



НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ  
УНИВЕРСИТЕТ

School of Oriental Studies, Faculty of World  
Economy and World Politics, HSE University

# **The Role of Popularizing the Korean Language and Culture in the Foreign Policy of the Republic of Korea**

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### Purpose of the study:

First, to present one of the most promising approaches in sociological analysis, **namely the transnational method in the study of civil society institutions and cultural organisations on the example of R. Korea.**

Secondly, to show that **the popularisation of Korean language and culture is the main tool of "soft power" in the cultural diplomacy of the Republic of Korea in Russia and is aimed at mass audiences.**

Thirdly, to demonstrate its **dynamics of dissemination and practical interaction of language and culture as a way of service delivery in the paradigm of this unity.**



### Methodology:

Firstly, the thesis "Republic of Korea's cultural diplomacy in foreign policy began to develop and gain significance in the post-bipolar period".

Secondly, international factors play the main role in the formation of cultural diplomacy, while domestic factors (such as heritage, cultural-civilisational identity, etc.) are "actualised" in a new way each time, depending on the prevailing international humanitarian agenda in each particular period of time.

Thirdly, the concept of "cultural activity in the external sphere has already in its earliest origins been linked to the problem of sovereignty, its defence and strengthening in the international arena".

The methodological model of the work is based on the concept of 'unprotected'/'bare life' by D. Agamben (Agamben D., 2011) and the concept of 'uninsured'/'precarious life' by D. Butler (Butler D., 2006).

These theoretical concepts complement the research methodology and allow us to describe the cultural diplomacy of R. Korea, to establish reasons and strategic plans in international co-operation.

