



**THE REPUBLIC OF TÜRKİYE
SOCIAL SCIENCES UNIVERSITY OF ANKARA
INSTITUTE FOR AREA STUDIES**

KOREAN PUBLIC DIPLOMACY: A PANDEMIC ANALYSIS ON TWITTER

Master's Thesis

Hatice Nursena Yücel

Department of Asian Studies

August 2023



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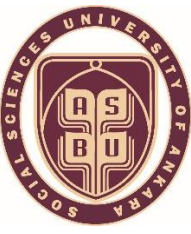
Master's Thesis

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August 2023



THESIS APPROVAL

This is to certify that the defense examination for the thesis titled “Korean Public Diplomacy: A Pandemic Analysis On Twitter” prepared by Hatice Nursena Yücel with student number 195220006 studying in the field of Asian Studies Department Masters of Arts in Asian Studies Program (English) has been conducted in accordance with the related clauses of the Graduate Studies and Examination Code of YÖK (Council of Higher Education) on 23/08/2023 at 11.00, and has been approved by the majority of votes/unanimous vote.

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This thesis has been approved by the Graduate School/Institute Administrative Board with the decision dated/...../..... and numbered

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PLAGIARISM

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all materials and results that are not original to this work.

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Signature:

[Signature]

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TABLE OF CONTENT

THESIS APPROVAL	i
PLAGIARISM.....	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENT	iv
ÖZET.....	vii
ABSTRACT	viii
LIST OF ABBREVIATIONS	ix
LIST OF FIGURES	x
LIST OF TABLES	xii
CHAPTER ONE	1
INTRODUCTION.....	1
CHAPTER TWO	5
CONCEPTIONAL FRAMEWORK OF PUBLIC DIPLOMACY ...	5
2.1. PUBLIC DIPLOMACY AS A CONCEPT	5
2.1.1. Three Models Of Public Diplomacy	5
2.1.2. Two Types Of Public Diplomacy	7
2.1.3. Five Components Of Public Diplomacy	9
2.1.4. Three Aspects Of Public Diplomacy	12
2.1.5. Three Levels Of Public Diplomacy	15
2.2. HISTORICAL DEVELOPMENT OF PUBLIC DIPLOMACY	18
2.2.1. Public Diplomacy	18
2.2.2. New Public Diplomacy: Public Diplomacy 2.0	20
2.3. ACTORS AND TYPES OF PUBLIC DIPLOMACY	25

2.3.1.	Cultural Diplomacy	25
2.3.2.	Knowledge Diplomacy	29
2.3.3.	Science Diplomacy	31
2.3.4.	Digital Diplomacy	33
2.3.5.	Sports Diplomacy	37
2.3.6.	Health Diplomacy	39
2.3.7.	Humanitarian Diplomacy	41
2.4.	PUBLIC DIPLOMACY AND NATION BRANDING	44
2.5.	PUBLIC DIPLOMACY AND PROPAGANDA	49
2.6.	PUBLIC DIPLOMACY AND SOFT POWER	51
CHAPTER THREE		53
KOREAN PUBLIC DIPLOMACY		53
3.1.	THE ORIGIN AND TRADITION OF KOREAN PUBLIC DIPLOMACY	53
3.1.1.	Korean Public Diplomacy During the 1948-1960s	54
3.1.2.	Korean Public Diplomacy During the 1970s-1990s	56
3.1.3.	Korean Public Diplomacy During 2000s-Today	57
3.2.	THE GOALS OF KOREAN PUBLIC DIPLOMACY	58
3.2.1.	Sharing Korean Culture	59
3.2.2.	Deepening Understanding on Korea	61
3.2.3.	Gaining Global Support	62
3.2.4.	Promoting Public-Private Partnerships	63
3.3.	MAIN TOOLS AND POLICIES OF KOREAN PUBLIC DIPLOMACY	64
3.3.1.	Public Diplomacy Act	64
3.3.2.	Global Korea Scholarship	67
3.3.3.	Hallyu: Korean Wave	69
3.3.4.	King Sejong Institute Foundation	72

3.3.5. Korean Culture Centers	74
3.3.6. Olympics	75
CHAPTER FOUR.....	79
KOREAN PUBLIC DIPLOMACY DURING COVID-19 PANDEMIC	79
4.1.METHODOLOGY	79
4.1.1. Research Question	79
4.1.2. Research Design	79
4.1.3. Data Sampling	80
4.1.4. Data Analysis.....	81
4.2.ANALYSIS OF @MOFA_KOREAZ TWEETS DURING COVID-19 ...	83
4.2.1. Analysis of 2020: The Initial Year of Pandemic.....	84
4.2.2. Analysis of 2021: Peak of Pandemic.....	90
4.2.3. Analysis of 2022: Curing the Pandemic	97
4.2.4. Analysis of 2023: Saying Goodbye to the Pandemic	104
4.2.5. Findings.....	109
CHAPTER 5	115
CONCLUSION.....	115
REFERENCES.....	121
ELECTRONIC REFERENCES.....	133
CURRICULUM VITAE.....	137

