A COMPARATIVE STUDY OF SOUTH KOREA'S SOFT POWER IN HUNGARY AND TÜRKIYE

CIFTCIOGLU, Hatice

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A COMPARATIVE STUDY OF SOUTH KOREA'S SOFT POWER IN HUNGARY AND TÜRKIYE

Internal Advisor: Pál Koudela

By Hatice Ciftcioglu

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INTRODUCTION

As a word "Korea " emphasizes different perspectives and positive or negative impacts for various nations and each people whether it refers to North or South Korea. During the Cold War, the closeness of North Korea with the Soviet Union and its development of nuclear power caused a grand attention as a threat from the US and Western nations while South Korea had been considered as an small allying country in East Asia for the Western powers. Therefore, previously when somebody heard the word "Korea", they could show a negative attitude due to remembrance of North Korea and its nuclear power. However, gradually the recognition of South Korea's global existence has been improving especially within the areas of technology and entertainment business. Thanks to the public diplomacy actions of South Korea (hereafter Korea), the Korean soft power has been more impressive in the twenty-first century.

Nye (2011) defines power as the capacity to influence others to achieve your desired outcomes, and he suggests that there are three methods to achieve this: coercion, which involves using threats or force; payments, which entail offering incentives or rewards; and attraction and persuasion, which rely on soft power tactics. In spite of hard power, the country's soft power underlines the importance of communication and inclusion of foreign audiences on their diplomacy agenda via information, performances, cooperation and so on. After the 9/11 attack, governments have realized the importance of effective communications both with domestic and international audiences through various media channels, particularly social media platforms.

Within the last decades, not only Western countries but also Asian countries have developed their own public diplomacies and transformed their image seen by foreign societies. For example, China has been engaging intensely with less developed countries via co-operations, cultural exchanges and Confucius Institutions hence in long term they could influence larger populations. On the other side, the liberal democracies also concentrate on foreign publics more besides governments in order to strengthen their own vision of the world and receive support from others. Nye (2011) notes that although states and governments have traditionally held significant power in international politics, they now share the stage with numerous other actors, resulting in a different type of politics.

In the age of internet and technology, the focus of international relations could easily shift from one state to another one and also events on the other side of the world could raise concerns on this side. For instance, the fans of Bollywood or Hallyu (Korean Wave) would obtain more information about these countries within a second and spread around themselves via social media channels rather than public media. Due to concerns on misinformation, the government should have had to flourish foreign and domestic public engagements specially after 2010. For the Korean government, efficient public engagement and high technological development nourish its soft power and support the positive perception of Korea's image.

In the post-Cold War era, public diplomacy has emerged as a crucial component of Korean foreign policy, whereas during the Cold War, the focus was primarily on military tactics and anti-communist propaganda. With the support of Hallyu attraction to foreigners, the Korean government expanded its image over the world via Korean Cultural Centers (hereafter KCC), Sejong Institutes and Working Holiday programs etc. Moreover, Ayhan (2016) explains that the Public Diplomacy Act (Gonggong Waegyo Beob), which was implemented in 2016, outlines three core principles for public diplomacy. These include ensuring that public diplomacy aligns with both universal human values and Korea's distinctive qualities, prioritizing the cultivation of long-term friendships and collaboration with the global community, and avoiding excessive favoritism towards particular countries or regions in public diplomacy endeavors.

To understand how South Korea has successfully used public diplomacy to build and maintain good relations with other countries, it's important to examine the tools that the Korean government has employed to improve the country's global image. Former President Moon Jae In's statement, following a Korean artist's win at the 2021 American Music Awards for Artist of the Year, underscores the impact of Korean culture in enhancing the country's national status and diplomacy. The Korean Cultural Centers (KCCs) are the primary means of implementing public diplomacy efforts abroad, with the aim of promoting Korea's image, introducing Korean culture to foreigners, and fostering cultural exchange and understanding. As a result, Korea's global ranking has steadily climbed over the years, from 22nd place in 2015 to 19th place in 2019 (according to the Soft Power 30 Index) and ultimately to 12th place in 2022 (according to the Global Soft Power Index) (Şahin, 2022).

On the other side, the newest global soft power index has positioned Türkiye (name has officially changed in 2022 from Türkiye) at the 22nd place and Hungary at the 45th place over 120 countries (Brand Finance, 2022). Both target countries have geopolitically strategic positions; Türkiye is at the connecting point of Eurasia and Middle East as a muslim country while Hungary is at the Central Europe and a transit point from Balkan region to the Western Europe. Moreover, the reason for the KCC case study in these countries is that both of them have been on good terms with Korea and improving economic relations progressively but not having totally the same kind of relations which raised the research question from the author's first hand experience.

In order to improve soft power, in-person communication and exchanging are necessities for the states and the aim of Korean public diplomacy could be accepted as the cultural attractions, teaching Korean language and understanding traditions, and explaining Korean policies. For these reasons, the Korean Cultural Centers have gained importance since the 2010s and now they are more and more active in Hungary and Türkiye. As a result, both in mass media and social media have been demonstrating about Korea, its soft power and Hallyu in the target countries since the local peoples' perception of Korea in general has shifted from a war-worn country to culturally and economically attractive country.

Considering the recent MCST (Korean Ministry of Culture, Sports and Tourism, 2023) research, the survey shows that as Korea's nation image develops through K-content (which includes Korean tv series, movies, music, variety shows etc.), it also creates a positive impact on related industries such as food, cosmetics and home appliances. Herewith, 57.1% of the respondents said that K-contents have an impact on the purchase and use of Korean products and services, and 37.2% of respondents said they would buy even a brand they are not familiar with if it is made in Korea so the effect was found to be significant (MCST, 2023).

Since the beginning of 2000, the world seemed to become a smaller global village and everyone could reach information easily and quickly. However, the understanding of other nations is still based on prejudices which were based on older generations' understanding of others and also each country shows different approaches for foreigners because historical circumstances created a diverse chain of reactions on them. Therefore, even though public diplomacy is for the global audience, each target country could display unsimilar outcomes for the same action. In this paper, following questions would be studied by the author;

- Why is soft power essential for current diplomacy in the world? What is the role of public diplomacy?
- How has South Korean public diplomacy transformed over time?
- What kind of activities are chosen by the Korean Cultural Centers to develop a more favorable nation image? And also how is it different in Hungary and in Türkiye?

In the process of establishing public diplomacy, it is necessary to learn how to localize "tailored and two-way public diplomacy" tailored to national characteristics and people's characteristics (Jin, 2018). Herewith, the author would explain the Korean public diplomacy and bilateral relations with Hungary and Türkiye, then examine the KCCs on account of primary research and finally compare the media interests about Korea over the last decade.

CHAPTER I: LITERATURE REVIEW

With a view to understand the Korean public diplomacy, what soft power is and the role of public diplomacy should be defined. In international politics, power could define winners and losers according to the development of countries and its relations. Most of the time, power could be referred to as state power when a government could decide the future policy based on national interests which is determined by the present government.According to Nye (2017), while coercion and payments have been the traditional means of influencing others, ideas and attraction can also be effective in shaping others' views and desires. By setting the agenda or inspiring others to want the same things, it is better to persuade than to resort to forceful tactics. So that, by time liberal democracies have raised the importance of transparency between government and its citizens.

Later, the government has advanced themselves to being morally reasonable on their actions thanks to the increasing awareness of current global issues within the society. One of the best examples, the US operations in Afghanistan resulted in the withdrawal of the military forces. On the other hand, the government has begun frequent activities to engage with foreign audiences which led to connections that could influence their own government's decision making process. As a result, power has become not to be refrained only to state actors but also non state actors would affect the political process more than last century. Previously, the essential driving force of state was hard power which is based on political and military power in the international area. Compared to hard power, soft power aims for long term goals and its

effect could not be reached within a short time period since the attitude change would require constant policy development over time.

During the Cold War, soft power drove attention with propagandas which was one way communication to foreign societies but later public diplomacy switched into dialogue and cooperation. The term "public diplomacy" was first introduced in the 1960s by former U.S. diplomat Edmund Gullion as an alternative to the term "propaganda," which had negative connotations and was often linked to government activities overseas. This relatively new field has since expanded and aims to create distance from the negative associations of propaganda (USC Center on Public Diplomacy, 2014).

Academicians for the new public diplomacy emphasize that the democratization of information through advancements in communication technology and media has enabled non-state actors to gain more power and legitimacy in international politics. As a result, the traditional understanding of public diplomacy, which involved only state actors, has evolved into a more complex and dynamic system of relationships among multiple actors and networks operating in a global environment with diverse and intricate issues and contexts. This new type of public diplomacy is characterized by mutually beneficial relationships between different actors, not just states (Nye, 2011). The result of soft power could be compared by government efficiency, education, tourism attraction, culture and work life balance so on but defining the complete success or failure of a certain tool of soft power is not possible. Below figure shows the instruments of soft power which would be use the calculation for the global index:

Figure 1: The Soft Power 30 Framework
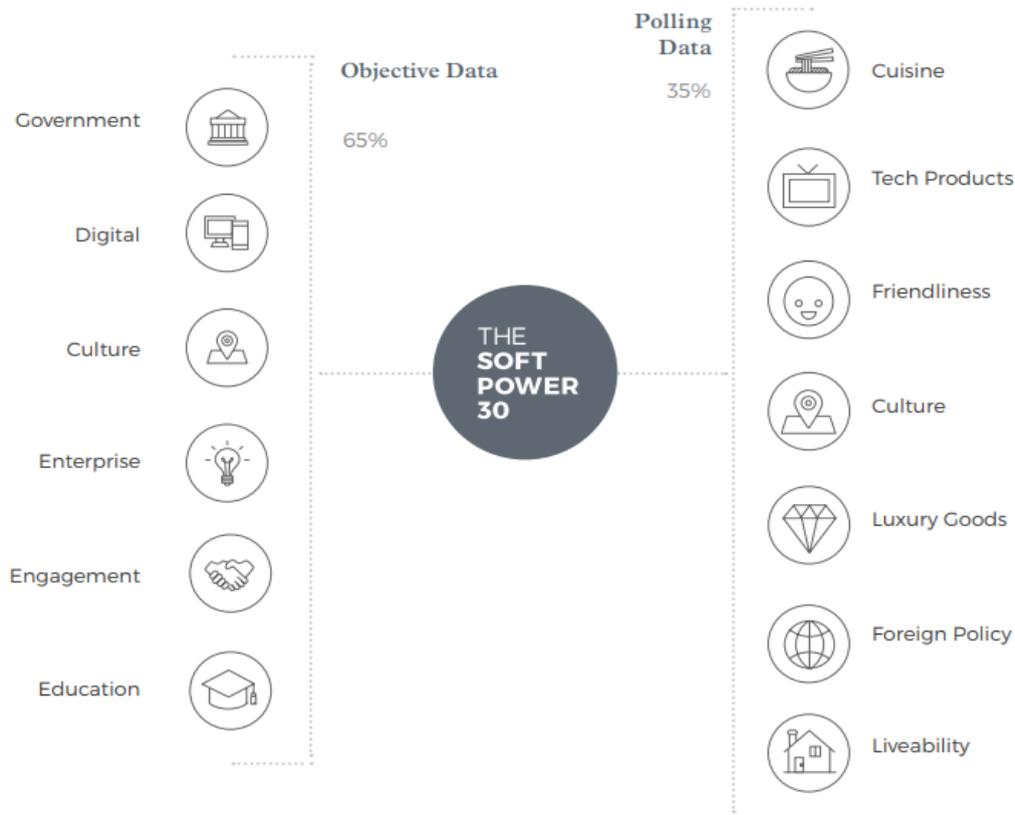
(Source: Portland, 2019)

Using the power of a new relationship, the core of soft power is the 'charm to make the other person want what you want', to understand the country, society, and citizens of other countries from various angles through monologue, dialogue, and collaboration. It is a diplomatic act that ultimately pursues national interests by conveying and persuading information and policies about the country and exerting influence on them (Baek, 2017).

Soft Power

Robert Dahl proposed in the late-1950s : "Power is the ability to get others to do what they otherwise would not do" (Nye, 2011). In order to distinguish state power, the dimensions could be separated in three levels; military power on the top, then economic power and lastly soft power which the government could not be able to possess full control on. Whereas, there is a need for cooperation with others and so the state actors would not oblige to push people to do things they do not want but make people do something they want "willingly". After the introduction of the term, the Cambridge Dictionary provided the soft power's official definition as "the utilization of a nation's cultural and economic influence to convince other

nations to take certain actions, as opposed to using military force" (Cambridge Dictionary, 2022).

Soft power is a concept introduced by Joseph S. Nye, Jr. that refers to the ability of a country to influence others through its cultural, ideological, and institutional strengths, rather than through military or economic means. In contrast to hard power, which relies on coercion, threats, and force, soft power operates through attraction, persuasion, and the appeal of a country's values and culture.

According to Nye, soft power can be built and maintained through three main sources: culture, political values, and foreign policies. A country that possesses a rich and attractive culture, such as art, music, cinema, and literature, can leverage its cultural assets to attract and influence others. Similarly, a country that upholds universal political values such as democracy, human rights, and rule of law, can inspire and motivate others to embrace those values.

Foreign policies, too, can be a source of soft power. A country that pursues a constructive and cooperative foreign policy, engages in diplomacy, and contributes to global public goods, can enhance its reputation and credibility, and thus increase its influence in international affairs. For instance, a country that provides humanitarian aid, peacekeeping missions, or environmental protection can gain respect and admiration from other countries, and thus, enhance its soft power.

Nye argues that soft power is becoming increasingly important in a globalized world, where information flows freely, and where traditional power resources are less effective in addressing transnational challenges such as climate change, terrorism, or pandemics. Soft power can help countries to build alliances, promote cooperation, and win hearts and minds, and thus, advance their interests without resorting to coercion or conflict.

Accordingly, soft power is a valuable concept introduced by Joseph S. Nye that emphasizes the importance of cultural, ideological, and institutional strengths in influencing and attracting others. By leveraging its soft power resources, a country can enhance its reputation,

credibility, and influence in international affairs, and thus, achieve its goals and objectives more effectively.

First of all, elements that other nations perceive as appealing and which generate feelings of trust, admiration and esteem can be part of a state's soft power resources (Herr, 2019). In the early 2000s, the decline of the US image brought problems in case of terrorist attacks due to America's lack of interest in the outside world. Therefore, focusing on foreign audiences more and convincing them on the US-based universal values were the key to upgrade their prestige hence they would obtain power with others (positive sum game) besides power over others (zero sum game). Undoubtedly, the United States' ability to appeal to foreign populations could diminish the likelihood of foreign politicians resorting to anti-Americanism. Additionally, even if these politicians were to employ such tactics, the effectiveness of their efforts might be diminished (Schmitt, 2014).

Nevertheless, soft power could influence foreign government's decision making process only if the state considers the people's opinion on politics which is purely possible on democratic states. In other words, the target society should be powerful within their own political system or reunite on the idea of changing the system which was the case of the Arab Spring since 2015. The Trump administration's utilization of sanctions and tariffs as primary tools of foreign policy reflects a shift towards a more coercive approach, which prioritizes hard power, as opposed to earlier administrations that have relied on trust and respect to achieve their foreign policy goals, thereby emphasizing the importance of soft power (Harr, 2019).