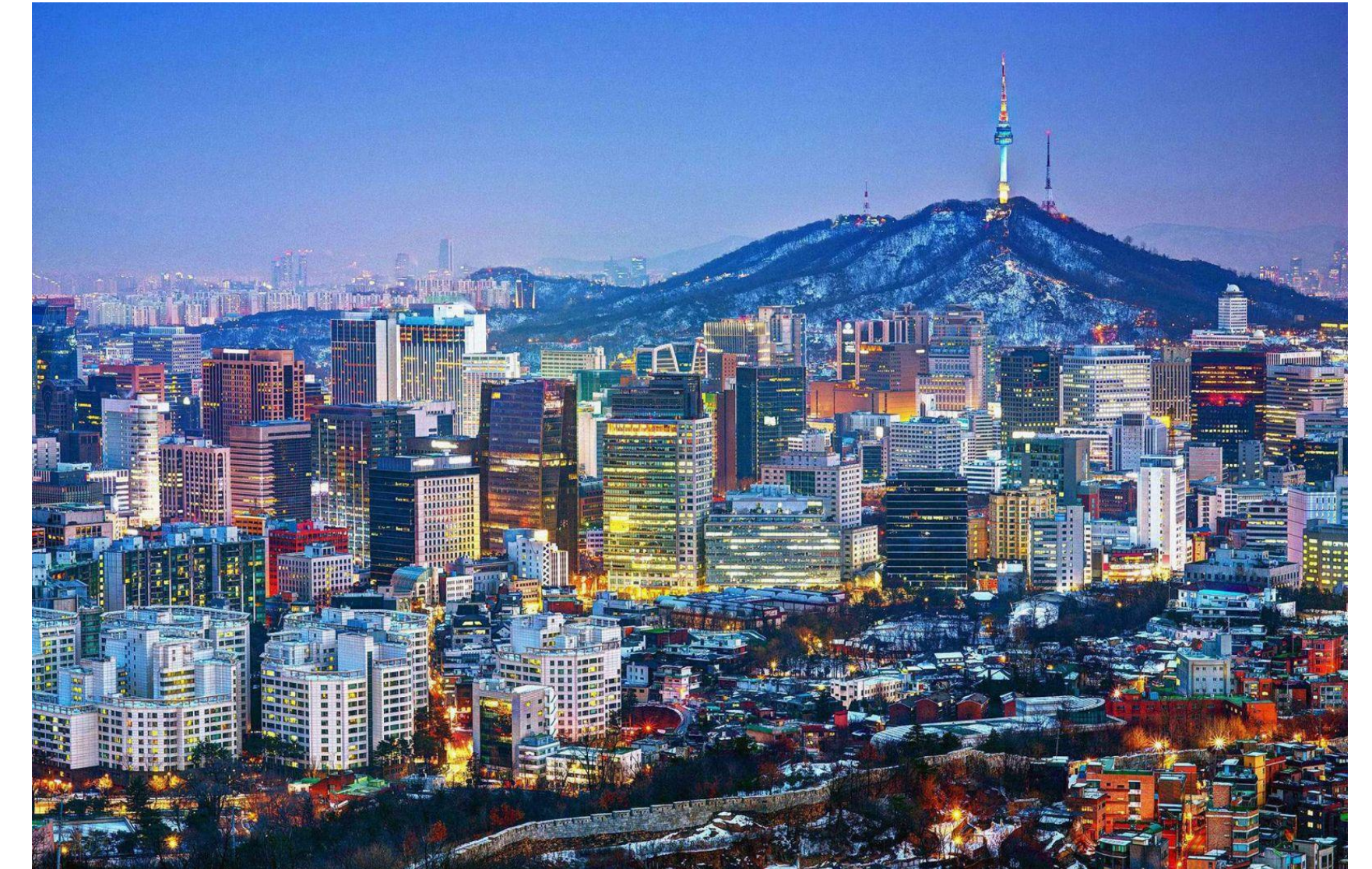




## Language promotion as the main tool of cultural diplomacy

Due to the export orientation of its economy,  
the Republic of Korea has developed a  
strategy not only to consolidate its position in  
old markets but also to capture the new  
ones.

One of the tools to achieve the goal is the  
opportunity to improve the country's image  
and popularise Korean culture in the world.







In 2009, the Forum of Civil Societies "[Dialogue between Russia and the Republic of Korea](#)" (DRRK) was established at St. Petersburg University;

In 2014, [the Russian-Korean Society](#) was established at the International State Institute of International Relations (MGIMO);

Since 2018, [the Russian-Korean Interregional Cooperation Forum](#) has been held in Vladivostok as part of the Eastern Economic Forum with the support of the Roscongress Foundation.

Korean state foundations are active in the field of culture and education in Russia:

[Korea Foundation \(1991\)](#)  
[Overseas Korea Foundation \(1991\).](#)  
[Northeast Asian History Foundation \(1991\).](#)



## Won Gwan Korean School at the Moscow Won Buddhist Temple (1992) was founded in 1993.

The main activities of this school are: teaching Korean language, acquaintance with Korean culture (dancing, playing traditional Korean drums, taekwondo, etc.).

The Won Gwan School offers yoga classes, Sunday Won Buddhist services and consciousness practice classes, and translates the sacred books of Won Buddhism into Russian.



In 2008, the first Sejong Centre in Russia was opened in Won Gwan School on behalf of the Government of the Republic of Korea, represented by the King Sejong National Institute of State Language under the Ministry of Culture and Tourism.

The purpose of this centre is to teach the Korean language and Korean culture to Russians as part of a programme to promote the Korean language in the world.

The Sejong Centre operates at the Cultural Centre of the Embassy of the Republic of Korea and from 2020, at the National Research University Higher School of Economics on the basis of the Faculty of Pre-University Training.



The number of trainees who attended Korean language courses from 2000 to 2020 exceeds tens of thousands of Russians.

In 2018 alone, the number of requests was recorded - **14169** questionnaires for Korean language courses.

In the spring semester of 2019, the number of requests constituted **4981** for elementary level and **3653** for conversational Korean.

