

The Culture and Soft Power of

Korea

Embassy of the Republic of Korea



만나서 반갑습니다!



Drago mi je!

Contents

1

Korea at a Glance

2

Korean Culture

3

Korea's Soft Power

4

Korean Culture in Croatia



SOUTH
KOREA

Korea at a Glance

KOREA



Korea has four distinct seasons.



1. Gojoseon (2333 B.C. ~)
2. Three Kingdoms (37 B.C. ~ A.D. 668)
3. Unified Silla (668 ~ 918)



4. Goryeo Dynasty (918 ~ 1392)

5. Joseon Dynasty (1392 ~ 1910)



CHINA

Land: 9,596 thousand km²
Population: 1.38 billion
GDP: 11,218 billion
Trade: 3,882 billion

NORTH KOREA

Land: 120 thousand km²
Population: 24.8 million
GDP: 31 billion
Trade: 6.5 billion

38th Parallel

SOUTH KOREA

Land: 100 thousand km²
Population: 51.2 million
GDP: 1,411 billion
Trade: 963 billion

RUSSIA

Land: 17,098 thousand km²
Population: 143 million
GDP: 1,281 billion
Trade: 525 billion

JAPAN

Land: 377 thousand km²
Population: 127 million
GDP: 4,939 billion
Trade: 1,272 billion

USA

Land: 9,833 thousand km²
Population: 323 million
GDP: 18,569 billion
Trade: 3,746 billion

* All Statistics (2016)



Population: 51.2 million



Politics: fully functioning democracy

- Presidential government system



Economy: 4th largest economy (ASIA)

- Among the top 15 largest economies (WORLD)



Military capacity: 7th in the world

* Major economic data (\$, 2016)

- www.globalfirepower.com, 2018

- GDP: 1,411 billion (11th)
- Per capita GDP: 27,533 (29th)
- Foreign currency reserve: 371 billion (8th)
- Foreign trade (2015):
export 526 billion (6th), import 436 billion (10th)
- Major products: mobile phone (1st),
shipbuilding (2nd), semi-conductor (2nd),
automobile (5th), steel and iron (6th)



International contribution



- ODA: \$455 million (2006) → \$1,965 million (2016)
- PKO: 1,100 troops to 12 countries



Korean Culture

Strong Collective Identity

Adaptation but Difference

A. Similarities

B. Differences

- Spoken Language and Written Script



ㅏ ㅑ ㅓ ㅕ ㅗ ㅛ
ㅜ ㅠ ㅣ ㅚ ㅜ ㅛ
ㅋ ㆁ ㄴ ㅅ ㅈ ㅊ
ㅌ ㄷ ㅍ ㅎ ㄱ ㅋ

Korean Alphabet



月 A	官 B	匹 C	刀 D	三 E
下 F	巨 G	升 H	工 I	丁 J
水 K	心 L	冊 M	内 N	口 O
戸 P	已 Q	尺 R	弓 S	七 T
白 U	人 V	山 W	父 X	了 Y
乙 Z				

Chinese Alphabet



ア a	イ i	ウ u	エ e	オ o
カ ka	キ ki	ク ku	ケ ke	コ ko
サ sa	シ shi	ス su	セ se	ソ so
タ ta	チ chi	ツ tsu	テ te	ト to
ナ na	ニ ni	ヌ nu	ネ ne	ノ no
ハ ha	ヒ hi	フ fu	ヘ he	ホ ho
マ ma	ミ mi	ム mu	メ me	モ mo
ヤ ya		ユ yu		ヨ yo
ラ ra	リ ri	ル ru	レ re	ロ ro
ワ wa				ヲ wo
ン n				

Hiragana / Gatakana

- Traditional dress



Hanbok



Qipao



Kimono

- Food



Bibimbap



Fried rice



Sushi / Donburi

Originality

A. Korean shamans



B. Samullori



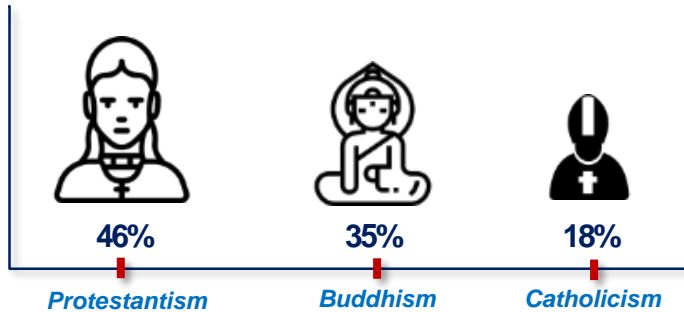
C. Mask dance



Flexibility and Harmony

A. Religious coexistence

- About 50% people do not actively practice religion.
- Among those who do actively practice religion;
Buddhism (35%), Protestantism (46%),
Catholicism (18%) and others such as Confucianism



- Buddhism is on decreasing trend in favor of Protestantism.

