Korean Comic Collection

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Outline

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What is ‘Manhwa’?

“Manhwa (만화)” is the term for Korean comics and printed cartoons and has been used since 1923.

- 만화 (manhwa) – Korean comics
- 漫画 (manga) – Japanese comics
- 漫畫 (manhua) – Chinese comics

“Taŭm ŏtchi (다음 엣지)” was used before ‘manhwa”

Comics in North Korea are usually referred to as “Kǔrimchaek (그림책)”
History of Manhwa

- Emergence of Modern Manhwa (1909-1945)
- Development of Manhwa (1945-1970)
- New era of Manhwa (2000- )
Emergence of Modern Manhwa (1909-1945)

- Launched Korean newspapers and periodicals in late 19th & 20th century.
- Published Korea’s first comic strip by Do-yŏng Yi (이도영), titled “Saphwa (삽화)” in “Taehan Minbo (대한민보)” in 1909.
Emergence of Modern Manhwa (1909-1945)

- Published comic strips by Dong-sŏng Kim (김동성) and Sŏk-chu An (안석주) in 1920s.
- Featured as a political satire with current affairs in newspapers.
- “Mŏngtŏngguri” by Suk-hyŏn No was the first entertaining newspaper comic strip.
- Comics were published mostly in newspapers and children’s periodicals.
Launched & published various comic only magazines such as “Manhwa segye (만화세계)”

Launched and published various genres such as romance comics, fantasy comics, and sports comics

Launched Rental shops “Taebonso (대본소) (=manhwa kage or manhwabang (만화가게 or 만화방))” in 1958

Popular cartoonists in the era were Yong-hwan Kim (김용환), Sŏng-hwan Kim (김성환), San-ho Kim (김산호), Dong-u Sin (신동우), and Ki-dang Park (박기당).
Taebonso (=Manhwa kage or Manhwbabang)
“Kobau yonggam (고바우 영감)” by Sŏng-hwan Kim (김성환)
 Introduced the genre, adult comics such as “Imkkŏkchŏng (임꺽정)” and “Koindol (고인돌)”

 Jolly comics and romance comics were also boomed and cartoonists were Chang-dŏk Kil (길창덕), Mun-su Sin (신문수), and cartoonists of the romance comics were Hŭi-ja Ŭm (엄희자) and Ae-ni Min (민애니).

 A lot of comic magazines were published such as “IQ Jump” which led to the comic book market.
Renaissance of Manhwa
(1971-1999)
Renaissance of Manhwa
(1971-1999)

- Long narrative comic known as graphic novels were published and Hyŏn-se Yi (이현세)’s “Kongp’o ŭi ᄀён kudan (공포의 외인구단)”.

- Hyŏn-se Yi (이현세), Yŏng-man Hŏ (허영만), Pong-sŏng Pak (박봉성), Sang-mu Yi (이상무) and Hui-jae Yi (이희재) were the main cartoonists.
New era of Manhwa (2000- )

- Printed comic magazines and books were shut down or were transformed into online comics, called “Webtoon” since 2000.
- Webtoon’s formats are episodic, sports and essay comics and and Pul Kang (강풀)'s “Sunjŏng manhwa (순정만화)” are examples.
New era of Manhwa
(2000- )

- Webtoons are provided through portals such as Naver and Daum, personal blogs and are mostly available for free.
- Educational comics for children as well as promotional series of comics have been published increasingly.
- Cartoonist in the era are Pul Kang (강풀), Ho-min Chu (주호민), T’ae-ho Yun (윤태호), To-ha Kang (강도하), Yŏng-sun Yang (양영순), Sŏk Cho (조석), Il-gwŏn Ha (하일권).
Statistics of printed manhwa

Total Number of Korean Publications in 2012

- Total New Title: 86%
- Manhwa Title: 14%
Statistics of printed manhwa

- Children's educational comics: 71%
- Printed comics: 28%
- Periodicals: 1%
Publishers for Manga

- There are over 130 publishers and three major comic publishers: Daewŏn CI (대원 씨아이), Seoul Media Group (서울문화사), and Haksan Publishing (학산문화사).

- Other distinct publishers
  - Sae Manhwachaek and Kil Chatgi: creative comics
  - Samyang, Usin, Chayu Kuyok, Puk Paksŭ, and Hyŏndae Chinŭng Kaebalsa: mainly adult comics
  - Chŏn Sesang, Semi K'ollon, and Sigongsa: translated comics
  - Kŏbugi Puksŭ, Chungang Puksŭ, and Chaemijuŭi: completed webtoons, which were popular.

- For North Korean materials, most of graphic novels are published by Kŭmsŏng Ch’ŏngnyŏn Ch’ulp’ansa (금성 청년출판사), Munhak Yesul Ch’ulp’ansa (문학예술출판사) and Kŭllo Tanch’e Ch’ulp’ansa (근로단체출판사).
Manhwa Collection at CU

- Background
- Selection
  - Selection criteria
    1) Manhwa only by Korean cartoonists
    2) Bestsellers and popular manhwa
    3) Popularity of the cartoonists’s manhwa
    4) Biographical manhwa
    5) Political or satirical manhwa
    6) Manhwa which were transformed into/from different formats such as novels, movies and TV dramas
    7) Manhwa dealing with traditional Korean culture such as “Naesi” and “Kisaeng iyagi”
    8) Manhwa received good reviews from readers
Manhwa Collection at CU

Acquisition

- Selection: Using two online bookstores, Kyobo (교보), Aladin (알라딘), and Tijit’ol Manhwa Kyujanggak (디지털 만화 규장각)
- Using lists of manhwa including new and retrospective materials provided by Korean vendors
- Using second-hand book stores for retrospective materials
- Contact potential donors including institutions
- Using a list of North Korean comics supplied by the Korean vendor in Beijing
Manhwa Collection at CU

- Cataloging -- Mostly require original cataloging and create a full level record.
  - LC Classification – PN6790.K64 –By title, A-Z
  - LCSH
    - Using a broad subject heading for a list of the collection Comic books, strips, etc. – Korea (South) for South Comic books, strips, etc. – Korea (North) for North
    - Also assigning genre headings such as fantasy comic, romance comic, etc.
    - Assigning specific subject headings if needed.
Manhwa Collection at CU

Circulation

- All the collection are stored in offsite located in New Jersey and are available to public including non-CU users via InterLibrary Loan.
- Manhwa collection has increased in circulation and recently “Yorhyŏl kangho” was one of the most circulated books by users at CU.
Issues/Challenges

- Funds, extra space and special attention to the continuous volumes
- Publishing a limited quantity of manhwa
- Difficulty in acquiring retrospective materials
- Discontinuing series of manhwa
- Available various formats of digital comics
Manhwa has become used in the language programs and has also been expanded to the academic discipline for research. Our library has been collected manhwa as a part of Korean popular culture and will continue to expand the collection comprehensively. Your comments and/or suggestions are always welcome and will assist us in improving our Collection.