ifa ECP Monitor At a Glance

South Korea

PRÉCIS

Cultural diplomacy is an indispensable tool for South Korea to expand its foreign policy space as a middle power. With Government's deliberate plan to promote *Hallyu* (Korean Wave) to the world since the early 2000s, Korean popular culture has gathered massive international momentum. Now Korea is riding on the success of *Hallyu* and preparing for the new Korean Wave.

Outstanding Fact:

South Korea is one of the only countries in the world, if not the only one, that has a dedicated goal to become the world's leading exporter of popular culture.[1]

KEY INDICATORS 2019

Population	Rank/number	28th / 51.7 million
GDP	Rank/number	12th / $1.64 trillion
GDP per capita	Rank/number	31st / $31,846
Cultural Economy	As share of GDP	0.16
Education economy	As share of GDP	5.1
R&D economy	As share of GDP	4.0
Media economy	As share of GDP	n/a
Geopolitical position	Hard power	6th
	Sharp power	7th
	Soft power	19th
	Diplomacy rank	13th

OVERVIEW OF EXTERNAL CULTURAL POLICY 2019

Number of countries present	Over 41
Number of institutions abroad	Over 109
FTE staff	39,531
Freelance and local staff	n/a
Financial scale (€ million)	4,911.5
Government support (€ million)	1,398.1
Comparative ECP ranking	major

Main Objectives

- Promote a greater international recognition of a Korean 'brand' by exposing its culture and cultural industries.
- Take advantage of the global interest in Korean cultural products and sustain the export income generated by the "Korean Wave," including Korean TV dramas, pop music, films, and video games.

[1] https://martinroll.com/resources/articles/asia/korean-wave-hallyu-the-rise-of-koreas-cultural-economy-pop-culture/.

IIIIIII **Hertie School**

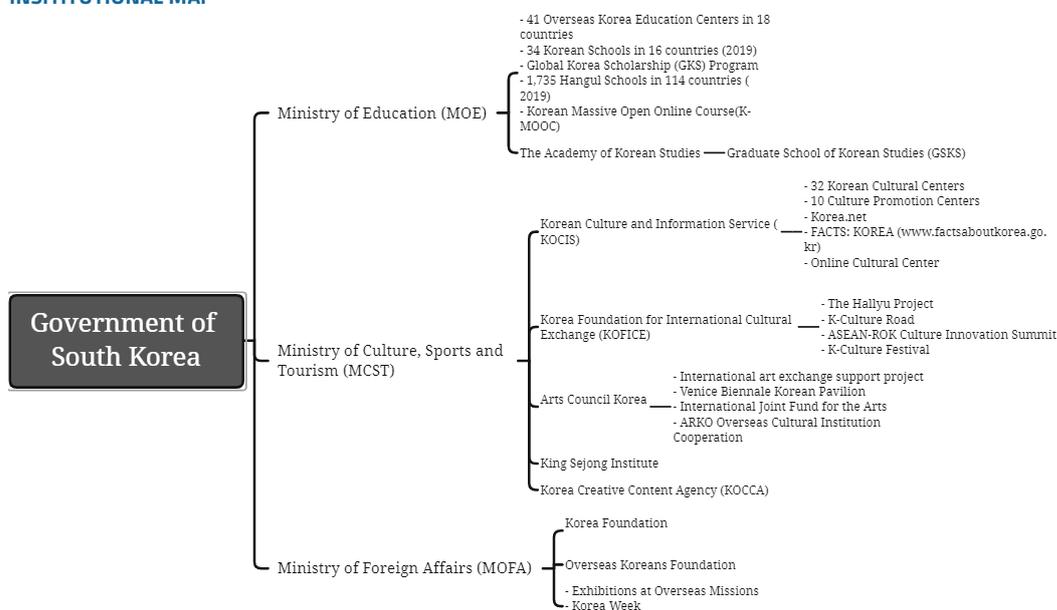ifa **Institut für Auslandsbeziehungen**

Policy Context

- South Korea focuses on strengthening and expanding public-private partnerships and encouraging civic participation to promote cultural diplomacy.
- Because of the geopolitical constraints it faces, developing soft power will be preferable for South Korea in the long run.

