

Korea, Soft Power, and the Politics of Culture

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Korea (south)
Exports and Imports
2006

(Million U.S. \$)

	Exports		Imports		Trade	
China	63,275	21.3%	44,114	15.7%	107,389	18.6%
Japan	24,115	8.1%	47,238	16.8%	71,353	12.3%
U.S.	39,418	13.3%	30,995	11.0%	70,413	12.2%

Source: Korean Customs Service

Korea (south)
Exports and Imports
Jan 1-Aug 31, 2007

(Million U.S. \$)

	Exports		Imports		Trade	
China	51,991	21.8%	40,310	17.6%	92,301	19.7%
U.S.	30,408	12.7%	24,899	10.9%	55,307	11.8%
Japan	17,037	7.1%	36,714	16.0%	53,751	11.5%
EU	35,779	15.0%	23,979	10.5%	59,758	12.8%

Source: Korean Customs Service

Overseas S. Korean Primary- and Secondary-School Students

초중고 유학생 국가별 출국 현황

국가	▼ 2005학년도	▼ 2006학년도
미국	1만2171명(34.6%)	1만4474명(31.9%)
중국	6340명(18%)	7199명(15.8%)
동남아	4011명(11.4%)	6624명(14.6%)
캐나다	4426명(12.6%)	6155명(13.5%)
호주	1674명(4.8%)	2196명(4.8%)
뉴질랜드	1413명(4%)	2082명(4.6%)
기타	5109명(14.6%)	6701명(14.8%)
총인원	3만5144명	4만5431명

유학 이외에 해외이민과 파견동행 등 모든 출국자 합산.

자료: 한국교육개발원

Source: [“영어-중국어 다 잡겠다” 동남아 조기유학 인기](#)

<http://www.donga.com/fbin/output?sfrm=1&n=200709230036>

Ministry of Culture and Tourism

- website in Chinese (simplified), English, Korean, Japanese
- cultural guide book for foreign workers in Bangladeshi, Vietnamese, Chinese, English, Indonesian, Mongolian, Nepalese, Filipino
- LTI KOREA, an organization affiliated with the Korean Ministry of Culture and Tourism is committed to the promotion and appreciation of Korean literature abroad. (Funds for translation of Korean literature)
- Sponsors various programs for foreigners residing in Korea
- Promotes cultural industry
 - Strengthen the competitiveness of Korea's cultural industry
 - Expand the domestic demand and strengthen its capacity in venturing into foreign markets
 - Met with Chinese officials to set up a tour of large cities for groups including H.O.T., Baby Vox, and the National Ballet Company (2001)
- Promote cultural exchanges with North Korea

“In order to form a unified culture with North Korea, we aim”:

 - To diversify cultural exchange activities with North Korea with the aim of promoting mutual understanding
 - To systematize such exchange activities
 - To promote joint cultural businesses for mutual prosperity
 - To establish a basis for achieving an ethnical unity by minimizing internal ethnical conflicts

Korea Overseas Information Service

- Part of the Government Information Agency 국정홍보처
- Offices primarily in consulates, embassies, and other overseas gov't offices
- Website in French, German, Spanish, Arabic, Vietnamese, Russian, Chinese (simplified) and Japanese
- Organized 1200 college students "to disperse the spirit of "Dynamic Korea" and enhance Korea's image abroad" (various countries).
- Sponsored 47 college students to Cambodia; the Philippines; and Kyrgyzstan.
- Contests for students in other countries to write about Korea
- Collaborated with National Research Council for Economics, Humanities and Social Sciences to produce "Vision 2030 Global Forum." (France, USA, and Japan) on sustainable development
- Publishes magazines with glossy pages containing upbeat accounts of Korea (including culture)
- invited 14 Americans for 12-day Korean studies fellowship program
- Campaign to Correct Misinformation about Korea

Academy of Korean Studies

- Government Funded
- Academic exchange agreements with over ten institutions since 1991: Russia (1), Mongolia (1), China (3), U.S. (3), England (1), New Zealand (1), Canada (1), Japan (1)
- Offers grants of \$650,000 for translation projects of 10 Korean classic books.
- *Review of Korean Studies*, International Academic Conferences, Graduate School admission requires either proficiency in Korean or native-language proficiency in English
- Provides lectures on Korean Culture for foreigners' during summer vacations; over two hundred foreign prospective Korean studies scholars from over thirty countries over the last few years.
- Center for Information on Korean Culture, established in March 2003 to help correct typical foreigner awareness of Korea as a nation and their level of knowledge about Korean culture and history. It has been at the forefront of the Understanding Korea Project. To achieve the Project's goals, CIKC will carry out five major tasks:
 - * Correct errors about Korea in foreign textbooks;
 - * Develop and distribute the Understanding Korea Series in foreign languages to promote Korea;
 - * Carry out surveys about foreigners' perceptions of Korea;
 - * Offer training in Korean culture to foreign teachers; and
- * Sponsor civic organizations and academies that engage in the CIKC's Understanding Korea Project.

