



# IMAP IN KOREA: COMMUNICATION MEDIA IN THE ASIA PACIFIC

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Key societal institutions in politics, business, religion and academia move public opinion in a definite direction. What links all of them together are the mass communication media – from television networks to bloggers. Only the media is powerful enough to rival the governmental branches of Executive, Legislative and Judicial, and is often called the “Fourth Estate.” On the global scale, there is a general lack of awareness of the importance of the reunification of North and South Korea, the implications for the rest of the world, how the other nations can help bring it about and why they should be interested in doing so. UPF’s International Media Association for Peace recently joined a global conference in South Korea where they examined their unique position.



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