

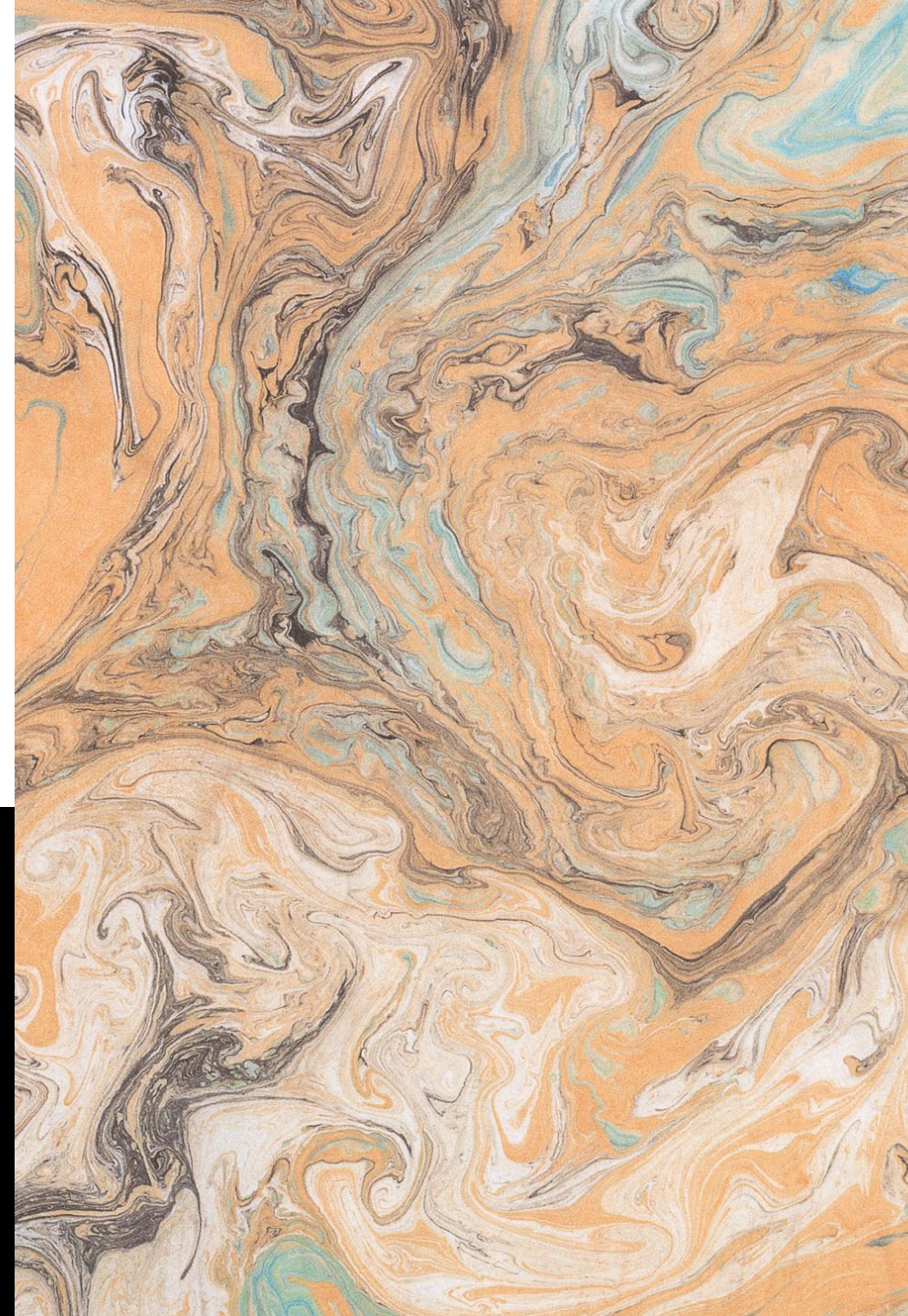
# CULTURAL FLOWS FROM ASIA: FORMATION OF 'EPIC' AS NATIONAL IDENTITY IN KOREA IN MODERN TIMES

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# WHAT IS AN « EPIC »?

