
BULGARIAN - KOREAN FORUM "PUBLIC DIPLOMACY"

CULTURAL DIPLOMACY - THE 'SUNNY SIDE' OF FOREIGN POLICY

Sofia, December 9 2015

INTRODUCTION

Are the possibilities of public diplomacy limited in a situation where "hard power" is employed in more and more parts of the world? How can small and medium-sized countries conduct cultural diplomacy when this is made difficult by competitive pressure from superpowers that develop their own strategies in this area? These issues were discussed at the Bulgarian-Korean Forum "Public Diplomacy", held at the start of December 2015 by the State Institute for Culture at the Ministry of Foreign Affairs and the Embassy of the Republic of Korea in Sofia. The forum was held with the support of the Korean Foundation.

The forum was attended by more than 50 representatives of the media, academia, professors of cultural studies, Cultural and Diplomatic Institutes, the British Council - Sofia, the National Culture Fund, State Institute for Culture, NGOs and cultural organizations, cultural institutions, that work closely with Korea and the media.

DR LYUDMILA DIMITROVA, Director of the State Institute for Culture, opened the forum, emphasising that developments in the field of cultural diplomacy are dynamic and that we appreciate the opportunity to share experiences with the Korean partners. The forum was part of the celebration of the 25th anniversary of the establishment of diplomatic relations between Bulgaria and the Republic of Korea.

Cultural diplomacy is part of foreign policy - successes in the cultural dialogue between our countries had and continue to have a strong start at political level, with the most significant event being the visit by President Plevneliev to South Korea in May 2015.

The second reason for initiating this forum is the tenth anniversary of the State Institute for Culture. Ten years ago, Bulgaria was preparing to join the EU, which gradually put on the agenda for discussion the projection of the national identity in the European context. Today the country is in active preparation for the Bulgarian presidency of the EU in 2018. The dynamics of political processes in Europe and the world require us to think about the changes in the public image of Bulgaria. In recent years, through culture, the EU has been seeking confirmation of its position as a strong player on the world stage - a challenge too to our views of the role of public and cultural diplomacy.

We are witnesses to the fact that image and reputation are critical in the current geopolitical situation.



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Communication strategies and cultural programmes are to be developed, and forum like today's will assuredly produce new ideas.

"And further, the forum in Sofia is supported by one of the major institutions in the field of public diplomacy - the **Korea Foundation**. The opportunity to share the experience of one of the most active countries in the field of cultural diplomacy is a particular privilege for us and I want to thank you for the commitment of the Embassy of the Republic of Korea and its team for organizing this forum," Mrs. Dimitrova said.

HE Shin Maeng-ho, Ambassador of the Republic of Korea in Sofia emphasised in his address that the forum "Public diplomacy" is the first Korean-Bulgarian initiative of its kind. It is part of the program to mark the 25th anniversary of the establishment of diplomatic relations between the two countries.



HE Shin Maeng-ho expressed his thanks for the initiative by the State Institute for Culture and the readiness of Professor Kim Tae-hwan (lecturer at the Korea National Diplomatic Academy) to take part in the discussions.

Ambassador Shin said that he expected the forum to be useful for both sides as public diplomacy has emerged as an important tool. "I've always believed that public diplomacy is a useful tool for medium-sized powers in the international community - such as Bulgaria and Korea. They have to compete with larger neighbours and rely on limited resources. That is why today we are together. We are natural partners, that must co-operate in this area," Ambassador Shin concluded.

FIRST PANEL - Cultural diplomacy - the Sunny Side of Foreign Policy

The panel discussion was opened by **Dr. Lyudmila Dimitrova**, Director of the State Institute for Culture

The subject of strategies for cultural diplomacy as a key instrument of foreign policy is attracting more attention from the actors involved. The State Institute for Culture's achievements in this area in the past 10 years shows how important this issue is. We believe that cultural diplomacy is an integral place in the structure of foreign policy, Mrs. Dimitrova said. We regard as a success the expansion of the context and the audiences, the enriched cultural programs and most importantly, the increased interest of our diplomatic missions in the organization of cultural events - independently and with partners in countries where they are accredited.

In recent years the European Union has sought to preserve its position as a strong player on the

world stage through culture and the appropriate tools to achieve this goal. Such rethinking of the place of culture in external relations also influences our understanding of the role of cultural diplomacy. This fact is also driving interest towards other regions - mainly East Asia.

