vacation season. We previously ran smaller but similar events in bookstores several times, but it was unsatisfactory due to the limited number of visitors considering time and site concerns. So, Songsongbooks plans to hold the event all day. We will also serve tea to people who visit the event.



'Gumumm Bam' held at Songsongbooks

We heard that the book cafe you ran along with the publisher is taking time off due to COVID-19. Are there any plans to re-open the book cafe?

Songsongbooks Book Cafe started its business on November 2018. After opening Songsongbooks, I rented an office for a year to work, but I kept on going to cafes to work instead of my office. So, I thought it would be better to open my cafe. (laughs) In the

first year, we held exhibitions about the *Chinese Bonbon Club* and book signing events for Cho Kyung-Kyu a few times.

However, about a year after the book cafe opened, it became challenging to host events due to the impact of COVID-19. The publisher's working capacity was growing as well, meaning that there were more books to be published. In addition, there were tasks, such as editing and marketing, to be done, and it was hard to run the cafe simultaneously. Therefore, the book cafe temporarily stopped its operation in the spring of 2022. The space is currently used as an office. We only plan to open the space when there are events.

It must have been disappointing for readers who used to visit the book cafe. However, we believe it was more so for you as there is a scene from *Omurice Jamjam* in which you are shown as an "editor." Please share an episode related to the book cafe that impressed you.

I remember *Omurice Jamjam* fans coming from a far distance to visit the cafe. They were mostly children and their parents. Maybe because I appeared in the comics with my real name, the visitors were happy to meet 'Song-Eun ssi (Mrs. Song-Eun).' Some readers even brought letters and gifts, asking me to deliver them to the writer.

We look forward to Songsongbooks' activities, including book cafe operations, authors' signing events, and book talks. Please share the company's future plan and goals.

It is great to give a chance to writers and readers time to meet, but what publishers provide are books. So, we will continue to find funny and meaningful short or long writings, edit them thoroughly and beautifully, and show them to readers.

KOREAN AUTHORS

Writer Eun Hee-Kyung

A Genre Created through Continuous Innovation

People all look at the world from their own viewpoints and ways of thinking. For that matter, one's thoughts and notions play important roles in viewing and judging others. Of course, it is not easy to change a deeply rooted mindset. Still, some continue to innovate and move along with the changes in the world. Writer Eun Hee-Kyung, who emphasizes relations and communication with others and looking beyond prejudices, debuted 27 years ago. Still, she does not hesitate to make changes. This time, we met writer Eun Hee-Kyung who delivers warm stories in a slightly cold-blooded manner and has established her works as a unique genre.

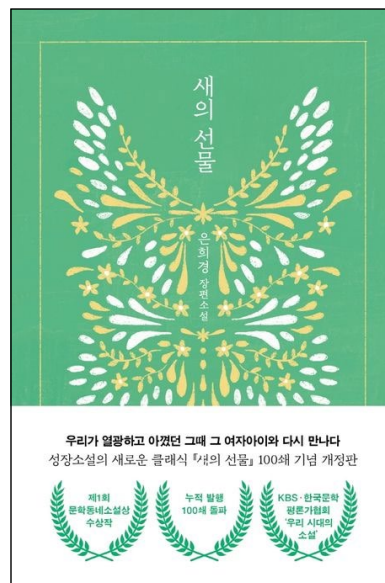


© Seoul International Book Fair (SIBF)

It's an honor to have you on our webzine. Please say hello to our readers and introduce yourself.

Hello, everyone. I am a novelist, and I debuted in 1995. I have released six full-length novels and eight collections of short stories. Writing a novel is hard every time, and it feels like I am trying it for the first time. However, I continue to write, thinking that becoming a novelist is the luckiest thing to happen to me. For a long time, I was called 'a writer of cynicism and sharp tongue', but I always think I write warm novels. Some say I am 'a self-innovating writer, a genre of its own', and I like such comments about me.

You recently released a revision of *Gift of the Bird* (Munhakdongne). It must be meaningful as your first book to reach its 100th printing. After 27 years of your career, it must be impressive as you re-visit your first book, the starting point. How did it make you feel?



Gift of the Bird

Many readers still say the book is my representative piece. Does it mean that I am a writer who can not overcome the first book even after writing for around 30 years? I often joke, “My representative piece is my most recent one because I am getting better and better at writing.” However, as I read through my first book to release a revision, I glimpsed the idea of why readers say the book is my best piece.

I started writing novels in my late 30s because I realized that the safe frame I tried to keep did not make me happy. I needed negative energy to escape the frame, and it seems that energy and desperation gave me a sort of vigor to the first novel I wrote.

All the stories I wrote cast “uneasy questions on happiness.” It took 27 years for my books to reach the 100th printing. It feels like the question I asked a long time ago has been something necessary; I think readers encouraged me.

You continue to reflect on the changes in the era without sticking to the old way of thinking. It is not easy to change one’s mindset. What makes you continue to ponder and think? Is there any secret of yours in following the trend?

Writers no longer play the role of an intellectual or mentors in the current era. I think novelists are the ones who write stories of people living the time – readers and contemporaries. There were principles that I kept myself committed to as I started writing novels: ‘Write it dry but not sentimental,’ ‘Do not give unfinished resolution and consolation,’ and ‘Do not try to teach readers lessons.’ Even now, I try to see and record people’s lives fairly and accurately, and one has to eliminate one’s bias and continue to renew. You always have to agree that “I could be wrong.”

You were the ambassador at the 2022 Seoul International Book Fair (SIBF). You could meet readers directly through congratulatory remarks, interviews, and lectures. It must have been refreshing, as it's been three years since SIBF was held due to COVID-19. What was it like to participate in the SIBF as an ambassador?

The book fair was a chance to meet and enjoy the festival for writers and readers. I joined the SIBF several times since its 1st one. Being an ambassador who is a messenger of such a book festival made the experience even more special. This year's theme was "One Small Step," meaning that we just started to take new steps as we narrow the distance widened by COVID-19. I was able to sympathize with the fair a lot. There were so many people who participated in the book fair's lectures and book signing events, which was surprising to me. As a writer and a reader, people "looking for books to read" are like colleagues or friends to me. Regardless, it was pretty embarrassing to see a big picture of me being hung in the event hall.

You wrote *The Name of a Rose is Rose* (Munhakdongne) based on your experience in New York. How are your message and the background of New York connected?

After my first short novel collection, *Talking to Others* (Dal Publishers), I've been writing about relationships and communications among people. "How should one understand

others?” We assess others through diverse frames built through our experiences in the social system. Eventually, people have misunderstandings and prejudice, sometimes leading to discrimination and hatred. Literature lets people escape their frames and view others from a new perspective. In the book *The Name of a Rose is Rose*, I wanted to take the protagonists to an unfamiliar place. In a foreign city, we are judged by our nationality and race, and we get to face ourselves without the barrier we have in our daily lives. In other words, we can see ourselves and others differently.