B. Bibimbap





A. Confucianism

Key Principles

- *Governing by virtue*
- *Benevolence and humaneness*
- *Righteousness or justice*
- *Loyalty*
- *Filial piety*
- *Proper rite and courtesy*



B. Confucianism in Korea

- Political ideology of the Joseon Dynasty
- Life in Korean society is based largely on Confucian principles.
- Korea is described as an “Eastern Country of Great Courtesies”.

Examples

- *Ancestral ritual formalities*
- *Honorific form of speech*
- *Display of appropriate courtesies*



A. Hansik (Korean Food)



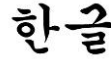
B. Hanbok (Korean Costume)



C. Hanok (Korean House)



D. Hangul (Korean Language)



E. Hanji (Korean Paper)



F. Gukak (Korean Music)





A. Taste of Korea

- Yak Sik Dong Won 藥食同原



B. Korea's table setting

- All at once
- Main staple (rice and soup) and side dishes





C. Spoon and chopsticks

- Spoon is more important to Koreans.
- Differences in chopsticks



D. Table manners

- Soup taking
- Elders first



E. Fermentation

- The key of Korean food culture; over 80% of Korean foods are produced through the fermentation process.
- The fermentation process alters the composition of the food and brings new nutritional benefits.

F. Kimchi and Kimjang culture

- Kimchi is Korea's signature food product and a prime example of a fermented food.
- Two-phase fermentation process





G. Kimchi statistics



- 95% of Koreans eat Kimchi everyday.
- 69 grams is the average amount of Kimchi a Korean eats per day.
- 80% of Koreans participate in family Kimchi-making.
- There are more than 200 different varieties of Kimchi.



H. Kimchi is a healthy and low-calorie food.

- “One of the [world's five healthiest foods](#)” (Health Magazine, USA)
- “Korea's [cheapest health insurance](#)” (Washington Post)



I. Kimjang culture was listed as a UNESCO intangible cultural heritage.

- “*Kimchi has been handed down from generations, realized and practiced the spirit of sharing, expanded the solidarity and identity and belongings of community*”(UNESCO World Heritage Committee)





A. Korea's traditional outfit

B. Composition of Hanbok



C. Change to the Hanbok

- A new style of Hanbok
- Changing as a global fashion item that is more compatible with contemporary society and modern fashion trends.



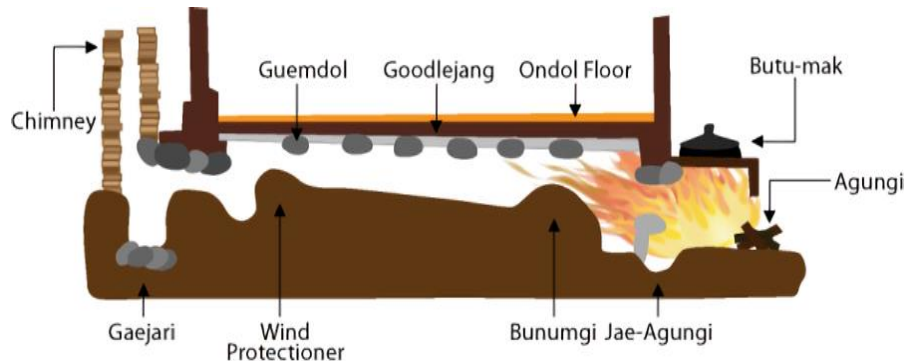


A. Hanok design

- Coexistence of the northern and southern cultural differences: Ondol (Korea's traditional underfloor heating system) and Maru (wooden floor)
- Use of earth for roof and wall
- Hanji (Korean paper) for window and door

B. Ondol

- Korea's traditional floor heating system





C. Maru

- Wood-floored hall
- Middle space that bridges outdoor nature with interior space



D. Madang

- Intermediate space located in the interior courtyard area
- Center of family life



A. Origin of Hangul

- Created in 1446 by King Sejong

B. Characteristics of Hangul

- Scientific language based on phonetic lettering system
- 24 letters (14 consonants, 10 vowels)