Secondly, Kahler (2017) underlines that middle powers have the potential to reap advantages from possessing a lower level of centrality (or connectedness) in certain domains. By having less connectivity, they are better positioned to exploit centrality in other areas, serving as connectors between groups or countries that may otherwise be isolated from each other within a given network. Thanks to new technological developments, people are not binded with the main communications channels such as national radio - television broadcasting which are chosen by governments or based on greater power's policies. Herewith, when the middle power's soft power is not accepted as a threat or danger in world politics, foreign society could be convinced of their "peaceful" meaning on their agenda. Additionally, Kahler (2017) emphasizes the emergence of new media that have facilitated the dissemination of cultural products and cultural influence, providing middle powers like Canada, Australia,

Singapore, and South Korea with alternative avenues for exerting influence. These countries are now able to leverage sources of power that do not rely solely on military or economic strength, allowing them to wield more influence in international affairs than their relative size and power might suggest.

Thirdly, based on the research of Cox (2004), a government that instills fear and oppresses its people is unlikely to achieve and sustain long-term success. In the international order, the use of force that relies on the consent of the governed is generally more effective. Only by using force or threatening to use it would it not frighten those undemocratic powers such as autocratic regimes or terrorist organizations. In order to secure foreign policy agenda, cooperation with third parties and other audiences is still necessary. Nevertheless, both hard and soft powers should be in cohesion for the sake of successful implication of national interests.

While the benefits of soft power are considerable, there exist several significant criticisms regarding its usage. Schmitt (2014) argues that it is not always possible to distinguish between the two types of power so easily. In particular, effective soft power policies can make it easier for a nation to request assistance from another when it requires support in the hard power domain, and conversely, the use of hard power can result in soft power effects by fostering trust and providing reassurance to strategic partners and allies (Schmitt, 2014).

Another key criticism of utilizing soft power is its inherent weakness as a policy instrument, which primarily depends on the uncoerced choices of foreign actors (Gray, 2011). Since the target audience retains their own agency and may choose to align with or against a foreign country, the effects of soft power actions on short-term behavioral change are uncertain. Additionally, soft power is not solely the purview of state actors, as non-state actors often play a significant role in this process. Thus, soft power does not need to belong exclusively to the government in the same way what hard power does, necessarily (Gray, 2011).

Moreover, from my point of view, each target audience has different background since the part of culture is local. In other words, culture as a main body of cultural diplomacy should be focalize on the chosen foreign population. Therefore, the possibility of mismatching on the given message and policy arrangement between the government and host society would not be low if the government tries the policy of "one size fits all" but not refine based on host

culture. While a policy of soft power could result positively in one country, it would not be accepted in the same way in another country. According to Gray (2011), when soft power capabilities are strong in their cultural and values trappings, there is always the danger that they will incite resentment, enmity, and also a potent "blowback". Particularly, while the application of soft power can be effective in democracies where the public has an opinion on politics, its effect is weak in autocratic governments. Even though how to measure the success of policy is not totally available, the soft power indexes are making annual reports to compare the nation image of countries around the world. The figures below show the top 10 countries in the world regarding soft power in 2010 and in 2023;

Figure 2: Rankings from the Government's Soft Power Index in 2010

Rank	Country	Score	Rank	Country	Score
1	France	1.64	14	Norway	0.99
1	UK	1.64	15	Japan	0.97
3	USA	1.57	16	Italy	0.81
4	Germany	1.44	17	China	0.80
5	Switzerland	1.39	18	Israel	0.78
6	Sweden	1.33	19	Korea	0.73
7	Denmark	1.21	20	South Africa	0.69
8	Australia	1.16	20	Brazil	0.69
9	Finland	1.13	22	Mexico	0.61
10	Netherlands	1.08	23	India	0.60
11	Spain	1.05	24	UAE	0.56
12	Canada	1.04	25	Turkey	0.50
13	Singapore	1.01	26	Russia	0.45

(McClory, 2011)

Figure 3: Global Soft Power Index

The emergence of globalization and the advancement of scientific and technological innovations have provided a platform for the voices of individuals to be taken into account in the policymaking processes of other nations (Cho, 2012). In order to understand, countries have been also conducting surveys in order to check the public opinion. Below, the figure shows the US public opinion about US position on world;

Figure 4: The U.S. Power in The World
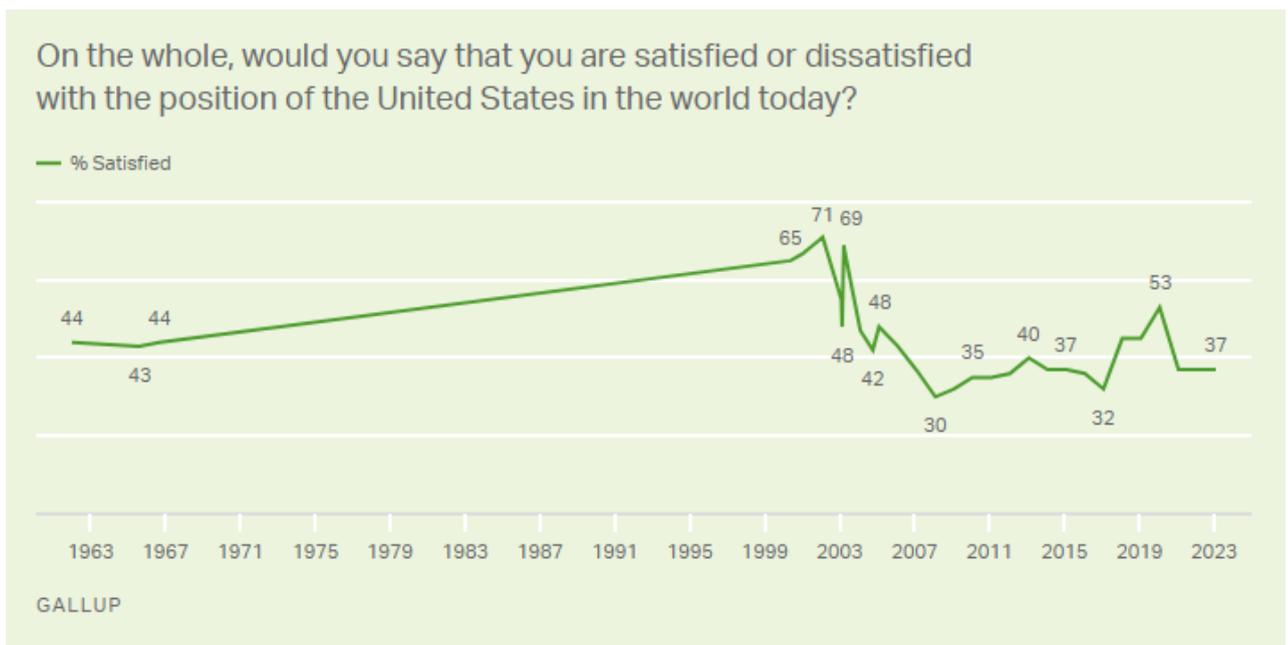
As seen by the American poll, the satisfaction of the domestic audience on the US prestige has been decreasing compared to the 1990s when people were certain that the US had won over the Soviet system. After the development of a new world order which gives more importance to the multipolar system hence the decline of the US policy could be interpreted as increasing the power image of other countries and the soft power policies have been encouraged by both Eastern and Western states, even communist governments. Following graph illustrates the acceptance of selecting countries' leadership:

Figure 5: Global share of people who say they approve of select countries' leadership

Median approval across 137 countries and areas polled annually from 2007-2022

— Germany — U.S. — China — Russia

Data: Gallup. Note: Approximately 1,000 people at least 15 years of age were polled per country.; Chart: Axios Visuals

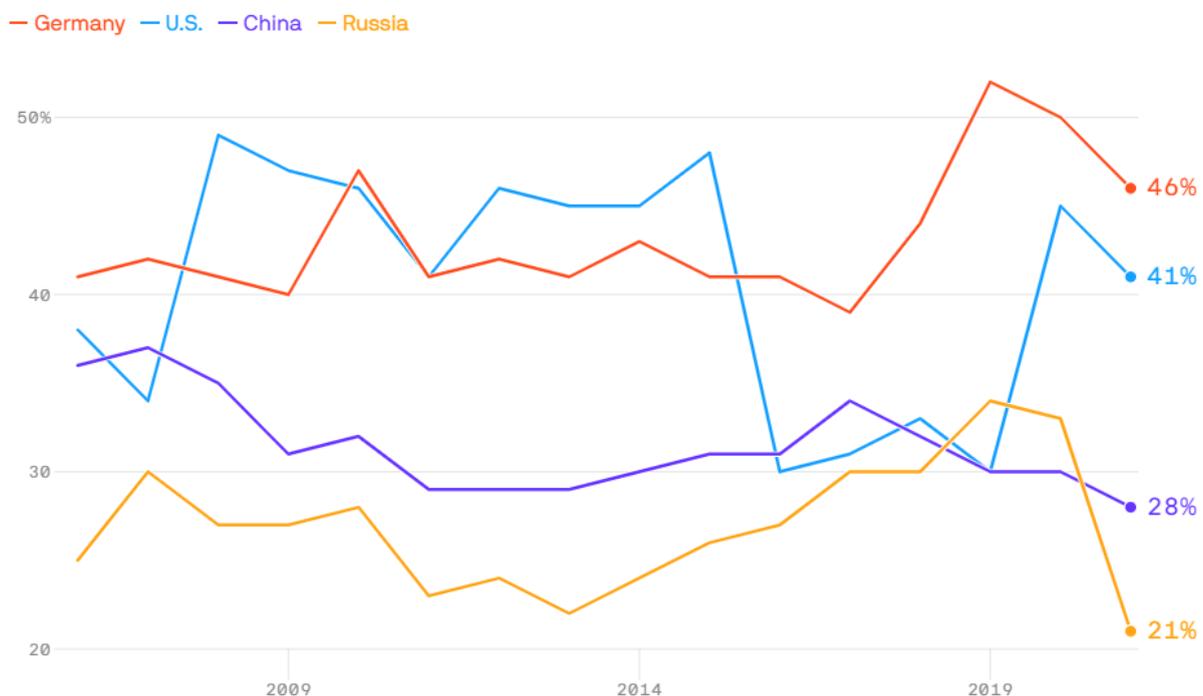(Source: https://www.axios.com/2023/04/29/countries-us-china-global-leadership-gallup-poll)

Soft power and foreign direct investment (FDI) are two distinct concepts that are often interrelated in international relations studies. Soft power could refer to the ability of a state or organization to influence one behavior of other actors through the use of non-coercive means, such as culture, ideology, and diplomacy. FDI, on the other hand, refers to the investment made by a foreign entity in a host country's economy. The relationship between soft power and FDI is complex and multifaceted. On one hand, a country's soft power can be a significant factor in attracting foreign investment. For instance, a country with a strong and

positive image abroad may be able to lure foreign investors through its soft power resources such as its culture, political stability, and international reputation. Such a country can leverage its soft power to create a favorable investment climate, which can be a significant advantage in attracting FDI.

On the other hand, FDI can also have an impact on a country's soft power. For example, a significant influx of foreign investment can lead to economic growth, job creation, and improved living standards, which can enhance a country's image abroad. A country that is seen as a desirable destination for investment is likely to attract more FDI in the future, which can further reinforce its soft power. Moreover, the relationship between soft power and FDI is not limited to economic benefits. Soft power resources can also be used to promote social and political goals, such as the spread of democratic values, human rights, and environmental standards. By investing in countries that share similar values and norms, foreign investors can help to promote these goals, which can enhance the soft power of both the host country and the investor's home country.

In conclusion, soft power and FDI are two interrelated concepts that could have a prominent impact on international relations. While soft power can be used to attract FDI, FDI can also contribute to a country's soft power by promoting economic growth, job creation, and social and political goals. Therefore, understanding the relationship between soft power and FDI is essential for policymakers seeking to promote economic development and enhance a country's international influence. As a tool of soft power, public diplomacy is the bridge to connect the foreign and domestic audiences.

Public Diplomacy

To sway foreign public opinion, soft power leverages public diplomacy which is a means to engage with foreign communities and shape their choices, attracting them to particular goals and policies by utilizing soft power resources (Nye, 2009). Because the persuasion and understanding by foreign audiences would grow as familiarization with the other nation increases. Regarding this, there are two approaches to implement; one is a strict approach whose aim is short term political outcome via propaganda and persuasion, and other one is a flexible approach whose goal is comprehensive understanding for long term changes on foreign audiences. While the way of application has been transformed over time, within the US foreign affairs, the three essential policy changes has occurred. During the Cold War

period, spreading Western and American values beyond the Iron Curtain was the main purpose of the US soft power and propaganda through various channels could be stretched to the Soviet bloc's public audiences to show the true "free" life at first.

In 1965, the term "public diplomacy" was launched with the research of Edmund Gullion to replace the negative connotations associated with "propaganda". Gullion underlined public diplomacy as "dealing with the influence of public attitudes on the formation and execution of foreign policies" (Mull & Wallin, 2013). Although both public diplomacy and propaganda aim to influence foreign audiences' worldviews, they follow different guiding principles. Public diplomacy involves a broader sphere of influence, with a greater emphasis on fostering reciprocal understanding via open dialogue, as well as improved cultural and educational interactions (Mull & Wallin, 2013).

Table 1: The differences between propaganda and public diplomacy

Propaganda	Public Diplomacy
Selective of truth	Based on truth
Rarely two-way	Often two-way
Listens in order to target	Listens in order to learn
Intended only to influence target	Can influence the originator
Tight agenda	Flexible agenda
Assumes others are wrong	Tends to be respectful of others
Closed	Open

(Source: Mull & Wallin, 2013)

With the fall of Berlin Wall, the US public diplomacy application decreased with giving less effort on engagement with foreign peoples since the new world order was already under the US leadership. When the 9/11 attack happened, the need for more effective soft power opened the path for a new public diplomacy area and redefinition of the term. For instance, The Obama government's efforts to rebuild relationships with the Middle East have been marked by two significant concepts: smart power and the new public diplomacy. From the perspective of Doeveren (2011), these concepts are crucial to their strategy. The core practices of public diplomacy, as outlined by Cull (2012), include: Listening, which involves engaging with foreign publics and incorporating their perspectives into policy formation; Advocacy, which involves explaining and advocating for one's policies; Cultural Diplomacy,

which involves promoting one's culture abroad; and Exchange Diplomacy, which involves facilitating the exchange of people and ideas between nations.

Gyorgy (2008) argues that public diplomacy initiatives and programs often involve government participation, support, and control, although the government does not always serve as the official representative in such campaigns. Nonstate actors are also playing a more and more important role in public diplomacy. These activities are generally aimed at disseminating a particular message based on a country's foreign policy, political objectives, economic cooperation efforts, tourist attraction, and other factors. The primary goal of public diplomacy is to promote international understanding and engage in dialogue between nations and decision-makers (Swistek, 2012).

