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| Information |
| Subject | The configuration method of meaning and the myth of the Korea Profession Baseball |
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| Presentation Type | Oral ( O) Poster( )**Enter in order of Given Name and Family Name** |

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The configuration method of meaning and the myth of the Korea Profession Baseball

**[12 point] *Affiliation name should be in italic***

**[14 point] The first word should start in upper case**

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**Purpose**: This study has the objective in looking at the narrative structure inherent in the structural characteristics of the professional baseball which plays the role of the communicator of the cultural knowledge and the implementation as a consensual narrative and identifying implications which influence to society by the meaning that the professional baseball expresses.

**Method**: The methods used in the study are the syntagmatic analysis which is the method of semiotic analysis, the paradigmatic analysis and the analysis of myth. The reason that three methods were used is to clearly identify a series of the dynamic and varying processes of the professional baseball.

**Result**: Looking at the narrative structure inherent in the structural characteristics of Korea Baseball through the syntagmatic analysis, the game as a male dominated culture, it’s the merchandising as economic value, made to content from the interaction of media, the industry implying merchantability and politics and the pluralistic and continuous culture formation. Looking at the binary oppositional meaning through the paradigmatic analysis, it can be found that it consists of the relationship with the local community, the relationship with the gender discrimination, the relationships with companies, the relationship with the media, the relationship with the symbol. In the mythical analysis through these structures, meaning of positive and negative acts at the same time by the locality, the differentiation, the merchantability, the reality reconstruction and the symbolism.

**[12 point] All submitted abstracts must be written in English**

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**Conclusion**: Firstly, the professional baseball with local myths has the positive meaning of implementing the social, cultural, educational and economic value and providing the recreational pleasure as the means of the community integration, the regional identity formation and the recreation. Secondly, the professional baseball which has been growing with the control of the country and receiving the benefit of the company promoted the exclusion of women, but it’s showing the differential meaning of an active actor. Thirdly, while the commercial myth of the professional baseball has the paradoxical meaning depending on the subject of the interpretation, it has the negative meaning of eventually strengthening commercialization and dominating the capitalist philosophy. ……..

**[12 point] Three (3) to six (6) key words following the abstract**

**Key words**: professional baseball, the structure of meaning, myth, ideology

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