

International Cultural Exchange: Issues in Asian Region

(Korea's engagement in regional exchange)

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Trend and recent changes

Policy response in Korea

Cultural exchange and cultural diplomacy

Opportunities and threats: What can be done?



1. Trend and recent changes

❖ Within the region

- Market growth in popular culture(cultural industry) along with that in high culture
- Arts and Culture seen as intermediary of social change or economic development

❖ Korea

- Culture and the Arts being recognized one of important factors to develop society:
polarization in income strata followed by increase in socially excluded groups, creative sector providing new jobs
- Change in population profile to reflect multicultural inflow
- Sudden outburst of demand for Korean popular culture(Hallyu) in Asian region
- Growing responsibility as an economically well managing member in the global society



2. Policy response

❖ Locally

- Expansion of arts education to cover all age group and social status
- Public projects to involve artists and cultural animators to carry out social inclusion policy (cultural voucher, culture to rural area, support for social enterprise in culture)
- Support for multicultural population
- support for the creative industry(cultural industry) sector by using indirect policy instrument and institutional arrangements



2. Policy response

❖ Internationally

- Recognizing 'Hallyu' as a medium to introduce a larger picture Korean Culture
- Supporting arts markets and art fairs
- Institute international cultural exchange programs
- Systemizing cultural exchange, cultural promotion, and cultural diplomacy
- Increasing share for ODA project in the arts and culture

3. Structural response

Ministry of Culture, Sports, and Tourism (2008)

- Cultural Exchange Budget €48million, 1.6% of total ministry budget: €32 million for exchange in arts and culture, €16 million for other areas in the ministry
- Focus:
 - Korean Cultural Service overseas
 - supporting overseas activities of cultural organizations
 - instituting inbound exchange program
 - Korean language education

Arts Council of Korea

- Budget of €4.2million (1%of total) mainly focusing on artists' overseas activities

Ministry of Foreign Affairs and Trade

- Related budget of €16 million, 1.5% of total: €11 million for Korea Foundation, €5 million ministry overall
- Focus:
 - supporting Korean studies overseas
 - promotion of selective field in the art and culture

4. Is there any need to be concerned about ?

	Objective, Effect, Characteristics
International Cultural Exchange	<ul style="list-style-type: none">▪ Enhancing cultural creativity by exchanging new artistic and cultural stimuli▪ Reciprocity▪ Sustainability▪ Process oriented
Cultural Diplomacy (Soft power)	<ul style="list-style-type: none">▪ Maximize national interest through international relation▪ Enhance national image▪ Persuading the target country to decide in favor of the influencing country by using non-military means(Joseph Nye's definition)▪ Blockbuster event, trigger event



5. Issues that would be affected by different paradigm

- Coping with cultural diversity issues
- Coping with commercialization in the arts
- Coping with cultural industry
- Coping with ODA

6. Cultural engagement in regional cultural engagement

Opportunities

- Cultural diversity to be guaranteed not only within but also to be supplemented from outside
- Direct involvement of local governments in local level
- Interest in developing various cultural content (perspective of cultural industry)

Threats

- Representation of only communicable artists and organizations (language barrier)
- Cons of direct government involvement (red tapes, cultural imperialism, etc.)
- The unresolving question of defining 'Asia'



Thank you