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**A TOOL OF THE SOUTH KOREAN COUNTRY BRANDING -
A COMPARATIVE STUDY WITH BRAZIL, HUNGARY, AND
TÜRKIYE**

**A DÉL-KOREAI HATÉKONY ORSZÁGIMÁZS ESZKÖZEI:
ÖSSZEHASONLÍTÓ TANULMÁNY BRAZÍLIA,
MAGYARORSZÁG ÉS TÖRÖKORSZÁG KÖZÖTT**

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II. INTRODUCTION

During the last few decades, the concept and use of public diplomacy increased exponentially with plenty of successful strategies from various countries with different backgrounds and structural levels. Taking into consideration the successful case of South Korea, it is important to understand the influence of the country's public diplomacy, more specifically soft power and branding, in the economic relations with other countries and which are the tools used by South Korea in the attempt of creating or maintaining a good image of the country worldwide, what can be clearly seen in the former President Moon Jae In's phrase (based on the victory of a Korean artist in the American Music Awards of 2021 Artist of the Year), "Korean culture is dominating the world and it is boosting the country's national status and diplomacy".

This analysis will be a comparison of the target audiences (young adults, businessmen, teenagers etc), highlighted areas (business, culture, language etc.), the efficiency of the KCCs in the target countries, and the host countries' diverse perceptions of Korea and these activities examining the main tools used at the South Korean government's public diplomacy, those being the Korean Cultural Centres, the Korean Trade- Investment Promotion Agencies and the King Sejong Institutes in Brazil, Hungary and Türkiye seeking the answer to the questions bellow.

1. How influential are the KCC's activities in the popularity of South Korea and its culture?
2. How the cultural diplomacy usage changed the economic relations between South Korea and the countries studied in this research?
3. How are the functions of the KCC, the Korea Trade-Investment Promotion Agency and the King Sejong Institute Foundation related to the inclusion of South Korea abroad?
4. Why are there significant policy changes in the focused countries? And how?

III. BACKGROUND

A. Public Diplomacy: Soft Power and Nation Branding

Public diplomacy is a considerably new and expanding field coined in the mid - 1960s by the former U.S. diplomat Edmund Gullion as an attempt to distance overseas governmental activities from the term propaganda, which was, and still is, highly associated with various pejorative connotations (USC Center on Public Diplomacy, 2014). Even though the University of Southern California's Center of Public Diplomacy defines public diplomacy as an interactive diplomacy dimension that involves a multitude of networks and actors, being also a key mechanism used by nations to foster mutual trust and productive relationships becoming crucial to the building of a secure global environment, it also affirms that there is no single agreed-upon definition of the term used by practitioners, academics, research institutes, or governments, having more than 150 known definitions (USC Center on Public Diplomacy, 2014).

Over the years, the term developed a different meaning in public affairs, referring to any government-sponsored activities or programs designed to communicate policies to its domestic audiences. In the traditional view, the public is observed as an integral part of state-to-state diplomacy including, in this sense, diverse activities such as language training, educational exchange programs for scholars and students, radio and television broadcasting, cultural events and exchanges, and visitor programs, which are, usually, focused on improving the country's image or reputation abroad as a way of shaping the wider policy environment in the country receiving those activities (USC Center on Public Diplomacy, 2014).

The advocates of the new public diplomacy highlight the democratization of information through the usage of communication technology and media as a new force that greatly increased the power of non-state actors and elevated their role and legitimacy in international politics, which results in a new type of public diplomacy taking place in the international system with mutually beneficial relations that is composed not only by states but of multiple actors and networks operating in a global environment of new and more complex issues and contexts. This new diplomacy will directly impact the way that foreign ministries will do business.

With the recent year's increase in interest in public diplomacy, conceptual development in other fields was facilitated, allowing the incorporation of the marketing-related concept named Branding in public diplomacy conversations. In addition, the concept of Soft Power was considered by many as a core concept in the studies of the public diplomacy field.

Soft Power, a term coined by Joseph Nye in the late 1980s, has its base on how indirect behavioural influences such as culture, values, and ideologies, direct nations towards an interdependent state instead of confrontation and was briefly defined by its creator as “the ability to get what you want through attraction rather than coercion”, this meaning the degree to which the cultural, political ideals and policies of a political actor inspire respect or affinity from others. Nye itself also defined the term as “hearts and minds diplomacy”. The Soft Power of a country can be used by any actor in international politics and can come from three main resources: Culture, Political values, and Foreign policies. Niall Ferguson defined soft power as a non-traditional force as culture or commercial goods and services, for example (Nye, 2006).

Following the creation of the concept, the Cambridge Dictionary officially defined soft powers as “the use of a country's cultural and economic influence to persuade other countries to do something, rather than the use of military power” (Cambridge Dictionary, 2022).

According to Encyclopedia Britannica, public diplomacy can be divided into two basic types: Branding (or Cultural Communication) and Political Advocacy. Branding is the governmental attempt to improve its image without seeking for support of any immediate cooperation, which means that it is focused on long-term perceptions with the goal of positive results in the maintenance of alliances and undermining enemy propaganda. Ideally, Branding creates a general goodwill that facilitates cooperation possibilities across a huge variety of issues. This type of public diplomacy is currently popular, being exercised in various manners that include cultural events, language training, entertainment, and others (public diplomacy | Definition, Types, Examples, & Propaganda | Britannica, 2022).

On the other side, Political Advocacy seeks the facilitation of more rapid, usually immediate, results and foreign support to policy objectives through the usage of various strategies. One of the reasons for the usage of political advocacy is to reduce the chances of

domestic discordance about the policy decided (public diplomacy | Definition, Types, Examples, & Propaganda | Britannica, 2022).

Even though public diplomacy usage has become popular in the last few years as a popular strategy to gain national and, mainly, international support, some sceptical commentators suggested that it is, simply, a euphemism for propaganda. For that reason, there is a constant need for public diplomats to work actively to avoid the perception that the usage of public diplomacy, and the concepts that it includes, are mere distributors of propaganda, taking into consideration that the main goal of the usage of public diplomacy, independently of the type, is to ensure a positive perception of the country for international organization's activities among the media, the opinion formers and the member of the public who will, consequently, support or disapprove their government's involvement in international organizations' activities (public diplomacy | Definition, Types, Examples, & Propaganda | Britannica, 2022).

Another concept that shows great importance nowadays is Nation Branding, also known as Country Branding, used in the creation of a complete identity among stakeholders and build a sustainable relationship with customers and citizens. This term refers to a process in which a country claims a distinct brand positioning in international stakeholders and in its citizens minds through the investment of resources in the coordination and integration of a multitude of activities (Árpád Papp-Váry, 2018).

In a successful country branding strategy result the association of a country with a certain practice, quality or identity will become unbreakable. A clear example of strategic success is the German case, in which the country is known across the world for its precision engineering and high quality, mainly in the automotive industry. To achieve this global brand positioning, Germany invested in the training of the best engineers and the development of the required research, development facilities, and technological infrastructure (Martin Roll, 2018).

With a strong and positive brand in the international aspect, a nation becomes more attractive to skilled workers, tourists, and investments, being able to be more resilient to financial crises and increase its ability to sustain higher prices. As a result, there is an increased ability to export various products.

Successful country branding strategies were managed by many Asian countries that captured a very strong brand image, position, and association in worldwide customer's minds, such as the vision of Singapore as the state of art technology or South Korea and the thriving cultural Hallyu movement, world-class electronics and beauty (Martin Roll, 2018).