Figure 6: The dimensions of public diplomacy
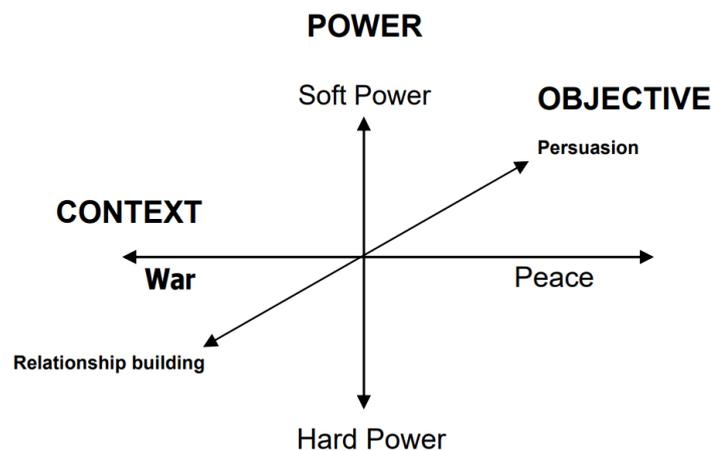
(Source: Gyorgy, 2008)

Nevertheless, it is only possible when the government or decision makers listen to the domestic public which is more likely applicable in the liberal democracies. Liberal social contract theory posits that democratic decision-making may be safeguarded through public discussions and debates, which are regulated by rules that facilitate the inclusion of a diverse range of perspectives (Jansen, 2018). Consequently, these governments should also convince their own publics to influence foreign audiences in their way of thinking via stressing national pride and solidarity. In this context, Gyorgy (2008) emphasizes that public diplomacy provides nations with the opportunity to construct their self image, identity and role, while also highlighting norms and values in this process.

According to academicians, the public diplomacy within the scope of international politics and the nation branding concept of marketing division both are concentrating on changing the perspectives of the target audience about a country's image in a positive way. Although the reason behind this policy is different from each other, they can not totally be differentiated from each other. Melissen has analyzed that both concepts are distinct approaches, but they ultimately involve similar activities and work best in conjunction with each other. He has also referred to them as "sisters under the skin". Additionally, spreading networks is crucial for both theories since through mass communication channels and cultural institutions could connect a public with a foreign country's impression.

Figure 7: Common context of public diplomacy and nation branding

- Culture
- Identity
- Image
- Values

PUBLIC DIPLOMACY

NATION BRANDING
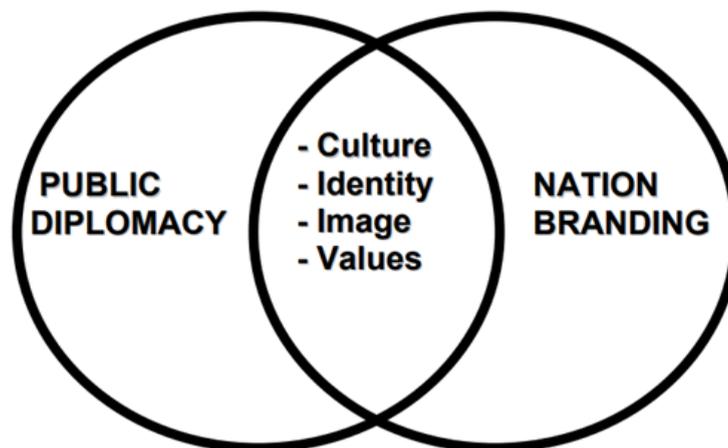
(Source: Gyorgy, 2008)

The formulation and execution of state-led public diplomacy in China and Norway have received positive evaluations. Both countries demonstrate a cooperative relationship between government and private constituencies in policy-making and strategy implementation. Under the supervision of the central government, private constituencies have gained power (Cho, 2012). The main objective of public diplomacy is to communicate with and inform the target audience through activities that establish cooperation, information-sharing, and trust. To improve the effectiveness of public diplomacy, governments should understand the potential of information technologies and the internet, and use them to enhance the country's image abroad. Himelfarb et al. (2009) suggest that governments must also encourage public-private partnerships that incorporate foreign opinions through interactives and social networking

media channels. By using non-state actors and establishing person-to-person connections, countries can establish more effective and trustworthy relationships.

According to Doeveren (2011), both local and foreign audiences should be engaged in the public diplomacy process, as the most effective way to achieve desired outcomes is by getting others to share your goals. To illustrate, the US employs non-state actors and citizens, including pop singers, Hollywood stars, Fulbright students, and expatriates, to reach out to global audiences, while cultural attachés and mass media agents promote American values abroad. Global surveys such as the Edelman Trust Barometer conducted in 2008 demonstrate that NGOs and businesses are more trusted by opinion leaders in eighteen countries from four continents, compared to messages from media and governments, underscoring the importance of credibility in shaping public diplomacy messages (Gyorgy, 2008). Therefore, non-state actors and person-to-person connections can establish more effective and trustworthy bonds between nations, and countries should embrace interactive and social networking media to leverage the power of the internet to enhance their image abroad.

According to Doeveren (2011), if the socialization process in public diplomacy is successful, the ideas being promoted can become a new norm for the target countries in the long term. The socialization process is considered an essential step in converting the use of soft power resources into foreign publics' behavioral transformation. However, it must be beneficial for all parties involved in order to encourage further cooperation. Additionally, Djerejian suggests redefining public diplomacy from its traditional conceptions of simply explaining and conducting official outreach to foreign countries and peoples to include listening, learning about other cultures, and then engaging and influencing them (Himelfarb et al., 2009). Previously, the concept focused on influencing the general public of foreign countries, who would then pressure their government to change their policies.

On the other hand, there are some major criticisms of public diplomacy by researchers about implication and outcomes. First of all, in Doeveren's (2011) opinion, probably the strategies of well-intended public diplomacy could run the danger of being tainted by the negative impressions that cling to suspicions of manipulation and propaganda. Persistence on one policy could result with more precautions and feeling of threat which was born from mistrust between the government and target audience. Whereas, the win-win situation should be formed to build a bridge between actors and to erase the negative impression of each other.

Secondly, with the new technological age, state control on information has begun to be close to impossible and even there are governmental restrictions, people can find a way around. Therefore, communication is now a sword with double-edged which the Internet and Facebook-type SNS could be used to open more dialogues, activate peoples, reconstruct relationships in a more positive way—or harness negative energy such as using the Web to recruit terrorists, spread propaganda, undermine public confidence, and even to coordinate terrorist operations (Himelfarb et al., 2009). On the other hand, if the press is not banned, consistency of message would not be enforced; and in the era of the internet and satellite technologies, even totalitarian regimes cannot fully control information flows (Jansen, 2008).

Finally, since the targeted foreign audience and domestic society have different histories and lifestyles, using own-way of thinking on others is not always a legitimate way to do so. Namely, weather and geography are fixed, and also collective memory and history books cannot be completely erased (Jansen, 2008). Therefore, the soft power actions should be reliable and harmonized with the local culture via involving them enthusiastically and willingly to work together on the image transformation. This means that a dialogue between the involved nation and the targeting government could pave the way for the secured positive response since not only giving speeches but also listening to them would increase the prestige of the country. Doeveren (2011) suggests that in the context of new public diplomacy, diplomats engage in a two-way dialogue with foreign societies, where listening is as crucial as speaking. The new public diplomacy is focused on collaboration with publics, rather than solely informing them.

Despite the Center of Public Diplomacy at the University of Southern California characterizing public diplomacy as an interactive diplomatic dimension involving various networks and actors, and being a crucial mechanism for building trust and productive relationships among nations in order to establish a secure global environment, the center acknowledges that there is no universally accepted definition of the term. In fact, there are over 150 known definitions used by practitioners, academics, research institutes, and governments (USC Center on Public Diplomacy, 2014). However, a nation's ability to maintain a positive image on the international stage is of paramount importance, as it enhances its appeal to skilled workers, tourists, and investors. Moreover, it can enable the nation to withstand financial crises and increase its capacity to maintain higher prices.

To achieve this objective, a country's image can be shaped through personal experiences, media coverage, and third-party accounts, as outlined in previous discussions on soft power and national branding (Heslop et al., 2013). Therefore, the upcoming sections of this study will examine how the development of South Korea's soft power and public diplomacy influenced its relationship with the chosen countries which are Türkiye and Hungary.

CHAPTER II: SOUTH KOREA'S PUBLIC DIPLOMACY

The implementation of public diplomacy as a part of terminology should be considered one of the key instruments of diplomacy for last decades. and also it is an essential diplomatic strategy for Korea. Because for a middle power like Korea, which has to deal with complex international dynamics between the United States, as the most powerful state in terms of both security and economy, and China, which has rapidly emerged, public diplomacy is a broad understanding and understanding of not only these powerful countries, but also middle powers and weak countries inside and outside the region. This is because it is an important means to secure support and contribute to realizing national interests in the international society (Baek, 2017). The image of a peaceful country with no history of aggression and cultural excellence, including the Korean Wave, are assets of Korea's public diplomacy (공공외교/gonggong waegyo in Korean).

In the South Korean context, Ayhan (2020) mentioned that the term as public diplomacy faces certain challenges due to the lingual intricacy of words like gonggong, which pertain to the public which is waegyo in Korean, which has a flexible application for international agenda, foreign affairs, and politics. Consequently, the newly adopted terminology is influenced by the American notion of "public diplomacy" and affected by Chinese language..

In the beginning, Korean diplomacy was heavily influenced by the Cold War concept and American foreign policy until the 1980s, which resulted in the country's foreign affairs primarily focusing on security. Subsequently, Korean government organizations played a crucial role in supporting the authoritarian political regime by engaging in unilateral public relations and propaganda campaigns to promote the regime's activities and policies in international and domestic areas. Later on, Korean policy shifted towards political democratization and an export-oriented market model, while simultaneously reinforcing

American dominance in the global arena. Throughout the 1990s, this process of political democratization and economic globalization accelerated, with the economy and trade emerging as new pillars of Korean diplomacy, following security.

According to Kim (2012), a former Director of the Public Diplomacy Department of the Korea Foundation, Korea's public diplomacy has advanced beyond traditional unilateral public relations campaigns to bilateral and reciprocal exchanges. In 2010, the Korean government officially launched public diplomacy as the third pillar of Korean diplomacy, following security and the economy. Nonetheless, there are concerns about the balance between Hallyu, which involves disseminating Korean music, TV shows, and culture worldwide, and public diplomacy pathways, as Hallyu's international success may limit the scope of Korean public diplomacy to the narrow confines of cultural diplomacy (Kim, 2012).

Figure 8: Image association with Korea around the world in 2015, 2018, 2020

24

(KOFICE, 2015;2018;2020)

As for the agents of Korean public diplomacy, practitioners include the Korea Foundation which was established in 1992 the Ministry of Foreign Affairs (MOFA), the Ministry of Culture, Sports, and Tourism (MCST), the Presidential Council on Nation Branding in 2009,, the Korea Public Diplomacy Forum, the Korea National Diplomatic Academy and the King Sejong Institute, the Korea International Cooperation Agency and the Center for Public Diplomacy, and so on.

To further promote Korean culture and enhance the country's national image, the Korean Culture and Information Service (KOCIS) was established in 1971 as a division of the Ministry of Culture, Sports and Tourism (Korea.net, 2023). As a government agency, the

KOCIS is responsible for serving as a communication bridge to promote Korea overseas, highlighting international cultural exchanges and conveying relevant news to the Korean audience. Additionally, the KOCIS covers ongoing government policies, president's summit meetings, and international cooperation (Korean Cultural Center in Canada, 2018; Korea.net). Cultural centers that organize art performances, exhibits, music and film festivals are also established by the KOCIS to promote Korean culture (Korea.net). Moreover, the KOCIS engages with opinion leaders, international press, academia, and artists worldwide. The KOCIS is tasked with four main missions, including planning and operation, global culture promotion, global communications and contents, and foreign media relations.

Significance of Media on the Public Diplomacy of Korea

In the current context, developed Western countries are employing diverse strategies to shape media content in their favor, with investments in media diplomacy, including 24-hour news channels and international broadcasting. Attention to soft power is crucial in exploring the potential of media diplomacy, as it is closely linked to enhancing national competitiveness. The international community's concern about South Korea due to recent tensions in inter-Korean relations could result in a downgrade of the country's credit rating, negatively impacting its reputation. The decline in national reputation can cause an overall crisis in national competitiveness, resulting in a drop in stock prices and foreign investment. Consequently, it is necessary to consistently manage national reputation to avoid such scenarios.

In the field of diplomacy, the public in the counterpart country tends to selectively accept information that is relevant to their interests, while exhibiting a selective attitude towards information originating from the host country. Typically, individuals rely on news articles or events that are recognized as factual, rather than political advertisements or propaganda to form opinions about other countries, and these opinions can have significant impacts on the international recognition and reputation of a country. Thus, the effectiveness of media as a tool for public diplomacy can vary depending on how it is employed. Moreover, the involvement of government leaders or diplomats in interviews with media outlets or the oversight of news events can have a considerable impact on the public awareness and perception of a country. The level of international support or approval that a host country garners through news articles can positively influence its honor and increase the public trust placed in the country (Joo, 2015).
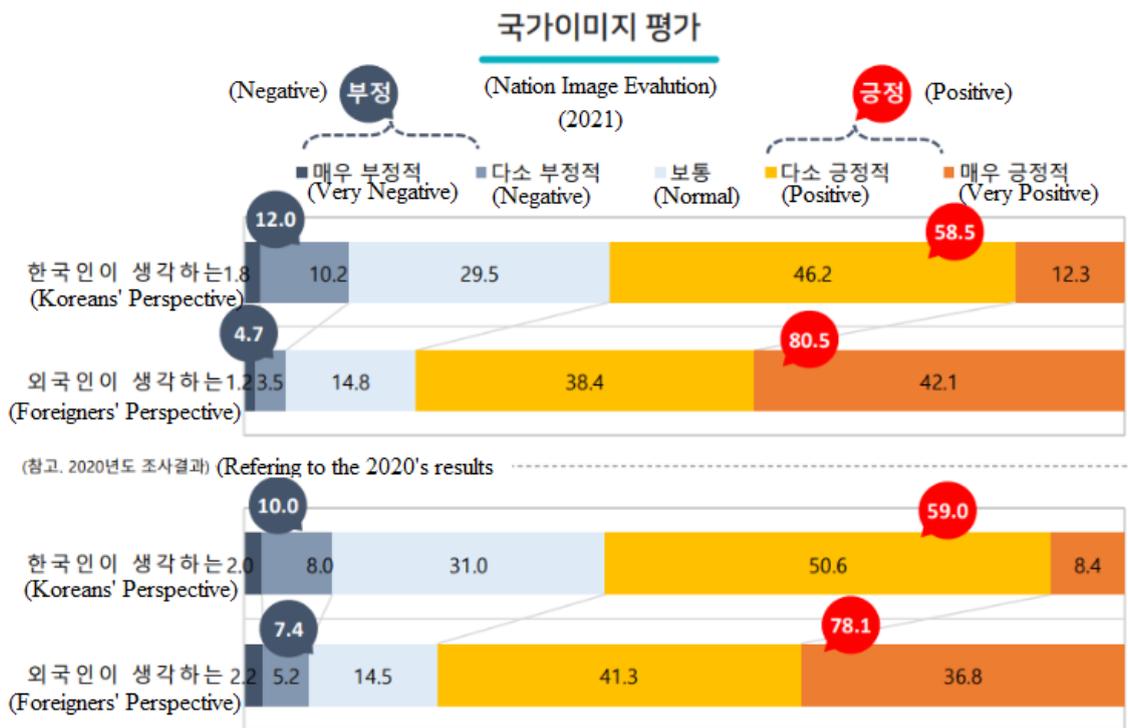
As a result of a study, in the US, Korea's reputation was high when the Korean media channel used in the state was TV, but in Thailand, Korea's reputation was high when it was the Internet. In addition, regarding the time of using Korean news contents, in the United States, the higher the time spent using news through TV and paper newspapers, the higher the reputation of Korea, but in Thailand, the higher the time spent using news through the Internet. Cha Hee-won, Cho Eun-young, Baek Sang-gi 2013).