Regional Focus (% distribution of countries where international cultural exchange activities take place)

- Sub-S. Africa: 2.8%
- South-East Asia: 17.9%
- East Asia: 34.7%
- Europe: 14.9%
- Middle East: 1.7%
- North America: 4.8%
- Oceania: 3.2%
- The rest: 18.9%

INSITITUTIONAL MAP

Government of South Korea

Ministry of Education (MOE)
- 41 Overseas Korea Education Centers in 18 countries
- 34 Korean Schools in 16 countries (2019)
- Global Korea Scholarship (GKS) Program
- 1,735 Hangul Schools in 114 countries (2019)
- Korean Massive Open Online Course(K-MOOC)

The Academy of Korean Studies —— Graduate School of Korean Studies (GSKS)

Ministry of Culture, Sports and Tourism (MCST)

Korean Culture and Information Service (KOCIS)
- 32 Korean Cultural Centers
- 10 Culture Promotion Centers
- Korea.net
- FACTS: KOREA (www.factsaboutkorea.go.kr)
- Online Cultural Center

Korea Foundation for International Cultural Exchange (KOFICE)
- The Hallyu Project
- K-Culture Road
- ASEAN-ROK Culture Innovation Summit
- K-Culture Festival

Arts Council Korea
- International art exchange support project
- Venice Biennale Korean Pavilion
- International Joint Fund for the Arts
- ARKO Overseas Cultural Institution Cooperation

King Sejong Institute

Korea Creative Content Agency (KOCCA)

Ministry of Foreign Affairs (MOFA)

Korea Foundation

Overseas Koreans Foundation

- Exhibitions at Overseas Missions
- Korea Week

There is a plethora of organizations and mechanisms involved in South Korea's cultural diplomacy and exchange. The most important ones are the Ministry of Culture, Sports & Tourism (MCST) and the Ministry of Foreign Affairs (MOFA). However, the distinction between them in the division of labor on international cultural relations is blurred.

FIELDS OF EXTERNAL CULTURAL POLICY

	2019	2015	Comment
Culture and the Arts			
Number of cooperation agreements	21	n/a	
Number of countries present	33	n/a	Data refer to Korean Culture and Information Service (KOCIS)
Number of institutes and branches	31	28	
Staff	n/a	n/a	

	2019	2015	Comment
Artists in exchange programs	236	n/a	Data refer to Arts Council Korea
Budget (€ million)	Ministry of Culture, Sports and Tourism (MCST): 78.0 Korea Foundation (KF): 9.3 Korean Culture and Information Service (KOCIS): 34.4	Ministry of Culture, Sports and Tourism (MCST): 87.3 Korea Foundation (KF): 8.3 Korean Culture and Information Service (KOCIS): 29.2	
Government financial support (€ million)	n/a	n/a	
Language			
Number of countries where courses are offered	Hangul Schools: 115 Local Language Schools: 30 Kim Sejong Institutes: 60	Hangul Schools: 121 Local Language Schools: 28 Kim Sejong Institutes: 54	Data refer to Korean Education Statistics Service (KESS) Data refer to MCST
Number of students enrolled	Hangul Schools: 102,444 Kim Sejong Institutes: n/a Nuri-KSI (Online Kim Sejong Institutes): 200,916	Hangul Schools: 106,382 Kim Sejong Institutes: 43,408 Nuri-KSI (Online Kim Sejong Institutes): n/a	Data refer to Korean Education Statistics Service (KESS) Data refer to MCST
Number of candidates for language qualifications	155,969	174,882	Test of Proficiency in Korean (TOPIK)
Number of language teachers	Hangul Schools: 15,971	Hangul Schools: 15,331	Data refer to Korean Education Statistics Service (KESS)
Budget (€ million)	n/a	n/a	
Government financial support (€ million)	Ministry of Education (MOE): 54.8 Ministry of Culture, Sports and Tourism (MCST): 24.4 Korea Foundation (KF): 11.2	Ministry of Education (MOE): 49.5 Ministry of Culture, Sports and Tourism (MCST): 14.3 Korea Foundation (KF): 9.9	
Education – Primary & Secondary			
Number of countries present	16	15	Data refer to Korean Education Statistics Service (KESS)
Number of schools	34	32	
Number of students	14,040	13,337	
Number of staff / teachers	1,249	1,293	
Budget (€ million)	n/a	n/a	
Government financial support (€ million)	n/a	n/a	
Education – Tertiary			
Number of countries present	Over 18	n/a	