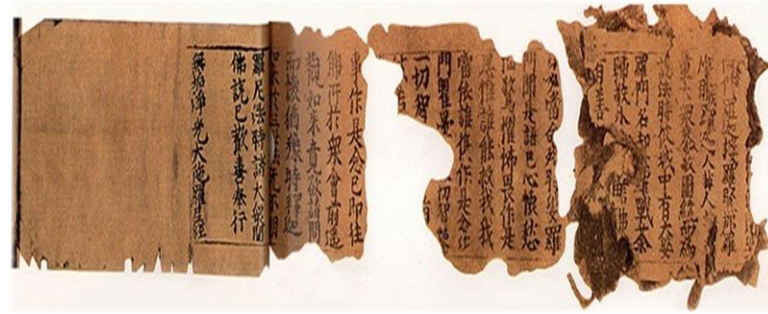


The Korean Alphabet

Vowels	ㅏ	ㅑ	ㅓ	ㅕ	ㅗ	ㅛ	ㅜ	ㅠ	ㅡ	ㅣ
	a	ya	o	yŏ	o	yo	u	yu	ŭ	i
Consonants	ㄱ	ㄴ	ㄷ	ㄹ	ㅁ	ㅂ	ㅅ	ㅈ	ㅊ	ㅋ
	k, g	n	t, d	r, l	m	p, b	s, sh	ch, j	ch'	k'
	ㅇ	ㅈ	ㅊ	ㅋ	ㅌ	ㅍ	ㅎ			
		ch, j	ch'	k'	t'	p'	h			

A. Hanji

- Made from the fibers of mulberry barks
- 10 times as durable as other papers
- Multi-layered Hanji was used as the armor.
- A Russian report said,
"Korea's paper is durable so much as to make a string."



Mugu Jeongwang Dae Darani-gyeong

B. Examples of Hanji products





A. Korean court/ritual music

- Now rarely played except for government sponsored organizations



Court/ritual music

B. Korean folk music

- Unique and complex with local variations
- Pansori
 - Conducted in an open space
 - One-voice opera supported by a drummer
 - UNESCO Intangible Cultural Heritage (2004)
- Arirang
 - National folk song with the repeated phrase “Arirang”
 - UNESCO Intangible Cultural Heritage (2012)



Pansori



Arirang

Korea's Soft Power



“What do you imagine when you think about Korea?”

North Korea? Korean companies?

K-Pop?

Psy?

Yuna Kim?

Kimchi?



A. Technological and intellectual capabilities

- World-class automobiles, smart phones and high-speed internet infrastructure

B. Cultural resources

- Korean language with unique alphabetical system
- Kimchi and Bibimbap
- Taekwondo

C. Korean culture in diplomacy

- The Korean government's public diplomacy



아름다운 한글



A. K-Wave

- Popularity of contemporary Korean cultural products such as K-Drama, K-Pop and K-Sports
- First used by a Chinese journalist in the 1990s
- Representing the soft power of Korean popular culture

B. Keys to Korean cultural success



- “Korean” elements: cultural excellency, cultural uniqueness, or even unique Korean values
- Positive images of Korean culture and society itself

Economic development, social dynamics, human relationship (e.g., filial duties) and Korean life

C. Business of K-Wave



- Application of intellectual and industrial capabilities
Innovations in “Cultural Technology (CT)” and creativeness in technology and contents production



Success of K-Drama in 2000s that launched the Korean wave throughout Asia and World-wide

A. Winter Sonata



B. Dae Jang Geum



C. You who came from the star



Popularity of K-Pop in 2010s that drove the second wave of Korean popular culture

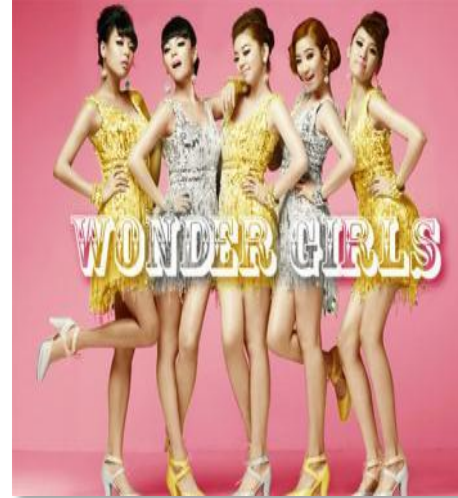
A. Girls Generation



B. Super Junior



C. Wonder Girls



D. Psy





A. Ji-sung Park



B. Yuna Kim



C. Seri Park



D. Inbee Park





Korean Culture in Croatia

4 Korean Culture in Croatia

A. Korean Tourists

2013	2014	2015	2016	2017
74,001	263,756	343,874	377,779	448,636

(Croatia data, arrivals)



B. Korean Embassy's cultural activities

- Korean film festivals
- K-pop singing and dancing contests
- Korean Ambassador's cup taekwondo championships
- Korean food events

* **Korea week festival (May, 2017)**



4 Korean Culture in Croatia

C. Taekwondo 🥋

- Introduced into Croatia in 1968
- Second most popular sports after soccer
- This year 50th anniversary of Taekwondo in Croatia

D. K-Pop club 📀

- K-Pop club in Zagreb

E. Korean language schools 📖

- In Croatian universities and at Korean language schools



감사합니다!



Hvala!