In the attempt of reaching this image, the countries invest millions of dollars in the construction of a specific brand identity, communicating it consistently to all possible stakeholders to touch all the possible points worldwide. Considering the investments made and the high influence in areas such as tourism and product exportation, the nation branding is closely related to a country's economic situation, dominant cultural roots, customers' mindsets, and regulatory frameworks, being, therefore, strategically important and necessary in every government's agenda as a proactive topic. In a more detailed manner, country branding can be boosted through (Martin Roll, 2018):

- a. Export branding: is based on encouraging the export of specific goods associated with a nation through trade regulations and policies, considering that one of the best and most effective ways to give consumers the possibility of the experimenting country is through the consumption of its product and service. In the South Korean example, the exportation of beauty products, music, drama and movies was essential to its cultural distribution worldwide.
- b. Generic nation branding: it is based on governmental efforts and the promoting brands to create a national brand-boosting the country's national brand. The generic nation branding follow four basic steps that are strategically important to any country interested in building a strong country brand, those being: 1. Create an overall positive brand image; 2. Establish brand associations through a common identity; 3. Offer credible tangible product features; 4. Manage the holistic brand experience.
- c. Internal nation branding: Ensure that the nation stays attractive to foreign investment through efforts like building a productive and talented workforce have great importance for any country keen to build and maintain a strong and durable country brand.

With the concepts presented above in mind (mainly soft power and national branding), the following parts of this research will be focused on showing how the South Korean usage of soft power and the development of strong national branding changed the

relations between South Korea and the chosen countries (Brazil, Hungary and Türkiye) in the last few years.

B. Public Diplomacy (공공외교/ Gonggong Waegyo) within Korean Diplomacy

The usage of public diplomacy as a term has been considered one of the most crucial divisions of diplomacy for the last few decades. In the South Korean (hereafter, Korea) context, in addition to the general fuzziness of the concept, linguistic peculiarities of the terms gonggong and gongjung both of which refer to the public; waegyo, which is interchangeably used for international affairs, foreign policy and diplomacy; and juche which is simultaneously used for actor and agent, add more layers of confusion (Ayhan, 2020, p. 32). Therefore, this newly adapted terminology was derived from the American concept of public diplomacy, and also inspired by Chinese literature. In the case of the Korean diplomacy evolution, there are four phases which could be regarded as historical changes in the diplomatic focuses based on international and domestic circumstances.

Initially, Korean diplomacy was surrounded by the American foreign policy on the Cold War concept until the 1980s and anti-communist policy within the country hence the foreign affairs of Korea were primarily security-focused. Accordingly, these governmental organizations were instrumental in maintaining the authoritarian political regime, with their main function focused on unilateral PR and propaganda supporting the regime's performance and policies, both domestically and abroad (Kim, 2012, p. 534). Later, the policy change in Korea was directed to political democratization and an export-oriented market model while American supremacy was strengthened in the international area. As this process of political democratization and economic globalization accelerated throughout the 1990s, economy and trade came to the fore as a new pillar (after security) within Korea's diplomacy (Kim, 2012, p. 535).

By the new millennium, globalization and soft power have come into prominence and Korean domestic politics has changed significantly in order to improve political polarization and sustainable development model. During this phase, in recognition of the importance of public diplomacy, Korea established the Ministry of Culture, Sports and Tourism in 2008 (merging the Government Information Agency into the existing Ministry of Culture and Tourism) and launched a new Korean Culture and Information Services (KOCIS). According to Kim (2012) who is a former Director of the Public Diplomacy Department of the Korea Foundation, Korea's public diplomacy has now begun to move beyond the old

communication patterns of unilateral PR campaigns and has taken a big step toward bilateral and reciprocal exchanges. Lastly, in 2010 public diplomacy was officially launched by the Korean government and turned into the third pillar of Korean diplomacy after security and economy. Nevertheless, there are still some concerns about the balance between Hallyu (Korean Wave which includes spreading the music, tv shows and cultures from Korea to all around the world) and public diplomacy pathways as international success of Hallyu could push its public diplomacy into the narrow trap of Korean cultural diplomacy (Kim, 2012, p. 533).

Based on the Public Diplomacy Act (Gonggong Waegyo Beob in Korean) which was entered into force in 2016, the principles are mainly oriented with the following three aspects: public diplomacy should harmoniously reflect the universal values of humanity and Korea's inherent characteristics; public diplomacy policy must emphasize sustainable friendship and cooperation with the international society; and public diplomacy activities should not lean too much towards specific regions or countries (Ayhan, 2016, p. 17). Related to practitioners, the main agents of Korean public diplomacy could be considered respectively as the Ministry of Foreign Affairs of the Republic of Korea (MOFA), the Ministry of Culture, Sports, and Tourism (renamed in 2008), the Presidential Council on Nation Branding(2009), Korea Foundation (1992), Korea Public Diplomacy Forum (KPDF-2010), King Sejong Institute (2010), Korea National Diplomatic Academy (KNDA, 2012), Centre for Public Diplomacy (2013), and Korea International Cooperation Agency (KOICA).

The concept of Nation Branding (Anholt 2007) encompasses the commodification of countries through strategic marketing aiming at building a positive image of countries, and ultimately attracting and changing the attitudes of the targeted audience which is the foreign public (Hjalmarsson, 2013, p.14). As a key point of public diplomacy, the nation-brand ranking of Korea has been climbing in the global index since previously, in Anholt's nation-brand index of 2007, South Korea ranked 30th out of 35 countries (Kang 2008) and later placed 20th in 2015 (Portland Soft Power 30), 19th in 2019 (Soft Power 30 Index), 12th in 2022 (Global Soft Power Index).

In order to improve the national image of Korea, there have been launched governmental and non-governmental initiatives such as Korea Foundation Act (No. 4414) on December 14, 1991, and managed by MOFA; K2H (Korean heart to heart) program since 1999, Window on Korea program since 2007. Moreover, since 2003 the National Institute of

Korean Studies has led the way in the analysis and correction of foreign textbooks' errors. On the other hand, the first Presidential Council on Nation Branding was particularly established by former Korean President Lee in 2009 and it was finalized in 2013. Later, Korea Corner was initiated in 2012 and the Public Diplomacy Act entered into force in 2016 which led to the First Basic Plan on Public Diplomacy (2017-2021). Moreover, the Korean Cultural Center (KCC) was first established in New York City, USA and Tokyo, Japan under the supervision of KOCIS, and today there are 33 KCCs in 28 countries and 9 Korean Culture and Information Officers around the world. Hereby, there is the list of target locations below:

Table 1: Korean Cultural Centers and Culture and Information Offices abroad

- Cultural Centers

Asia-Pacific	Europe	America	Middle East and Africa
 Australia	 Belgium	 Argentina	 Egypt
 China - Beijing	 France	 Brazil	 Nigeria
 China - Shanghai	 Germany	 Canada	 Türkiye
 China - Hong Kong	 Hungary	 Mexico	 UAE
 Indonesia	 Italy	 U.S.A - NewYork	 South Africa
 India	 Poland	 U.S.A - Washington D.C.	
 Japan - Osaka	 Russia	 U.S.A - LosAngeles	
 Japan - Tokyo	 Spain		
 Kazakhstan	 United Kingdom		
 Philippines			
 Thailand			
 Vietnam			

- Culture and Information Officers

Asia-Pacific	Europe	America	Middle East and Africa
 Japan	 United Kingdom	 U.S.A - Washington D.C.	 Iran
 China - Beijing	 Sweden	 U.S.A - NewYork	
 Singapore	 Austria		

Source: KOCIS, <https://www.kocis.go.kr/eng/openInformation.do>

Through the PR-lens of Anholt, the world becomes a single global marketplace where countries need to compete with each other in order to attract tourists, foreign direct

investments, media attention and foreign public attention (hence foreign governments' attention) (Hjalmarsson, 2013, p. 14). In case of public diplomacy actions abroad, the KCCs are the main facilities for Korea, and the purpose of establishing Korean Cultural Centers is to raise the international image of Korea, to introduce Korean culture to foreign peoples, and to develop cultural exchange and understanding (Şahin, 2022, p. 76). For developing a better understanding of a country's image, there are three main objectives. Firstly, public contests on Korea which are mostly quiz programs on Korea and its food, dance, culture and language, secondly Korea Corners which provide comprehensive, accurate and in-depth information on Korea, and invite Korean citizens to engage in public diplomacy and promote South Korea to the world through participatory programs such as 'Every Citizen is a Foreign Service Officer', and 'Dream Project'.

