

Л.Н.Гумилев атындағы
Еуразия ұлттық
университеті
Халықаралық қатынастар
факультеті
Аймақтану кафедрасы



Евразийский
национальный университет
им. Л.Н.Гумилева
Факультет международных
отношений
Кафедра регионоведения

«Отандастар қоры»
коммерциялық емес
акционерлік қоғамы



Некоммерческое акционерное
общество
«Отандастар қоры»

«АЙМАҚТАНУДЫҢ ҚАЗІРГІ КЕЗЕҢДЕГІ МӘСЕЛЕЛЕРІ»
ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ-ПРАКТИКАЛЫҚ КОНФЕРЕНЦИЯ
МАТЕРИАЛДАРЫНЫҢ ЖИНАҒЫ

«СОВРЕМЕННЫЕ ПРОБЛЕМЫ РЕГИОНОВЕДЕНИЯ»
СБОРНИК МАТЕРИАЛОВ МЕЖДУНАРОДНОЙ НАУЧНО-
ПРАКТИЧЕСКОЙ КОНФЕРЕНЦИИ



**Л. Н. Гумилев атындағы Еуразия ұлттық университеті
Халықаралық қатынастар факультеті
Аймақтану кафедрасы**

«Отандастар қоры» коммерциялық емес акционерлік қоғамы

**Евразийский национальный университет им. Л.Н. Гумилева
Факультет международных отношений
Кафедра регионоведения**

Некоммерческое акционерное общество “Фонд Отандастар”

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Жинаққа ғалымдардың, докторанттардың, магистранттар мен студенттердің аймақтық даму мен аймақты зерттеуге әсер ететін проблемаларды түсінуге жәрдемдесуге бағытталған баяндамалар кірді. Бұл процестерді әр түрлі аспектілерде және әр түрлі жағынан қарастыру әсіресе қазіргі кезде өзекті болып табылады.

В сборник вошли доклады ученых, докторантов, магистрантов и студентов, направленные на содействие более глубокому пониманию проблем, влияющих на региональное развитие и изучение региона. Рассмотрение данных процессов в разных аспектах, и с разных сторон особенно актуально в наши дни.

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KOREAN WAVE AS A KEY FACTOR FOR THE SUCCESSFULL SOFT POWER OF THE REPUBLIC OF KOREA

Seilkhan A.

Eurasian national university named after L.N. Gumilyev

Astana, Kazakhstan

Aisulu.seilkhan@gmail.com

Annotation. *The "Korean Wave" aims to globalize Korean popular culture in order to further political and economic objectives in Korea. A thorough analysis of this phenomena is required. The goal of the study is to evaluate the impact of the "Korean wave" on South Korea's worldwide prestige, economic growth, and popularization in Central Asian nations. The research's methodology is based on common scientific techniques including historical-comparative, systematic, and measurement. The popularity of Korean mass culture in the countries of Central Asia is explored in this research. The "Korean wave's" major distribution areas are noted. The author evaluates the government's development initiatives. The author examines the government's initiatives to promote Korean popular culture. The research performed led to the identification of several advantageous elements for the Republic of Korea from the employment of the "Korean wave," including positive brand image, financial and economic, political, and sociocultural aspects.*

Key words: *politics; economics; Republic of Korea; popular culture; "Korean Wave"; hallyu; CA.*

In the late 1990s and early 2000s, the development of information and communication technologies prompted states to build up cultural, social and humanitarian resources. A vivid example of this can be considered the "Korean wave", the essence of which is to spread the popular mass culture of South Korea to achieve political and economic goals. Researchers of this phenomenon consider the "Korean wave" as a tool of "soft power", the practice of which at the present stage is becoming increasingly important in international activities. However, there are much fewer works on the "soft power" of the Republic of Korea than studies of the "soft power" of other advanced states. At the same time, the phenomenon of the "Korean wave", located at the junction of European and Asian cultures, is unprecedented, which actualizes the problem. There is a need for a comprehensive study of this phenomenon.

The aim of this research is to examine the impact of the "Korean Wave" on the dissemination of South Korean culture in different countries, as well as its contribution to the country's economic growth and enhanced global reputation.

The methodological base of the research is based on general scientific methods, such as historical-comparative, systemic and measuring. The historical-comparative method was used to study the growth of popularity of Korean culture in Asia, Europe, America and in the global space. The measurement method was used to determine the impact of the success of the "Korean wave" on the economic and

political spheres of Korea. With the help of systematization, the economic impact of the main developed industries of the "Korean wave" was revealed. The study also involved general scientific methods, such as analysis and comparison, which made it possible to conduct a comprehensive review of the constituent factors of the "Korean wave" and identify the main areas of distribution of Korean mass culture, the main ones being the music industry, the film industry and the computer games industry.

Background. The founder of the concept of "soft power" J. Nye pointed out that language and culture are "soft power", which plays a key role in international relations, directly or indirectly influencing world politics and business relations [7: 15].

Various researchers have identified several key factors that contribute to a state's soft power, with D.A. Poptsov suggesting that public diplomacy is among the most prominent. This tool encompasses a range of cultural and educational resources, political figures, and media outlets, among other things, all of which can play a significant role in a country's ability to project its soft power on the global stage. [10: 25].