Since the story is about breaking the bias, using a metropolis well-known to others and diverse aspects were necessary. I chose New York because it was the city that gave me the greatest experience. Nevertheless, the novel is not about New York.



The Name of a Rose is Rose and Talking to Others

The Name of a Rose is Rose talks about misunderstandings or prejudice that people easily have. We heard that you looked back at yourself a lot while writing. How can one deal with others without being caught by bias?

I do not think one can fully understand others as each individual is complex and unique. Solitude is a fundamental characteristic of humanity, which we can not get away from. But we can consolidate by respecting differences. The novel measures the distance between one another. We often consider ourselves as the wounded ones. But under the same situation and relation beyond the self-centered filter, you realize that you are also hurting others. I also recognized my prejudice as I made my novel's main characters go through similar experiences. Writing and reading may all be processes of self-objectification.

Many say that your literary style, atmosphere, or perspectives have become more well-rounded than the novels written in the early days of your career. Were there any changes in your mind or reasons?

The 1990s was when we had just gotten out of the fight against the military regime in the 1980s. It was the time voices of individuals' cravings and rights were emerging. Female writers wrote diverse stories. The era was filled with far more prejudice and discrimination, and writers had various ways of raising issues.

I thought it was necessary to awaken people who adjusted to an unfair system without any perception of social issues while being suppressed and discriminated against. So, I chose a more pointed and ironic way to write in the past. But now, even without such bitter expressions, readers share the perception of social issues. Thus, I believe there is no need to use Kafka-styled phrases explicitly. But, of course, my basic attitude is about writing accurately, fairly, and dryly.

You have a long career as a writer. What drove you to work steadily for a long time without stopping?

Sometimes, people ask questions about a slump. I always fall into a slump when I write new pieces. It feels like I am trying it for the first time, and it is challenging. I often feel lost. But such unfamiliarity and curiosity I get as a novice writer keep me attracted to what I do – writing. The world constantly changes, and I live in that era as one of the contemporaries. As long as I feel unfairness and absurdity in the world, questions I want to throw continue to arise.

Your pieces were introduced several times in other countries. Are there any books you would like to recommend to readers overseas?

Gift of the Bird was the most-translated piece. As you can see from the declaration, “Since I knew the world was not benevolent

to me, I stopped growing at the age 12,” the book is based on irony. So, it is hard to deliver my message well to readers overseas. Since the full-length novel *Life Unperturbed* (Changbi Publishers) has even stronger irony, I wonder how readers in other countries would feel about the piece. The collection of short novels *The One and Only Snowflake that Looked Like All the Others* (Munhakdongne) and *The Name of a Rose is Rose* are my recent novels. I would like to know whether my viewpoints are delivered well to readers living in different environments.



Life Unperturbed and *The One and Only Snowflake that Looked Like All the Others*

We heard that you are preparing for your next full-length novel. Please share with us stories about the new book and tell us about your future goals and commitments.

I am writing a full-length novel about our bodies. We are one with our bodies for a lifetime, which is essential in building relationships with others. It also is the starting point of the

world's assessment, distortion, and misunderstanding. I want to show those stories in a novel that reflects on the finiteness of humans from birth to death. I aim to become a “novelist who writes strange stories.” To quote Milan Kundera, life's charm does not come from an unfamiliar woman showing up, but when a familiar woman feels unfamiliar.

PUBLISHING INDUSTRY

MCST Announces the 2022-2026 Publishing Industry Promotion Plan

Fostering K-Culture through Books and Building a Cultural Powerhouse through Publishing

Written by Jo Min-Hee (Assistant Manager of the Publication Policy & Research Team, Publication Industry Promotion Agency of Korea)

“Books” are the core content that has been with humanity for a long period of time. However, the domain of each type of content and the boundary between them have become unclear these days. Today, publishers are not just coming up with publishable content, but are expanding their business into e-books and audiobooks, not to mention other cultural fields such as the film, game, and music industries. As such, the publishing industry takes on different content-based roles, crossing the traditional frontier of “print books.”

However, unlike the diversified channels for publishing content, readership is falling every year. People now prefer video services like TV, YouTube, and Netflix rather than books. The average annual percentage of Koreans reading books is 47.5%¹⁾, which means that around 5 in 10 people read more than one book a

year. This was the first time the rate had dropped below 50% since the original poll. Yet, as the increase of people in their 20s and 30s reading e-books and audiobooks is clearly shown in each media, it seems that the demand for books apart from paper books is on an upward trend.

Along with the changes in the publishing industry, the Ministry of Culture, Sports, and Tourism²⁾ in Korea announces the “Publishing Industry Promotion Plan” every 5 years. The fifth plan was announced this August. The latest plan consists of 4 promotional strategies and 12 tasks considering the changes in the publishing industry, such as the heightened diversity and utilization of publishing content, fall in the reading population, growth of Korean publications overseas, and expanded influence of online book distribution. Following is a brief summary of the plan.

2022-2026 Publishing Industry Promotion Plan

| | | |
|------------------------|--|--|
| Promotional Strategies | (Strategy 1) Books for All | (Task 1-1) Address diverse demands (Task 1-2) Increase public demand for books (Task 1-3) Create sources of demand across the world |
| | (Strategy 2) Books Everywhere | (Task 2-1) Strengthen the competitive edge of local (small-scale) bookstores (Task 2-2) Upgrade publishing and distribution practices and systems (Task 2-3) Revitalize local publishing |
| | (Strategy 3) Books towards the Future | (Task 3-1) Enhance digital capabilities (Task 3-2) Build a system to train publishing professionals (Task 3-3) Revitalize the ecosystem for innovative publishers |
| | (Strategy 4) Governance for Books | (Task 4-1) Reform the relevant laws and systems (Task 4-2) Strengthen policy cooperation and promotion (Task 4-3) Build the capabilities of KPIPA |

1. Books for All

The “Books for All” strategy aims to provide a sustainable growth engine for the publishing industry by making the people’s reading environment flexible, supporting various members of society to engage in reading activities without discrimination, and creating new demand. The reading population in Korea has been in decline since 2021 due to the low birth rate and aging. The number of readers has indeed fallen due to such demographic changes, but the readers’ preferences have become more specific and diverse. Therefore, the strategy mainly covers customized support for various, different members of our society, considering the increase in the aging population and multicultural families.

Also, the ministry aims to support the publication of books reflecting the major interests of senior citizens, and provide systematic support by expanding the “Big Font Book Project” in public libraries. In addition, for multicultural families (370 thousand people) accounting for more than 2%³⁾ of the entire population, the strategy looks to promote “two-way translation support” for both parents and children to enjoy reading together and support reading programs considering the unique characteristic of such families by cooperating with multicultural family support centers.