C. Target Countries on Our Research: Brazil, Hungary and Türkiye

1. Brazil

The first Korean Cultural Center in Brazil was created on 23 October 2013 in Higienópolis, São Paulo. In 2019 the centre was transferred to Paulista Avenue where the King Sejong Institute is also located. The inauguration event had the participation of Minzy, a former 2NE1 idol, a folklore band and the South Korean vice-minister of Culture, Sports and Tourism, Roh Tae Kang. The centre promotes, annually, the Korean Cinema exhibition and the Hallyu Expo, created in 2017, which had more than 20 thousand visitors in 2019.

In addition, Brazil has four unities of the King Sejong Institute those being at Brasília (DF), Campinas (SP), São Leopoldo (RS), e São Paulo (SP) which offer different activities and courses free of charge.

Even though the Institute was created by the South Korean government in 2007, the first concept of the effectiveness of the center was made in 2008 when former president Roh Moo-Hyun gave instructions to increase the international competitiveness of the Hangeul, the Korean alphabet. Then, in October 2012, the King Sejong Institute Foundation was officially registered.

The main activities of both the King Sejong Institute and the Korean Cultural Center are free Korean courses, expositions, workshops, and competitions. Those activities are made with the finalities of supporting and developing cultural exchange between Brazil and South

Korea; coordinating information sections about South Korean culture, cuisine and Taekwondo; and divulging materials about South Korea.

Besides the Institute and the Cultural Center, Brazil has one unit of KOTRA - Korea Trade-Investment Promotion Agency in Sao Paulo.

Table 2: Brazil Imports from South Korea

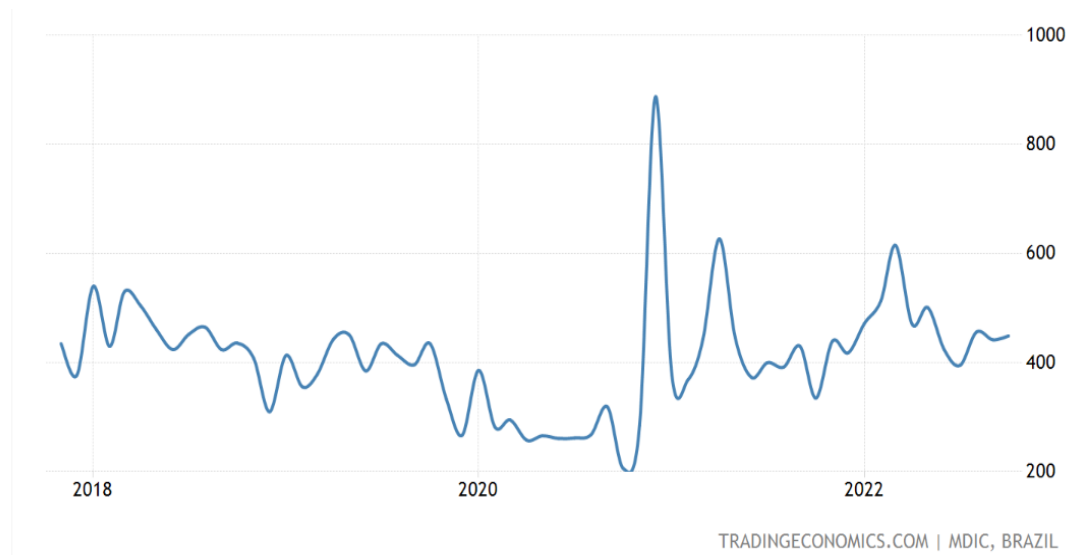
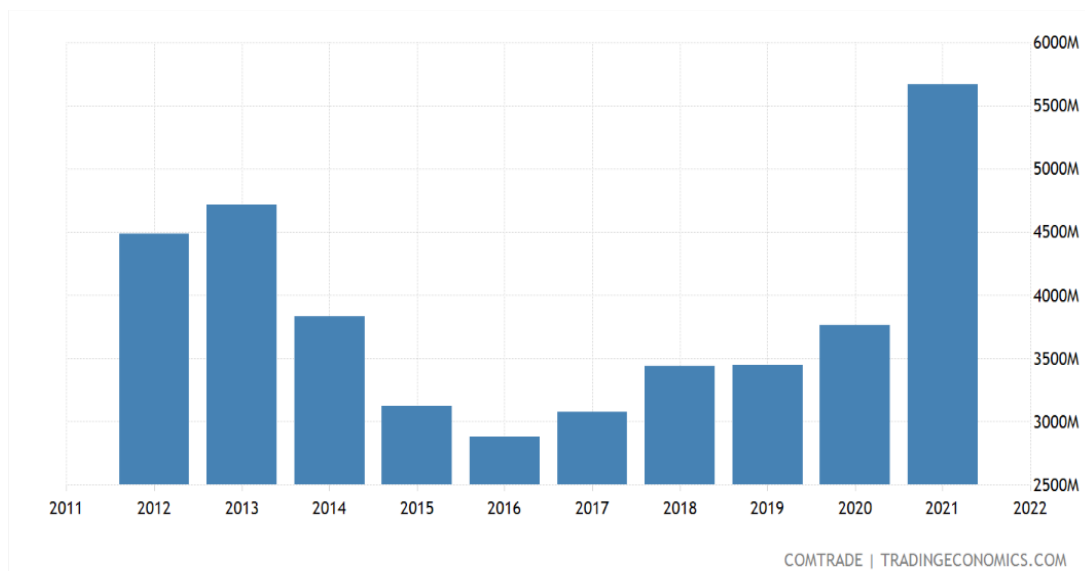