Moreover, the resources of the social and humanitarian spheres are manifested especially widely in the "soft power"; M. M. Lebedeva notes that socio-political and humanitarian resources, in contrast to economic and military, financially costly, can be relatively cheap and spread quickly with the help of modern technologies, covering wide layers" [9: 102]. According to the author of the article, the "soft power" of the country relies primarily on three resources: culture (which may be attractive to others), political values (which the government observes in domestic and foreign policy) and foreign politics (when it is legal).

Numerous definitions of culture exist, but one noteworthy understanding is that it encompasses the industrial, social, and spiritual accomplishments of humanity. This includes both high culture, such as works of art like paintings, architectural masterpieces, and literary works, as well as mass culture, which includes elements like television, radio broadcasting, popular music, and sports. These forms of culture are seen as vital components of a society's overall cultural landscape and are believed to play important roles in shaping a nation's identity and global image.

Many scholars contend that soft power is largely driven by the dissemination of popular culture, with cultural resources playing a significant role in its promotion. The rise of South Korean popular culture is a prime example of this phenomenon, often referred to as the "Korean Wave" or "Hallyu." The term first emerged in the late 1990s in Chinese media outlets that were intrigued by the sudden surge in popularity of Korean films and TV dramas in China. Initially, the term was restricted to China, but it quickly spread worldwide. Today, the term is used to describe the global interest in South Korean culture, including modern music, dance, fashion, cuisine, and more. The Korean Wave has been instrumental in the expansion of South Korea's soft power, as it has allowed the country to showcase its cultural and artistic achievements on the world stage, thereby enhancing its international prestige and influence [2].

Initially, the Korean Wave was simply a means of entertainment for the masses, without any specific function. However, in the late 1990s, the South Korean government recognized the potential benefits of spreading its culture and provided financial support for the development of music, cinema, and games. As the popularity of the Korean Wave grew in Northeast Asia and Southeast Asia, its purpose shifted towards enhancing the country's international image through the promotion of national culture. The Korean Wave became a key tool for projecting the country's soft power abroad, as it showcased South Korea's cultural achievements and generated positive attention and admiration from global audiences. This was a significant turning point for the Korean Wave, which transformed from a simple form of entertainment into a powerful soft power asset for South Korea, allowing the country to achieve greater influence and prestige on the world stage [3].

Dividing the growth and change in direction of the Korean wave into chronological stages can aid in comprehending its evolving scope of influence over time.

Table 1. The main stages of Korean wave.

Stages	Direction	Region
1 stage (1990-2002)	The main directions of popular culture are formed. In serials and films, the main theme is based on the traditional culture of Korea and Confucian values, which attracted the audience of the NEA countries.	East and South Asia became the main regions of the “wave” distribution.
2 stage (2003-2009)	Korean dramas are beginning to be exported around the world, the vector of distribution is aimed at young people. The popularity of Korean music (known as K-pop, short for Korean popular music) is on the rise.	The popularity of Korean music of this stage remains within East Asia.
3 stage (2009-2012)	Korean government changes focus on popular culture. Korea Creative Contents Agency (KOSSA) established. The agency's goal is to export Korean culture and create a positive image of Korea. Development of Korean school of design, promotion of online games and popular music business, building the image of intelligent, modern and creative Korea and etc.	The main regions USA and China and coverage of other foreign markets.
4 stage (2012-currently)	The Ministry of Culture of the Republic of Korea launched the Korean Wave 3.0 (Hallyu generation 3.0) project, which aims to "transition of Korean pop culture into the category of world-wide recognized art and heritage". The spread of the Korean language, the study of the history and culture of Korea.	Japan, USA, Europe and Central Asian countries.

The presented table illustrates the overall evolution of the Korean wave. Our focus will now shift towards Central Asian (CA) countries, specifically Kazakhstan, Uzbekistan, and Kyrgyzstan, to explore the primary means of Korean wave and its dissemination.

The effectiveness of the South Korean "soft" foreign policy model is increasingly felt in Central Asia, and in particular in Kazakhstan. Korean cuisine restaurants, shops with Korean goods, clothes and cosmetics, as well as household appliances and electronics from the largest Korean manufacturers are opening everywhere. The number of people seeking to learn Korean or visit the SK is growing exponentially. Bilateral relations between Kazakhstan and the Republic of Korea in the sphere of politics, economics and culture are also being strengthened.

The Institute of Socio-Political Research of the Republic of Kazakhstan conducted a social survey aimed at studying the modern image of Korea. To the question "What do you associate South Korea with?" the majority of respondents, and this is 52.1%, answered with good technology, then 33.7% - cars, 17.6% - Korean series, 17.1% - with national cuisine and medicine. It can be concluded that no negative aspects were noted [5].