In addition, the ministry aims to establish foreign promotion strategies by country and region to broaden the *Hallyu* (Korean

wave) of publications. Along with *Hallyu*, the popular culture, it is necessary to seek opportunities to boost the advancement of Korean books in the global market. Moreover, the expansion of international trade is necessary to boost the export abroad of Korean publications as original content, in conjunction with multi-content in the publishing industry. In addition, the ministry aims to strengthen the competitiveness of children's books and picture books – items that are highly attractive for export. The efforts for the strategy include: first, weighing up the support for Korean books' commercialization in the international market through the export of original publications' ancillary rights and various publishing formats. Second, hosting the “Korea-China-Japan Publication Exchange Special Exhibition,” and third, hosting Korea's very own international book fair for children's books, such as the Bologna Children's Book Fair and Shanghai International Children's Book Fair. The strategy also includes the plan to cultivate “K-Book (<https://k-book.or.kr/user/main/index>),” a comprehensive platform for the export of publishing content, so that it can serve as the practical medium for export and exchanges, growing up as the representative copyright exchange platform.

2. Books Everywhere

The crux of the “Books Everywhere” strategy is improving the space for book experiences for people to enjoy reading books everywhere across the country and advancing distribution channels that connect readers with books.

First and foremost, the ministry aims to provide consultations for the facility improvement of local bookstores or expansion of cultural activities, so that local bookstores can reinforce their competitiveness and further become cultural hubs. In particular, in areas that are losing bookstores, the strategy seeks to test “small bookstores,” such as pop-up stores, over a period of time. It also aims to facilitate cooperative projects so that public libraries can coexist with local bookstores by encouraging public libraries to purchase books from local bookstores and by opening co-organized book festivals.

In addition, to boost transparency and efficiency in the publishing and distribution sector, the ministry aims to upgrade publishing/distribution data centering on the Korean Standard Publishing Distribution Data Hub System (KOPDS, <https://bnk.kpipa.or.kr>) set up in September 2021. It also plans to improve the environment for different parts of the industry, such as publishing houses and bookstores, to use the platform with greater ease.

3. Books Towards the Future

The third strategy, “Books Towards the Future,” focuses on preparing for the era of trans-media, in response to the changing atmosphere in the publishing industry, by supporting the utilization and expansion of IP for publications as original content.

This strategy lays out the plan to fortify the content-utilization capacity of those in the publishing industry by supporting their exchange with others in different industries, building the “Comprehensive Support Center” within the Publication Industry Promotion Agency of Korea (KPIPA). Also, for outstanding human resources to continue to flow into the publishing industry, the consortium between universities, graduate schools, and industries is looking to operate an on-the-ground training curriculum, actively utilizing industry-university cooperation. In particular, considering the growth of the webnovel market and the likelihood of the market expanding into other fields, the ministry plans to set up training courses in the field of webnovel and publication Ips and cultivate future talents.

In particular, the strategy aims to build on the capacity of the “Start-up Support Center” that provides training, consultation, and infrastructure necessary for businesses in their infancy stage, considering the characteristic of the publishing industry where it is relatively easy to start a business.

4. Governance for Books

The fourth strategy, “Governance for Books,” outlines the plan to establish a “public-private cooperation system” for the publishing industry to grow with public policies and institutional support.

In particular, the strategy includes reengineering the “Publishing Industry Promotion Act,” marking its 20th year of enactment in 2023. Currently, the applied scope of the act is limited to the administrative concept of publications. However, the strategy plans to redefine the concept of publishing, reflecting the current situation where the meaning of publishing is broadening and changing. Furthermore, by examining the linkage with the legal system of various cultural industries such as the Copyright Act, Content Industry Promotion Act, and Promotion of Cartoons Act, it aims to improve the current system by updating parts of provisions.

In response to the diversifying publishing industry, and to secure growth momentum for the sector, the ministry sought opinions from different industries, including consumption, distribution, and production, by segmenting the publishing industry and analyzing the outcomes and limitations of the previous plan implemented from 2017 to 2021. The opinions gave insights into industrial changes, flows, and areas that need further support. Two common ideas that came up were, “It is so challenging to continue doing the business,” and “But still, I cannot just give up

everything because I love publishing.”

“Nonetheless,” the publishing industry has the largest sales among cultural industries in Korea, with average yearly sales of KRW 21 trillion. The publishing industry is currently innovating in this process, focusing on the content market as opposed to the book market. Also, it is changing in the direction of pursuing trans-media, which maximizes the values of the reading experience. This is obviously a time when traditional genres and media-centric value chains are losing strength, and the industrial structure and market should be restructured based on the original content. Unless we lose our love for publishing and books and adapt to the changing environment, I think the economic value of Korean publications will continue to increase. Thinking of visiting my local bookstore after finishing this article, I send my support to the next 5 new years of the Korean publishing industry.

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- 1) 2021 National Reading Survey (Ministry of Culture, Sports, and Tourism (MCST)), biannually conducted
 - 2) Ministry of Culture, Sports and Tourism (MCST), <https://www.mcst.go.kr/english/index.jsp>
 - 3) Population and Housing Census (Korea Statistics, 2021)

Publishing Policy

Publishers' Book Clubs




Where the hearts of book lovers gather

Publishers' Book Clubs



Book clubs are a paid service run by publishers to offer a high-quality reading environment to readers.

At book clubs, you can...

-  Read books and share opinions with various people
-  Find a hidden story in the book that you read
-  Purchase merchandise related to the books you read

Read with a loving mind for books,
and start a new reading life!

We introduce to you
various book clubs run by
publishing houses in Korea!



Click on the name of each book club to find more information!

Minum Book Club

- ✓ Share opinions with other readers
- ✓ Participate in book talks with authors and lectures
- ✓ Get 3 book-club edition books and 3 giveaway books
- ✓ Get various limited merchandise



Book Club Munhakdongne

- ✓ Get a package of curated books and reading guides
- ✓ Get the latest newsletter
- ✓ Enjoy premium lectures
- ✓ Get discounts on online markets and partner stores



Maumsanchaek Book Club

- ✓ Receive 5 newest books
- ✓ Meet authors and editors
- ✓ Online meetings for those unable to join offline
- ✓ Get various book-themed merchandise



Book Club Beaver (BIR)

- ✓ For preschool children aged 4 to 7 and from grades 1 to 3 in elementary school
- ✓ Get workbooks for reading activities and a guidebook for parents
- ✓ Receive “surprise books” and DIY kits
- ✓ 1:1 consultation provided by reading education experts



Enjoy **special services** provided for those who love and want to befriend books!

Meet various book clubs in Korea!



