The Aspects of Cross-media between Webtoon and Visual Media

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Abstract. Cross-media phenomenon, which is a remediation of webtoon as original to movie and soap opera, has been becoming more active since the mid 2000s. As the story is complete and its contents are amusing, the remediation of webtoon has been increasingly becoming active. However, it has rarely become a high-grossing movie or received high viewer ratings. This study derived success factors through an comparison of the narrative structures and visual factors of "Secretly, Greatly", which became the highest-grossing film and "Misaeng", which got high viewer ratings and got a reputation as well-made soap opera, with the webtoon as the original.

Keywords: webtoon, cross-media, remediation

1   Introduction

As the types of media become diversified and the competitions for contents production become steep, cross-media phenomenon, which is a remediation of successful contents to other media, is emerging as the center of new attention. The typical original contents leading the phenomenon is none other than webtoon. Webtoon changing rapidly with its interactions with different media is not the same in the context any more as the existing cartoon, but needs to be recognized as a new genre. Further, it is necessary to discuss webtoon as contents evolving continuously.

The media conversion of webtoon into movie that started with the filming of " Dasepo Naughty Girl " and "Apartment" by Kang Full in 2006 became more active due to the success of a film "Moss" that drew about 3.4 million viewers in 2010.[1] "The Great Catsby" serially uploaded by Kang Do-ha onto Daum, which is a portal site, was aired as a 24-part namesake soap opera on tvN, which was the beginning of the media conversion of webtoon into soap opera.

As 'Cross-media storytelling' across media has achieved success, academical interests are increasing about how original contents are converted and remediated according to media characteristics. Thus, this study intends to review how a remediation is carried out in the process of conversion of webtoon into movie or soap opera, through an comparison of the narrative structures and visual factors, and to discuss it in the interrelations with the characteristics of each media.

2   Remediation of Webtoon to Image

2.1   Formal Remediation of Webtoon

Readers have the possibility of choice about webtoon platform such as PC, smartphone and tablet and reading methods such as reading the whole series and automatic and manual scrolling, which is the important factor in defining the mediality of webtoon. In particular, a presentation method considering two factors such as vertical scroll-based presentation method and readers' choice of reading method has been positioned as a typical mediality of webtoon only.[2]

2.2   Remediation of Webtoon to Storytelling

Generally, webtoon shows an aspect of its remediation to movie and soap opera. Webtoon builds up it own readers, usually updated on web sites on a week-cycle basis. Those works are classified into story webtoon and omnibus webtoon depending on storytelling method. According to Nam Seung-hee's paper (2010)[3]), soap opera is classified into serial type soap opera and series type soap opera based on the existing studies. Considering Nam Seung-hee's and others' opinions overall, it can be said that serial type is "to complete one story through an organical connection of each episode" and "to have a continuous structure in the content", and that series type means "each episode having individually completed story structure with the repetition of situational factors such as character and background".

3   Analysis of Success Factors in a film, "Secretly, Greatly" and soap opera "Misasaeng"

A webtoon, "Secretly, Greatly" and a film, "Secretly, Greatly" are progressed with a plot of three act structure in terms of the plot of narrative structure. Webtoon and movie arrange core incidents composed of the plot, the same way. However, all plot incidents in a webtoon, "Secretly, Greatly" and a film, "Secretly, Greatly" are not the same. Core incidents, which are the frame of plot structure, are the same, but detailed plot incidents are different. In movie, some parts of detailed plot incidents were omitted. In a film "Secretly, Greatly", plots were omitted and reduced, and in soap opera "Misaeng", narration was extended through the addition and emphasis of incidents. In webtoon "Incomplete Life", the importance of Jang Baeg-gi, Ahn Young-e and Han Seok-ryul was not very great, and the story was progressed centered on Jang Geu-rae and Sales Division 3, while in soap opera " Misaeng ", Jang Baeg-gi, Ahn Young-e and Han Seok-ryul were major characters who caused troubles with Jang Geu-rae or seniors in every part, tackled them and took the initiative in story. As confirmed in "Secretly, Greatly" and " Misaeng ", both of two stories have a

plot with relatively simple linear structure. it is found that a simple linear structure is more advantageous in the remediation of webtoon to movie or soap opera than a complex plot structure intermingled with different factors.   .

4.   Conclusion

Cross-media phenomenon, which is a remediation of webtoon as original to movie and soap opera, has been becoming more active since the mid 2000s. As the story is complete and its contents are amusing, the remediation of webtoon has been increasingly becoming active. However, it has rarely become a high-grossing movie or received high viewer ratings. This study derived success factors through an comparison of the narrative structures and visual factors of "Secretly, Greatly", which became the highest-grossing film and "Incomplete Life", which got high viewer ratings and got a reputation as well-made soap opera, with the webtoon as the original.

This study comes to a conclusion that the narration of webtoon as original composed of simple linear plot structure are favorable. The structure of simple narration has a strong point that it enables to easily reduce and extend narrations suitably for movie, where story should be completed within about two hours, and soap opera, where story is progressed in a long series of about 20 parts. It is found that thrillers and detective things which provide dramatic turn of the events to viewers who know of the whole story are not favorable.

It is found that, in terms of visual factor, a factor which viewers first respond to is a synchronization between a character in webtoon and an actor who actually plays an acting. This means that, when a characters in webtoon corresponds visually to a character in movie or soap opera based on webtoon, the likelihood of success is high. Through case study, it can be known that it is necessary to select an actor corresponding visually to text configuration strategy optimized for media conversion based on full understanding of the mediality of webtoon and movie, and webtoon and soap opera.

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