ÖZET

Bu tezin amacı, Kore kamu diplomasisi aktörlerinin COVID-19 pandemisi sürecinde sosyal medyayı nasıl kullandığını incelemek; bu kullanımın diplomatik uygulamalarda pratik bir evrimi temsil edip etmediğini ve sosyal medya kullanımının kültürel diplomasi alanlarının ötesine geçip geçmediğini değerlendirmektir. Bu tez, Kore kamu diplomasisinin COVID-19 pandemisine nasıl adapte olduğunu araştırarak, diplomatik faaliyetler için sosyal medyayı kullanma biçimini incelemektedir. Araştırma, özellikle pandemi sırasında modern kamu diplomasisinde sosyal medyanın rolünü anlamaya katkı sağlamaktadır.

Bu tez çalışmasında, araştırma sorusu ile uyumlu örnekleri bilinçli bir şekilde seçmek amacıyla amaçlı örnekleme yöntemi kullanılmaktadır; bu yöntem aracılığıyla özel ve detaylı veri toplamanın zenginleştirilmesine katkıda bulunmaktadır. Toplanan verilerin nitel içerik analizi yapılmıştır. Nitel içerik analizi yöntemi ile nicel yöntemlerin gözden kaçırabileceği karmaşık fenomenleri ve altta yatan motivasyonlar saptanmıştır. Twitter Gelişmiş Arama aracının bu çalışmada kullanılması, veri toplama sürecini geliştirerek araştırma hedefleriyle uyum ve titizlik sağlamıştır. Bu tez kapsamında, analizin temelini oluşturan sayısal verilerin anlaşılmasını kolaylaştırmak için betimleyici istatistik yöntemi benimsenmiştir. Betimleyici istatistik yöntemi aracılığıyla tabloların oluşturulmuş ve görsel içeriklerin hazırlanmış olması araştırmayı, analizi ve bulguların yorumlanmasını kolaylaştırmıştır.

Araştırma bulguları doğrultusunda COVID-19 döneminde sosyal medya kullanımında artış olduğunu ortaya konulmuştur. Ancak COVID-19 vaka sayıları ile Twitter etkinliği arasında doğrudan bir bağlantı kurulamamıştır. Twitter etkinliğinin özellikle hükümet değişiklikleri ile daha güçlü bir ilişkisi olabileceği dikkat çekmiştir. Twitter öncelikli olarak kültürel diplomasi için kullanılırken, hükümet değişiklikleri sonucunda spor diplomasisi ve insani diplomasi gibi alanlara vurgu yapılmasına yol açmış, bu kamu diplomasisi alanları alternatifler olarak öne çıkmıştır. İnsani diplomasi bağlamında, Kore Kamu Diplomasisi Bürosu'nun resmi Twitter hesabında seçici bir yaklaşım belirgin bir şekilde gözlemlenmektedir, ancak bu seçiciliğin altında yatan nedenler belirsizdir ve daha fazla araştırmayı gerektirmektedir.

Anahtar Kelimeler: Kore Cumhuriyeti, Kamu Diplomasisi, Dijital Diplomasi, COVID-19, Twitter.

ABSTRACT

The aim of this thesis is to examine how Korean public diplomacy has employed social media during the COVID-19 pandemic, assessing whether this represents a practical evolution in diplomatic practices and if social media usage extends beyond cultural diplomacy aspects. This thesis investigates how Korean public diplomacy has adapted to the COVID-19 pandemic by using social media for diplomatic activities. It examines whether this shift reflects practical changes or remains theoretical. The research contributes to understanding the role of social media in modern public diplomacy, especially during the pandemic.

Utilizing purposive sampling, the research deliberately chooses cases that align with its objectives, thereby enriching the collection of specific and detailed data. Through qualitative content analysis that follows, a deep investigation into textual and visual information takes place, capturing complex phenomena and underlying motivations that quantitative approaches could potentially miss. The incorporation of the Twitter Advanced Search tool further enhances data gathering, assuring congruence with research aims and meticulous curation. Within the scope of this thesis study, for the facilitation of understanding the amassed numerical data, which serves as the cornerstone of the analysis, the method of descriptive statistics was embraced. This entailed the creation of tables and preparation of visual materials to facilitate the subsequent discussion.