NEW BOOKS

You're Light

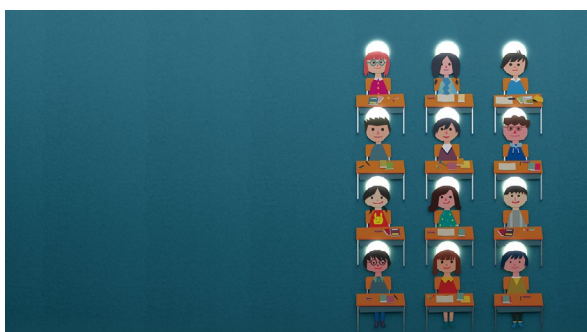




A firefighter helping people in an emergency, Volunteers lending a helping hand to those in need, A friend who buried a squirrel they found dead on the street...


They are stars, shining stars

that care about others and offer them help without hesitation.



The light that shines upon us

is not from a god or a saint,
but from ordinary people around us.



The winner of
the Ragazzi Award
at the Bologna
Children's Book Fair


Kang Gyeong-Su

**A new title using 3D graphics
by writer Kang Gyeong-Su!**

Embodied in “light,”

it is the good will that
only human beings can have,
which makes humans human.

Beautiful light in our heart



You're Light

Kang Gyeong-Su, Modnn-yoil Picturebook

BEST SELLERS

2nd Week, October 2022

Best Seller Trends in the Four Biggest Online Bookstores in Korea

If we look at the best sellers' list for the second week of October, we can see books that have been greatly loved by readers have returned with a new look. For example, the Consumer Trend Center (CTC) at Seoul National University, which reads and analyzes current flows and trends in the world, came back with a new book, *Trend Korea 2023*. Naturally, it would be great to prepare for the new year with knowledge about the upcoming trends foreseen by *Trend Korea 2023*. Also, "Decision to Leave," which set a mega-hit record with its movie and the screenplay, returned with *Decision to Leave: Storyboard Book*. The book is a must-read for those who want a deeper understanding of the story and the production process of "Decision to Leave," which provided an unforgettable experience for its audience with various plot devices operating perfectly in the movie.

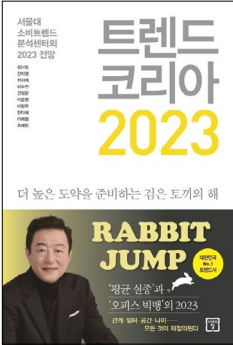

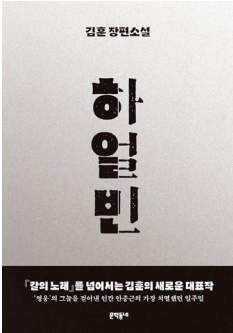
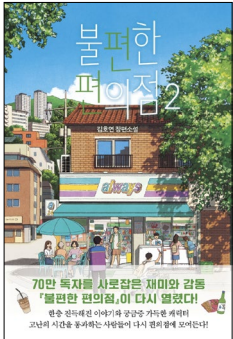
Meanwhile, another author that tells the stories of Korea appeared, following *Pachinko*, which was largely loved for its

story unique to Koreans. Kim Joo-Hye, *Beasts of a Little Land*, is a Korean-American novelist who is greatly interested in Korean history as she was influenced by her grandfather, who participated in the independence movement. So, against this backdrop, Kim wrote stories with the desire to encourage the world to learn about Korean history. Talking about what it is to be a human being – a universal issue – going beyond discussing stories of Koreans, the book *Beasts of a Little Land* will find answers to what attitude humanity should have in the face of destruction, war, and famine.

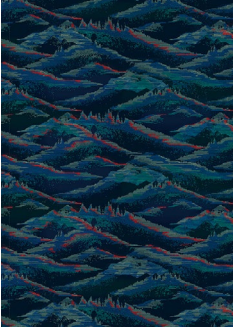
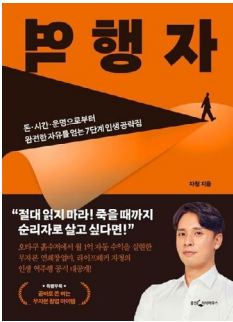

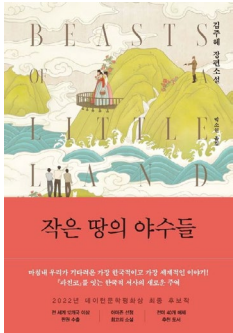
For humanities books, *Mind Laundry* ranked first. The book was published in 2013, but it has come under the spotlight after being introduced on ENA's TV program called "Suspicious Bookstore East West South Book (수상한 책방 동서남Book)." The book helps readers overcome negative feelings provoked by fear, anger, and jealousy, while introducing oriental psychological healing methods. Also, *Reading Nietzsche in My 40s* offers tips to love your life entering the 40s, starting from Nietzsche's question, "How am I going to love my life?" Meanwhile, *A Fairly Good Attitude* is a book written by the documentary director of "3-Day Documentary (aired on KBS)" and "You Quiz on the Block." It is a compilation of stories he heard from the many people he met during the programs. It provides lessons he learned from many different corners of life.

* The rank of best sellers below was organized after integrating domestic best sellers in the second week of October from the four biggest online bookstores in Korea – Kyobo Bookstore, Aladdin, Yes 24, and Interpark.

Top 10 best sellers for the 2nd week of October

| | | |
|---|---|---|
| 1 |  | <p><i>Trend Korea 2023</i></p> <p>Author Kim Nando and others Publisher Miraebook Genre Business</p> |
| 2 |  | <p><i>Father's Liberation Diary</i></p> <p>Author Jung Ji-Ah Publisher Changbi Genre Fiction</p> |
| 3 |  | <p><i>Harbin</i></p> <p>Author Kim Hoon Publisher Munhakdongne Genre Fiction</p> |
| 4 |  | <p><i>Uncanny Convenience Store 2</i></p> <p>Author Kim Ho-Yeon Publisher Namu Bench Genre Fiction</p> |

Top 10 best sellers for the 2nd week of October

| | | |
|---|---|--|
| 5 |  | <p><u>Decision to Leave: Storybook</u></p> <p>Author Lee Yoon-Ho, Park Chan-Wook Publisher Eulyoo Publishing Genre Art</p> |
| 6 |  | <p><u>Counter Your Life</u></p> <p>Author Jachung Publisher Woongjin Jisik House Genre Business</p> |
| 7 |  | <p><u>Oliver's Daily Tips to Teaching English in an American Way</u></p> <p>Author Oliver Shan Grant Publisher Bright Genre Education</p> |
| 8 |  | <p><u>Beasts of a Little Land</u></p> <p>Author Kim Joo-Hye Publisher Dasan Books Genre Fiction</p> |