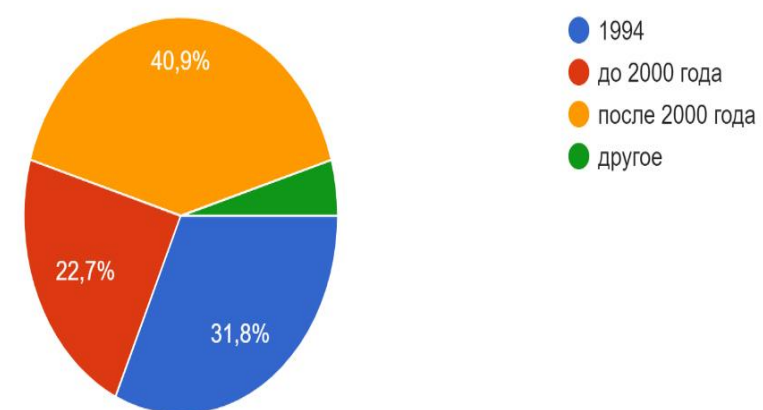
In September 2020, the number of inquiries for the beginning level course was **3405**.



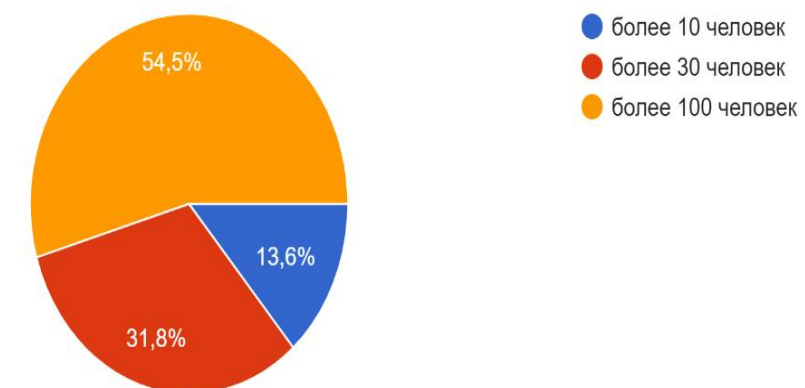


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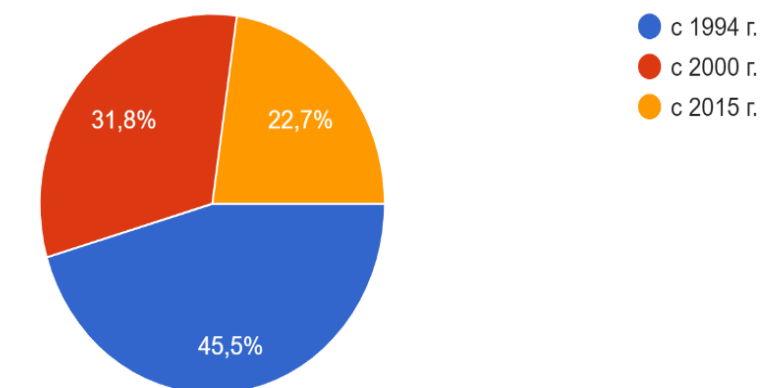
Когда была создана ваша организация?  
22&nbsp;ответа



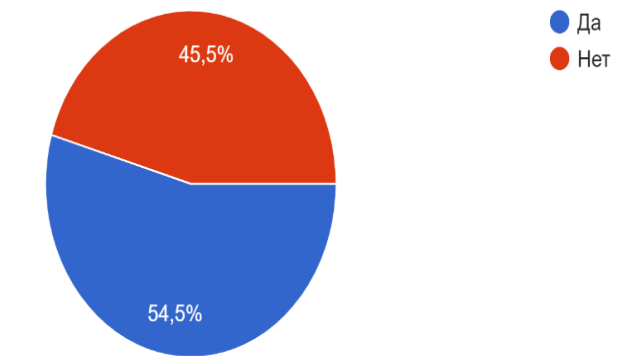
Сколько российских корейцев состоит в вашей организации?  
22&nbsp;ответа