The developing relations with foreign media is mentioned as one of the missions of the KOCIS. The primary responsibilities of this mission involve evaluating the perception of news articles about Korea by foreign media outlets, correcting and addressing any inaccurate or distorted reports, aiding international journalists in their coverage of Korea, supporting diplomatic summits, translating to English from Korean the documents for the global media, and creating and distributing promotional materials during special events.

Analysis on Korean Nation Image Surveys

To enhance the country's image, various governmental and non-governmental programs have been initiated in Korea such as the Korea Foundation Act (No. 4414) in 1991, which is managed by the MOFA, such as the Window on Korea program since 2007 and the Korean Heart to Heart program starting from 1999. Additionally, the National Institute of Korean Studies has played a leading role in identifying and correcting errors in foreign textbooks since 2003. Former President Lee instructed the Presidential Council on Nation Branding in 2009 as a first time, which concluded its activities in 2013. Furthermore, the "Korea Corners" was launched in the early-2010s, and the First Basic Plan on Public Diplomacy (2017-2021). after the 2016 Public Diplomacy Act.

Figure 9: Korea's Nation Image Research

국가이미지 평가

(Negative) 부정   (Nation Image Evalution) (2021)   긍정 (Positive)

| 매우 부정적 (Very Negative) | 다소 부정적 (Negative) | 보통 (Normal) | 다소 긍정적 (Positive) | 매우 긍정적 (Very Positive) |

12.0 / 58.5
한국인이 생각하는 (Koreans' Perspective): 1.8 | 10.2 | 29.5 | 46.2 | 12.3

4.7 / 80.5
외국인이 생각하는 (Foreigners' Perspective): 1.2 3.5 | 14.8 | 38.4 | 42.1

(참고. 2020년도 조사결과) (Refering to the 2020's results)

10.0 / 59.0
한국인이 생각하는 (Koreans' Perspective): 2.0 | 8.0 | 31.0 | 50.6 | 8.4

7.4 / 78.1
외국인이 생각하는 (Foreigners' Perspective): 2.2 5.2 | 14.5 | 41.3 | 36.8

(KOCIS, 2021)

Additionally, under the guidance of the KOCIS, the KCCs abroad was initially founded in Tokyo, Japan and New York City, the US. At present, there have been 33 KCCs operating in 9 Korean Culture and Information Officers and 28 countries located globally.

Anholt's PR-based perspective suggests that countries are engaged in a global competition to attract foreign investments, tourists, media attention and public approval, and Korea is no exception to this trend (Hjalmarsson,2013). In this regard, the Korean Cultural Centers (KCCs) serve as the primary means of implementing public diplomacy initiatives abroad, with the aim of enhancing Korea's international image, promoting Korean culture and fostering cultural exchange and mutual understanding (Şahin, 2022). To achieve a better understanding of Korea's image, three key objectives are pursued: organizing public contests on various parts of Korean culture, such as its food, music, language, and history; establishing Korea Corners to provide reliable and detailed information about Korea, and engaging Korean people in public diplomacy through interactive programs.

Figure 10: Elements defining Korean image
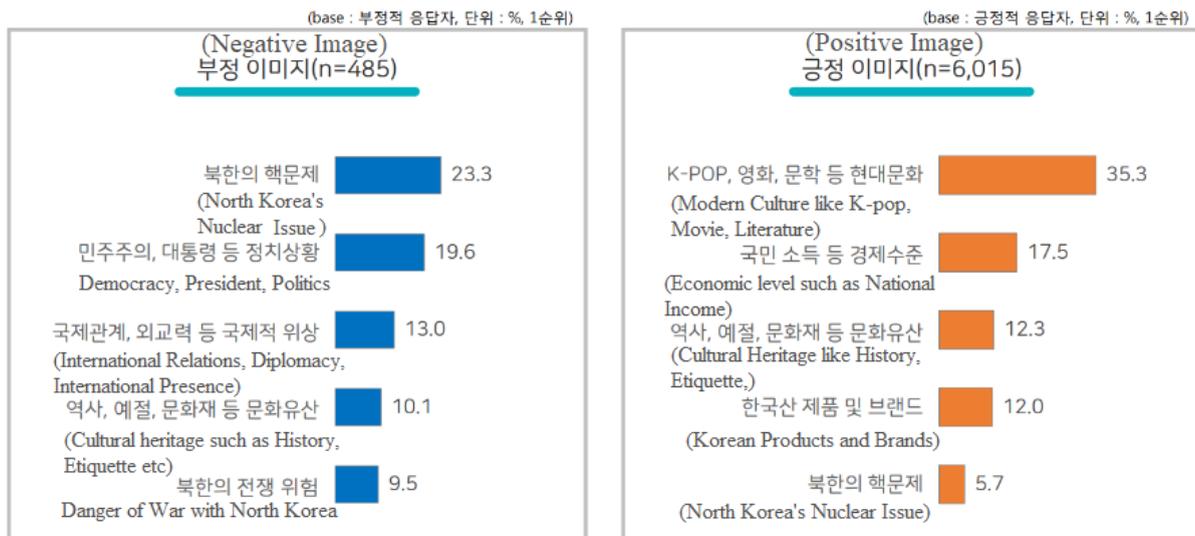
Regarding the opinion of Cho (2012), public diplomacy, which typically relies on persuasion, influence, and images, may have contributed to Korea's transformation from a small and vulnerable country susceptible to international shocks to a nation that can take a leading role in shaping future global developments. For a middle power like Korea, which has to deal with complex international dynamics between the United States, the most powerful country in terms of both security and economy, and China, which has rapidly emerged, public diplomacy is a broad comprehension and understanding of not only these powerful countries, but also middle powers and weak countries inside and outside the region. Because it is an important means of securing support and contributing to the realization of the national interest in the international community (Baek, 2017).

CHAPTER III: SOUTH KOREA'S BILATERAL RELATIONS

South Korea's international relations have been shaped by a combination of its unique geopolitical location, historical experiences, economic development, and cultural influence. As a small country situated in the Northeast Asian region, South Korea has had to navigate a complex web of diplomatic challenges and opportunities, ranging from its relationships with regional powers such as Russia, Japan, and China, to its alliances with major Western countries like the United States. Since the armistice of the Korean War in mid-1950s, South Korea has pursued a foreign policy that prioritizes its national security and economic interests, while also striving to promote regional stability and cooperation. One of the key

pillars of this policy has been the country's alliance with the US, which goes back to the early 1950s and still has remained a cornerstone of South Korea's security strategy to this day. At the same time, South Korea has sought to build partnerships with other countries in the region and beyond, particularly those that share its democratic values and economic interests. This has led to the development of close ties with countries such as Japan, Australia, and the European Union, as well as the establishment of multilateral forums like the ASEAN+3 and summits.

Another important aspect of South Korea's international relations is its economic engagement with the rest of the world. Since the 1960s, South Korea has undergone a remarkable transformation from a war-torn and impoverished country into one of the world's most dynamic and innovative economies. This economic success has been driven in large part by the country's export-oriented development strategy, which has focused on manufacturing and high-tech industries. As a result, South Korea has become a major trading partner for many countries around the world, including the United States, China, Japan, and the European Union. It has also sought to expand its economic influence through initiatives such as the New Southern Policy, which seeks to deepen ties with countries in Southeast Asia and India.

Finally, South Korea's international relations are also shaped by its cultural influence, particularly in the realm of popular culture. The so-called "Korean Wave" or "Hallyu" has swept across the world in recent years, with South Korean music, TV dramas, films, and other cultural products gaining a large and devoted following in many countries. This has not only helped to promote South Korea's soft power and enhance its global reputation, but has also created new opportunities for cultural diplomacy and economic cooperation.

In conclusion, South Korea's international relations are multifaceted and dynamic, reflecting the country's unique history, geography, and economic and cultural development. As a small country in a strategically important region, South Korea faces many diplomatic challenges and opportunities, but has shown a remarkable ability to adapt and thrive in a rapidly changing global environment. Through its alliances, partnerships, and economic and cultural engagement, South Korea has become an increasingly influential player on the world stage and a key driver of regional and global cooperation.

Korea-Türkiye Relations

According to the KOFICE Report (2022), the survey result of Turkish people on utilization of the Hallyu was the closest the average rate on the Hallyu interest in Europe since the curiosity on Hallyu activities within Europe was showed lower than global level, except by Türkiye. The diplomatic relation between Korea and Türkiye goes back more than 70 years when the Turkish brigade was the only one from a Muslim country who sent its troops to "save Korea from communists". As they built connections with Korean people, the Turkish soldiers turned into a close friend or even a brother which later both countries' people have begun calling each other as "brother country".

Since the Second World War ended and both the United States and the Soviet Union were on the winning side, these two powers were in a new atmosphere of chaos in which one side (USSR) was communist and the other (US) was capitalist. When the Allies defeated Japan in the Pacific War, the occupation of China and the Korean peninsula was ended and the new question was who would rule these countries, the communist regime or liberal democracy. In the China, the civil war was started between the Communists (named as Chinese Communist Party and the party leader was Mao Zedong) and the Nationalist (named as Kuomintang and the party leader was Chiang Kai-shek) in 1947 and ended in 1949 with the victory of Mao and the People's Liberation Army. On the other hand, the Korean Peninsula had received the trusteeship of the United Nations (UN) for five years after World War II but the peninsula was divided into two parts with different ideologies: the northern part was established as a communist state and the southern part was established as a liberal state in 1948.

Later, with the support of the Soviet Union, North Korea started the invasion of South Korea on June 25th, 1950 and the US-led UN military forces went to Korea to defend the Republic of Korea (ROK). Particularly, when the Republic of Türkiye decided to send the Turkish Brigade to the Korean War in Yalova on August, 1950 by the Menderes administration, the Turkish government's foreign policy was evolved through becoming more active in international area and being a reliable ally in the side of West, especially getting a membership of the North Atlantic Treaty Organization (NATO) and defending Türkiye against the communist Soviet bloc.

The Korean War (in South Korean:한국전쟁/6.25 전쟁 ,in North Korean:조국해방전쟁) was also known as the America's Forgotten War since it was between World War II and the

Vietnam War, and also lack of public attention. After the end of the World War Ⅱ, Korea declared its independence on August 15th, 1945 and the Korean Peninsula was divided into two zones by the 38th parallel after the Tehran and Yalta Conferences. The southern part of peninsula was administered by the US and later a capitalist state was established on August 15th, 1948 (the Republic of Korea), the northern part was supervised by the Soviet Union and later had a communist government (the Democratic People's Republic of Korea) on September 9th, 1948. By the way, both governments were claiming that their state should have had the power over the whole peninsula so the dispute turned into a bigger conflict which sparked the war between northern and southern parts. Later on, when the Chinese Civil War ended with the victory of Mao and finally North Korea started getting supports of the communist China and Soviet Union, with the leadership of Kim Il-sung the North Korea launched the invasion of the southern part of Korea on June 25th, 1950 while claiming that the South Korea started the war in the first place.

Furthermore, on June 25th, 1950 the United Nations Security Council (UNSC) published the Resolution 82 which was a condemning the North Korean invasion of the South Korea and later the Resolution 83 of the UNSC was announced on June 27th which resolution was a recommendation for member states to send military assistance to the ROK. After getting on and back within the Korean peninsula, starting from January to June, 1951 the UN forces were fighting around the 38th parallel against the PVA and KPA but there was not so much changes on the border of the ROC and the DPRK so later it turned into stalemate which was ended with the Korean Armistice Agreement in Panmunjom (판문점), which is located 50 kilometers away from the north of Seoul, on July 27th, 1953 which agreement was much concerned about the prisoner of the war. The involvement of the Turkish army in the Korean War was a significant military action, demonstrating Turkey's commitment to fighting communism and helping its allies.

Especially after the battle of Kunu-ri, the Turkish Brigade was awarded by the United States as a Distinguished Unit Citation and by South Korea as a Presidential Unit Citation. Moreover, the Turkish soldier received international prestige thanks to their bravery, stubborn defense, fighting ability and commitment to the mission even without having enough equipment and enough knowledge about present modern arms technology. After the war ended, Brown (2008) argues that "Even after the armistice was signed, Türkiye maintained troops in Korea as a part of the peacekeeping force".

With the Türkiye involvement on Korean War, Türkiye had the worldwide prestige and reputation as result of Turkish soldiers' heroic characteristic during the Korean War, and the Turkish Military Army was developed into US-style from the German/ Prussia type of army and the military equipment was evolved technologically. Furthermore, Türkiye became a member of NATO in 1952 and the NATO Southeast Headquarters was established in Izmir in February, 1952. Importantly, Lippe (2000, p.98) argues that "in the spring of 1953 the Soviets dropped all claims to Turkish territory made after the Second World War and asked to renew the Turkish-Soviet Treaty of Friendship and Non-Aggression. Gradual warming of relations led to a Soviet offer of economic aid in 1956. Also, in accordance with the objectives of the Western Alliance, Türkiye took a leading role in the establishment of regional defense arrangements such as the Balkan Pact of August 1954 and the Baghdad Pact of February 1955". Finally, Türkiye had a more active foreign policy and effective role in international politics on the US side.

In terms of diplomatic relations, the Republic of Turkey and the Republic of Korea first established official ties on July 17th, 1957, following Turkey's recognition of the ROK on August 11th, 1949. The first ambassador to Turkey, General Jeong Il-Kweon, was appointed in the same year. In August 23rd, 1971, Ankara and Seoul established a sisterhood relationship, and both countries began building a memorial park in 1973. The 2000s saw an increase in high-level visits between the two countries, starting with a visit by South Korean President Roh Moo-Hyun in April 2005. The year 2007 was declared the Year of Korea-Turkey Friendship, marking the 50th anniversary of diplomatic relations. In June 2010, Turkish President Abdullah Gül visited Korea and held summit talks with his Korean counterpart, during which they discussed mutual cooperation. In February 2012, during the visit of Korean President Lee Myeong Pak, the two countries declared a strategic partnership and agreed to a Free Trade Agreement later that year.

Despite the negative impact of the Covid-19 pandemic on global supply chains, the trade volume between Türkiye and Korea has been steadily increasing. 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" came into effect on May 1, 2013. In addition, the "Agreement on Trade in Services between the Republic of Türkiye and Republic of Korea" and the "Investment Agreement" took effect on August 1, 2018. The

Foreign Direct Investment (FDI) from South Korea to Türkiye between 2002 and August 2021 amounted to 1,247 billion USD. On the other hand, South Korean statistics that account for investments made through South Korean firms located in third countries indicate that the FDI of Korea in Türkiye is around 2.24 billion USD (Turkish Ministry of Foreign Affairs).

Table 2: Trade between Türkiye and 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: Turkish Ministry of Foreign Affairs, 2022)

Particularly since the 1990s, economic and trade relations between Türkiye and South Korea have flourished, with more than 45 Korean Business Enterprises now established in Türkiye, including notable companies such as Hyundai Motor Company, Samsung Electronics, LG Electronics, and POSCO. Following the devastating Izmit earthquake in Türkiye in 1999, the Foundation of Korean-Turkish Friendship launched a campaign to aid survivors, donating 2.5 million USD to the country. In addition, in February 2023, when a severe earthquake hit ten cities in the southern part of Türkiye, Korea responded with donation campaigns, special rescue teams, and substantial aid sent by both individuals and NGOs.

