

South Korean Discourse on Bioeconomy in the Sector of Agriculture

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Abstract : Biotechnology provides us with technological solutions to resource-based challenges facing the global society. A bioeconomy or bio-based economy emerged as all economic activities derived from biotechnology. This paper aims to understand discourses on bioeconomy in the sector of agriculture with three dimensions; media discourse, science discourse, and policy discourse. For achieving research goals, content analysis was applied to this research. Media articles, academic journal articles and policy documents published from 2000 to 2016 were collected in South Korea. The text was coded and analyzed with the categories of speakers and their arguments. The research findings indicate that powerful actors and key messages of bioeconomy in South Korean agriculture. Differences and similarities among media, science, and policy were examined. Therefore this case study can contribute to understanding dynamic interaction and interfaces of media, science and policy discourse on biotechnology in the sector of agriculture.

Keywords : media, discourse, bioeconomy, agriculture

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