The research findings in response to the study's questions revealed an increased use of social media during the COVID-19 period. However, a direct link between cases and Twitter activity couldn't be clearly established. Notably, a stronger correlation was noticeable with changes in government. While Twitter was predominantly used for cultural diplomacy, shifts in government led to an increased emphasis on sports diplomacy and humanitarian diplomacy, presenting them as alternatives. In the context of humanitarian diplomacy, the official Korea Public Diplomacy Office's Twitter account displayed discernible selectivity, yet the underlying reasons for this selectiveness remained uncertain and require further investigation.

Keywords: Republic of Korea, Public Diplomacy, Digital Diplomacy, COVID-19, Twitter.

LIST OF ABBREVIATIONS

AAAS: American Association for the Advancement of Science

BC: Before Christ

COVID-19: Coronavirus Disease of 2019

FIFA: Fédération Internationale de Football Association

GHD: Global Health Diplomacy

GKS: Global Korea Scholarship

ICP: International Cultural Policy

ICR: International Cultural Relations

ICRC: International Committee of Red Cross

IHERI: International Higher Education, Research and Innovation

KCC: Korean Culture Center

KOCIS: Korean Culture and Information Service

KDRT: Korean Disaster Relief Team

MOFA: Ministry of Foreign Affairs

NGO: Non Governmental Organizations

PR: Public Relations

UK: United Kingdom

UN: United Nations

UNESCO: The United Nations Educational, Scientific and Cultural Organization

USA: United States of America

WHO: World Health Organization

LIST OF FIGURES

Figure 1.....	46
Figure 2.....	84
Figure 3.....	85
Figure 4.....	86
Figure 5.....	87
Figure 6.....	88
Figure 7.....	89
Figure 8.....	89
Figure 9.....	90
Figure 10.....	91
Figure 11.....	92
Figure 12.....	93
Figure 13.....	94
Figure 14.....	95
Figure 15.....	96
Figure 16.....	97
Figure 17.....	98
Figure 18.....	100
Figure 19.....	100
Figure 20.....	101
Figure 21.....	102
Figure 22.....	103
Figure 23.....	104
Figure 24.....	105
Figure 25.....	106
Figure 26.....	107
Figure 27.....	108
Figure 28.....	109
Figure 29.....	110
Figure 30.....	111
Figure 31.....	111

Figure 32	112
Figure 33	113



LIST OF TABLES

Table 1 24

Table 2 29

Table 3 84



CHAPTER ONE

INTRODUCTION

Public diplomacy has emerged as a vital tool in the realm of international relations, serving as a means for states to shape perceptions, promote their culture, and advance their interests on the global stage. In this context, Republic of Korea's (Korea) approach to public diplomacy stands out as a dynamic and noteworthy case. At the core of Korea's public diplomacy initiative lies the fundamental objective of elevating the global perception of Korea as a captivating and trustworthy nation, deftly interweaving active participation and nuanced sway over international audiences. Departing from the contours of conventional diplomatic protocols, which predominantly revolve around intergovernmental dialogues, public diplomacy stands distinct by its direct engagement with foreign populations, earnestly striving to secure their endorsement and reverence. This pursuit is artfully executed through the strategic deployment of components intrinsic to soft power dynamics, encompassing an array of cultural expressions, artistic manifestations, intellectual reservoirs, linguistic influences, expansive media platforms, and other commanding constituents. Through this adroit orchestration, Korea endeavors to forge a robust and affirmative impression, resonating deeply with the sentiments and sentiments of individuals spanning the global spectrum.

As a graduate student embarking on my thesis journey during the COVID-19 era, I have made the decision to focus my research on the intricacies surrounding the COVID-19 pandemic. Recognizing the profound global impact and multifaceted implications of this unprecedented crisis, I am committed to delving into the myriad aspects that have emerged in its wake. Through a comprehensive exploration of COVID-19-related themes, I aim to contribute to the growing body of knowledge, shed light on its multifarious dimensions, and engage in critical academic discourse that holds the potential to inform both present and future research.

As an individual significantly influenced by the Korean Wave and harboring a profound fascination for various cultural elements of Korea, I have been propelled by a deep-seated curiosity to delve into the realm of Korean public diplomacy. The remarkable global impact of the Korean Wave, coupled with my ardent interest in the intricate tapestry of Korean cultural expressions, has ignited my enthusiasm to explore the mechanisms, strategies, and implications of Korean public diplomacy efforts. Driven by a compelling impetus, I was prompted to embark upon a rigorous inquiry into the strategic trajectory pursued by Korea in orchestrating its

cultural outreach endeavors within the international arena. Central to this exploration is the deliberate utilization of its rich reservoir of cultural assets as instrumental mechanisms for cultivating meaningful interconnections, molding perceptual frameworks, and fortifying diplomatic entwinements. Through a comprehensive interrogation of the intricate intertwinement between Korean cultural diplomacy and its reception on the global stage, this thesis aspires to make a substantive contribution to the academic dialectic encircling the domain of public diplomacy. This scholarly endeavor is poised to illuminate the intricate and nuanced interplay that resides at the juncture of culture, communication, and the intricate tapestry of international relations.