Regarding education, Türkiye hosts departments of Korean Language and Literature at prominent universities such as Ankara University, Erciyes University, and Istanbul University, while a number of universities in Korea offer programs in Turkish Language and Literature. Türkiye has also seen a growing number of Korean tourists and the establishment of various Korean corporate branches, while the Korean Wave (Hallyu) has sparked an interest in Korean language and culture among many young Turks.

Figure 11: Image associated with Korea
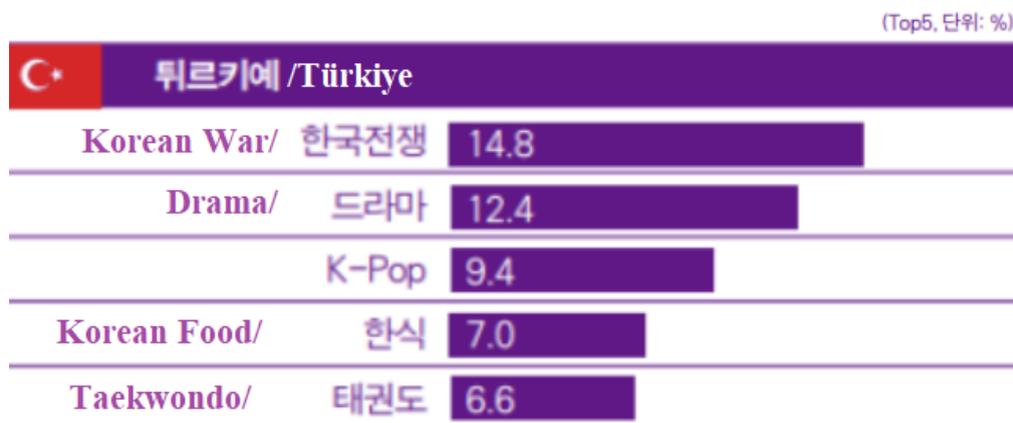
(KOFICE, 2022)

As demonstrated above, Turkish people are remembering Korea through the image from the Korean War most but also via Korean dramas, songs, cuisine and taekwondo. Previously, Based on the KOCIS Survey to 500 Turkish people in 2021, the areas of connection with Korea were reported and differentiated by their gender and age group. As a result of this investigation, the most important factor was given as Modern culture with 78.8% while politics is the less effective on the list. The KOCIS Report of 2021 revealed that there was a notable disparity between men and women in terms of contact with "Modern Culture," "Cultural Heritage," and "Society." Moreover, older individuals, particularly those aged 50 years and above, exhibited a relatively higher percentage of engagement in the "economy" sector.

**Table 3: Areas of Contact with Korea in Türkiye**

	Total	Gender		Age Group				
		Male	Female	'10s	20s	30s	40s	+50s
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
Economics	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
Sports	54.8	51.4	58.2	44.3	49.3	59.2	60.7	59.2
Security	47.2	43.4	51.0	30.0	48.5	48.5	50.4	57.1
Society	47.2	42.2	52.2	38.6	56.0	43.8	47.0	44.9
Politics/Diplomacy	42.8	35.9	49.8	18.6	48.5	47.7	45.3	42.9

(KOCIS, 2021)

According to the KOCIS Report 2021, respondents showed a significantly higher proportion of women in contact with "Modern Culture," "Cultural Heritage," and "Society" sectors than men. Respondents aged 50 and above showed a relatively high proportion of contact with the "economy" sector. The report also showed that the specific fields in which respondents had high knowledge of Korea were "Movies" (67.4%), followed by "K-Pop" (61.6%), "Drama" (58.6%), "Korean War" (51.8%), and "Korean food" (48.0%). Except for "Korean War," "History," and "Economic Level," women's awareness was higher than that of men across all fields. Among all age groups, respondents in their 40s had the highest awareness of "movies" compared to other age groups.

Figure 12: Top 10 Sub-field Preferences in Türkiye

Based on Sub-Field Preferences Top 10   (Base: total, unit: %, multiple response
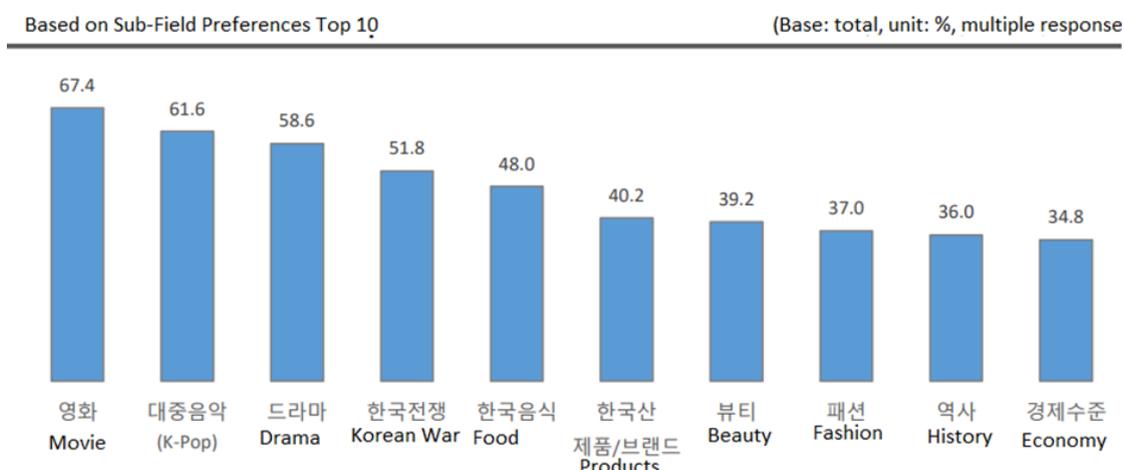
In conclusion, the historical ties and the Turkish people's interest in Korea demonstrates a positive perception on the Korean profile and again strengthening the better image of the country is easier thanks to various past events. In order to get better comprehension, the next chapter would examine the performance of the Korean Cultural Centers which could connect in a much more influential way for the foreign audience over time.

Korea-Hungary Relations

To celebrate 30 years of diplomatic relations, Hungary and the Republic of Korea (hereafter referred to as Korea) marked the occasion in 2019. Historically, both nations share a common Ural-Altaic ancestry, with Hungarians having roots in Central Asia prior to settling in Europe. The Treaty on Friendship (1892) was the initial step in establishing modern bilateral relations between the Austro-Hungarian Monarchy and the Kingdom of Korea. However, these relations did not progress further due to the collapse of the Austro-Hungarian Monarchy and the Japanese invasion of Korea, despite some limited connections between Hungary and the Korean peninsula, such as the "Matyas Rakosi" hospital located in North Korea.

 With the 1956 Hungarian Revolution, the bilateral relations with North Korea had loosened and since the mid-1980s the relations with South Korea was intensifying. As a former member of the Eastern Bloc, Hungary established official and seemingly cordial relations with North Korea, while refraining from recognizing South Korea and instead characterizing it as a puppet regime of the United States. In late 1980s, the Party Leader Janos Kadar had been replaced by Prime Minister and Party Secretary-General Karoly Grosz, who gave a free hand to those who wished to normalize relations with the Republic of Korea (Torsza, 2020).

On the other side, prior to the 1988 Olympic Games, South Korea deemed it crucial to achieve a breakthrough in securing diplomatic recognition from at least one former socialist state, with the expectation that such an accomplishment would enhance the security of the event. Therefore, Hungary's participation in the 1988 Seoul Olympics marked a turning point in the country's relations with South Korea. Despite the fact that Hungary had maintained friendly relations with North Korea and had refrained from recognizing South Korea as a sovereign state, it participated in the Seoul Games. This participation was a symbolic gesture of goodwill and a significant development in Hungary's foreign policy. It also marked the

beginning of a new era in Hungary-South Korea relations, as the two countries gradually established stronger political, economic, and cultural ties in the years that followed. Hungary's decision to participate in the Seoul Olympics was widely regarded as a crucial factor in securing South Korea's confidence and recognition as a responsible and reliable member of the international community. The event served as a catalyst for closer relations between the two countries, leading to increased cooperation and investment from South Korea in Hungary's economy.
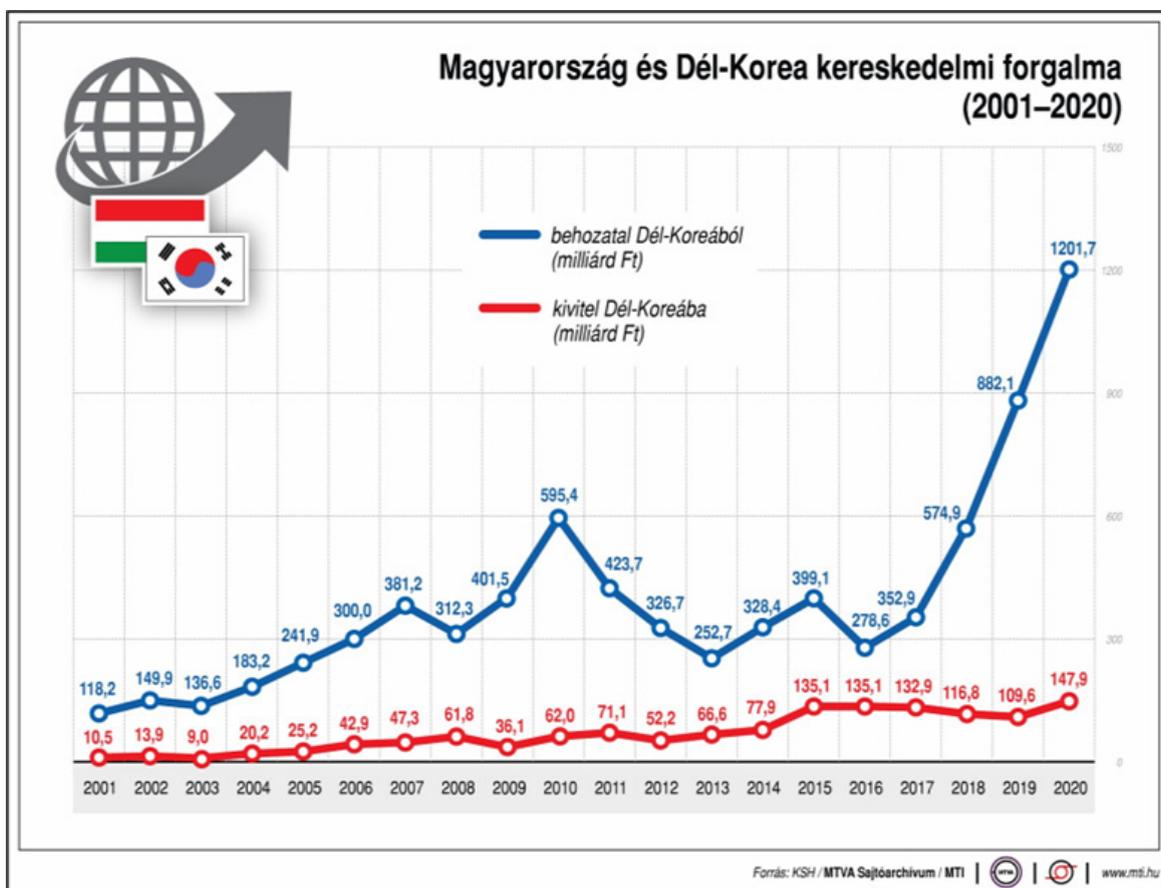
The Korea Trade-Investment Promotion Agency (KOTRA) set up a new office in Budapest in October 1988, and in the same year, the Hungarian Trade Office was opened in Seoul, according to Neszmelyi (2020). The following year, Hungary became the first former socialist country to establish full diplomatic relations with Korea, indicating a positive political attitude, mutual understanding, and shared interests between the two countries. As a result of Hungary's accession to the European Union in 2004, the cooperation between the two nations has expanded, particularly in the political realm. Furthermore, since 2014, the cooperation between the Visegrad 4 and Korea has strengthened as a result of the development of multilateral conferences.

The Visegrad 4 (V4) countries, which include Poland, Czech Republic, Slovakia, and Hungary, have sought to enhance their cooperation with South Korea in recent years. The V4-Korea cooperation has focused on various areas such as trade, investment, education, and culture. The V4 countries have recognized South Korea's remarkable economic and technological achievements and have sought to learn from its experience in these areas. In turn, South Korea has been keen on developing closer ties with the V4 countries as part of its broader diplomatic strategy. This cooperation has had a positive impact on Hungary-South Korea relations as well, with Hungary benefiting from increased investment and trade from South Korea. The two countries have also deepened their cultural exchange and collaboration in areas such as science and technology. Overall, the V4-Korea cooperation has facilitated greater understanding and cooperation between these countries and contributed to regional stability and prosperity.

To address the economic relations between Hungary and Korea, the inflow of investments, particularly foreign direct investments (FDI), from Korea into Hungary has been on the rise, particularly since Hungary became a member of the European Union in 2004 and after the

implementation of the EU-Korea Free Trade Agreement (KOREU) in 2011, which was the first agreement of its kind with an Asian country. Notably, Korean corporations such as Samsung, SK Innovation, Inzi Controls, and Hankook Tire have established manufacturing facilities for battery-related goods and the automotive industry, making it a crucial investment sector in Hungary. Since 2019, Eastern countries have become the leading sources of foreign investment in Hungary, with South Korea topping the list in 2019 and 2021, while China took the lead in 2020 and this year (About Hungary, October 26, 2022). In this sense, the trade balance by years is given by the following graphic;

Figure 13: Trade between Hungary and South Korea

(Source: MTI)

During the period from the start of 2014 to mid-2021, the Hungarian Investment Promotion Agency (HIPA) played a role in facilitating 35 investments from South Korea, which resulted in a total investment value of EUR 6.2 billion being realized in Hungary. These investments have also led to the creation of 10,399 jobs in the national economy. As investment volume has grown, so has the presence of Korean companies in Hungary. In 2018, the Hungarian

Central Statistical Office reported that there were 90 Korean businesses operating in the country, with a total of 11,072 employees. However, according to the most recent data from KOTRA and HIPA, there are now 261 Korean companies operating in Hungary, providing employment to more than 20,000 people (HIPA, 2021).

Regarding cultural relations, the Hungarian National Committee of Technological Development (OMFB) and the Korea Science and Engineering Foundation (KOSEF) established the Hungarian-Korean Technological Cooperation center as a joint foundation in March 1992. This cooperation center was inaugurated with the aim of promoting technological development between Hungary and Korea. In addition to this, the Eötvös Lorand University (ELTE) has a department of Korean language and literature which was established in the early 2000s. Similarly, the Hankuk University of Foreign Studies (HUFS) has offered a Hungarian-specialized undergraduate programme since 1988. Educational relations between Hungary and Korea have also been strengthened through exchange programs and scholarship opportunities, such as the Stipendium Hungaricum Scholarship Programme and the OBIC exchange programmes at Budapest Business School.

According to the Pew Research Center's 2020 survey on global attitudes towards the United States and its allies, Hungary had a relatively favorable view of South Korea. The survey found that 56% of Hungarians had a favorable view of South Korea, while 26% had an unfavorable view. The remaining 18% did not express an opinion. Among those who had a favorable view of South Korea, the top reasons cited were its technological advancements, economic success, and culture. These findings suggest that South Korea has a positive nation image in Hungary, which could be attributed to its economic and technological development, as well as its popular culture.