Table 3: Brazil Exports to South Korea



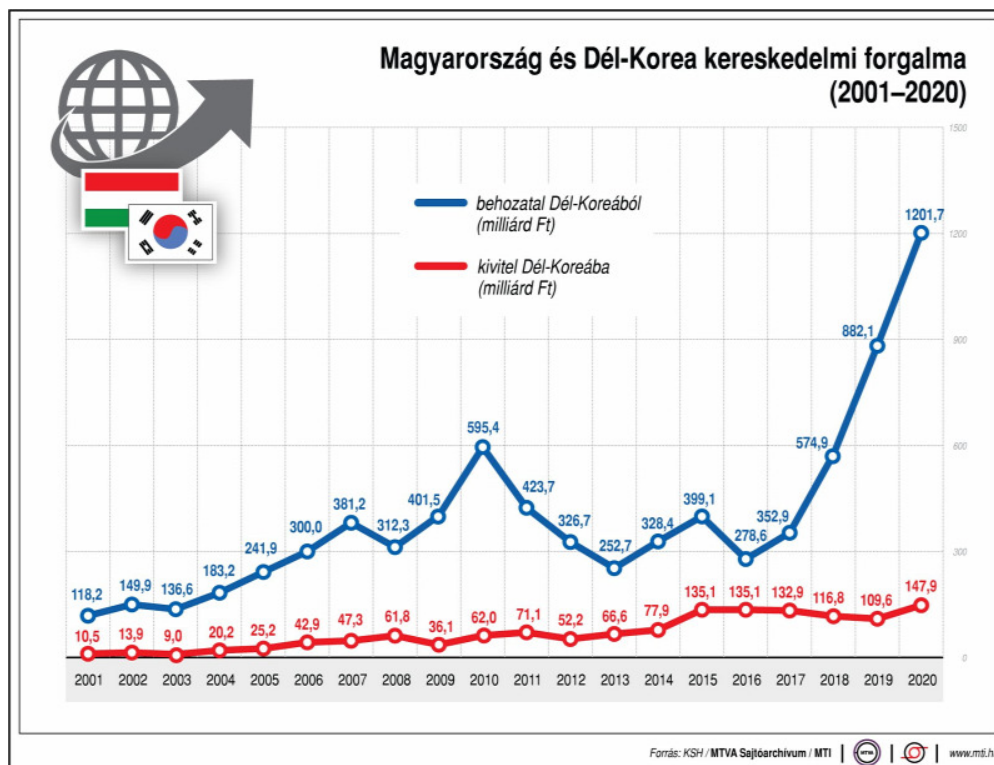
2. Hungary

In 2019, Hungary and the Republic of Korea (hereafter Korea) commemorated the 30th anniversary of diplomatic relations. Historically, Koreans and Hungarians belong to the same Ural-Altaic roots and Hungarians have antecedents in Central Asia before settling in Europe. In a modern sense, the Treaty on Friendship (1892) was the first step between two nations which was signed by the Austro-Hungarian Monarchy and the Kingdom of Korea. However, bilateral relations did not go further due to the collapse of the Austro-Hungarian Monarchy and the Japanese imperial invasion of Korea even though there were few connections between Hungary and the Korean peninsula such as the “Matyas Rakosi” hospital on the North Korean side. After the 1956 Revolution in Hungary, the relations with North Korea loosened and since the 1980s the relations with South Korea have been intensifying.

In October 1988, the Korea Trade-Investment Promotion Agency (KOTRA) established a new office in Budapest and in the same year the Hungarian Trade Office was opened in Seoul (Neszmelyi, 2020). One year later, full diplomatic relations between Hungary and Korea were established when Hungary became the first ex-socialist country to start diplomatic relations with Korea. In a political sense, both countries have a positive attitude, mutual understanding and common interest hence the cooperation has been expanding over time being, particularly after the EU membership of Hungary in 2004. Additionally, the Visegrad 4 & Korea cooperation has strengthened since 2014 thanks to the developing multilateral conferences.

In the case of economic relations, the investments- especially FDI- in Hungary by Korea have been increasing regarding the EU membership in Hungary in 2004 and the EU-Korea Free Trade Agreement (KOREU) in 2011 which is the first trade agreement with an Asian country. As a major investment sector in Hungary, Korean companies such as Samsung, SK Innovation, Inzi Controls and Hankook Tire have chosen Hungary for manufacturing plants of battery-related products and automotive industries. Eastern countries have been the biggest sources of foreign investment in Hungary since 2019, with South Korea being the top investor in 2019 and 2021 and China in 2020 and this year (About Hungary, October 26, 2022). Hereby, the trade balance by years is given by the following graphic.

Table 4: Trade between Hungary and South Korea



In the sense of cultural relations, in March 1992 the Hungarian National Committee of Technological Development (OMFB) and the Korea Science and Engineering Foundation (KOSEF) established and inaugurated the Hungarian-Korean Technological Cooperation Centre in the form of a joint foundation (Neszmelyi, 2020, p. 140). Moreover, via exchange programs and scholarship opportunities, education relations are gaining more ground such as Stipendium Hungaricum Scholarship Programme and the Budapest Business School OBIC exchange programmes. Furthermore, the Eötvös Lorand University (ELTE) has a Korean language and literature department which was founded in the early 2000s and the Hankuk University of Foreign Studies (HUFS) also has a Hungarian-specialized undergraduate programme since 1988.

In the case of public engagement, there has been huge development within the last decade thanks to the new initiatives. In 2012, the Korean Cultural Center (KCC) was opened in Budapest which later became the biggest KCC in Europe and the Working Holiday Programme was initiated in 2013 for Hungarian and Korean young people in order to study

or holiday while temporarily working in Hungary and Korea. As a result, Hungary has been improving relations with Korea, especially after the new millennium and expanding their cooperation areas.

3. Türkiye

The relationship between the Republic of Türkiye and the Republic of Korea had been started with the official recognition of the Republic of Korea by the Republic of Türkiye on August 11th, 1949 and the first official diplomatic relation was established on July 17th, 1957 with the first Ambassador to Türkiye General Jeong Il-Kweon. On August 23rd, 1971, the sisterhood relationship between the capital cities (Ankara and Seoul) was shaped and in 1973 both Türkiye and South Korea started to build the memorial park simultaneously. Especially, after the 1990s economic and trade relations were developed and today Türkiye has been having 45 Korean Business Enterprises (including Hyundai Motor Company, Samsung Electronics, LG Electronics, and POSCO). Later, after the Izmit earthquake in Türkiye in 1999, the Foundation of Korean-Turkish Friendship started a campaign to help survivors and donated 2,5 million US dollars to Türkiye.

Moreover, the trade volume between Türkiye and Korea has been improving even though the Covid-19 crisis affected the global supply chain. According to the Ministry of Foreign Affairs of Türkiye (2022), “The Framework Agreement Establishing Free Trade Area between the Republic of Türkiye and Republic of Korea” entered into force on 1 May 2013. "Agreement on Trade in Services between Republic of Türkiye and Republic of Korea" and "Investment Agreement" entered into force on 1 August 2018. The following graphic is shown the trade volume between the two countries from 2018 to 2021;

Table 5: Trade between Türkiye and South Korea

(Millions USD)					
Years		2018	2019	2020	2021 (January-November)
Exports		929	886	1.054	853
Imports		6.344	5.650	5.606	6.870
Volume		7.273	6.536	6.660	7.723
Balance		-5.415	-4.764	-4.552	-6.017
*TÜİK data.					

Source: https://www.mfa.gov.tr/turkey_s-commercial-and-economic-relations-with-south-korea.en.mfa

The Brotherhood between countries (in Turkish: Kan Kardeşliği, in Korean: 형제) became popular during the 2002 FIFA World Cup game between Türkiye and South Korea when the Korean fans encouraged both Turkish and Korean players. At the educational level, in Türkiye the three well-known universities (Ankara University, Erciyes University and Istanbul University) have a department of Korean Language and Literature and few Korean universities have Turkish Language and Literature. In the 2000s, the first time, a presidential level visit from Korea was in April 2005 by Korean President Roh Moo-Hyun and later the year of 2007 was declared the Year of Korea-Türkiye Friendship which was the 50th anniversary of diplomatic ties between Türkiye and South Korea.

In June 2010, President Abdullah Gül visited Korea and had summit talks with the Korean President which talks decided on the cooperation signs, and in February 2012 with the visit of President Lee Myeong Pak, the bilateral relations were decided to raise the strategic partnership with the joint declaration with President Gül and also agreed on the Free Trade Agreement at the end of the year. Additionally, today Türkiye has been welcoming many Korean tourists and has various Korean firms' branches while many Turkish youngsters are interested in the Korean language and Culture as a result of the Hallyu/ Korean Wave.