Top 10 best sellers for the 2nd week of October

| | | |
|-----------|--|--|
| <p>9</p> |  | <p><i>Mind Laundry</i></p> <p>Author Hwang Woong-Geun Publisher Inner World Publishing Genre Humanities</p> |
| <p>10</p> |  | <p><i>I Decided to Change Myself</i></p> <p>Author Zhihong Wu Publisher Readlead Publishing Genre Self-help</p> |

Top 5 humanities books for the 2nd week of October

| | | |
|---|---|---|
| 1 |  | <p><u>Mind Laundry</u></p> <p>Author Hwang Woong-Geun Publisher Inner World Publishing</p> |
| 2 |  | <p><u>Reading Nietzsche in My 40s</u></p> <p>Author Jang Je-Hyung Publisher Uknow Books</p> |
| 3 |  | <p><u>A Fairly Good Attitude</u></p> <p>Author Park Ji-Hyun Publisher Maven</p> |
| 4 |  | <p><u>Kluge</u></p> <p>Author Gary Marcus Publisher Galleont</p> |
| 4 |  | <p><u>Guns, Germs, and Steel (Special Edition)</u></p> <p>Author Jared Diamond Publisher Literature & Thought</p> |

KOREAN TRANSLATOR

Kaparushkina Diana (Jang Diana)

Profile

- Korean-Russian translator
- E-mail: diana_jang@daum.net
- Youtube: www.youtube.com/c/РусскийязыкДианойЧанг

Educational Status

- 1993.09. - 1997.07., Bachelor of Western Languages and Western Literature, UrGU, Russia
- 2001.04. - Present, Member of the MAPRYAL (International Association of Teachers of Russian Language and Literature)
- 2001.06. - 2002.06., Completed the Russian Language Course for Foreigners at Moscow A.S. Pushkin Russian State University, IRYAP

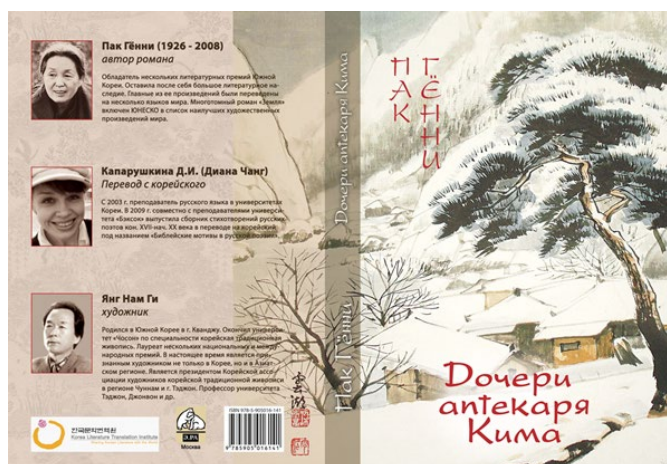
- 2005.03. - 2008.02., Master's Degree in Russian Language and Literature at Hankuk University of Foreign Studies Graduate School
- 2010.01. - Present, Member of the Korean Association of Russian Language & Literature, the Korean Society of Speech Sciences, and the Korean Society of Interpretation and Translation Studies
- 2010.01. - 2016.06., Doctor of Russian Education, Peoples' Friendship University of Russia (RUDN)

Licenses

- 2015.02. - Present, Supervisor of the Russian International Certification Test, TORFL (elementary level, basic level, level 1-4)
- 2017.12., Korean Literature Translator, LTI Korea

Major Translations and Reviews

- 2008.11. - 2011.06., *The Daughters of Kim's Pharmacy* (Park Kyong-Ri, Nanam Publishing House) requested by LTI Korea. Translated and published in Russia.
- 2011.03. - 2014.01., *Deep Sorrow* (Shin Gyeong-Sook, Munhakdongne) requested by LTI Korea. Translated, scheduled to be published in 2022.
- 2010.12. - 2011.03., Reviewed the translation of *Reading Russians' Life: Memoir of Serf Sava Purlevsky (1800-1868)* (Minsokwon)

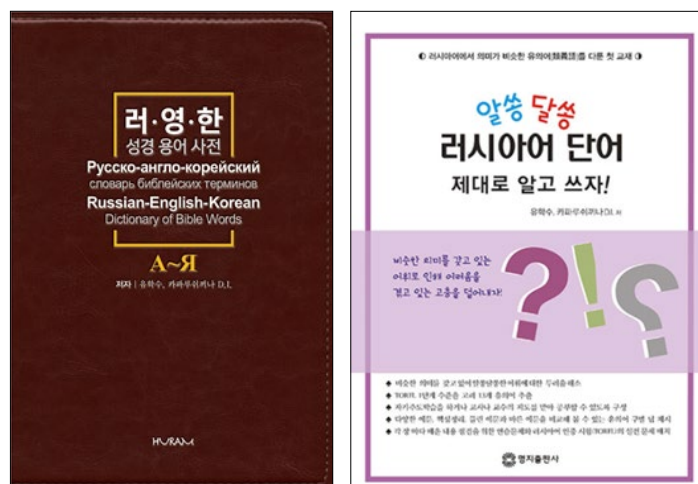


The Daughters of Kim's Pharmacy

- 2013.04. - 2016.06., Translated subtitles for films at Seoul Russian Film Festival
- 2015.03. - 2015.12., Translated and reviewed Russian in the multilingual dictionary at the National Institute of Korean Language
- 2015.10. - 2016.05., Translated and reviewed for the interpreting device used at the Pyeongchang Olympics
- 2016.09. – Present, Translating *Painter of the Wind* (Lee Jung-myung, Million House) requested by LTI Korea
- 2017.10. - 2018.02., Translated event materials for the Seoul International Book Fair
- 2019.01. - 2019.08., Translated and reviewed materials about Dokdo Island and the East Sea, as requested by the Ministry of Foreign Affairs
- 2019.03. - 2019.12., Reviewed TORFL books (elementary level, basic level, levels 1-4) requested by Yonsei University

- 2019.04. - 2019.08., Translated publications of children’s and young adult literature, requested by the Ministry of Culture, Sports, and Tourism and KPIPA
- 2020.01. - 2020.08., Translated event materials for the Seoul International Book Fair (picture book introduction for a children and young adult literature publishing company)
- 2021.01. - 2021.03., Translated online learning content and videos requested by King Sejong Institute
- 2021.01. - 2022.03., Translated and reviewed *Russian Culture and Festivals*, published by the Institute of Ethnic Minorities, Pai Chai University
- 2022.11. – Present, Translating the book of drama “Our Blues,” scheduled to be published in Russia

Books and Reports



Russian-English-Korean Dictionary of Bible Words (left) and *How to Use Russian Words Properly* (right)