For more about public engagement, there has been huge development within the last decade thanks to the new initiatives. Especially after 2010, the Korean Cultural Center (KCC) was opened in Budapest in 2012 which later became the biggest KCC in Europe and the Working Holiday Programme was initiated for Hungarian and Korean young people in 2013 to do study or holiday while temporarily working in Hungary and Korea. From that point, Hungary has been improving relations with Korea, especially after the new millennium and expanding their cooperation areas.

In conclusion, South Korea has actively engaged in public diplomacy efforts in Hungary in recent years to promote its cultural and economic interests in the country. The Korean Cultural Center in Budapest, established in 2014, has been instrumental in promoting Korean culture and language through various events, such as film screenings, concerts, and language courses. South Korea has also sought to enhance its economic presence in Hungary through trade missions and investment in the country's strategic sectors such as automotive and electronics. These public diplomacy efforts have had a positive impact on the Hungarian public's opinion of South Korea. As a result of these efforts, the Hungarian public has become more receptive to South Korea's culture and economic interests, leading to increased tourism, trade, and investment between the two countries. Additionally, these efforts have helped to strengthen bilateral relations and promote greater mutual understanding between Hungary and South Korea.

CHAPTER IV: CASE STUDY OF KOREAN CULTURAL CENTERS IN ANKARA AND IN BUDAPEST

The Korean Culture and Information Service (KOCIS) report is a comprehensive analysis of the promotion and reception of Korean culture in foreign countries. The report provides data on various aspects of Korean culture, such as music, film, television dramas, literature, and art, and evaluates the effectiveness of cultural diplomacy in enhancing Korea's national image and soft power. The KOCIS report is based on data collected through various means, such as surveys, interviews, and cultural events, and provides valuable insights into the reception of Korean culture in foreign countries. The report also identifies trends and patterns in the promotion of Korean culture and provides recommendations for future initiatives.

The KOCIS report is an important tool for policymakers, scholars, and practitioners in the field of cultural diplomacy and provides a basis for informed decision-making in promoting cultural exchange and cooperation between Korea and other countries. The Korean Cultural Centers located in host countries were set up by the Korean Culture and Information Service, and are managed by the local Embassies in Hungary and Türkiye, with coordination from KOCIS. These centers aim to promote mutual understanding between Koreans and foreign public by sharing Korean culture, and to facilitate bilateral cooperation between arts and cultural institutions, with the ultimate goal of enhancing bilateral relations.

According to the Diplomacy & Trade Europe article published on September 28, 2020, Ambassador Choe reported that the Korean Cultural Center in Budapest was reopened in December of the previous year. The center in Budapest is the largest of its kind in Europe and is the second largest globally, only after the one in Japan. Additionally, Ambassador Choe (September 28, 2020) mentions 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". In this sense, the KOCIS report on the Hungarian market for Korean cultural products found that Korean dramas were particularly popular among Hungarian audiences, with an estimated 400,000 viewers in the country. The report also highlighted the popularity of K-pop music in Hungary and the growth of Korean language classes offered in universities and language schools.

The Korean Cultural Center (KCC) in Budapest was established in 2012 with the objective of introducing both traditional and contemporary Korean culture to the Hungarian public and fostering cultural and artistic ties between the two countries. The center offers a range of activities, including performances, exhibitions, film screenings and festivals, as well as cultural programs featuring Korean paintings, crafts, traditional dance, Hansik, and the Korean language. In addition, the center has co-organized events such as the "2022 Korea Day Festival: Korea ON" with the Korean Embassy and the Korea Trade-Investment Promotion Agency (KOTRA) in Budapest. Furthermore, the 15th Hungary Korean Film Festival was recently held in both Budapest and Debrecen, and the KCC also hosts monthly Lunch Pie Concerts featuring classical and jazz music.

On the other hand, according to Silver (2021), Türkiye is currently the 19th largest economy in the world and has a population of approximately 85 million, making it eight times larger in terms of land area than Korea. Türkiye recognized the independence of South Korea on August 11, 1949, and their participation in the Korean War created a strong bond between the two nations. Diplomatic relations were formally established in 1957 and upgraded to a Strategic Partnership in 2012. High-level visits occur frequently between the two countries, indicating a steadily developing relationship (Turkish Ministry of Foreign Affairs). The Korean Cultural Center in Ankara was inaugurated on October 13, 2011, while the Sejong Hakdang Institutes, which focus on teaching the Korean language and culture, can be found in three Turkish cities: Ankara, Istanbul, and Izmir.

The Korean Cultural Center in Türkiye was established in Ankara in June 2011 to promote cultural exchange and enhance mutual understanding, given the strong historical ties between the two countries. The center offers a range of activities, including exhibitions, performances, symposia and seminars, a Korean culture program featuring traditional music, calligraphy, Hanbok, taekwondo, K-pop, and Korean language classes. Additionally, the annual KCC program "Korean Culture Day Karavan" showcases Korean film screenings, lectures, and cultural programs in over 50 cities in Türkiye. In celebration of the KCC's 10th anniversary, the MIKTA Film Festival was held in Ankara, featuring movies from Australia, Indonesia, Korea, Mexico, and Türkiye. Furthermore, the boy band "A.C.E" held a concert and fan meeting in Türkiye.

According to the MOCIS report (2021), media was the primary way visitors learned about Korean Cultural Centers abroad (40.5%), followed by Korea-related search (38.1%), experience in promoting cultural events (6.0%), and living in the city where the cultural center is located (5.7%).

Methodology

In this research, the data collected by the Korean Cultural Centers and KOCIS provide valuable insights into the ways in which Korean culture is consumed and perceived in Hungary and Türkiye. These data collections are important in understanding the impact of cultural diplomacy on public opinion and in identifying areas for future promotion and development. The findings from data collections could also inform policy decisions related to cultural exchange and cooperation between South Korea and Hungary, and Türkiye. Having that in mind, the content analysis was executed by analyzing the KCC official webpages (e.g. objectives, missions, visions and strategies, news statements, press releases and speeches, official video streams and the type and characteristics of projects) through questioning the hypotheses.

In this section, we aim to compare the activities of Korean Cultural Centers (KCC) in Hungary and Türkiye before and after the COVID-19 pandemic, covering the years 2019, 2020, 2021, and 2022. We relied on official sources such as the KOCIS annual national image reports, Ministry of Foreign Affairs (MOFA) documents, KCC websites, and social media accounts of the centers to identify the preferences of the KCCs and the public in both

countries. Although there were limitations in terms of timeline and accessibility to official resources, we successfully completed our research by utilizing our knowledge of local languages and conducting a thorough background analysis. To ensure the validity of our findings, we took into account the population differences between the two countries and included percentage tables in our research.

Limitations

The study utilizes reliable sources such as the KOCIS and KOFICE national image reports, MOFA documents, KCC websites, and SNS accounts to gather information on the interests of the public and KCCs in Hungary and Türkiye. Although there may be some limitations due to restricted access to other official resources, the researchers' local language proficiency, personal experience, and contextual analysis enabled them to conduct the study effectively. The research also takes into account population differences, and percentage tables are incorporated to analyze the data.
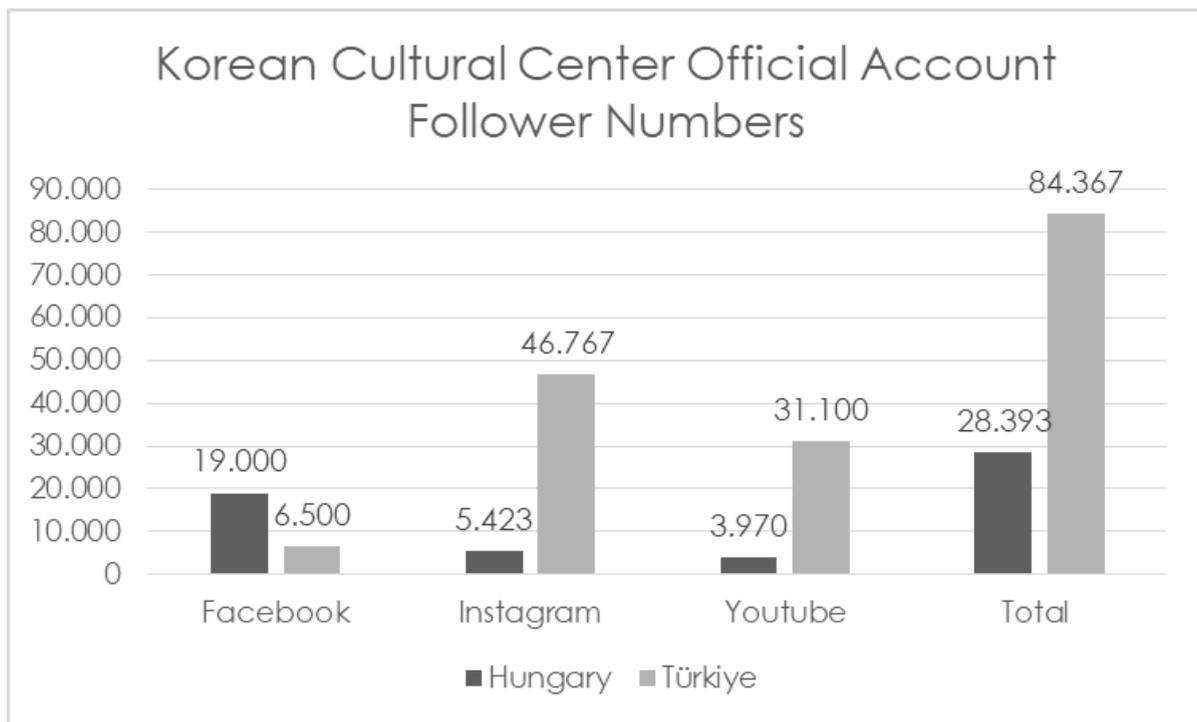
Social Media (SNS)

In the present digital era, sustained engagement with international audiences is crucial for successful image branding, and regular updates on social media platforms are essential to reach interested audiences with favorable attitudes. Social Networking Services (SNS) have emerged as a powerful tool for public diplomacy, enabling governments and organizations to engage with foreign publics in real-time and at low cost. SNS platforms such as Facebook, Twitter, Instagram, and YouTube have enabled governments and organizations to disseminate information and promote their national image to a wider audience.

The use of SNS has allowed for more direct and personal communication with foreign audiences, enabling governments and organizations to respond quickly to events and crises, and to having two-way communications with foreign audiences. However, the effectiveness of SNS in promoting public diplomacy depends on the quality and relevance of the content being disseminated, as well as the ability to effectively engage with foreign publics in a culturally sensitive and contextually appropriate manner. Despite these challenges, the use of SNS in public diplomacy has become increasingly widespread, with governments and organizations leveraging these platforms to enhance their soft power and influence global public opinion.

The KCC has established accounts on various SNS platforms, including Facebook, Twitter, and Instagram, to share information about upcoming events, cultural activities, and educational programs. By leveraging the broad reach and accessibility of SNS, the KCC has been able to increase its visibility and engage with a wider audience, including younger generations who are more likely to consume information and engage with content through digital media. Furthermore, the KCC has also utilized SNS as a means of gathering feedback and opinions from foreign audiences, enabling them to tailor their programming and outreach efforts to better meet the needs and interests of their target audiences. Overall, the use of SNS has become a key element in the KCC's efforts to promote Korean culture and enhance the Korean government's soft power and public diplomacy efforts. In the table given below, the number of followers of the KCCs in Budapest and in Türkiye is given;

Figure 14: Social media followers of the local KCCs in Hungary and Türkiye (May, 2023)

(Source: Author's analysis driven data from the social media platforms of Korean Cultural Centers in Budapest & Ankara/ author's compilation)

The communication channel preferences of a country's population can be deduced from the number of followers on social media platforms. For instance, the Hungarian population has a greater inclination towards using Facebook compared to other social media platforms, while

the Turkish population prefers Instagram for following updates on the Korean Cultural Centers. Therefore, it is still crucial to analyze the local population in the present globalized world to facilitate better connections among people and improve the country's reputation. However, it is important to note that the comparison of follower numbers on these platforms between Hungary and Turkey cannot be accurately made due to the significant differences in the size and population of the two countries.

KCC Official Announcements Changes

Attias (2020) suggested that COVID-19 has led to an improvement in South Korea's global image. Thompson (2020), referring to South Korea's COVID-19 exceptionalism, observed that "South Korea is not unique in its ability to bend the curve of daily cases; New Zealand, Australia, and Norway have done so, as well. But it is perhaps the largest democracy to reduce new daily cases by more than 90 percent from peak, and its density and proximity to China make the achievement particularly noteworthy."

Table 4: Likelihood scores of each leximancer concept

Concept	Positive likelihood (%)	Concept	Negative likelihood (%)
South Korea	97	China	24
Testing	94	United States	19
Tracing	92	Italy	18
Model	91	UK	12
Technology	90		
Lessons	89		
Culture	86		
Isolation	85		
Trust in the government	82		
Aid to other countries	80		
Mask-wearing	76		

(Source: Lee & Kim, 2020)

The COVID-19 pandemic has necessitated the reconstruction of global priorities, institutional mandates, and national agendas. As a result, a new public diplomacy order has emerged, which demands prompt, decisive, and significant changes in the transmission of ideas, information, best practices, and policies that are based on values such as trust, collaboration, mutual benefit, and international good. To comprehend the impact of COVID-19 on public diplomacy, it is essential to examine official announcement rates, which vary in their communication range. The following table presents an analysis of yearly-based announcements.

Table 5: KCC Website Official Announcement Numbers (2028-2023,May)

Year	Hungary	Türkiye
2018	28	263
2019	22	230
2020	16	183
2021	11	273
2022	22	371
2023	7	77
Total	**106**	1.397

(Source: Author's analysis driven data from the social media platforms of Korean Cultural Centers in Budapest & in Ankara, 2023)

According to the presented data, the impact of the COVID-19 pandemic on the performances of the KCCs in Hungary and Turkey seems to be variable. In the first year of the pandemic, the number of news decreased by approximately 15-20%. However, the comparison between the periods before and after the outbreak of COVID-19 shows different trends in each country, depending on how they managed the pandemic. For instance, while the number of announcements decreased in Turkey in 2020, the KCC in Ankara has become increasingly active since 2021. Conversely, in Hungary, the number of announcements decreased in both 2020 and 2021, but returned to pre-COVID levels afterward. Despite this, there has been a clear increase in news in both countries from last year to this year, indicating that the Korean

government is more active and engaged in promoting the national image in these target countries.

Category-based Comparison

The initial and vital step towards achieving a successful public diplomacy is understanding the foreign public and their preferences, which enables the formulation of specialized goals. Although the public policy is generally standardized across countries, the outcomes differ among nations. The data presented in the following table has been collected from the KCC websites in Budapest and Ankara, respectively, based on announcements made between 2018 and May 2023. The events have been classified into four categories, namely, courses (which comprise language and cultural programs), performances (such as music concerts), exhibitions (including arts and fashion), and films (encompassing movies and film festivals).

To collect data on the activities of the KCCs in Hungary and Turkey, a keyword-based approach was employed using local languages on the search engine of each KCC's website. The "Újdonságok" section on the Budapest KCC website and "Duyurular" section on the Ankara KCC website were examined to obtain news and announcements, respectively. To investigate cultural and language courses, the keyword "Hírek a kurzusokról" was used for the Hungarian KCC and "kursları" for the Turkish KCC. To search for performances, "előadás" in Hungarian and "konser" in Turkish were employed. For information on exhibitions, the keywords "kiállítás" in Hungarian and "sergi" in Turkish were chosen. Finally, "film" was used in both languages to refer to movies.