IV. RESEARCH ON KOREAN CULTURAL CENTRES

A. KCC in Brazil

In the case of Brazil, the population is approximately 214 million people and the country's size is the biggest in South America. Moreover, Brazil is the 12th largest economy in the world and the largest in South America (Silver, 2022). On the political side, In March 2018, Prime Minister Lee Nak-Yeon visited President Michel Temer at the Brazilian Presidential Palace and discussed the expansion of trade and investment between the two countries and the situation on the Korean Peninsula.

On the other hand, in May 2018, he declared the start of trade negotiations with Korea. As the EU-Mercosur FTA negotiations, which have been dragging on for 20 years, were concluded at the end of June 2019, the trade agreement between Korea and Mercosur is also expected to speed up. For cultural developments, The Department of Korean Language was opened for the first time in Latin America at the University of Sao Paulo (USP) in Brazil, and since its opening in 2013, the Korean Cultural Center in Brazil has been actively working to spread Korean culture throughout Brazil by hosting world-class events such as the 2014 World Cup and the 2016 Rio Summer Olympics (KOTRA Overseas Market News Country and Area Information, 2020, p. 215).

The main activities of the center are exhibitions, performances, film & drama screenings, classes & workshops (K-pop, crafts, taekwondo, etc.), Contests (Hangeul, Hansik, K-pop, etc.) and Korean language. For example, Brazil Hallyu Expo was launched in 2017 as a part of the KCC's annual K-Expo, there is a Korean Corner at the University of Sao Paulo and the KCC hosted K-Beauty Festival this year which was the first of its kind in South America.

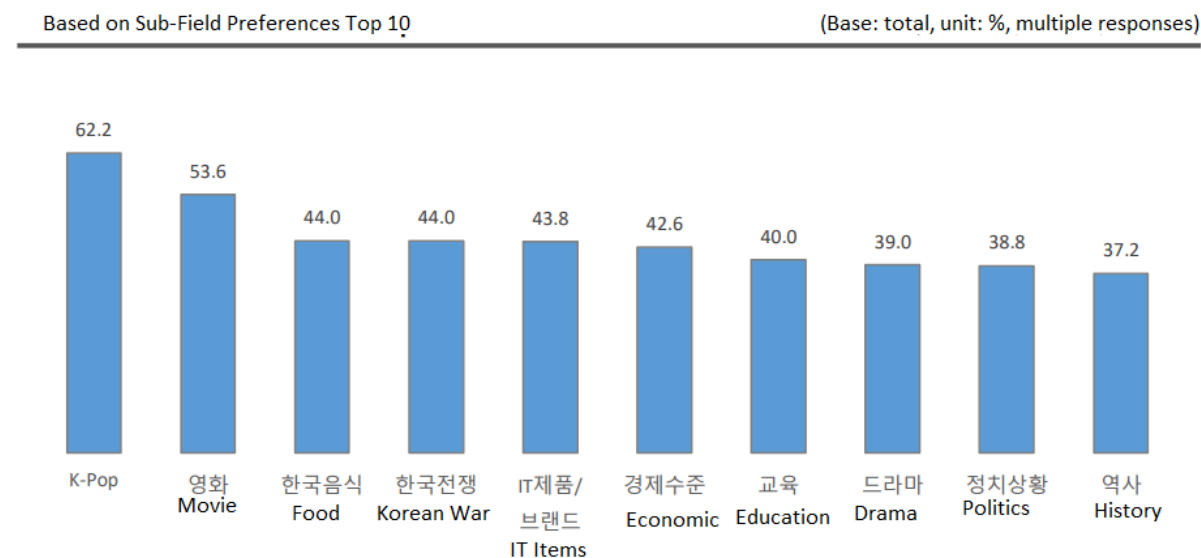
According to the Ministry of Culture, Sports and Tourism report in 2020, in 'Economy', the proportion of male contacts was relatively high, and in 'Cultural Heritage', the proportion of contacts was high by females. Moreover, by age, the proportion of contact with 'modern culture' increased as the age group increased, while the proportion of contact with 'economics' increased as the age group increased.

Table 6: Areas of Contact with South Korea

Areas of regular contact with Korea				(Base: total, unit: %, multiple responses)				
	TOTAL	GENDER		AGE				
		Male	Female	10대	20대	30대	40대	+ 50대
Number of Cases	(500)	(250)	(250)	(60)	(114)	(117)	(99)	(110)
Modern Culture	77.4	74.8	80.0	88.3	86.8	78.6	75.8	61.8
Economy	56.0	62.4	49.6	35.0	46.5	61.5	55.6	71.8
Cultural Heritage	49.4	41.6	57.2	40.0	53.5	51.3	51.5	46.4
Security	49.0	50.8	47.2	38.3	43.0	53.8	54.5	50.9
Politics/Foreign Affairs	46.2	48.0	44.4	33.3	47.4	49.6	50.5	44.5
Sport	44.4	46.8	42.0	25.0	46.5	45.3	49.5	47.3
Society	39.8	38.8	40.8	36.7	45.6	42.7	30.3	40.9

More than half of the Brazilian respondents selected 'K-Pop' and 'movies' as specific fields that they knew well about Korea, followed by 'Korean Food' > 'Korean War' > 'IT Products/Brands' > 'Economic Level'.

Table 7: Top 10 Sub-field Preferences in Brazil (2020)



Source: MCST, December 2020

B. KCC in Hungary

On the cultural front, Ambassador Choe is happy to report that last December, the Korean Cultural Center – the biggest one in Europe and the second largest in the world after the one in Japan – was reopened in Budapest (Diplomacy & Trade Europe, September 28, 2020). Furthermore, Ambassador Choe (September 28, 2020) underlines that “It does not only mean that the Center in the Hungarian capital is large but the interest shown by the Hungarian public in it is also significant – as is the rate of participation by Hungarians in the programs organized by the Center”.

The KCC in Budapest was opened in 2012 to introduce traditional and modern culture to the Hungarian public and strengthen bilateral friendships through culture and arts. The main activities of the centre are performances, exhibitions, film screenings & festivals, a Korean culture program (paintings, crafts, traditional dance, Hansik, etc.) and the Korean

language. This year, the “2022 Korea Day Festival: Korea ON” was co-organized by the KCC in Hungary, Korean Embassy and the KOTRA in Budapest featuring indoor and outdoor activities, later this autumn the 15th Hungary Korean Film Festival was held in Budapest and also in Debrecen. During the whole year, the KCC has been performing the Lunch Pie Concerts once a month, mostly Classic and Jazz music.

C. KCC in Türkiye

Türkiye is the 19th biggest economy in the world based on 2021 data (Silver, 2021) and obtains around 85 million people which is 8 times bigger land size than Korea. Political relations between Türkiye and the Republic of Korea (South Korea) were established on 11 August 1949, with Türkiye’s recognition of South Korea as an independent state. Türkiye’s participation in the Korean War created a special bond between the two nations. Diplomatic ties were established in 1957. Bilateral relations were upgraded to the Strategic Partnership level in 2012 and continue to develop steadily with frequent high-level visits (Turkish Ministry of Foreign Affairs). On October 13, 2011, the Korean Cultural Centre was opened in Ankara which is the capital city of Türkiye and the Sejong Hakdang Institutes are located in three Turkish cities which are Ankara, Istanbul and Izmir.

According to the KOCIS Report 2021, in 'Modern Culture', 'Cultural Heritage, and 'Society', the proportion of women in contact was significantly higher than that of men. By age, the proportion of contacts in the 'economy' sector was relatively high among those in their 50s or older.