- A long poem or story
- is an event or series of events reminiscent of those in an epic

Source: Antidote Dictionary, 2024 - (Épopée in french)

# FROM EPIC TO DIPLOMACY

Other words, similar idea: tale, novel, story, gest, fabulation...

In today's words, issued from marketing, PR and communication:

Narrative, storytelling, soft power, public diplomacy...

# ASPECTS OF PUBLIC DIPLOMACY (AND SOFT POWER)

1. Business diplomacy
2. Cultural diplomacy
3. Academic diplomacy
4. Gastro diplomacy
5. Sports diplomacy
6. Religious diplomacy



# IMPLEMENTING PUBLIC DIPLOMACY

## **Five moments:**

1 - A policy exists with an agenda.

2 - Formulation of objectives: setting the goals and showing that MFA cares about them.

3 – Resources: budgets, staff, structure.

4 - Public action, the most difficult to do with the distribution between agencies and actors.

5 - Evaluation, i.e. quantifying the results obtained with the objectives.

# INFLUENCE, PD AND SOFT POWER

Central question: 'For what reasons, does a state want to influence actors?'

- Power of attraction and its transformation into a political process where the transmitter gets political support.
- Based on a recognized legitimacy, more broadly on trust: image and reputation.

2, 4 M VIEWS, 7, 89 SUBSCRIBERS

<https://www.youtube.com/watch?v=6nbmjgAGdiE>



# "SOUTH KOREA, A GLOBAL CENTRAL NATION CONTRIBUTING TO FREEDOM, PEACE, AND PROSPERITY"

- Strengthen policy public diplomacy contributing to the realization of global values such as democracy, peace, human rights, and the environment.
- enhancing digital public diplomacy, including metaverse and AI, and expanding the scope of knowledge public diplomacy from promoting the Korean language and Korean studies to sharing science, technology, and innovation systems.
- Increase private sector participation in public diplomacy, expanding the scope into climate change, science and technology, health, gender equality, human rights, and contributing to regional and international cooperation.

First Master Plan (2017–2021) and second Master Plan (2023–2027):

## GOALS

### OBJECTIVE 01

Strategic policy advocacy  
in our national interests

### OBJECTIVE 02

Korea positioned as  
powerhouse for science &  
technology, and culture

### OBJECTIVE 03

Digital, innovative  
ecosystem for public  
diplomacy

## KEY TASKS

Build international support  
for sustainable peace  
on the Korean Peninsula

Strengthen communication  
with focus countries  
and regions

Enhance nation brand as  
one that contributes  
to global values

Lay solid groundwork  
for future cooperation  
through open exchanges  
with the next generations  
overseas

Internationally share  
science & technology,  
innovation, and  
related institutions

Expand favorable conditions  
for Korean language  
education and  
Korean studies abroad

Enhance accurate  
understanding of Korea

Build support for Korea  
through interactive  
cultural diplomacy

Foster digital public  
diplomacy using Metaverse  
and AI technology

Support youth professional  
development in public  
diplomacy and  
advance overseas


Improve public-private  
partnerships among  
local governments,  
Korean expats abroad,  
and businesses

Reinforce system for holistic,  
government-wide  
public diplomacy



# South Korea's Soft power


EXHIBITION      FILM      PERFORMANCE/CONCERT      More →



SPECIAL EXHIBITION  
**KOREAN ROYAL**

Special Exhibition of Korean Royal Palaces "The King Greets His Bride"


[View Details](#)



**Manhwa & webtoon**  
The rise of Korean comics  
09.07.2021 - 09.01.2022  
한국만화의 비상 : 만화, 웹툰  
COMICS ART MUSEUM  
20 Rue des Sablons - 1000 Brussels

The rise of Korean comics Manhwa and webtoon 09.07.2021-...