- 2016.09., *Theological Study of Mythopoetic Images in Andrey Bely's Novel Silver Dove* (Мифопоэтические образы в романе Андрея Белого «Серебряный голубь». – Düsseldorf: Lambert Academic Publishing)
- 2016.10., *Acoustic Features of Korean Plosive Consonants* (Особенности корейских взрывных согласных. – Düsseldorf: Lambert Academic Publishing)
- 2016.11., *Methodology and Methods of Teaching Russian Pronunciation to Foreigners* (Методология и методика обучения иностранцев русскому произношению. – Düsseldorf: Lambert Academic Publishing)
- 2020.02., *Russian-English-Korean Dictionary of Bible Words* (co-writer: Yoo Hak-Su, HURAM) (Русско-англо-корейский словарь библейских терминов)
- 2022.02., *How to Use Russian Words Properly* (co-writer: Yoo Hak-Su, Myoungji Publishing)
- 2010 – Present, Translated many other books and thesis papers about Russian literature (symbolism), teaching Russian language (pronunciation, TORFL), phonetics (experimental phonetics, comparison of Korean and Russian pronunciations), Korean literature, culture and festivals of ethnic minorities in Russia, etc.

#K-BOOK

#Library

KPIPA Introduces K-Books for Global Publishing Markets through K-Book Platform

The Old Man of the Library

1. Publication Details

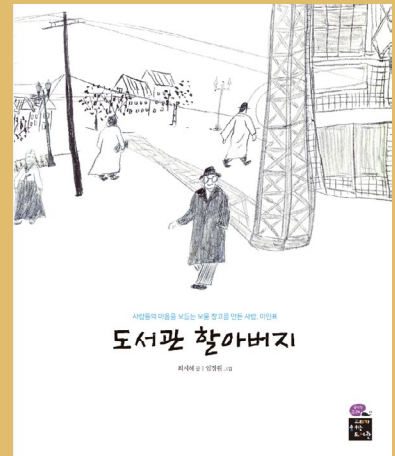
Title | The Old Man of the Library
 Author | Choi Jeehye, Eum Joungwon
 Publisher | goraebook library
 Publication Date | 2014-10-02
 ISBN | 9788997165797
 No. of pages | 40
 Dimensions | 218 * 265

2. Copyright Contact

Name | Lee Kyusu
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 Phone | +82-31-955-9680

3. Book Intro

This is a story about an old man who wanted children to dream bigger. As the president of a shoe company and successful business man, the old man wanted people to enjoy a culture that enriched the mind and soul through books. So he opened a library for children who were too poor to read books. “Inpyo Library for Children” in Sanggye, Seoul, is Korea’s first private library for children. The laughter of children changed the atmosphere of the neighborhood. The story of Yi Inpyo, the old man of the library, has now been told in a children’s book written by Choi Jeehye, who worked at Inpyo Library for Children. After succeeding as a



businessman, Yi Inpyo started building a library for children. With the hope that it would help growing children find their place on the global stage, he began to build a library. Yi Inpyo also built libraries in areas of China and the former Soviet Union where his Korean countrymen resided. To children from poor families, these libraries were treasure rooms that helped them dream, and playgrounds to those who were neglected by their parents. The preciousness of books, taught by the old man of the library, made them embrace the world. Readers will be able to feel the warmth of a successful businessman for society. While it is sad that some of Yi Inpyo's libraries have closed, the story of his love for books and children continues to resonate with many people.

* k-book.or.kr/user/books/books_view?idx=1956

The Librarian Who Ran Away to the Library

1. Publication Details

Title | The Librarian Who Ran Away to the Library

Author | Kim Jiwoo

Publisher | SANZINI

Publication Date | 2022-03-02

ISBN | 9791168610170

No. of pages | 164

Dimensions | 110 * 170

2. Copyright Contact

Name | Kang Sugeul

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Phone | +82-051-504-7070

3. Book Intro

The student who ran away from home to the library now goes to work at the library.

Most people have probably had an experience in the stormy days of their adolescence of leaving home in anger, though they may not have stayed out for days. The author, too, once an ordinary youth living in South Korea, often stormed out after having a fight with his parents. And where did he go? To the library. Kim Jiwoo, the author and an incurable library lover, was once something of a fixture at the library and is now working as a librarian. It seems that someone who bolted from home only to go to the library must have been a good student,



though somewhat naive. The author himself says in the book, “I was too timid as a youth to be able to say that I really lived, but I wasn’t dead, either.” What he has to tell us about libraries, though, is neither typical nor boring. What do libraries look like today—how different are they from what we picture in our minds without really being aware? In his characteristically pleasant style of writing, the author leads us into a new world of libraries, unknown to us until now.

What exactly does a librarian do?

What kind of work does a librarian do? If you picture a librarian helping people borrow books in the quiet of a reading room, you’re greatly mistaken. If you’ve paid a visit to the library recently, you’re probably aware that a machine takes care of the loaning and returning of books. Then what do librarians actually do?

The author of this book is mostly in charge of matters related to events. He prepares and hosts events held by the library. He contacts authors and readjusts the schedules as appropriate. He even ran a YouTube channel for a while. He creates library mascots and theme songs, and leads the supporters’ activities for college students. He demonstrates that the tasks of a librarian are quite dynamic, far from being static. Through the stories of the author, a current librarian, we can peek into the daily lives of librarians, often seen as nothing more than non-player characters (NPCs, in computer game lingo).

The library is not a place for studying—come to the library to play.

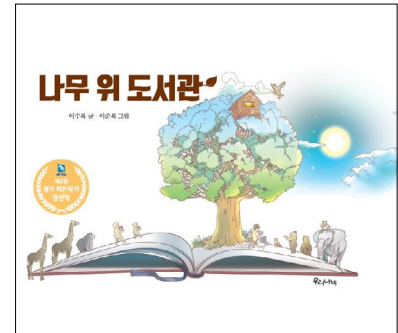
When people talk about their memories of libraries, many recall picking out books from the shelves or sitting down at the tables or desks and studying for an exam. For some, libraries only bring to mind memories of the pains and ordeals of studying. A search of libraries online reveals that the studying environment of a library accounts for a big part of the user experience and evaluation thereof. Libraries have taken on the image of a place for studying. The author, however, emphasizes that a library is a place for fun, not for studying. A library is more user-friendly than any other institution. It’s wide open even on the weekends, to provide the maximum convenience for users through interlibrary connection. In addition, many library personnel have taken an active interest in providing various new services, not just lending books or providing a space for studying. The makerspace, in which users can take part in a diverse range of creative activities using laser cutters, cutting machines, mug presses, and wood burning machines, is one of the major trends in the world of libraries today. How many people are aware that they can make their own toy figures using a 3D printer, or messenger emoticons using a tablet? If you come to see libraries in a different light through this book, how about visiting the library this weekend?