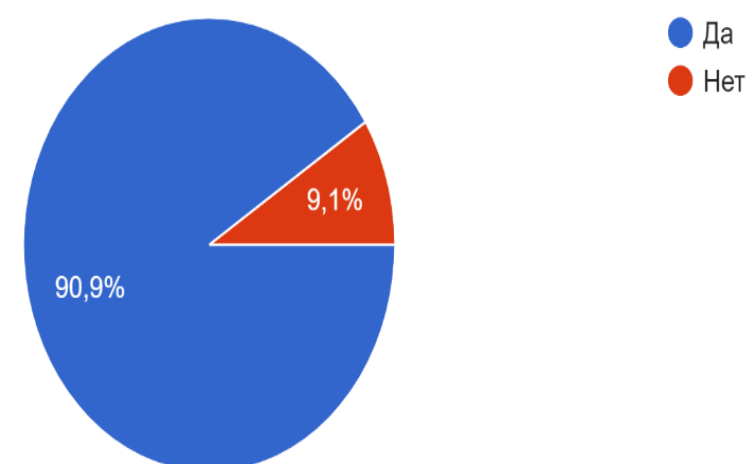
С какого года вы сотрудничаете в общественными организациями Р. Корея?  
22&nbsp;ответа



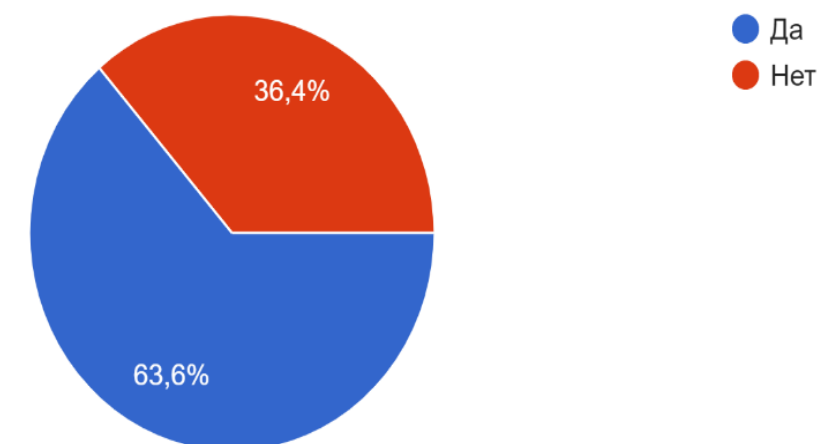
Входят ли в вашу организацию граждане Южной или Северной Кореи?  
22&nbsp;ответа



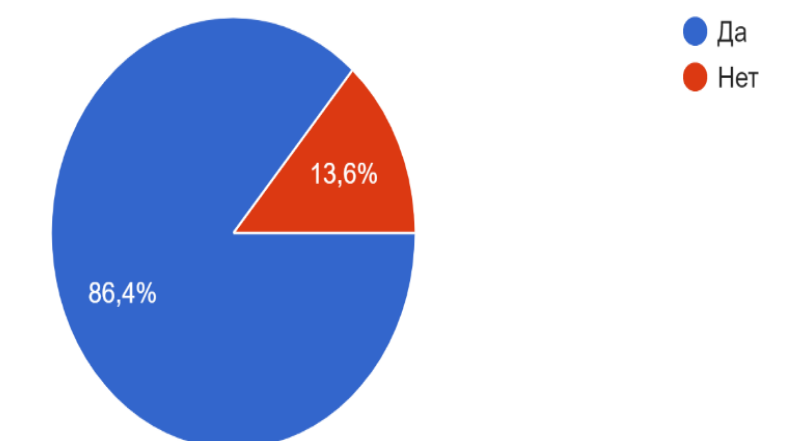
Есть ли в вашей организации курсы корейского языка  
22&nbsp;ответа



Преподаватели носители языка?  
22&nbsp;ответа



Имеется ли в вашей организации кружок корейских танцев, самульнори, тхэквондо, K-POP ?  
22&nbsp;ответа





## Conclusion

### Korean Soft Power in Russia:

- 1) Aimed at improving its country's external security situation through projecting a peaceful and attractive image of the country;
- 2) Aims to mobilise international support for security policy;
- 3) Influences the way of thinking and public preferences of other countries;
- 4) Aims to support the public unity of the country.

The Republic of Korea has been purposefully developing relevant Soft Power strategies. It currently possesses the following significant soft power resources:

- 1) a successful track record of rapid modernisation and democratisation,
- 2) a transnational system for promoting Korean language and culture around the world (Korea Foundation).





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