

## The High School Debate Show: Product Placement

Moderator

Welcome to The High School Debate Show! Today's debate topic is product placement. The resolution is "Product placement should be banned from television shows." For your information, product placement is a form of advertising that involves inserting products in movies or TV programs with the intention of promoting the products or brands.

1) 제품을 광고하는 효과적인 방법으로 입증된 반면에, 간접 광고는 장점과 단점이 있어서 이것이 규제되어야 하는지 아닌지에 대해 논쟁이 벌어지고 있습니다.

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Now we will hear the main arguments from both sides.

Team Haneul

We argue that product placement in TV shows should be banned.

2) 저희는 주로 제품의 소비자인 TV 시청자, 일반 대중의 권리를 보호하기 위하여 이러한 입장을 주장합니다.

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Product placement does not extend benefits to the general public but interferes with their interests. In this light, we offer three arguments against product placement—the quality of the shows, the deprived choice of viewers, and the problem of invisible marketing costs.

Our first point in argument is that product placement defeats the very purpose of TV shows, especially those in dramatic forms.

3) 드라마의 주된 목표는 이야기를 전달하는 것으로, 그 이야기를 통해 어떤 사회와 그 사회 속에 살고 있는 사람들에게 대한 의미 있는 메시지들이 전달됩니다.

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Viewers watch dramas planning to take their stories seriously and respond to the messages they deliver. Product placement, on the other hand, aims to sell products. These competing goals clash on the screen.

4) 무작위의 상업 브랜드들이 갑자기 튀어나와 줄거리로부터 관심을 빼앗아, 쇼의 퀄리티는 나빠집니다.

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A hero in a K-drama was seen to take both his hands off the wheel while driving a car and kiss a girl in the passenger seat. It was a product placement promoting an automatic pilot function of a new car.

5) 맥락에서 완전히 벗어난 이 장면의 불합리성은 극의 캐릭터들이 그 순간까지 유지해왔던 감정적인 진정성을 망쳐버렸습니다.

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Who could take a drama seriously when it is obviously more interested in selling products than in telling truthful stories?

Our second point is that product placement doesn't give viewers a choice. Unlike commercials during breaks, there is no way for the viewer to avoid product placement. The viewer is not given a choice over whether to watch it or not. Product placement is advertising "embedded" in the program.

6) 그것들은 쇼에 통합되어 있습니다. 즉, 그것들을 피하기 위하여 TV를 끄거나 채널을 돌리는 것이 가능하지 않다는 의미입니다.

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7) 저희의 마지막 논거는 간접 광고가 엄청나게 비싸고, 간접 광고를 하는 기업이 많은 돈을 사용하게 만든다는 것입니다.

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These days, Korean TV shows have a global reach that hits billions of people, so inserting products in them has become costly.

8) 결국은 간접 광고를 위한 추가적인 마케팅 비용이 제품의 소비자 가격에 더해지고 간접 광고로 홍보된 제품의 가격은 더 비싸지게 됩니다.

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Based on these points, we believe that product placement should be banned from all media, but at a minimum from TV shows.

Moderator

Thank you for your excellent presentation. Now we're going to hear from the opposing side, Team Bada.

Team Bada

We, as the opposing team, are going to argue that product placement should not be banned. We also prepared three supporting arguments-the production funding in the new media environment, the better quality of program content, and other benefits of product placement in context.

9) 하늘 팀과는 달리, 저희를 이 문제를 조금 다른 관점에서 접근하고, 콘텐츠 제작자와 제품 제조회사의 입장을 고려하고자 합니다.

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First, product placement is inevitable in the age of the new media environment. Today many people enjoy programs through mobile streaming services and video downloads.

10) TV 광고의 수익 배분은 지속적으로 줄어들고 있고, 제품 제조회사와 방송사는 손해를 더 많은 간접 광고를 유치함으로써 메우고 있습니다.

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From an idealistic point of view, the storytelling of TV dramas should not be interrupted by commercial advertising. From a realistic point of view, however, it is product placement that brings the programs to viewers.

11) 둘째로, 간접 광고는 피해를 끼치는 것이 아니라 사실은 TV쇼의 퀄리티를 보장합니다.

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The “quality” of a TV show is not only about storytelling. Today’s media content creation is nothing like writing a novel. Nowadays, high-quality media content requires a lot more elements such as expensive computer graphics, experienced directors, and even hallyu stars, but never can traditional funding support the increased cost.

12) 이러한 높은 수준의 콘텐츠는 간접 광고를 통해서만 만들어질 수 있습니다.