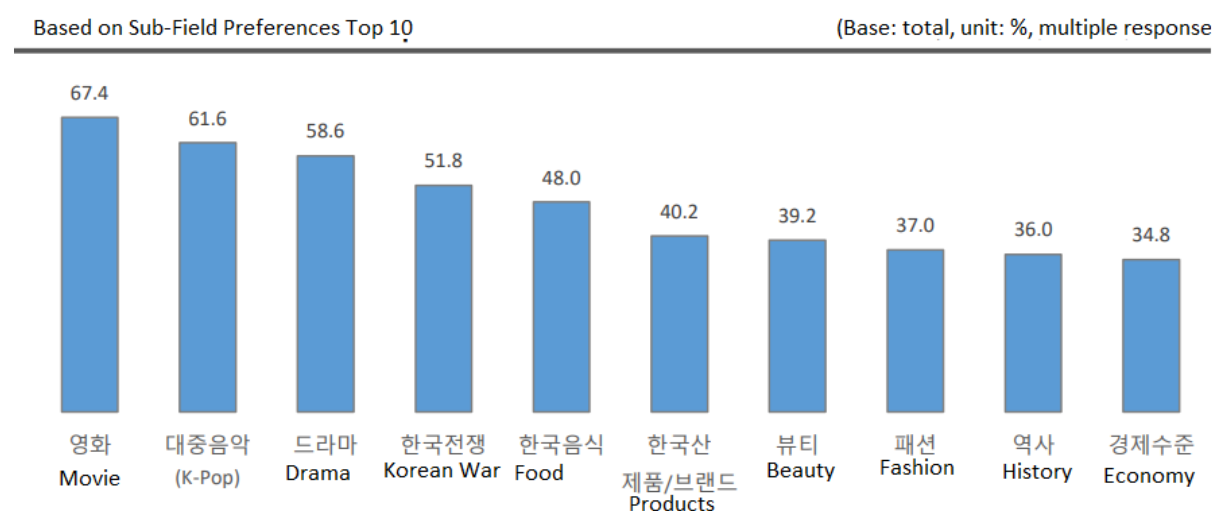
Table 8: Areas of Contact with South Korea in Türkiye (2021)

Areas of regular contact with Korea				(Base: total, unit: %, multiple response:				
	TOTAL	GENDER		AGE				
		Male	Female	10대	20대	30대	40대	+50대
Number of Cases	(500)	(251)	(249)	(70)	(134)	(130)	(117)	(49)
Modern Culture	78.8	72.9	84.7	77.1	83.6	76.2	81.2	69.4
Economy	64.8	64.9	64.7	42.9	67.9	66.9	69.2	71.4
Cultural Heritage	59.0	47.4	70.7	48.6	60.4	62.3	64.1	49.0
Security	54.8	51.4	58.2	44.3	49.3	59.2	60.7	59.2
Politics/Foreign Affairs	47.2	43.4	51.0	30.0	48.5	48.5	50.4	57.1
Sport	47.2	42.2	52.2	38.6	56.0	43.8	47.0	44.9
Society	42.8	35.9	49.8	18.6	48.5	47.7	45.3	42.9

Source: KOCIS, 2021 National Image Report

Again according to the KOCIS Report 2021, 'Movies' (67.4%) and 'K-Pop' (61.6%) were selected as specific fields that they knew well about Korea, followed by 'Drama' (58.6%) and 'Korean War. (51.8%) followed by 'Korean food' (48.0%). In all fields except 'Korean War, 'History' and 'Economic Level', women's awareness was higher than that of men, and by age, the awareness of 'movies' in their 40s was higher than that of other age groups.

Table 9: Top 10 Sub-field Preferences in Türkiye (2021)



Source: KOCIS, 2021 National Image Report-Türkiye

According to the mentioned report, the experience of visiting Korean Cultural Centers abroad in Türkiye was also investigated. 'Media' (40.5%) was the highest when they came to know about the Korean Cultural Center abroad, followed by 'Korea-related search' (38.1%), 'experience in promoting cultural events (6.0%)', and 'living in the city where the cultural centre is located. (5.7%) in that order.

Table 10: Awareness of KCC in Türkiye (2021)

Türkiye: Awareness of Korean Cultural Centers Abroad

(Base: People recognized by Korean Cultural Centers abroad, Unit: %)

	TOTAL	GENDER		연령 Age				
		Male	Female	10대	20대	30대	40대	+50대
사례수	(331)	(161)	(170)	(32)	(88)	(90)	(84)	(37)
Media	40.5	50.9	30.6	40.6	36.4	46.7	41.7	32.4
Search on Korean Culture	38.1	34.8	41.2	37.5	36.4	37.8	39.3	40.5
Cultural Event Promotion	6.0	5.0	7.1	6.3	9.1	4.4	4.8	5.4
Living in the city of KCC	5.7	3.1	8.2	9.4	5.7	4.4	4.8	8.1
Friends	4.8	4.3	5.3	6.3	4.5	4.4	3.6	8.1
Visit to KCC	2.4	1.2	3.5	0.0	5.7	1.1	1.2	2.7
Attendance to Culture Event	2.4	0.6	4.1	0.0	2.3	1.1	4.8	2.7

Source: MOCIS, 2021

The KCC in Türkiye was established in Ankara in June 2011 to expand mutual understanding through cultural cooperation and exchange giving the deep historical bonds between both countries. The main activities of the centre are exhibitions, performances, symposia & seminars, a Korean culture program (Hanbok, taekwondo, K-pop, calligraphy, traditional music etc.) and the Korean language. In over 50 cities in Türkiye, Korean film screenings, lectures and cultural programmes were displayed thanks to the annual KCC programme “Korean Culture Day Karavan”. As a 10th Anniversary of the KCC in Türkiye, the MIKTA Film Festival was held in Ankara via movies from Mexico, Indonesia, Korea, Türkiye and Australia, and the boy band “A.C.E” gave a concert and fan meeting in Türkiye.

D. Comparison on Activities

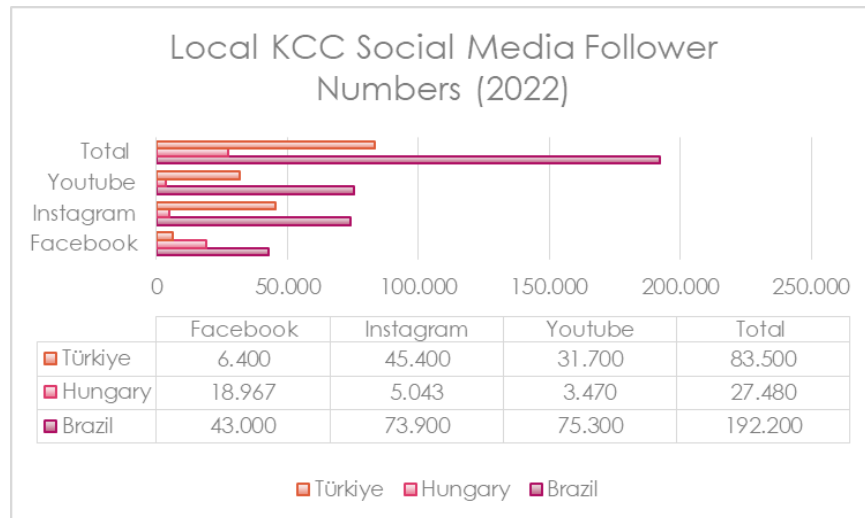
In this part, we would like to compare the KCC activities based on country and context before and after Covid which years are 2019, 2020, 2021 and 2022. As an official source, the KOCIS annual national image reports, the Ministry of Foreign Affairs (MOFA) documents, the KCC websites on target countries and SNS accounts are utilized in order to acknowledge the preferences of the KCCs and the public in Hungary, Brazil and Türkiye. Even though there is some limitation on the timeline and accessibility of other official resources, thanks to the knowledge of local languages and background analysis we assume that we completed the research successfully. While analyzing, the population differences are considered hence the percentage tables are also included in the research.