A huge role in the spread of Korean culture is played by the Korean diaspora living on the territory of Kazakhstan. The diaspora makes a lot of efforts to preserve Korean traditions and culture. Amateur art groups have been created, republican festivals of culture and art, exhibitions of works by Korean artists and scientists are being held. At the same time, the State Republican Korean Theater of Musical Comedy is successfully functioning. As for the modern pop culture of Korea, the country is actively promoting its series, music, and fashion to the world community. For the first time, the Korean series "Sorry. I love you", "Winter Sonata", "Full House" on Kazakhstani television began to be broadcast in the early 2000s, but the starting point, which marked the "boom" of the Korean wave in Kazakhstan, is the broadcast of the series "Boys over flowers" and "Prince Jumong". 2011 was declared the Year of Korea in Kazakhstan. On this occasion, a concert was held in Astana, where for the first time Korean pop stars, groups JQT, T-max, solo singer Seo Yong Eun, Korean Traditional Theater and actor Song Il Guk, who played the main role in the popular TV series "Prince Jumong", were invited. In 2011, the production center SM Entertainment held a global casting in the CIS countries, including Kazakhstan. There are also annual K-pop festivals and flash mobs organized by fans of Korean culture [6].

Korean dramas, known as Doramas, have a short duration yet manage to captivate audiences throughout. The film industry's success is also noteworthy, particularly the movie "Parasites," which won an Oscar in 2019 for "Best Film," "Best Director," "Best Original Screenplay," and "Best International Feature Film." Many people recognize the name Ku Joon Pyo, and even the low-budget film "How to Marry Gu Jun Pe" was filmed in Kyrgyzstan in 2011 [1]. Kyrgyzstan is one of the Central Asian nations that South Korea has reached out to, but there is little focus on their bilateral relations in scholarly literature, according to Aizharkyn Ormonova [8].

The study conducted five in-depth interviews with Bishkek youth to explore the meanings attached to Korean goods by consumers. The research findings indicate that the media has a significant impact on how people behave, and the consumption of Korean goods is not simply a routine for young, active consumers. Rather, it has a deeper meaning that affects their identity and social life. Respondents reported that their lives were significantly impacted by Korean items, which gave them a sense of purpose and value. Aizhan Kasymova conducted the research, which explored the role of Korean products as explained by users in Bishkek, Kyrgyzstan. The study concludes that Korean goods have a powerful influence on consumer behavior and identity, which highlights the importance of understanding how cultural products are perceived by consumers. [4]

The Embassy of the Republic of Korea plays an active role in promoting Korean language and cultural centers in most of the major cities in Central Asia. These centers, such as the Palace of Korean Culture and Art, the Kyrgyz Korean Information Access Center, and the Tashkent City Korean Cultural Center, provide education on Korean language and culture to the local population. Various events, including exhibits, festivals, music contests, literary nights, and theatrical performances, are organized by these centers to celebrate Korean culture and its holidays. For example, the "Week of Korean Culture" was held in Uzbekistan from September 24 to October 5, 2021. The centers host a wide range of events, indicating their diverse offerings. [1].

With a financial total of \$11.9 million USD, the Uzbek Korean International University in Fergana was established in 2019 with an emphasis on teaching professionals in technical and engineering specializations as well as humanitarian fields. To help 6-year-old children improve their robotics and programming abilities, Korean businesses donated 275 robots and 350 instructional aids to preschool facilities in Uzbekistan in February 2021. [1].

Korean cuisine's popularity in Central Asia can be attributed to Koryo-saram and recent developments in the catering industry. Korean restaurants and fast-food outlets with affordable prices are prevalent, and delicacies such as kimchi, pigodi, ttoki, sunche, kusu, and gimpab have gained a following among Central Asians in large cities. The popularity of Korean hygiene and care products, known as "K-beauty," has also spread in the region. The people of Central Asian countries' love for Korean music, dramas, and movies further fuels their interest in Korean language, culture, food, and the country as a whole, which enhances South Korea's symbolic capital in the Central Asian region [1].

In conclusion, the Korean Wave has proven to be a key factor in the successful implementation of South Korea's soft power in Central Asia, particularly in countries such as Kazakhstan, Uzbekistan, and Kyrgyzstan. This soft power strategy has been effective in promoting the Republic of Korea's economic, political, and cultural influence throughout the region. The Korean Wave has allowed for the promotion of Korean goods, including household appliances, electronics, cosmetics, and clothing, as well as Korean cuisine and culture. This has led to the opening of Korean cultural and language centers in major cities across Central Asia, providing

opportunities for locals to learn about Korean culture and the Korean language. The Korean Wave has also contributed to the strengthening of bilateral relations between the Republic of Korea and Central Asian nations.

The Korean Wave has become a significant cultural phenomenon that has impacted the lives of many people in Central Asia, particularly the youth. Korean dramas, music, and movies have become widely popular, shaping the identities of young people and providing a sense of purpose and value. The popularity of Korean food, beauty products, and other goods has also contributed to the Korean Wave's success as a soft power strategy.

Overall, the Korean Wave has proven to be an effective tool for South Korea's soft power strategy in Central Asia. Through promoting Korean culture, language, and goods, the Republic of Korea has been able to increase its symbolic capital and influence in the region. As such, the Korean Wave is likely to continue to play a crucial role in South Korea's soft power strategy in the years to come.

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