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Product placement ruins the story only when it fails. When properly done, it may actually enhance the quality of sponsored programs.

13) 예를 들면, 시각 장애인 소녀의 로맨스에 관한 한 한국 드라마에는 그 소녀가 스스로 립스틱을 바르는 장면이 나왔습니다.

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It was a product placement sponsored by a cosmetic company, but the scene was also essential to illustrate the girl’s character-independent, attractive, and wealthy.

14) 이 장면이 시각 장애인에 대한 미디어의 고정관념을 깬 것으로 화제가 되었을 뿐만 아니라, 이야기 안에서 캐릭터를 확립하는 데도 성공을 거두었습니다.

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Our last point is that product placement is helpful because it shows how the product is used in real life situations. Suppose that I wanted to buy a skirt, but I couldn’t find one exactly to my taste. While watching a drama, I saw an actress wearing a skirt with a design that I had always wanted.

15) 이 경우에, 간접광고는 제가 사고 싶었던 제품에 대한 정보를 맥락 속에서 제공함으로써 제가 무엇을 원하는지를 이해하도록 도와주었습니다.

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16) 이것은 어떻게 한국 드라마가 외국 고객들에게 한국의 제품들을 소개하는지를 설명하는데, 종종 국제적인 쇼핑 열풍으로 그 결과가 나타나기도 합니다.

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For example, a recent drama that became a huge hit in China was sponsored by a ginseng company. The hero was frequently seen to drink ginseng extract from a small pouch. The product became so popular among Chinese people that it instantly went out of stock.


17) 한류 콘텐츠들이 세계로 퍼져 나가면서, 한국 제품들이 간접 광고를 통해 세계의 고객들에게 소개되고 있습니다.

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Based on these points, we argue that product placement should not be banned.

Moderator

Thank you for your presentation. Now that we've heard from both teams, we are going to have a free debate session.



◇「콘텐츠산업 진흥법 시행령」제33조에 의한 표시

1) 제작연월일 : 2018년 11월 12일

2) 제작자 : 교육지대㈜

3) 이 콘텐츠는 「콘텐츠산업 진흥법」에 따라 최초 제작일부터 5년간 보호됩니다.

◇「콘텐츠산업 진흥법」외에도「저작권법」에 의하여 보호되는 콘텐츠의 경우, 그 콘텐츠의 전부 또는 일부를 무단으로 복제하거나 전송하는 것은 콘텐츠산업 진흥법 외에도 저작권법에 의한 법적 책임을 질 수 있습니다.

## 정답

- 1) [정답] While proven to be an effective way to advertise products, product placement has pros and cons, stirring arguments over whether or not it should be kept under control.
- 2) [정답] We maintain our position in order to defend the rights of the general public, mainly television viewers, who are also product consumers.
- 3) [정답] The primary purpose of dramas is to deliver a story, through which meaningful messages on society and the people living in it are delivered.
- 4) [정답] With random commercial brands popping out to steal the focus from the plot, the show quality suffers.
- 5) [정답] The absurdity of the scene, totally out of the context, ruined what emotional sincerity the characters retained up to that point.
- 6) [정답] They are integrated in the show, meaning that it is not possible to turn off the TV or switch the channel to avoid them.
- 7) [정답] Our last point is that product placement is enormously expensive and costs companies that use it a lot of money.
- 8) [정답] In the end, the extra marketing costs for product placement are added to the product's consumer price, with the products promoted by product placement becoming more expensive.
- 9) [정답] Unlike Team Haneul, we would like to approach the issue from a slightly different perspective, taking content creators and

product companies into consideration.

- 10) [정답] The profit share from TV commercials is constantly declining, and production companies and broadcasting networks are compensating for the loss by attracting more product placements.
- 11) [정답] Second, product placement does not harm but actually ensures the quality of TV shows.
- 12) [정답] Such high-quality content can only be achieved with product placement.
- 13) [정답] For instance, in a K-drama about a blind girl's romance, there was a scene in which she applied lipstick on her own.
- 14) [정답] Not only was the scene the talk of the town for breaking a media stereotype of blind people, but it also succeeded in establishing the character in the story.
- 15) [정답] In this case, product placement helped me understand what I wanted by providing more information in context on a product I wanted to buy.
- 16) [정답] This also explains how K-dramas introduce Korean products to foreign consumers, which often results in global shopping sprees.
- 17) [정답] With hallyu contents spreading all over the world, Korean products are being introduced to global consumers through product placement.