	2019	2015	Comment
Number of universities / colleges	3	n/a	
Number of foreign students	Inbound: 160,165 Outbound: 213,000	Inbound: 91,335 Outbound: 214,696	
Number of staff / teachers	n/a	n/a	
Number of government scholar-ships awarded	4,183	4,307	Global Korea Scholar-ship (GKS)
Number of educational cooperation agreements between countries	10	n/a	
Budget (€ million)	40.6	44.9	Global Korea Scholar-ship (GKS)
Government financial support (€ million)	n/a	n/a	
Science and Research			
Number of countries present	51	n/a	Data refer to National Research Foundation (NRF)
Number of institutes	80	n/a	
Number of researchers /staff	n/a	n/a	
Number of projects	299	322	
Number of scientists in exchange	n/a	n/a	
Budget (€ million)	54.3	58.8	
Government financial support (€ million)	n/a	n/a	
Media			
TV			
Number of countries broadcasted to	113	n/a	Data refer to KBS World (Korean Broadcasting System)
Number of languages	11	n/a	
Audience weekly (million)	n/a	n/a	
Budget (€ million)	-	-	
Korea Creative Content Agency (KOCCA)	21.0	n/a	
International Broadcasting	2.1	n/a	Data refer to MCST
Radio			
Number of languages	11	n/a	Data refer to KBS World (Korean Broadcasting System)
Number of channels	10	n/a	
New Media			
Number of languages	9	n/a	
Audience monthly (million)	-	-	
Page views	7.7	n/a	Data refer to Korea.net

CURRENT ISSUES AND DEVELOPMENTS

- Comparatively speaking, it is unusual for South Korea to have many decentralized organizations and mechanisms involved in international cultural diplomacy and exchange. It contributes to a lack of consistent overall strategies. Therefore, one of South Korea's challenges is how the government can take advantage of the popularity gathered around Korean popular culture while controlling the messaging it wants to present internationally and domestically.

- In 2017, South Korea launched the New Southern Policy (NSP) to open a new chapter in Seoul's relations with ASEAN and India. The NSP represents Seoul's regional ambition to seek greater strategic autonomy by taking on greater international responsibilities. However, South Korea, as a middle power, still faces external geopolitical constraints, such as its worsening relation with Japan and the China-US rivalry. Cultural diplomacy has become even more indispensable for South Korea.

- South Korea's core agencies for public agencies such as MOFA and MOE, the public channels of which, like Twitter and Facebook, are all in Korean. The English language equivalents, such as the MOFA English language Facebook page or Twitter account, are severely limited in content depth and frequency and attract little interest. In this regard, South Korea will still need to harness its digital assets, including branding its digital products and culture, to leverage its position as a hub of global innovation and better engage global audiences.

FURTHER INFORMATION, SOURCES, AND REFERENCES

- A user-friendly summary of with additional data and data sources is here: "*South Korea – External Cultural Policy: Data Fact Sheet*"
- A full set of references are presented here: "*South Korea – External Cultural Policy: References*"
- A fuller report with a descriptive analysis is found here: "*South Korea – External Cultural Policy: A Report*"

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