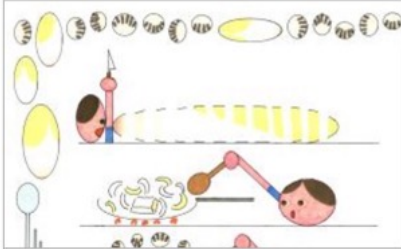
[View Details](#)



Exhibition  
**Road to Korea**

Exhibition "Road to Korea" extended exhibition June 17 - August 6, 2021

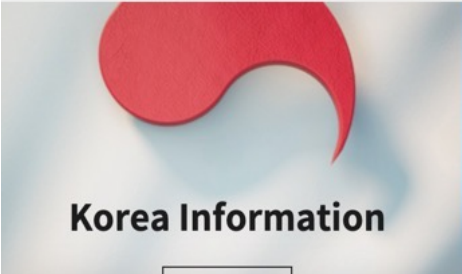
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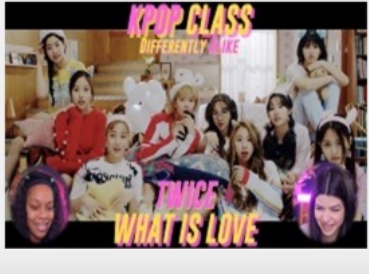
Lecture with Saehan Parc & Jin...

[View Details](#)

[Korea Information](#)      **24H streaming Gateway to Korean Culture**      **KPOP CLASS - TWICE EP.5**      TOP







TWICE is one of the most successful girl groups of K-POP. The music video of TWICE 'What is love?' includes many references of movies. It would...

[brussels.korean-culture.org](https://brussels.korean-culture.org)



**Korean week, main square in Brussels, May 2021**



FILM

+

KCC EXHIBITIONS

+

PERFORMANCE/CONCERT

+

CLASS / EDUCATION

-

K-POP/HALLYU

+

## Korean Culinary Classes - Spring 2024 (Part 2)

2024-03-0

Hansik refers to traditional Korean food, centered on rice, served alongside a bowl of soup and a variety of side dishes.



# Hansik

K-Cuisine



**89M of fans of Korean SP in 113 countries (Korean Foundation, 2018)  
2000 candidates for learning Korean at INALCO (France) for 150 seats (2022)**

HOME > PR > KSIF PR video

Monthly Knock-knock

Magazine

Brochure

**KSIF PR video**

Ten years of King Sejong Institute Foundation

Introduction of PR ambassadors

We build Korea all over the world.

The power that makes the world dream of Korea! It is in the King Sejong Institute.

*"Even at this moment, King Sejong Institutes around the world are full of passion of foreigners who want to learn Korean and experience Korean culture."*



**213 institutes in 73 countries**

**« Hallyu section », ministry of tourism**





## SOUTH KOREA NATIONAL DAY 2023 DISCOURSE AND...

- CARS
- FOOD AND BEVERAGES
- HEALTH AND BEAUTY PRODUCTS
- PROMOTION FOR INTERNATIONAL EXHIBITION AT BUSAN

# The size and budget in public diplomacy

- The central administrative agency

Minister	The number of program	Budget of 2022	Budget of 2021
Minister of Foreign Affairs	58	32,867M	34,946M
↳ Korea Foundation	36	49,555M	46,562M
Minister of Culture, Sports and Tourism	22	106,174M	105,029M

Unit: KRW

19

Source: Images by the author, Conference on K culture, Paris, June 2023



# Public Diplomacy

## STRATEGY

To share Korean culture

- Spread cultural attraction
- Elevate national image through cultural assets
- Strengthen two-way communication through cultural exchange

To understand on Korea

- Increase understanding on Korean history, tradition, and national development
- Promote Korean studies and language

To gain support for Korean's policies

- Increase understanding on Korea's key policies
- Expand the scope of public diplomacy for Korean's policies
- Promote Korea's policies for foreign residents

To strengthen PD capacity

- Develop participatory public diplomacy framework

To promote public-private partnership

- Establish cooperation system among national/local governments and private sector
- Develop online platform for communications and information sharing
- Strengthen public diplomacy through public-private cooperation

## Opinions about the effectiveness of the Korean CCI (Gil-Hwa Jung– KOFICE)



- Gaining international attendance – government’s attraction too
- Role of the international competition – **strategic** aspect (the engine of the economy, employment, tax incomes)
- **Non-intervention** policy - effectiveness
- CCI supporting measures:
  - National and local support
  - Establishing the **creative milieu**
  - Support for production – easy to gain
  - Direct support of production cost – tenders (project quality)
  - Research – sharing the results
  - Supporting organizations
  - International communication of the success

“keep doing it well”  
“let it be”



• **Creativity** – risk + free creation (economic value)

# HOW TO EXPLAIN SOUTH KOREA SUCESS?

## 1 - Cultural affinity:

Positive reception by countries sharing similar cultural items and elements.