* k-book.or.kr/user/books/books_view?idx=6644

Library in the Tree

1. Publication Details

Title | Library in the Tree
Author | Lee Su-bok, Lee Jun-bok
Publisher | Woorinabi Publishing Company
Publication Date | 2020-01-31
ISBN | 9791186843505
No. of pages | 56
Dimensions | 250 * 185



2. Copyright Contact

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Phone | +82-70-7768-0382

3. Book Intro

A boy leaves the city where people don't read books anymore, and he heads to the forest. Unlike the dreary city, the forest is quiet and refreshingly green, the best place for reading. When the boy starts reading, a monkey in a tree becomes curious and wants to know what the boy is doing. The monkey learns that the boy's bag isn't filled with cookies or fruit but with books. The boy and the monkey go on a fun adventure by reading the boy's books, and the monkey realizes the world is bigger than he had thought and that there are exciting things happening everywhere. Soon, other animals join the boy and the monkey's book adventure. It becomes crowded with many animals joining them. Realizing how fun reading is, the animals decide to bring books from the city to the forest. This is not hard to do because the people in the city no longer care for books, preferring other ways to get information. The boy continues to read for the forest animals to their delight. One day, it suddenly starts to rain, and the books are in danger of getting all wet. Fortunately, the animals move all the books to the bear's cave, which becomes packed with books, leaving no place for the bear. The boy says, "It'd be so nice if there was a library in the forest." Hearing that, the forest animals decide to build a library. After the boy returns to the city, the animals decide to build a library on top of the zelkova tree in the forest and fill the library with the books. The library is built with only the materials from the forest, but it looks amazing. However, the boy no longer visits the forest. Unable to see the boy anymore, the forest animals decide to embark on an adventure by themselves. With the adventures they have had by reading books, they feel ready to go out in the world and have some fun. They then come back and write a book about their adventures. Years pass, and the boy heads to the forest again. He had been sick in the hospital, which was why he couldn't visit the forest. Once he arrives

at the forest, he sees a small house filled with books, the library in the tree with the books about the adventures that the forest animals had had. *Library in the Tree* tells the adventures that a boy and his animal friends have by reading books and how they embark on their own journey after being inspired by reading. By contrasting the city people, who spend all their time watching videos, with the forest animals, who enjoy reading, the book prompts readers to think about their own reading habits. It is also fun to read about the forest animals building a library without cement or bricks but only with what they can find in the forest. The book teaches young readers to have the courage to go out into the world and embark on a journey and also about having faith in oneself despite failures. The book will move the hearts of young readers and also inspire them to take action towards their goal.

* k-book.or.kr/user/books/books_view?idx=2908

Things I Learned in the Library

1. Publication Details

Title | Things I Learned in the Library
Subtitle | The reading mother's way of using library in a smart way
Author | Lee Hyejin
Publisher | login
Publication Date | 2019-09-20
ISBN | 9791160576191
No. of pages | 236
Dimensions | 145 * 210

2. Copyright Contact

Name | Jung Jihyun
Email | jhjeong@epublic.co.kr
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3. Book Intro

This book is both a record kept by a mother who traveled around to libraries to practice raising her children through books as well as the growth diary of a mother who grew up with her children through books. The author sincerely captures the process of starting out on the path of effortless childcare with "library parenting" and regaining composure after being plagued by excitement, discouragement, and extreme emotions. While following the process of the author's trial and



error, readers can find comfort by realizing that they are not the only ones who experience problems while raising children.

The author recommends this book to novice mothers who have just given birth and mothers raising infants and elementary school children. When you are terribly lonely, when you're feeling restless, or when you need sincere advice, the author suggests that you seek out a nearby library instead of the cafe in front of your house or the mother of the child living next door. She guarantees that you'll receive a warm greeting from the ever-wise Mr. Library. This book supports all the children of this age that grow with books and the mothers that wish for their children to grow as well.

* k-book.or.kr/user/books/books_view?idx=3988

The Largest Library in the World

1. Publication Details

Title | The Largest Library in the World

Author | Lim Eunyoung, Kim Yeonju

Publisher | CrayonHouse Co., Ltd.

Publication Date | 2019-04-25

ISBN | 9788955476200

No. of pages | 40

Dimensions | 240 * 230



2. Copyright Contact

Name | Lee Guyong

Email | josephlee706@gmail.com

Phone | +82-10-6239-9154

3. Book Intro

For Nuri, books are a medium through which he communicates with the world. He dreams of discovering and exploring the wider world through reading, which is why he wants to go to the largest library in the world. However, his mom is worried about him always reading books.

One day, in his dream, Nuri travels in a big book and goes to the largest library in the world. He enters the world inside the book, where he encounters a marvelous universe, an underground kingdom, and dinosaurs from hundreds of millions of years ago. Then Nuri walks into the real world where we live. He sees beautiful nature and a peaceful village, and vividly experiences surprising events in a country far from his home across the ocean.

The largest library in the world can be literally an enormous library filled with countless numbers of books, but it can also be our neighborhood, our society, or the Earth, that is, this world itself.

When children are exhausted with reading and studying, the author hopes that instead of becoming absorbed in their smartphones, they will go outside and feel and experience the world around them.

This book guides children to have a relaxed mind in which they can experience the many stories in the world.

* k-book.or.kr/user/books/books_view?idx=2182

The libraries of the world that made my heart flutter

1. Publication Details

Title | The libraries of the world that made my heart flutter

Author | Cho Keumju

Publisher | Wood Pencil Books

Publication Date | 2020-10-23

ISBN | 9791187890249

No. of pages | 332

Dimensions | 140 * 210

2. Copyright Contact

Name | LIM YOUNHUI

Email | woodpencilbooks@gmail.com

Phone | +82-70-4128-8187



3. Book Intro

To those who are in love with books, library is like a treasure box that is full of interesting discoveries. But the development of internet made it much easier to search for information thus, their needs are also becoming more diverse. This book allows you to have a tour of 30 libraries in U.S, Finland, Japan, China, Taiwan, captured the direction and flow of changes. China's super library with overwhelming scale and data collections, Playbrary in U.S and Europe where it's collaboration of play and learn, Digital media studio of U.S that attract digital native generations, Green library of Taiwan that pursue nature friendly environment which allows people to focus on books, Magazine bank of Japan with loads of printed materials, integrated management system of Finland where it connects the cities and villages to share collections to provide unlimited services, let's meet

up with those libraries in the world with diversification in photos and words.