1. Social Media

In the current digitalized world, one of the most important things of image branding is engaging with foreign publics continuously and social media updates are the key point to reach out to the interested audience who have positive attitudes most of the time.

In the table below, the number of followers of the KCCs is given.

Table 11: KCC Social Media Follower Numbers (2022)



Source: Author's analysis based on data from the portals of Korean Cultural Centers (Sao Paulo, Budapest & Ankara/ author's compilation)

Based on the current numbers of followers, the country's preferences on communication channels can be understandable; while Hungarians prefer to use Facebook over other social platforms, Brazilians are using Youtube most and Turkish people are more into Instagram in order to follow updates on the KCCs. Therefore, analyzing the local population is still important in today's globalized world in order to connect more people and improve the country's image.

2. KCC Official Announcements Before & After Covid-19

In order to understand the effect of Covid on public diplomacy, the official announcement rates could be crucial since the communication range is varied. In the following table, the yearly-based announcement could be analyzed.

Table 12: KCC Website Official Announcement Numbers (2022)

Year	Official Announcement		
	Brazil	Hungary	Türkiye
2022	67	18	285
2021	46	11	273
2020	57	17	183
2019	25	21	230

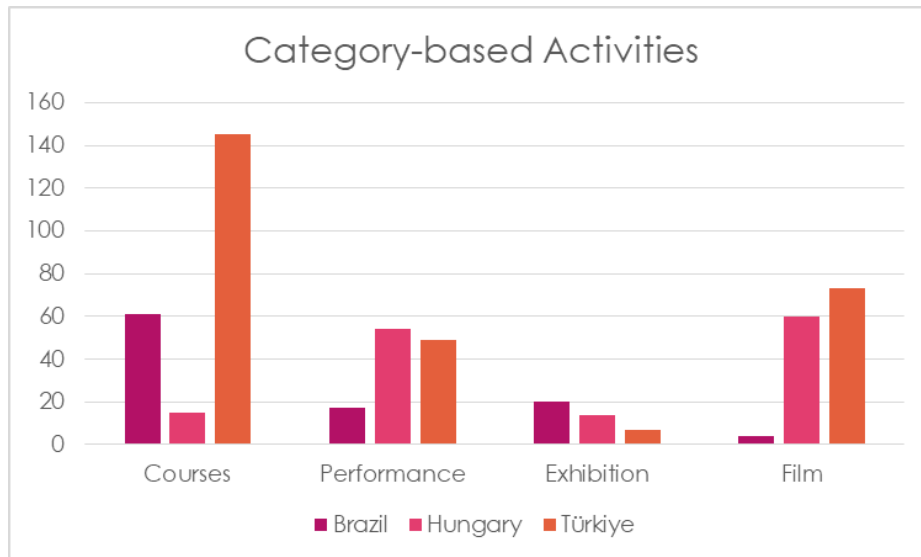
Based on the table above, the Corona pandemic effect is not inevitable in Hungary and Türkiye since the number of news decreased by around 15-20% in the very first year of Covid. One more important point is that the news in the KCC in Ankara has more announcements than the KCC in Sao Paulo and Hungary which is not sensible if it was based on population. Therefore, the only explanation could be the usage of Turkish people on the KCC website is more than in other countries or that the people interested in Korean culture are more than in other target states.

Nevertheless, there is a clear increase in the news in each country from last year to this year so the Korean government has been more active and more engaging than last year which shows that the government is investing more in the national image in target countries.

3. Category-Based Activities

In order to have successful public diplomacy, knowing the foreign public is the essential first step to imply some special goals based on preferences. Even though the public policy is standardized by most countries, the results are always diversified from country to country. Below, the events on KCCs are categorized under four names which are courses (including language and cultural programmes), performances (including music concerts), exhibitions (such as arts and fashion) and films (movies and film festivals) and the data are collected from the KCC in Sao Paulo, in Budapest and Ankara's websites respectively based on events from 2019 until November 2022.

Table 13: KCC Category-based Activities (2022)

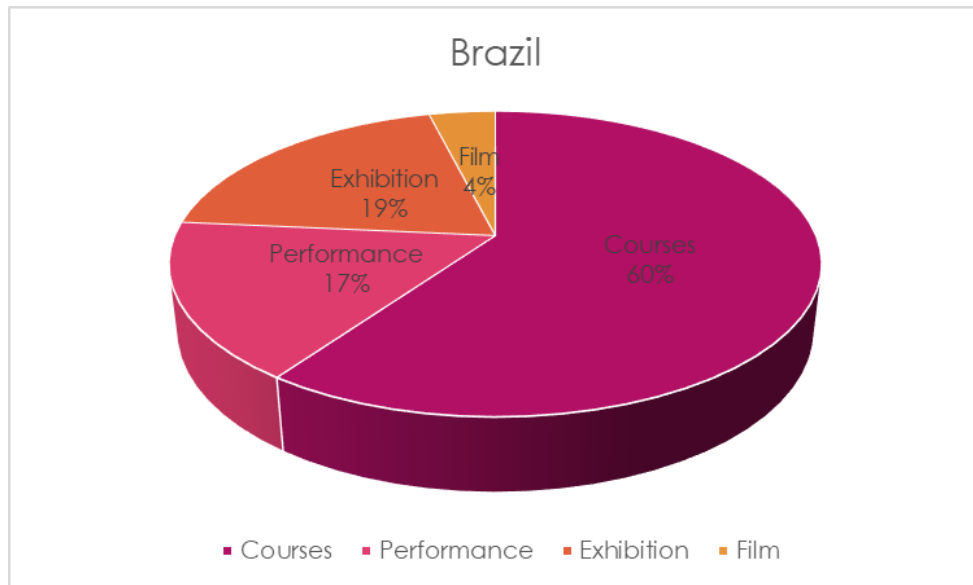


According to the number of events based on categories, we can understand the preferences of the target population and the KCC policy in the countries. In this case, of course, Türkiye is in the first place while Hungary has the most performances and movie displays in a given period and Brazil displays the most exhibitions for their audience.

4. Country-based Comparison

In the case of activities in target countries, the focused areas are different from each other since the populations are focused on different areas (please look in the Target Country part). Therefore, the different activity ranges could be seen such as focusing on classical music performance in Hungary, courses in Brazil and language courses in Türkiye.