The processes of globalization lead to a rethinking of the role of culture and external relations. We are witnessing a rapid wearing out of concepts such as "vision", "export of culture", "national brand", competitiveness of culture. This is a process of redefinition of cultural diplomacy - from "soft", "smart power" to numerous definitions and specifications.

New models of and participants in cultural diplomacy have arisen that are not directly controlled by official public authority. The new social force - a global civil society - has led governments to work and comply with these new actors.

The activity of the State Institute for Culture can be seen in this context as a good practice to achieve "value added" for the goals of foreign policy, Mrs. Dimitrova said.

PROFESSOR KIM TAE-HWAN identified three main issues for his presentation at the forum:

Why has public diplomacy become so important in our century? The world is changing and we are witnessing the construction of a new world order, Professor Kim said. It differs from the norms and rules established by the Peace of Westphalia treaty of the 17th century. From the logic of this treaty was born a world order founded on the basic unit of the nation-state, and to achieve their foreign policy objectives, they needed "hard power".

Today we are witnessing the arrival on stage of a huge number of non-state actors. These are business structures, NGOs, and even individuals have a strong voice in setting the global agenda. They influence opinion on various issues - climate change, the problem of feeding the world's population, terrorist threats. They know how to use social media and cyberspace and they can quickly begin to act together. Their voices can be heard and cause action. There is a dark side to this process - the rise of DAESH and the ability to attract people to its horrendous goals.

All this shows the capacity of "soft power". We can trace how the "soft power" is realized through the establishment of relations between players in the field of public diplomacy. In the traditional understanding, power is "dominance of someone", in "soft power", these relations transform into



"achieving power with someone."

As a result, we are witnessing a new line of building and maintaining relationships. It is parallel to the hierarchical structure of relations in the international community. **In contrast to the hierarchical order, the new network order is built on trust and reciprocity, shared values and norms and constant interaction.**

And this is not just the attractiveness that "soft power" or constraining of "hard power" gives - **this is a new type of relationship.** We can talk about the "power" of connections, cooperation, strength of interaction and so on ad infinitum. So far "hard power" has prevailed in the world order, but in the emerging new world order, apart from soft and hard power, new forms of interaction are arising, enabling smaller countries like Korea and Bulgaria to come out on stage.

Do not get me wrong, Professor Kim said. "I am not saying that the old order will disappear, but the important thing is that we are witnessing the construction of a new type of relations in the world that are generated inside the existing model. Probably another century or two, they will go hand in hand, they will sometimes collide, but they will coexist". And this new world order - this is the field of public diplomacy, he said.

Public diplomacy differs from traditional diplomacy in at least three dimensions - the subject, the means and the final addressee (the object). Communication from state to state or government to government is the conventional model of diplomacy. But the object of public diplomacy is no longer the state, but the new entrants in the communication process. This means the new participants - companies, organizations, individuals. And already you are working with them face to face.

The third difference is in the means of achieving objectives - these are not the means of hard power, but the new tools and resources of public diplomacy. This most often involves the resource of the culture and heritage accumulated in the long historical path of the nation.

But in the legacy there is a characteristic, that historical experience cannot be shared just so - it must undergo some transformation. I call this "diplomacy of knowledge" to communicate the characteristics of your culture and social values. We can talk about media - "media diplomacy", about "corporate diplomacy", when it comes to the social projects of large companies. Also important are sports, culinary traditions ("gastro-diplomacy"). The opportunities to multiply these resources are inexhaustible - you just have to be innovative in looking at them and combining them in the best way.

Why is public diplomacy important for the Republic of Korea? Obviously, compared to the major powers, Korea is experiencing a deficit of "hard power". But we think we have great potential in the field of "soft power". And this applies to every smaller country, including Bulgaria.

Korea's public diplomacy is also an opportunity to step away from double dependence on China and the US. The country's strategic military alliance with the US is a matter of security. Because of the aggressiveness of North Korea and develop its nuclear program.

Meanwhile, Korea is highly dependent on international trade - 90% of GDP comes from exports. Since the beginning of the millennium exports to China have grown steadily - 25% to 30% of all exports are to South Korea's biggest neighbour.

So we are caught between the choice to provide security through alliance with the US and, on the other hand, to secure our economy through closer ties with China.

And third - where traditional diplomacy has limited possibilities.