Ex: China and Japan share Confucianism, memories, historical experiences, linguistic affinity...

Limitation: how to explain success outside the area (ex Latin America?)

## 2 - Affective affinity:

Fandom activities, sharing and developing actions and programs from the cultural production, whatever it could be.

Ex: Asia fair in Brussels, Paris, Berlin, Cosplay, Web sites

Limitation: few fans are active and engaged.





# HOW TO EXPLAIN SOUTH KOREA SUCESS? (2)

## 3 - Transnational proximity - Universal uniqueness (*singularité universelle*)

The global youth identify with acceptable messages dealing with universal issues such as class divide, people struggle and uncertainty.

Ex: BTS express hard-working attitude, honesty, hope in their songs...

OR PARASITE (Bong, 2019) present low middle class against high income class

Source: Dal Yong Jin, Transnational Proximity of the Korean Wave in the Global Cultural Sphere, International Journal of Communication 17(2023), 9–28, 1932–8036.

# HOW TO EXPLAIN SOUTH KOREA SUCESS? (3)

Dal Jin approach: explaining success of contra cultural flows, containing anti-capitalist stories and values.

« Under these circumstances, some Korean cultural contents work as relevant cultural products that people want to experience because of their yet universal messages embedded in contemporary capitalist society. Global audiences desperately pursue cultural content that represents not only personal difficulties but also social inequalities while they expect to see hope from despair, which makes the Hallyu content globally acceptable.» p. 23.

<b>Dal Yong Jin Critical political economy framework</b>	<b>Sociology, communication studies (including O. Arifon)</b>	<b>Other comments</b>
<b>Success because of anti-capitalistic values shared by the Global youth</b>	<b>Success because of universal elements for stories, with ideal types... Ex Steven Spielberg scenarios.</b>	<b>South Korea is highly capitalist country, competitive, able to compete with other cultural products to gain markets.</b>

# SOFT POWER



or

How to evaluate results?

# 21

South Korea

SCORE | **58.40**  
IN 2017

# 20

South Korea

SCORE | **62.75**  
IN 2018

# 19

South Korea

SCORE | **63.00**  
IN 2019

ANALYSIS



DIGITAL

5

5

5



ENTERPRISE

3

8

9



EDUCATION

7

15

12



CULTURE

13

11

12



ENGAGEMENT

17

14

16



GOVERNMENT

21

20

19



POLLING

28

26

23

[https://softpower30.com/country/south-korea/?country\\_years=2017,2018,2019](https://softpower30.com/country/south-korea/?country_years=2017,2018,2019), no data after 2020.

Defining Soft power  
[Softpower 30](#)  
[Brandirectory](#)  
[globalpresence](#)