Figure 15: Official Website Announcement of Korean Cultural Centers in Budapest and in Ankara

Official Website Announcement of KCC

	Courses	Performance	Exhibition	Film
■ Türkiye	71	107	65	105
■ Hungary	49	64	20	80
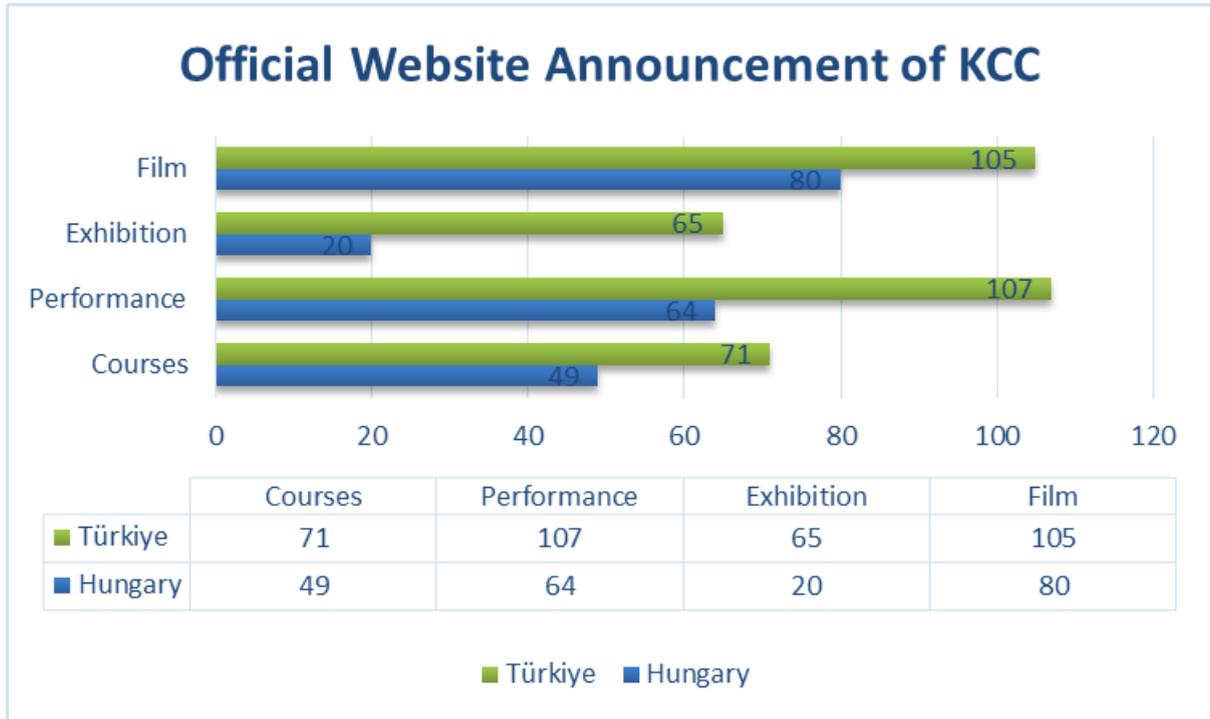
■ Türkiye ■ Hungary

(Source: Author's compilation of data based on KCC Websites in Hungary and Türkiye, 2023)

Via investigating online announcements of KCC websites within the last five years, the amount of activities and their varieties are given and the portions of activities demonstrated differently by the number of news about them. The news related to performance is in the first place of the KCC Türkiye and performances are mostly related to concerts mainly in Ankara while the top 1 of event announcements in Hungary is the movie section thanks to regular twice a month movie screening and annual movie festivals. For the exhibition section, the KCC Türkiye releases more than three times of the KCC Hungary. In case of performance, Türkiye has almost double the amount of Hungary but the regular music events are performed in Budapest with the audience who are mostly female and between 20s-50s years old.

However, both KCCs are having exhibitions in the last place of this research and exhibitions are generally paintings of students while Hungary has more photography and art related context. When we consider the population and size of countries, one crucial result can be interpreted that the engagement with Hungarian audiences is so frequent and relatively higher than expected while the results on the KCC in Türkiye should have been higher if we consider the population of the country. Nevertheless, the segmentations of websites are not in

the same style since all announcements regarding events in the KCC in Ankara could be found under the title of "Duyurular", which means announcement, while each category has a different main title on the KCC in Budapest portal. Accordingly, the comparison on total amounts of announcement could not be analyzed but the changes by year would be utilized to see the effect of pandemic.

Country-based Comparison

When it comes to activities in target countries, the KCCs' areas of focus are somewhat coordinated, but not entirely aligned due to differing population preferences. This results in unique and interesting activities being offered, such as a focus on classical music performances in Hungary, and free Korean language courses in Türkiye. Understanding the country's background is crucial in comprehending these differences, as classical music is deeply ingrained in Hungarian culture, while Turkish youth are keen to engage with Koreans in their native language.

As demonstrated by the following pie chart about the Korean Cultural Center in Hungary, the distribution of activities could be examined easily from top 1 to top 4 orderly; film with 38%, then performance, courses and exhibitions. Therefore, the movie section is covering almost half of the whole activity announcements, which is more than the total ratio of courses and exhibitions.

**Figure 16: KCC in Budapest Category-based Activities**
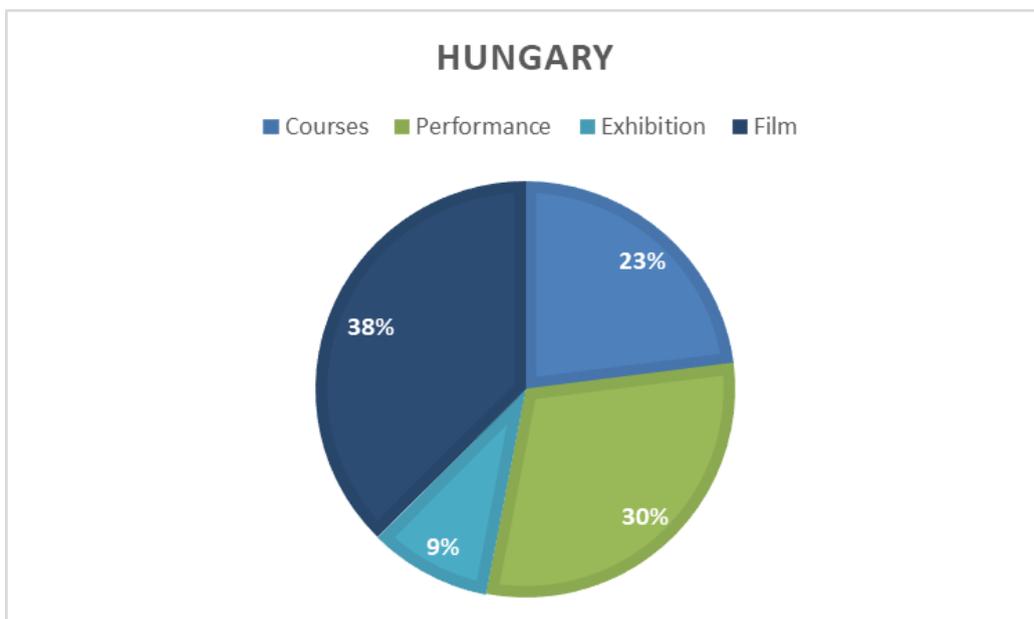
In addition, movies can be used as a tool for cultural exchange and diplomacy. Film festivals and international film markets provide a platform for filmmakers and audiences from different countries to interact and exchange ideas. This exchange can help to build bridges between nations and foster a better understanding of each other's cultures. Movies have implied a significant role in public diplomacy by promoting a country's culture, values, and way of life. Through their ability to cross borders and connect people from different cultures, movies have the power to shape public perceptions of a country and foster a deeper understanding between nations. Therefore, it is important for governments to recognize the potential of movies as a tool for public diplomacy and invest in their promotion and distribution.

In case of Türkiye, the distribution of ratios is more balanced since first and second places are performances and movies which have attracted the Turkish audience and also they actively involve on those events as volunteers via applying through the KCC website. This method could be vital to spread more about Korea by personal connections, too. In the internet age, people are trusting more on what they see and more enthusiastic if they are involved in the process. Furthermore, the KCC in Ankara have been holding exhibitions on their own students' painting exhibitions, giving place for them to performance and accepting students to learn Korean from beginner level to upper intermediate without fee payment. Nevertheless, there are also Sejong Institutes in various big cities who wants to know more about Korean language.

Figure 17: KCC in Ankara Category-based Activities
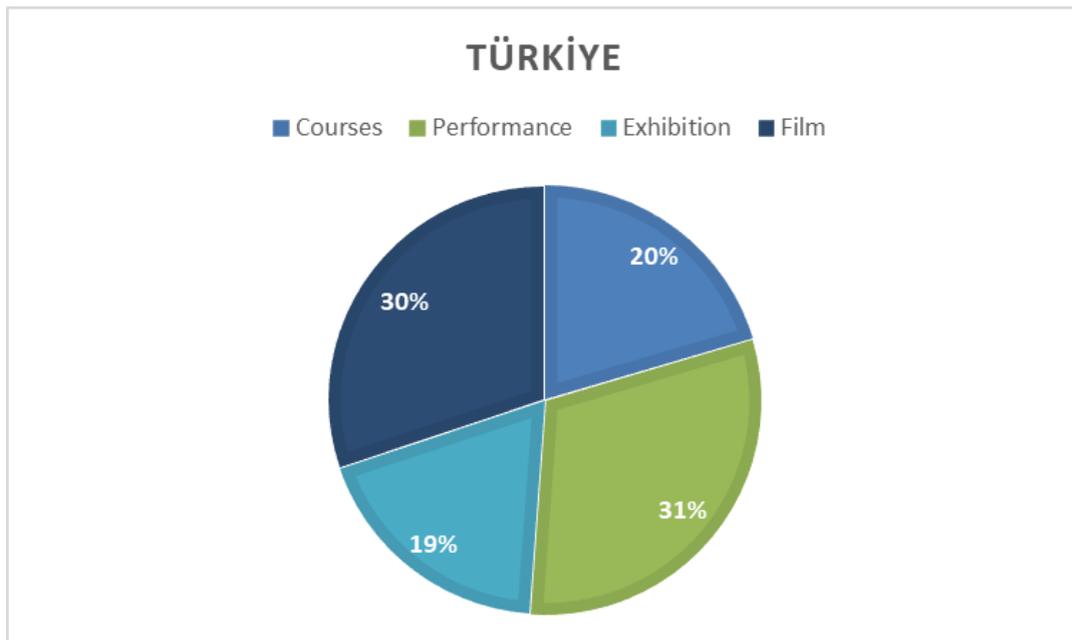
(Source: Author's compilation of data based on KCC Websites in Türkiye, 2023)

This policy functions as an engaging public diplomacy tool in various ways, as it offers a two-way communication channel with the foreign public, allowing them to become actively involved in Korea's national branding efforts and influence their local communities. Furthermore, the participation of volunteers has instilled a sense of mission to expand the audience to a broader population within their home country. In summary, the KCC in Ankara prioritizes active engagement with the foreign public, and the feedback received from the host country underscores the significance of collaboration and openness in public diplomacy.

CHAPTER V: RESEARCH ANALYSIS

In this paper, the research hypothesis was examined through the research questions respectively about the relation between soft power and public diplomacy, development of Korean public diplomacy, the impact of KCCs and activities, and similarities and differences between Korean engagement in Hungary and Türkiye. According to Giulio Gallarotti, soft power relies on two fundamental sources: "local resources" and "global resources." Local resources that generate soft power include cultural and political structures. In order for a country's culture to generate soft power, there must be social cohesion, a high quality of life, freedom, various opportunities for individuals, tolerance, and an attractive way of life. For

political structures to generate soft power, they must be based on strong democratic principles.

Additionally, the political system must have established democracy, pluralism, liberalism, and the rule of law, civil society must be politically empowered, and political vacuums must be reduced. Soft power is only possible through global resources, which require respect for international laws, norms, and institutions, and the establishment of principles of multilateralism. In order to speak of soft power, international agreements and alliance commitments must be adhered to, short-term national interests must be sacrificed to contribute to the collective good, and liberal foreign economic policies must be pursued (Gallarotti, 2011, p. 23). The academicians argue that trust is an essential prerequisite for sustaining inter-state alliances, and underscores the adverse impact of mutual distrust and miscommunication among the citizenry of a given country on diplomatic relations. To engender trust, public diplomacy is deemed indispensable in influencing the perceptions of citizens in the partner country, with a view to improving the image of the home country, and establishing a common ground among citizens of the other state. By shifting the emphasis from conventional government-to-government diplomacy to government-to-citizen and citizen-to-citizen diplomacy, it is possible to cultivate a conducive environment for building mutual trust and promoting cooperation between nations (Joo,2015).

Public diplomacy could be a best tool for soft power by advocating and practicing 'right' values through diplomacy in order to acquire national and international legitimacy (Kim, 2019). When formulating a public diplomacy strategy in an international environment that favors soft power, the first thing that the originating country should consider is whether its intended culture and ideas align with widely accepted international norms. This is directly related to the objective-setting phase of public diplomacy. Secondly, the originating country must have the capability to access multiple communication channels that can influence the selection of issues in international news media. Lastly, rather than the question of how to conduct public diplomacy, the more important question is who conducts public diplomacy activities (Joo, 2015).

In 2002, Korea promoted its national brand as "Dynamic Korea," followed by "Korea Sparkling" in 2007, "Attractive Korea" in 2012 by the Ministry of Foreign Affairs and Trade, and "Imagine your Korea" in July 2014 by the Ministry of Culture, Sports, and Tourism to

establish a tourism brand image for Korea. The latter slogan emphasizes the idea that foreigners can experience various cultural attractions in Korea and dream of their own unique Korea. The term "national brand" refers to the total value of tangible and intangible assets that create awareness, likability, and trustworthiness for a country. As the value of the national brand increases, Korean companies and products can receive high evaluations in the global market and gain the favor and respect of people around the world. (Joo, 2015).

Table 6: Korea's status in the international community through various indicators

지수 유형 (Index Type)	년도	점수(총점)	국제순위
좋은국가지수(Good Country Index)			47위/125개국
과학기술(Science and Technology)			30위
문화(Culture)			34위
평화 및 안보(International Peace and Security)	2010		119위
세계질서(World Order)			45위
지구환경(Planet and Climate)			71위
번영 및 평등(Prosperity and Equality)			60위
건강 및 복지(Health and Wellbeing)			65위
국가브랜드지수(Country Brand Index)	2014~5		20위/75개국
부패인식지수(Corruption Perception Index)	2014	55/100	43위/174개국
국제경쟁성지수(Global Competitiveness Index)	2014~5	4.96/7	26위/144개국
사회발전지수(SPI: Social Progress Index)	2015	77.70/100	29위/133개국
번영지수(Prosperity Index)			25위/142개국
사회적 자본(Social Capital)			69위
개인의 자유(Individual Freedom)			59위
안전 및 안보(Saftey & Security)			23위
건강(Health)	2014	1.200408/5	21위
교육(Education)			15위
거버넌스(Governance)			30위
기업가정신(Entrepreneurship & Opportunity)			20위
경제 (Economy)			9위
국가평판도 (World's Most Reputable Countries)	2013	47.2/100	34위/50개국

(Source: Joo, 2015; Simon Anholt, 2013, 2014, 2015)

Korea has been investing in public diplomacy efforts in recent years, particularly in Europe and the Middle East, as part of its broader foreign policy goals. In Europe, Korea has been working to strengthen its public diplomacy efforts through various channels, including cultural exchanges, education, and media outreach. Korea's cultural exports, such as K-pop, K-dramas, and Korean cuisine, have gained significant popularity in Europe, which has

helped to boost the country's soft power in the region. Additionally, South Korea has established cultural centers and Korean language institutes in several European countries, which have provided a platform for promoting Korean culture and language.