You cannot say that there is a country that has fully seized the area of public diplomacy. You know that the great powers are great and do not need to pay much attention to their public images, but for us as medium-sized powers, this is an opportunity to make our voice heard on the international stage.



The last part of Professor Kim's presentation focused on Korean public diplomacy. Yes, we have a very specific model, he said. It was not very long ago that we started actively discussing this topic - almost two decades, and we can highlight the five characteristics of the Korean model.

The first question that should be asked is what is our role at international and regional level and how to fulfill it. We, as an average power, are intermediaries between more economically (or great powers) and developing countries. Our place is somewhere in the middle - and that leads the public diplomacy of Korea. This determines what rules we maintain and what roles we will take up.

We chose the role of ombudsmen, advocates and mediators. And that shapes our diplomatic role in the world.

A **second feature** of the past two decades, is rivalry, competition. We know that we must compete and we read this in every economics textbook. And so we need to find out what is our competitive advantage. Korea is among the countries that are dependent on foreign labor, raw materials and energy. We had to find strategic advantages that make the country competitive. From what we have been given, or to create new assets.

The **third characteristic** is the model of "ploughing the soil," so we can sow seeds. This will be one of the most valuable features of the Korean public diplomacy.

What has been leading public diplomacy in the past 15 to 20 years is the Korean wave, the so-called "ploughing the soil." This is a model cultivated from the success of K-drama, the "soap operas" and their noisy commercial success.

This was the situation from the 1990s until the beginning of this century. In the first decade of this century, we conducted very successful public diplomacy, that we call version 2.0 K-pop wave, the industry of popular culture. We have been promoting exports of products in this industry that we have been developing in the country.

Now we are discussing how to transfer the accumulated experience to version 3.0. We want **to spread the effect of this Korean Wave** - a passion for the Korean brand - to other sectors. To the information technology industry, science, administration, medicine and even cosmetics.

Then focusing on traditional culture - we want to revive the cultural heritage of Korea. K-pop was the main tool of the Korean "soft power" and now we want to bring to the fore the heritage of the nation.

The Korean wave also has many limitations. Because the pop scene is focused on the commercial, entertainment, and is not suitable for traditional public diplomacy. Popular culture does not talk about the national interest, about the foreign policy and economic interests of the country, which is the purpose of public diplomacy.

There is an element of constraint in this use of the commercial success of K-pop wave. Something like "obesity" in the pop tradition. The life of classical art and culture is measured in centuries, while pop culture lives within a few years. And if the "soft power" of Korea builds only pop culture we can not guarantee success for the next 30-50 years.

We must develop alternative resources for our "soft power." And here I emphasize - it is most important to be **creative**.

Fourth - to develop the "Diplomacy of Knowledge" that will lead to increased knowledge as the main resource of our public diplomacy. Professor Kim briefly presented the program that the foreign ministry developed over the last decade, DEEP (Development Experience Exchange Program) and KSP (Knowledge Sharing Programme - Ministry of Strategy and Finance). These are exchange programs for knowledge - sharing the experience of the extraordinary



economic success of the country - ie. "Miracle on the Han River". Korea is the only country that was a recipient of development aid that for just more than 40 years has become a donor. The history of this economic success is accompanied by political democratization. Korea can boast a

very consolidated democratic system of government. This combination can be transformed into a very attractive project for developing countries. Over the past decade in Southeast and Central Asia and Africa, we have very successfully shared our experiences in development. Areas such as "e-government", electronic security, human resource development, agrarian reform - this is our advantage. This list can be continued - innovation, creativity, innovation - we think these are the new foundations of public diplomacy of Korea.

Last - but not least - public diplomacy must be based on **partnership**.

Over the past 60 years after the War, several models of conducting public diplomacy have developed. The first is based on monologism. You send a message but are not ready to hear what answer you get. With the advancement of technology, that is an already outdated model and we are moving into the reality of dialogue and exchange of information and knowledge.

From dialogue, we have to achieve co-operation. The example from our region is a joint project between Korea, China and Japan from 2013 - the **Annual Forum of Cultural Diplomacy**. This is a forum for the exchange of ideas and intellectual reflection. But also the establishment of relevant useful programs - for example, journalistic exchanges.

These are the general characteristics of the Korean public diplomacy over the past two decades, Professor Kim said. **I will not recommend that you follow one or another model. You should follow your own model. You are responsible for crafting your own style of public diplomacy.**

Cultural exchange should be based on reciprocity. Public diplomacy must be based on dialogue. If you are monologous, you will encounter very strong resistance.