# GLOBAL SOFT POWER INDEX

THE WORLD'S MOST COMPREHENSIVE RESEARCH STUDY ON PERCEPTIONS OF NATION BRANDS



100 NATION BRANDS - OVER 75,000  
PEOPLE SURVEYED



NEW DATA COMPARING NATION  
RESPONSES TO COVID-19



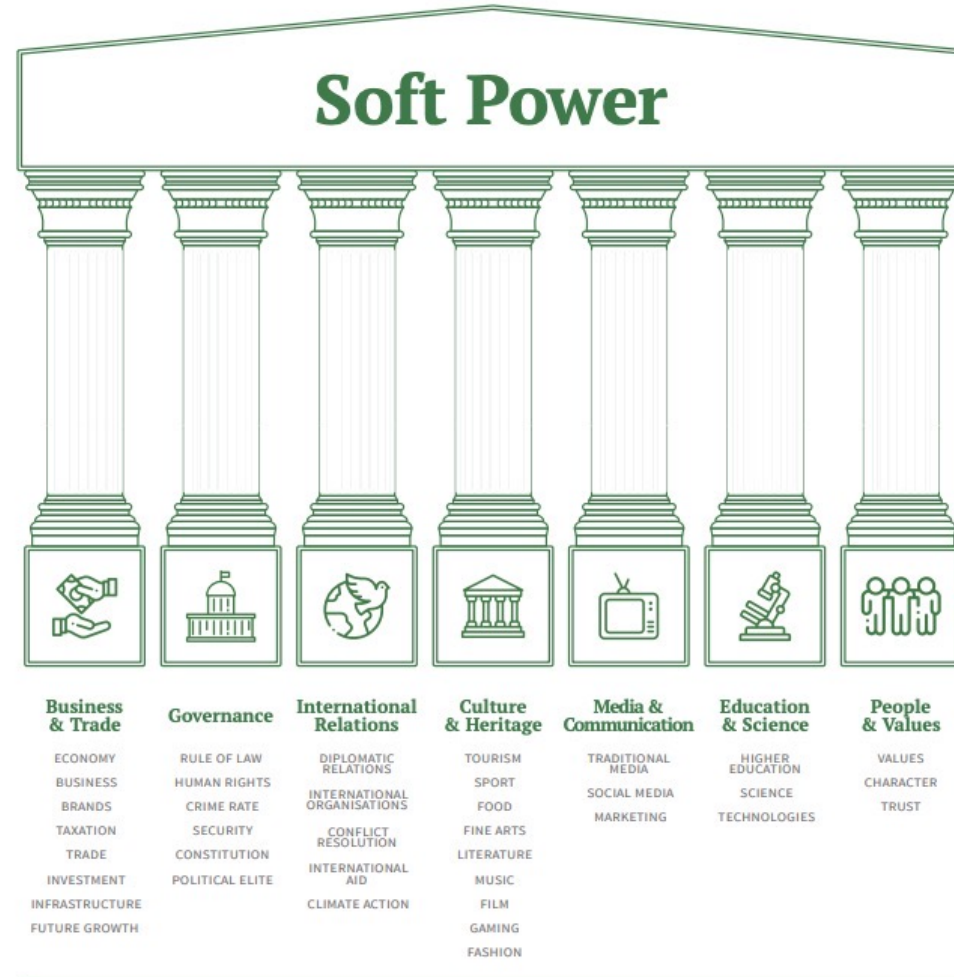
11 METRICS, 34 STATEMENTS -  
YEAR-ON-YEAR SCORE CHANGES



6 SPECIALIST AUDIENCES - FROM  
BUSINESS TO MEDIA

« A nation's ability to influence the preferences and behaviours of various actors in the international arena (states, corporations, communities, publics, etc.) through attraction or persuasion rather than coercion. »  
GSPI, 2021, p. 17.





# Global Soft Power Index 2023

Global Soft Power Index 2023

The world's top 121 Soft Power nations, scored out of 100



K-influencer  
Academy



"Show your love for Korea and  
become a star YouTuber."



# Are you a big fan of Korean culture?

Join the 2024 Korean Culture Content Creators,  
the leading community of Korean culture fans.

Registration period: March 25 (Mon) – April 7 (Sun), 2024 KST

Join now!



"Become a reporter and  
publish your love for Korea."



The Ministry of Culture, Sports and Tourism is accepting applications for its 2024 class of foreign promoters of Korean culture. The ministry seeks people to join Korea.net Honorary Reporters and K-influencers to promote Korea worldwide. Grab this opportunity to get closer to Korean culture and share your experiences with the world.

# CONCLUSION

- A worldwide success
- A mix a private public partnership
- Dedicated government and MFA align with clear objectives
- A competitive society
- A desire centred marketing approach: teasers, control of the image, relationship with the audience, scarcity and high prices (90 to 275 euros for TXT concert in Belgium (8,100 to INR 24,800)).