* k-book.or.kr/user/books/books_view?idx=6048

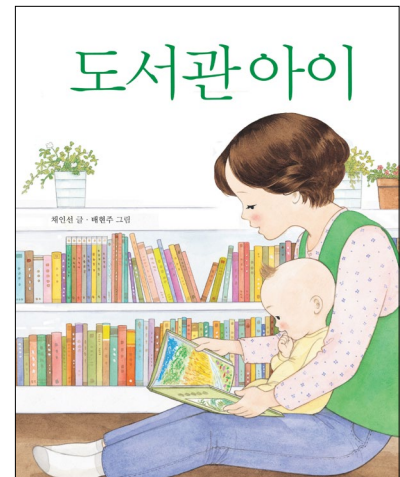
Library Kid

1. Publication Details

Title | Library Kid
Author | Chae Insun, BAE, Hyun-Ju
Publisher | HanulimKids Publishing Co.
Publication Date | 2010-11-20
ISBN | 9788991871687
No. of pages | 40
Dimensions | 230 * 280

2. Copyright Contact

Name | Lee Eunpa
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Phone | +82-10-5253-2957



3. Book Intro

Don't you want to be a library kid?

A woman named Flower who loved children and books got pregnant while she was doing her volunteer work in the library. Flower always told stories to the baby inside of her with excitement. Like her mom, that baby named Sol, grows into a child who loves the library. The smell of the library, sunlight and the sound of flipping paper and movement of air when children move, all those things become the most comfortable and happiest cradle songs. As Sol grows so she can walk around, she explores the library by herself and teaches library rules to visitors. Thanks to this sweet little girl who grows up with a library, people in this village come to the library with an open heart.

Library Kid is a book that lets us know the important value of the library with a story of Sol, a girl who grows up in the library. Chae In-Sun, the author came across a library in a small town, and she wants to capture this young but mature kid with deep eyes in the story. This book features warm writing and illustrations that describe a beautiful kid who loves the library and grows up with books. Through this book, we can realize and learn the library is a fun place and all kinds of magic exist inside the library.

* k-book.or.kr/user/books/books_view?idx=564

I Am a Short-Term Contract Worker

1. Publication Details

Title | I Am a Short-Term Contract Worker

Author | Seok Jeong-yeon

Publisher | SANZINI

Publication Date | 2019-12-20

ISBN | 9788965456360

No. of pages | 244

Dimensions | 148 * 210

2. Copyright Contact

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3. Book Intro

This is an essay that describes the terms of an unfair contract and the work environment of a school library where the author worked as a contract librarian over a span of six years.

While teaching reading as a parent volunteer in an elementary school, the author received a proposal from the school administrator to work a full-time position if she were to obtain certification as a librarian. After obtaining an assistant librarian's license and fully expecting to be hired full-time, a new school administrator claimed that hiring her full-time would be difficult. Astonishingly, the author faced being switched from a salary system to an hourly wage. Despite working the exact same job, she had to take on a less favorable employment contract. As of 2019, one in three librarians working in public libraries are contract-based and face the insecurity of being part-time, fixed-term, and indefinite contract workers.

The author wrote this book in the hope that librarians would one day work under healthier, more stable employment conditions.

* k-book.or.kr/user/books/books_view?idx=4234

An Alien Goes to the Library

1. Publication Details

Title | An Alien Goes to the Library
Author | Park Misuk, Choe Hyangsuk, Kim Jungseok
Publisher | KINDERLAND/BANDAL
Publication Date | 2018-03-15
ISBN | 9788956187549
No. of pages | 48
Dimensions | 220 * 293

2. Copyright Contact

Name | Shin Haemin
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Phone | +82-10-2547-4738

3. Book Intro

An Alien Goes to the Library is a picture book that tells about various events that happen in the library and introduces those who work and visit there. By observing library visitors, readers can easily get information about the library. The aim is to show that the library is not just “a place,” but “a human-centric space,” where people can gather, do some activities, and move around.

* k-book.or.kr/user/books/books_view?idx=1477



The Witches of Broccoli Library

1. Publication Details

Title | The Witches of Broccoli Library
Author | Lee Hye-ryeong, Yoon-hee Lee
Publisher | BIR Publishing Co., Ltd.
Publication Date | 2020-08-30
ISBN | 9788949124483
No. of pages | 156
Dimensions | 130 * 190

2. Copyright Contact

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3. Book Intro

Soyul is an outcast at school, so she feels more comfortable at the library than at school. The library is a place where she can lose herself amid the smell of old books, far away from the mean kids at school. However, this is no ordinary school library. It's dubbed the Broccoli library thanks to the broccoli-shaped zelkova tree that grows in the courtyard, and the librarian who the kids call the white-haired witch makes it even more peculiar. She may be silver-haired but has a youthful face and knows everything, like who is horsing around or who is putting their boogers on the books. Soyul often spends time imagining that the librarian is a real witch, but one day she actually discovers flying books and a pair of golden shoes that move by themselves in the library. She soon finds out that the shoes belong to Chichi a real little witch. Chichi and Soyul become friends immediately and the Broccoli library becomes the place where Soyul can meet her only friend. Soyul thinks that if she had magical powers like Chichi, she would teach Hyesoo, the leader of the bullies, a lesson. One day, Soyul somehow switches bodies with Chichi, and unable to contain her hatred and anger she turns Hyesoo into a book. Hyesoo who turns into a book covered in boogers, disappears from the school and also the memory of everyone. Nobody remembers that Soyul used to be an outcast and Soyul thinks that everything has become perfect.

The master witch, who performs terrifying black magic takes interest in the fact that Soyul, a human girl, turned her friend into a book, out of anger. Seeing that Soyul is torn over what she has done, the master witch teaches her the spell to restore Hyesoo, predicting that Soyul will not use the spell. The witch plans to complete her black magic by obtaining Soyul's anger, resentment and sadness, but things take a complete turn when Soyul takes a brave stand against the master witch.

* k-book.or.kr/user/books/books_view?idx=3904

INFO

2022 K-Book Copyright Market

2022
K-Book
Copyright
Market

The Publication Industry
Promotion Agency of Korea
(KPIPA) is hosting

the 2022 K-Book Copyright Market
with the aim of **providing a venue
for global copyright exchange and
export of Korean publications**
through a B2B book fair!

2022 K-Book Copyright Market



Date

2022.11.29.-
2022.11.30.
(Tuesday-Wednesday)



Venue

Seoul Garden Hotel
& Suites
(Grand Ballroom, Azalea Hall,
Lily Hall)

**At the 2022 K-Book Copyright Market,
there will be various programs such as:**



1:1 business meetings for Korean participants
with overseas publishers and agencies



Seminars on exporting and publishing content



Exhibitions of overseas publications by
each field



Networking events for participants

*** If offline events are unavailable due to the pandemic,
they can be converted online.**

**We ask for your
continued interest in the
2022 K-Book Copyright Market**

**joined by 42 Korean participants
and 50 overseas partners!**

For inquiries, please reach out to
the K-book Content Team at KPIPA.

 kbook@kpipe.or.kr