In the ensuing discussion, Professor Kim was asked questions related to the specificities of the perception of the public diplomacy of Korea within the country. How did the development of multiculturalism contribute to the successful implementation of the strategy? In what way did you ensure community support for the policy?

Yes, Korean society is already multicultural, Professor Kim said. We were previously regarded as a monolithic ethnic nation. Multicultural families are already common. We have many immigrants as workers from Southeast Asia, China and Central Asia. The number of foreign students is also great - there are at least 60 000 Chinese students. In addition, Korea's is an aging country and we have no alternative but to increase multiculturalism. And so we try institutionally develop the public attitude to change things in this direction, because this is the way to win the public over.

The second thing must be said: The Korean wave has enjoyed success in China and Japan, but the dark side of the process is the outbreak of anti-Korean sentiment and demonstrations. Here's what happens if the message is based only on a commercial basis - it will arouse suspicion of cultural imperialism. I worked for five years at the Korea Foundation and our task was to find a model for "inflow" of our foreign partners. We founded the Global Cultural Center - in another building, not to promote Korean culture, but foreign culture, a foreign tradition. And we have many non-governmental organizations which provide foreign culture. Seoul City Hall also has a special space that is filled with presentation of foreign culture. We (Korean society, government) already realize how important it is to understand and accept change towards enhanced intercultural dialogue. It

requires the process of globalization.

The question was asked, was there a risk, in attracting the NGO sector into public diplomacy strategies, that the coherence of the message is destroyed? The objectives of the public authorities and the vision of the non-governmental sector can be very different - something that is often observed in practice in Bulgaria when discussing the country's image.

Of course, there was the possibility of contradictory competition, Professor Kim replied. But some things can be done. Channels for co-ordination of the effectiveness of the implementation of the programme should be ensured. As with co-operation - it is not essential to speak with one voice. Co-ordination should be ensured between ministries - culture and foreign affairs, sports, education, commerce. Within civil society itself co-ordination should be promoted, to enhance the performance - many organizations do their work, but they duplicate and this counteracts efficiency. Efficiency, rather than unification and control, should be sought.

My second message - let different voices be heard, even if they are in conflict. We mentioned the topic of the image of the country. But who makes the image of Bulgaria - do you? No, the very nation itself makes its image. Even if you insist how wonderful you are, the **image is already built** and it is supported by what circulates in the international community, in the information about your country. The judge is the international community and it forges a certain idea. You should focus your efforts there.



Take the government - it is here for a certain period and there are certain political interests. And often there is a clash with the views of civil society. Sometimes the policies of various governments are opposites, and the visions of the NGO sector are more resistant. Therefore a gap in visions can be useful for implementing a common strategy for public diplomacy. In the end, the recipients of this message will consider what is the right message and what to believe.

SECOND PANEL - COMPETITIVE ADVANTAGES IN THE GLOBAL PICTURE

The program of the public forum continued with a presentation of the cultural program of the Embassy of the Republic of Korea in Sofia. Ms. Hahn Sujin presented the main projects, emphasizing that the leading idea is to combine knowledge of Korea, to promote collaboration with local organizations and to involve Korean citizens in Bulgaria.

The first line is what we called "Diplomacy of Knowledge" Ms. Hahn said. This includes cultural projects but also education, sports and tourism. We made an effort to showcase the traditional culture with the introduction of Korean crafts. I was surprised how much interest was sparked by

the traditional culture of the country, among people who already know Korean electronics or K-pop and K-drama.

Tourism is also part of a content-based presentations (at the fair in Veliko Turnovo in spring and with the assistance of the Korean tourist office in Istanbul). In sport, there in taekwondo with the Ambassador's award.

In the programme that was mentioned, of the Ministry of Strategy and Finance - KSP (Knowledge Sharing Programme) the Embassy in Bulgaria works in the field of information technology and agriculture. Through the programs of the Korean Ministry of Education, the Sejong Institute at Sofia University is supported. Since March 2015, there has been a Korean Corner at the City Library with the support of the Embassy.



Education and innovation are discussed at the Bulgarian-Korean forum on education reforms, with the participation of a former Minister of Education of Korea.

The Ambassador of Korea has participated in business forums at regional level. The activity of the embassy in the field of public diplomacy is to disseminate information about the country's position on the hot topics of international interest. Film presentations are a way to direct attention to the topic of reunification of the country.