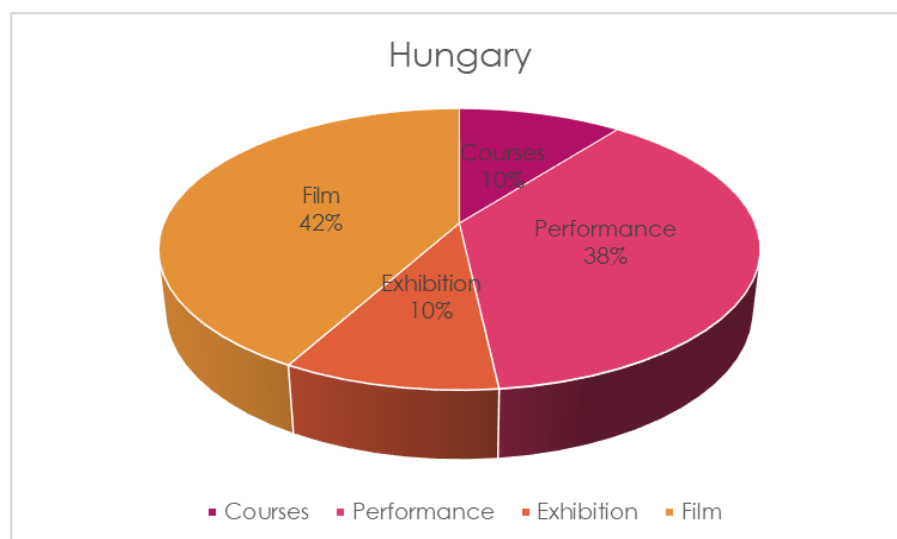
Table 14: KCC in Sao Paulo Category-based Activities (2022)



According to the KCC in Sao Paulo, the people are more interested in modern culture and language so more than half of the activities are centralized around Hallyu and Korean courses which shows that their visitors or audience are either young adults or Hallyu fans or both. Nevertheless, they still have exhibition parts in second place the after course which underlines that people are also interested in Korean culture and art.

On the other hand, the KCC in Budapest has different priorities than the other cultural centres which is the main question behind this paper since both researchers have experienced the KCCs in their country and Hungary, then concluded that the public policy in Hungary is kind of distinct from Türkiye and Hungary.

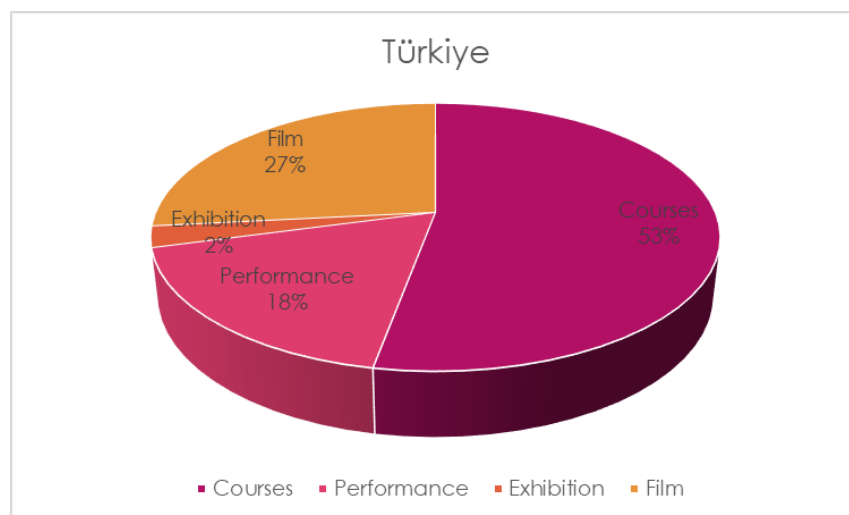
Table 15: KCC in Budapest Category-based Activities (2022)



The portion of performance and film covered almost all announcements of the KCC in Budapest website which is particularly significant that these performances and exhibitions are targeting wider age groups. For instance, the KCC in Budapest has been launching at least one concert event per month which is mostly related to classic or Jazz music and we should consider that Korean schools teach singing and music courses based on the “Kobaly Method” which is named after Zoltan Kodaly who is well known in Korea and thank Korean Kodaly Society. On the other side, the centre is welcoming visitors for movie displays and film festivals which were held the 15th one in Hungary. As a result, the target audience is more likely to be middle- aged and older people who enjoy classics and arts and movies besides Kpop fans.

However, the KCC in Ankara have been giving free courses online and offline besides Sejong Hakdang Institutes for the people who are eager to learn more about Korea and one of the writers also learned the Korean language and history thanks to these programmes and became fluent in the language. As seen in the chart below, 53% of the centre announcements are about courses such as language, taekwondo and calligraphy. Moreover, the pictures of these courses shared on the websites showed that most of the people are female and under 30 years old.

Table 16: KCC in Ankara Category-based Activities (2022)



Another key point is film displays in second place and then the performances which the KCC in Ankara are always opening as a volunteering application for those events. Especially, Turkish K-pop fans are enthusiastic about volunteer opportunities and in any public activities, the centre calls for volunteers to assist them in those programmes. As a public diplomacy tool, this policy is mesmerizing in different ways since the foreign public is

not only having a one-way communication channel but actively being part of the Korean nation's branding and affecting their surroundings. Moreover, this participation as volunteers has awakened the sense of mission to expand the audience to more people in their own country. To sum up, active engagement with the foreign public is the high place of the KCC in Ankara and the feedback from the host country also shows the importance of cooperating and openness in public diplomacy.

V. CONCLUSION

Following the creation of Korean Cultural Centres in 28 countries, including Brazil, Hungary, and Türkiye, the nation-brand of South Korea showed improvement, ranking 19th in 2019 and 12th in 2022. These centres are the main actors in the divulgation abroad, raising the international positive image of the country, introducing Korean culture to foreigners, and developing cultural exchanges and understanding. With the information acquired during the research, the highlight of the Korean Cultural Centres is shown in the increase of research related to South Korea and its culture, with various methods of attraction including festivals, free courses and concerts depending on the country and the target public and age.

In Brazil, the activities are focused on teenagers and young adults being, mainly, related to K-Pop and Korean dramas and with the main public between 20 and 30 years old, while in Hungary, the programming is mainly directed to adults and elders through classical concerts and expositions. In Türkiye the programs are more looked alike to those in Brazil, being mostly related to modern culture and heritage, with the main public being between 20 and 40, mainly interested in movies and K-Pop.

In all cases, one of the most influential methods of divulgation of the Korean Cultural Centres, the Sejong Institutes and the South Korean culture itself is social media, which is essential to reach and influence different publics and create or maintain a positive national branding engaged with foreign nations. The number of programs and, consequently, news suffered a decrease between 15% and 20% during the first year of the coronavirus pandemic in Hungary and Türkiye. During 2021 and 2022 however, there was an increase in the news in the three studied countries, showing an increase in the South Korean government activities and engagement through media.

Economically, during the last 3 years, Brazilian imports from South Korea were stable while the export of Brazilian products to South Korea increased surpassing 5500 million USD in 2022. Opposite to Brazil, Hungary showed an increase in the imports of South Korean products, happening since 2017, and stability regarding the exportation of products to South Korea. In the case of Türkiye, the trade volume has improved during the pandemic presenting stable growth.

With globalization, the South Korean domestic politic began to recognise the importance of public diplomacy, establishing ministries and agencies focused on the

distribution of culture, language, entertainment, etc since 2008, turning public diplomacy into the third pillar of South Korean diplomacy together with Security and Economy, and all the pillars are directly related.

Considering the information shown during this research, it is possible to notice the great importance that Korean Cultural Centres, Korean Trade-Investment Promotion Agencies, and Sejong Institutes have in the promotion of a positive image of South Korea and its culture, using various strategies and programs as tools to reach targeted publics abroad. It is necessary to notice however that, even though the popularity of South Korea in other countries has a good impact on the country's economy mainly through the foreign consumption of K-Pop and merchants, the slice of the economic relations for which these products are responsible is still relatively small, taking in consideration that the economic prospects from before and after the "tools" mentioned above showed an expected result, showing that the Korean Cultural Centres and Sejong Institutes do not have an extreme impact in the economic relations between South Korea and the selected countries, while the Korean Trade-Investment Promotion Agencies act in a more reserved way. Even so, it is possible to affirm that the South Korean nation's branding strategy has been proving itself successful and will possibly generate great gains for the country in the future.

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