In the education sector, Korea has been expanding its higher education partnerships with European universities, which have facilitated academic exchanges and joint research projects. These partnerships have helped to enhance Korea's image as a global knowledge hub and a destination for higher education. Additionally, Korea has also been investing in media outreach, including launching a 24-hour English language news channel, Arirang TV, which broadcasts globally and provides coverage of South Korean news and culture.

In case of Korean-Hungarian relations, that has been growing steadily in recent years, driven by their shared commitment to economic growth and cooperation. The diplomatic relationship between the two countries dates back to 1989 when Hungary became one of the first European countries to recognize South Korea as a sovereign state. Since then, the two countries have maintained strong ties, with cooperation in various fields such as trade, investment, culture, and education. One of the most significant areas of cooperation between Korea and Hungary is in the field of economics. Hungary is a member of the European Union and has a strategic location as a gateway to Europe, while Korea is a leader in technology and innovation. Thus, the two countries have complemented each other's strengths and have developed a mutually beneficial relationship. In recent years, bilateral trade between Korea and Hungary has been increasing steadily, with Hungary becoming an important export destination for Korean products. The two countries have also signed several agreements to promote investment and trade, including the Korea-Hungary Free Trade Agreement, which was signed in 2015.

Cultural exchanges have also played a significant role in strengthening Korean-Hungarian relations. The Korean Wave, or Hallyu, has become increasingly popular in Hungary, with K-pop music and Korean dramas gaining a large following. The Korean Cultural Center in Budapest offers various cultural programs, including language courses, cultural events, and exhibitions, to promote cultural exchange between the two countries. Similarly, Hungarian culture is becoming increasingly popular in Korea, with Hungarian music, art, and literature gaining recognition and appreciation.

Education is another area of cooperation between Korea and Hungary. Hungary offers several scholarship programs to Korean students, while Korean universities provide opportunities for Hungarian students to study in Korea. These exchange programs have helped to deepen mutual understanding and promote people-to-people exchanges between the two countries. Herewith, the Korean-Hungarian relations are built on a foundation of mutual respect and cooperation, driven by a shared commitment to economic growth and cultural exchange. The two countries have achieved significant progress in various areas of cooperation, including trade, investment, culture, education, and tourism. With the continued support and efforts of both countries, Korean-Hungarian relations are likely to continue to thrive in the coming years.

In the Middle East, South Korea has been focusing on promoting economic ties and cultural exchanges through public diplomacy efforts. Korea's public diplomacy in the Middle East has centered around the themes of innovation, culture, and humanitarianism. Korea has been investing in infrastructure projects and technological innovation, which have helped to strengthen economic ties with the region. The country has also been promoting Korean culture through events such as K-pop concerts, Korean film festivals, and Korean traditional music performances. Furthermore, Korea has been engaged in humanitarian efforts in the Middle East, including providing help for refugees and victims of conflict in Syria and Iraq, and also the recent earthquake in Türkiye. These efforts have helped to build goodwill and enhance South Korea's reputation as a responsible global actor.

In case of Korean-Turkish relations, it has a long history that dates back to the early 1950s when Türkiye sent troops to support South Korea during the Korean War. This military alliance laid the foundation for the strong bilateral ties that exist between the two countries today. Since then, the two nations have maintained a close relationship, with both countries working together in various fields such as economy, culture, and education. In recent years, economic ties between Korea and Türkiye have grown stronger, with trade volume increasing steadily. Both countries have shown a keen interest in expanding trade and investment cooperation, and have established a Joint Economic Committee to promote bilateral economic relations.

In terms of cultural exchange, the two countries have also been actively collaborating. In 2013, Korea and Türkiye signed a memorandum of understanding to promote cultural

cooperation and strengthen mutual understanding. This has resulted in the exchange of various cultural events, such as the Korean Film Festival in Türkiye and the Turkish Film Week in Korea. Furthermore, the two countries have been working together in the field of education. Türkiye has been offering scholarships to Korean students to study in Turkish universities, while Korea has been hosting Turkish students through the Korean Government Scholarship Program.

In addition to the bilateral relations, Korea and Türkiye have also cooperated on regional and global issues. Both countries are members of the G-20 and have been working together to promote global economic stability and development. Furthermore, Korea and Türkiye have also collaborated on various international issues, including climate change and the refugee crisis.Based on those engagements, the relationship between Korea and Türkiye is multifaceted and continues to grow stronger. The two countries have built a strong partnership based on mutual trust and cooperation in various fields, and their collaboration has contributed to regional and global peace and prosperity.

Regarding the case study of KCCs in target countries of the research, the results should be interpreted with the effect of the Covid-19, country's culture, bilateral relations' background and also interest of the local society. First of all, the Corona pandemic had an impact on the KCCs in both countries with a declining number of official announcements since one of the main tools of public diplomacy is the engagement with the population in person via first hand experience. With respect to the KCC in Hungary Director In Suk Jin, the preparation for face to face events have begun in July, 2021 and starting with outdoor Korean movie screenings, the KCC has planned hosting a series events, including a Korean food contest, the Korean film festivals the Chung Hosung and WE Soloists Academy Performance, the Imaestri Heritage House Performance and many more in collaboration with local cultural and art institutions (In, 2021).

Even though online events could enhance spreading the positive image, the real conversion has still been placed as changing the hearts of people. In case of recovery from the Covid-19, the KCC in Ankara has increased its news after one year of pandemic, while the KCC in Budapest has begun being full power since 2022. As a result, when the category based research is investigated, the relatively high number of public engagement in Hungary should be underlined even though the population is almost eight times lower than Türkiye. On the

other hand, the proportion of categories is more balanced in Türkiye while the clear line up from Top 1 to Top 4 could be easily differentiated in Hungary.

The reason behind the study of this topic also arose from the personal experience of the author who has taken language and cultural courses, working as a volunteer and participating in competitions in the KCCs in both countries hence two important conclusions are derived. In Ankara, the KCC has been giving opportunities to the people who are interested in Korea and its culture by active involvement in the organization process of events and also the activities are mostly enjoyed by the young Turkish university and high school students mostly. However, the events happening in the KCC in Hungary are generally oriented to a wider range of age groups and the classic music performances are attractive to the middle aged population more than others. Therefore, in order to understand Korean public diplomacy, which underlines dialogue and collaboration with host countries, how KCC is communicating in local audiences in different region is considerable for further studying which could inspire other countries to reinforce their soft powers and public diplomacies.

CONCLUSION

Korean-Hungarian and Korean-Turkish relations have both similarities and differences. Both countries have historical and cultural backgrounds that differ significantly from Korea, but they share a common interest in developing economic and political ties. One of the main differences between Korean-Hungarian and Korean-Turkish relations is the geographical proximity. Hungary is located in Central Europe, while Türkiye is located in the Middle East, bridging the continents of Europe and Asia. As a result, Türkiye is considered a key regional power and has closer ties with other countries in the region, such as Iran and Saudi Arabia. On the other hand, Hungary is part of the European Union and has close ties with other EU member states. This has facilitated economic and political cooperation between Korea and Hungary. In recent years, both countries have worked to expand their trade relations and increase investment flows, with Korea being one of the major investors in Hungary.

Another difference between the two relationships is the level of cultural exchange. Korea and Türkiye have a long history of cultural exchange, with Turkish dramas and music becoming increasingly popular in Korea, and Korean dramas and K-pop music gaining popularity in Türkiye. On the other hand, cultural exchange between Korea and Hungary is still in its early stages, with more efforts needed to promote mutual understanding and appreciation of each other's culture, except the musical appreciation part. Despite these differences, both relationships share common ground in terms of their potential for further growth and cooperation.

Both Hungary and Türkiye have rapidly growing economies and strategic geographic locations, making them important partners for Korea in terms of trade, investment, and regional stability. As such, Korea has sought to deepen its ties with both countries through various initiatives, such as the Korea-Türkiye Free Trade Agreement and the Korea-Hungary Joint Economic Committee. Considering these factors, while Korean-Hungarian and Korean-Turkish relations have their unique characteristics, they are both important partnerships for Korea, with potential for further growth and cooperation in the years to come.

Soft power and public diplomacy are two interconnected concepts that play a significant role in international relations. Soft power is the ability to influence others through attraction and persuasion rather than coercion. It is the ability to shape the preferences of others and get them to do what you want without the use of force. Public diplomacy, on the other hand, refers to the communication efforts by a government or organization to engage with foreign publics and build relationships with them. It involves a range of activities such as cultural exchanges, educational programs, and media engagement. The relationship between soft power and public diplomacy is important because public diplomacy is a key instrument of soft power. By engaging with foreign publics through cultural, educational, and informational exchanges, countries can build positive relationships and improve their image abroad. This can create a favorable environment for the pursuit of foreign policy objectives, such as trade agreements or security alliances.

Soft power is closely linked to a country's cultural appeal and attractiveness. This can include its political values, social norms, and cultural products, such as music, art, and films. By promoting its culture and values through public diplomacy, a country can increase its soft power and influence in the world. For example, South Korea has used its cultural exports, such as K-pop and K-dramas, to increase its soft power and build a positive image abroad. The Korean Cultural Centers around the world have been instrumental in promoting Korean culture and language, and in turn, enhancing South Korea's soft power and public diplomacy efforts. As a result, the relationship between soft power and public diplomacy is essential in shaping a country's image and influence in the world. By engaging with foreign publics and promoting its culture and values, a country can increase its soft power and create a favorable environment for achieving foreign policy objectives. The Korean Cultural Centers serve as an example of how public diplomacy can be utilized to enhance a country's soft power and promote positive relationships with foreign publics.

The Korean Cultural Centers (KCCs) play a crucial role in promoting Korean public diplomacy around the world. Through various cultural and educational programs, KCCs serve as a platform for Korean people and international communities to connect and engage with each other. The KCCs are established under the Korean Ministry of Culture, Sports, and Tourism, and they aim to introduce and promote Korean culture and language to foreign countries. Korean public diplomacy through the KCCs involves the promotion of Korean cultural heritage, contemporary culture, and art to foreign audiences. KCCs provide language

courses, Korean traditional music and dance performances, art exhibitions, film screenings, and other cultural activities. These programs serve as a means to showcase Korean culture and provide an opportunity for individuals to learn about and appreciate Korean culture. Through the KCCs, Korean public diplomacy is also extended to international audiences. The centers serve as a bridge between Korea and other countries, promoting understanding and building relationships. KCCs provide a platform for cultural exchange and dialogue between Korea and the world, and they have contributed to increasing the popularity of Korean culture in foreign countries.

The KCCs also help to promote Korea's image and reputation in the world. They serve as a representation of Korea's commitment to promoting cultural diversity and understanding, and they have helped to strengthen the cultural ties between Korea and the world. KCCs have also played a crucial role in promoting the Korean wave or "Hallyu," which has become a global phenomenon, attracting fans from all over the world. In this regard, the KCCs serve as a vital tool for Korean public diplomacy. They play a crucial role in promoting Korean culture and language to foreign audiences, building relationships and understanding between Korea and the world, and enhancing Korea's image and reputation globally. The KCCs have been instrumental in increasing the popularity of Korean culture and contributing to the growth of the Korean wave.

One of the key roles of KCCs is to serve as a platform for public diplomacy. Through cultural exchanges and events, KCCs enable people from different countries to engage with Korean culture and learn about the country's history, traditions, and values. By promoting cultural exchange and mutual understanding, KCCs help build bridges between Korea and other countries, fostering stronger bilateral relations. KCCs also play an important role in promoting Korean soft power, which is the ability of a country to influence others through its culture, values, and ideals. Korean culture has gained popularity in recent years, with Korean pop culture, known as the Hallyu Wave, gaining a massive following worldwide. KCCs contribute to this trend by offering programs that showcase Korean culture and allow people to experience it firsthand. By promoting Korean soft power, KCCs enhance Korea's image and influence in the global community.

Another important aspect of KCCs is their ability to support Korean expatriates and students studying abroad. KCCs offer a range of services and programs tailored to the needs of Korean

nationals living overseas, including language courses, job training, and cultural events. By providing support and resources for Korean nationals abroad, KCCs help strengthen the ties between Korea and its diaspora communities. Therefore, the KCCs are an essential component of Korea's public diplomacy efforts. By promoting Korean culture and facilitating cultural exchanges, KCCs help build stronger bilateral relations, enhance Korea's soft power, and support Korean nationals living abroad. As such, KCCs play a vital role in promoting Korea's image and influence on a global scale.

The establishment of Korean Cultural Centres in 28 countries, including Hungary and Türkiye, has contributed to the enhancement of South Korea's national brand, which rose to 19th place in 2019 and 12th place in 2022. These centres play a crucial role in promoting South Korean culture abroad, disseminating positive images of the country, fostering cultural exchanges and understanding. Based on the research findings, the Korean Cultural Centres have been successful in increasing interest in South Korean culture through various activities tailored to the target audience, such as festivals, free courses, and concerts, depending on the country and age group.

The programming of Korean Cultural Centres differs according to the target country and public, with Türkiye mainly featuring modern culture and heritage programs aimed at individuals between the ages of 20 and 40 interested in K-Pop and movies, while in Hungary, the focus is on classical concerts and exhibitions aimed at teenagers to elderly women. Social media has emerged as a vital tool for the promotion of the Korean Cultural Centres, Sejong Institutes, and South Korean culture itself, enabling them to reach and influence diverse audiences and establish a favorable national image in foreign nations. In both Hungary and Türkiye, there was a 15% to 20% decrease in programs and news during the first year of the COVID-19 pandemic, but 2022 saw an increase in news coverage, indicating the South Korean government's growing engagement and activities through media.

With globalization, the significance of public diplomacy has been acknowledged by the South Korean government in recent years, as demonstrated by the establishment of ministries and agencies dedicated to disseminating culture, language, entertainment, and other related areas, with public diplomacy becoming the third pillar of Korean diplomacy, along with Security

and Economy, which are closely interconnected. Based on the information provided by this study, it is evident that the Korean Cultural Centres, Korean Trade-Investment Promotion Agencies, and Sejong Institutes play a crucial role in enhancing the positive image of South Korea and its culture, utilizing diverse approaches and programs as instruments to effectively reach the targeted foreign audiences.

Finally, the idea is worth noting that, although South Korea's popularity in different countries has an assertive impact on the nation's economy, mainly through the foreign consumption of K-Pop and merchandise, the economic contribution of these products is relatively small. The economic outlook from before and after the implementation of the aforementioned "tools" yielded expected results, indicating that the KCCs around the world and Sejong Institutes do currently have a significant impact on the economic relations such as FDI between South Korea and the selected countries, while the KOTRA branches would have a more cautious approach for public and financial issues. Nevertheless, it can be affirmed that South Korea's nation-branding strategy has been successful thus far, and is likely to yield significant benefits for the country in the future.

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