Visits to Korea are also part of networking diplomacy. They are aimed at the leaders of public opinion, support is provided to NGOs who develop their projects in the field of Korean-Bulgarian relations - such as multicultural or Doma art.

Associate Professor Andronika Martonova, who moderated the panel, highlighted as an important part of the cultural program of the Embassy the effort to go beyond the capital and to effectively communicate the Korean culture.

Yes, in mass consciousness, East Asia is hardly distinguishable culturally. But I see how my students recognize the region through the so-called halyu - the Korean wave, Ms. Martonova said. The comics, songs and film are attractive to them. What Korea has done over the past two decades is a huge leap - to announce to the world their cultural identity. This process of leaving the framework of the national market began actually itself a national policy. As a cinema specialist, Mrs. Martonova gave the example the law on cinema from the late 1980s, which radically changed the situation in the cinema sector in Korea, producing its own Korean movies and the way they spread in the country. Thus was born the Korean wave in the film industry. This is important as a way out for Bulgarian cinema, which suffers from a lack of quantity, to provide quality.

We should note the good reaction to working with the Bulgarian NGO community who had the

ambition to represent Korean culture. Eastern Spirit alone began to organize meetings and lectures on Korean culture. Doma Art Fest in 2013 for the first time held a festival of contemporary Korean culture, presenting artists in Sofia, such as Yozmit. His performances asserted notion that can be spaces for culture could also be sought - thus was born the idea for the new 126 Factory Art Center in Sofia. It was an exercise in how to promote a different culture in a unique way.

These projects gave a different perspective, which is important for understanding the colourful palette that is Korea. Because it has many faces, and we were able to expand the range of our knowledge.

I believe that popular genres are important - they are vital, adapt quickly, sense the taste and desire of the audience. And this is what we see - alongside a series of historical themes - the igniting of interest in Korean culture as a whole.

That is important to open many doors, to discover the diversity and that which brings us together.

Ms. Lyubov Kostova, Director of the British Council in Sofia, said that she is delighted by the interest in Eastern cultures in Bulgaria. I myself was born into a multicultural family - my mother came from Russia, I was born in Africa,

I graduated in industrial chemistry in Sofia and currently work for the main organization in the field of culture and education of the United Kingdom, Ms. Kostova said. I often argue with my colleagues from the British Council about who our audiences are, what attracts people to British culture. To watch a film? To see an exhibition or to learn a language. I and my colleagues from other European cultural institutes are convinced that we are not competitors, we are facing a new situation in which interest in Russian,



Chinese, Japanese, Korean and even Hindi is the new reality. But I think it's good for our societies. Because **it builds trust**. The ascendancy of the knowledge of Eastern culture in Bulgaria delights me, because there are sufficient studies to show that multicultural competence provides many advantages. This does not just mean the representatives of different cultures living together, but also leaves the door open for the next on their way. I say this because I work for an organization that is recognized as the best example of soft power. The guru of the theory of "soft power" Joseph Nye says that this is not something new. It was invented back in the 1930s with the founding by the British government of the British Council. "Soft power", Nye says, is the ability of states to create friends and influence people not through military might but through the most attractive assets - culture, education, language and values.

In looking at 1934, one should realize that the UK then was in a very difficult situation - the rise of nationalism in Europe, the coming to power of the Nazis in Germany and Italian fascism was shrinking market opportunities in the country. It became clear then that we must establish **trust in the world**. And this does not happen overnight, but in the medium term this will have an effect of

the trade of the country.

It starts with exchanges, with providing for the possibility of scholars, students, professionals from different sectors, public opinion leaders to meet, to exchange ideas, and the process creates **trust and understanding**. Trust is the greatest resource and even restored economic and commercial interest in the UK.

Public diplomacy and cultural diplomacy develop stability in the long term.

Another thing I like about my work at the British Council: the three main areas of its 1934 portfolio have not changed - language, culture, education. They have had over the years to be mixed and varied, so the audience can understand our message.

In 2016 we will work on Shakespeare. We are ready for the campaign "Shakespeare Lives." In years past, we said that Shakespeare is not our priority - the new culture, pop culture are our primary tool. But three years ago we asked what people think about the contemporary cultural icons of Britain - and the answer was - first Shakespeare, followed by Queen Elizabeth II and David Beckham. It is wonderful that a man who died 400 years ago continues to be an icon. Through Shakespeare, we will talk again about culture, education and language.