Korean National Tourist Organization

- Public corporation (a government-invested organization)
- Website provides information in eight languages
- Website provides information about “Traditional Culture, Religion & Beliefs, Movies, TV Miniseries, Dramas/Entertainment Now!, Taekwondo, Korean Language
- Currently 20 overseas offices around the world engaging in promotion and marketing activities for Korean tourism.
- Includes a Domestic Promotion Division
- Inter-Korea Tourism Department

Korea Foundation 1991~

Description

- Maintains websites reporting on its activities and providing applications for support in Chinese (simplified), English, French, Japanese, Korean, and Spanish. Rich Internet portal that carries, inter alia, reports of Korean studies in various places throughout the world (usually in Korean or English)
- Intended to enhance international goodwill and friendship through the implementation of various international exchange programs to promote awareness and understanding of Korea throughout the world.
- An affiliate of the Ministry of Foreign Affairs and Trade
 - Receives some of its funding (tax on passports) from government
 - Receives contributions from private businesses and individuals.
These donations are exempt from normal taxation.
- Offices in Washington, D.C., Beijing, Ho Chi Minh City, Berlin, Moscow, Seoul.
- Collaborates primarily with foreign institutions or individuals affiliated with them

Korea Foundation 1991~

Activities

- Established 73 faculty positions in Korean Studies: U.S, 52; Europe 11; Australia 8; New Zealand 1; India 1
- Distributed 20,000 volumes to about 350 foreign educational institutions
- Provides Korean-language training fellowships: 1,018 Individuals from 76 countries (1993-2006)
- Financial support for Korean field research: 782 Individuals from 70 Countries (1992-2006)
- Invitations to 782 influential educators and researchers from 70 Countries (1992-2006)
- Offers a training program for foreign affairs officials abroad, which enables them to undergo Korean-language instruction. In 2005, 13 officials from seven Southeast Asian countries benefited from this program.
- 15 Korean galleries in museums in 6 Countries ('92-2006)
- Publication subsidies for works on Korea (Chinese, Vietnamese),
- **Publishes bimonthly journal, *Korea Focus* (English): "A window to current events in Korea and related international issues as seen through the analytic eyes of the nation's opinion leaders" (each issue has a section on "culture")**
- Korean cultural programs and events for foreign residents in Korea

Non-Governmental

- Major Newspapers: online editions in English, Japanese, Chinese (simplified)
- Yonhap: news agency has online Chinese (simplified), Japanese, Arabic, Spanish, English editions
- Private Korean language schools in South and Southeast Asia catering primarily to potential guest workers
- The website About.com received more than 20 e-mails a day for more than a year from a South Korean group calling itself the Volunteer Agency Network of Korea (VANK), insisting that the website rectify its "error" in using the name "Sea of Japan" instead of "East Sea" to describe the sea to the west of Japan
- Diasporic communities
 - Yeonbyeon University
 - Korea Society
 - Curriculum Materials
 - podcasts
 - Language Classes
 - Fellowships
 - In-Service Courses
- Commercial entertainment enterprises, largely responsible for Korea Wave
- Transnational merchants in China & North Korea
- Arirang radio, television, and online

Arirang Online

- Programs and news in several foreign languages
- Available 24/7 (VOD and live TV)
- 3 daily news programs
 - English
 - Dubbed in Arabic
- Live TV (with English and sometimes Spanish subtitles)

Home > TV > Korea Today

Korea Today

- What's on This Week
- Fast Introduction
- Message Board
- Video on Demand
- Archive(Old)
- Archive

TV Programs

- Current Affairs
- Culture
- Entertainment

VOD Service List

- Select
- Fast Programs
- Select



What's on This Week



* Weekly Top

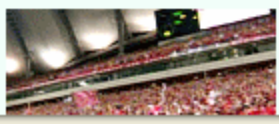
- Asia Pacific leaders converge to strengthen regional cooperation
- Unlike other countries suffering from recession, Korea's economic track toward recovery boosted
- FTAs pose both a challenge as well as an opportunity for Korea's cosmetics industry, which is one of the country's main exports trying to get a face-lift to maintain its competitive edge

* And more on our VOD service



* Rendezvous

- After the success in Korea, Shinhwa's new album is set to premiere in more than 10 countries. Join us for an up close and personal with the band.



* Tidbits

- Korea finally selects its first astronaut who will blast off into space in April next year.

http://www.arirang.co.kr - "Korea ...

arirang | TV VOD

Arirang 01:34

ALWAYS ABOVE 100% 200% FULL

Done

IMF WEO GDP Rankings
 Billions of Current U.S. Dollars
 World Economic Outlook Database, April 2007

Country	2004	2005	2006	2007
1 United States	11,712.48	12,455.83	13,244.55	13,770.31
2 Japan	4,608.14	4,557.12	4,367.46	4,302.09
3 Germany	2,744.22	2,791.74	2,897.03	3,080.55
4 China	1,931.64	2,243.69	2,630.11	3,051.24
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12 Korea (south)	681.22	791.57	888.26	942.97
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IMF WEO PPP Adjusted GDP Rankings

Billions Current International Dollars

World Economic Outlook Database, April 2007

Country	2005	2006	2007
1 United States	12,229.28	13,020.86	13,675.13
2 China	8,817.39	9,984.06	11,206.81
3 Japan	3,946.09	4,170.53	4,346.01
4 India	3,729.53	4,158.92	4,555.32
5 Germany	2,436.00	2,558.91	2,645.10
6 United Kingdom	2,006.08	2,121.77	2,224.65
7 France	1,835.70	1,934.68	2,019.58
8 Italy	1,713.40	1,790.90	1,851.97
9 Russia	1,576.23	1,727.35	1,877.21
10 Brazil	1,594.48	1,701.18	1,804.59
11 Spain	1,140.93	1,214.93	1,276.37
12 Mexico	1,094.30	1,171.51	1,237.28
13 Canada	1,089.65	1,156.46	1,214.90
14 Korea (south)	1,069.04	1,155.57	1,229.34
15 Indonesia	886.33	959.83	1,038.27

Korea (south)
Exports and Imports
Jan 1-Aug 31, 2007

(Million U.S. \$)

	Exports	All Exports	Imports	All Imports	Trade	All Trade
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U.S.	30,408	12.7%	24,899	10.9%	55,307	11.8%
Japan	17,037	7.1%	36,714	16.0%	53,751	11.5%
Total	99,436	41.6%	101,923	44.5%	201,359	43.0%