The cultural relations of the UK are a very important part of its foreign policy. So we work with third countries in the world on "soft power". The British Council works in 110 countries worldwide. Priority countries are Afghanistan, Iraq and Syria, where the war continues. After the terrorist attacks in Paris in November 2015, we asked ourselves - why could we not prevent that. And we came the more important conclusion: "Can you imagine what would the world be without these 70 years of effort in the field of culture and cultural dialogue?".

Today we are discussing the Korean public diplomacy. If you look across the spectrum - the phenomenon of the **rising star of Asian culture in Europe** is clear to see. I think this is an opportunity to open your senses to new voices.

To mention EUNIC - a network of European cultural institutes and cultural sections at diplomatic offices around the world. It was created 10 years ago, with 34 founding organizations, and countries united in the so-called clusters: 28 in Europe and 94 in total around the world. This is the best example that Europe is open to the reality to seek third partner countries that are outside this continent. Andronika Martonova mentioned the success of the Sejong Institute in Sofia, alongside the powerful Confucius Institute and the traditional interest in Bulgaria in Japanese culture, it managed to draw attention to the language and culture of Korea. The answer to how it works is simple, Ms Kostova said.

The main asset of Europe is the respect of multilingualism and multilingualism. European and other cultural institutions have done much - though Bulgarians do not need special encouragement to be interested in foreign cultures - to increase the flow of information and sensitivity to foreign cultures.

IN THE CONCLUDING DISCUSSION, questions were put regarding the strategy for the promotion of Korean culture in other Central European countries. Good knowledge of Korean technology is the

starting point for a more active presentation, Ms. **Hahn Sujin** responded. For Korea, these are key markets too for our efforts in the development of public diplomacy. In Europe too, the programs are more diverse than on the American continent, where there is a large Korean diaspora and the emphasis is on maintaining linguistic competence.

Lyubov Kostova added that Europe is clearly in the spotlight of Korea - there are already 58 Korean centers on the continent.



Prof. Kim Tae-hwan commented on the presentation of the work of the British Council, which brings us back to the question of a specific European-style public diplomacy. We can even define typical British, French and German approaches, he said. I call it the model of "nuclear station". This is a strictly organized system that includes foreign offices, cultural institutions - the

British Council, the Goethe Institute and the French Institute, complemented by media stations - BBC, Deutsche Welle and France Internationale. In the case of the UK, we have a reference to the imperial past. For France, this applies to a lesser extent, even less so for Germany. But it gives a certain linguistic and cultural "competitive advantage" to their public diplomacy.

On the other side are the emerging markets of smaller countries - such as Korea, for example. They do not have the advantage of a familiar language and culture. This is why such efforts are needed to restore their cultural heritage as an asset of public diplomacy.

The second thing I want to say is that when we speak of culture as a basis of public diplomacy, we must remember that it is based on **values**. Culture is a hybrid of a way of thinking, history, even eating. But if we put the emphasis only on culture - we get what worries us today - the rise and attractiveness of Daesh/Islamic state. There we will see the attractiveness of a pre-modern identity, religion, sectarian fighting and tribal feuds. These are fundamental values that do not leave room for different cultures. In this extreme rivalry there is no room for compromise and sharing.



Daesh is the extreme example, but what about China and its version of public diplomacy. This is a country that also has unique values based on what we call the Middle Kingdom. But they are essentially in conflict with Western values of individualism, human rights and democratic structures. Another example is the rise of Russia and involvement in regional conflicts. Russia now demonstrates a new confidence and we can trace how the country invests in "soft power", building on the fundamental values of the Russian Orthodox Church. This wording is very different from Western values. When we talk about public diplomacy must also ensure that fundamental clash of values and civilizations - not just in politics but also in the field of "soft power".

In conclusion **Dr. Lyudmila Dimitrova, Director of the State Institute for Culture** thanked participants in the live discussion and the main Korean lecturer, Professor Kim. This forum was an intense exploration of the experience of Korea in public and cultural diplomacy, she said. Many ideas and issues were outlined. I consider them to be important to define strategies in cultural diplomacy in drastically changing conditions. Culture dominates in public diplomacy and the other sides of the equation must be found - partners, ways of building trust, strategic messages and the chosen role in the world. My belief is that through cultural diplomacy, many of the "settings" of foreign relations can be checked, and this is what makes it such an important part of communication for countries like ours.