The subsequent chapter, titled "The Conceptual Framework of Public Diplomacy", establishes the foundational underpinning by offering a comprehensive elucidation of the public diplomacy construct within the purview of international relations. The exploration encompasses diverse elucidations and interpretations proffered by leading scholars, thereby accentuating its intricate composition that envelops components of communicative strategies, cultural interchanges, and the projection of soft power dynamics. This segues into a deliberate trajectory examining the historical evolution of public diplomacy, followed by an exhaustive dissection of its constituent subcategories. Additionally, the discourse delves into the intricate interrelationship that public diplomacy shares with the fields of nation branding, propaganda, and the strategic application of soft power. Furthermore, the chapter undertakes a critical assessment of the extant scholarly discourse, addressing inherent limitations, discernible lacunae, and promising avenues for further scholarly exploration. By undertaking an evaluative scrutiny of antecedent research endeavors, this section paves the scholarly avenue for an intricate analysis of Korea's distinctive approach to public diplomacy.

Transitioning to the subsequent chapter, "Korean Public Diplomacy", a comprehensive retrospective analysis of Korea's public diplomacy endeavors unfolds, underscoring seminal junctures that have indelibly molded the nation's paradigm of international interaction. This historical bedrock serves as a bedrock, unveiling a tableau of critical events that have significantly steered Korea's approach on the global stage. This historical prologue, in turn, serves as a precursor to a meticulously orchestrated dissection of the key protagonists, spheres of application, and policy tenets that define the intricate tapestry of Korea's public diplomacy stratagem. Within this expansive framework, a prominent spotlight illuminates the dynamic interplay inherent in the nexus between governmental and non-governmental entities, illuminating how the convergence of cultural diplomacy, economic endeavors, and astute strategic partnerships coalesces to perpetuate the nation's resonant imprint across the

international landscape. The interplay of these multifaceted facets attests to Korea's prowess in enhancing its global influence and orchestrating a resonant narrative of engagement.

In the following section of the thesis, the research methodology is elaborated, encompassing the definition of the central research question regarding the utilization of social media by Korean public diplomacy actors during the COVID-19 pandemic. However, an additional question arises during the investigation: whether social media is employed primarily for cultural diplomacy or serves as a platform for other facets of public diplomacy. The study employs purposive sampling to deliberately select cases aligning with research goals, enhancing the acquisition of pertinent and nuanced data. The subsequent qualitative content analysis allows for a profound exploration of textual and visual data, capturing intricate phenomena and motivations that quantitative methods might overlook. The integration of the Twitter Advanced Search tool refines data collection, ensuring alignment with research objectives and accurate curation. In this thesis study, to facilitate the comprehension of the obtained numerical data, which forms the foundation of the analysis, the descriptive statistics method was adopted. Tables were created and visual content was prepared to ease the discussion.

As a result of the findings presented in this thesis, two significant observations have come to light. Firstly, it becomes apparent that the existing body of literature within the domain of public diplomacy exhibits a notable lag in keeping abreast of the rapidly evolving landscape of contemporary internet technologies. This lag is especially evident in its failure to adequately integrate and reflect the transformative impact of these technologies, underscoring the need for more up-to-date and technology-inclusive perspectives. Secondly, a distinct limitation in the available literature surrounding Korean public diplomacy becomes discernible – a limitation that predominantly confines the discourse to the realms of cultural diplomacy and the phenomenon of the Korean Wave, failing to capture the full spectrum of the country's diplomatic efforts. This identified gap emphasizes the significance of expanding the scholarly exploration beyond these narrower confines, thus offering a more comprehensive understanding of Korea's multifaceted engagement on the global stage.

In the examination of the official Twitter account of the Korean Public Diplomacy Office, a nuanced pattern emerges. It is evident that during the COVID-19 period, there is a discernible increase in the frequency of posts, indicating a strategic effort to leverage the platform's reach amid the unique circumstances presented by the pandemic. However, a noteworthy finding emerges as the data is scrutinized further: contrary to expectations, there is a lack of a direct and linear correlation between the escalation of COVID-19 cases and the heightened frequency of posts during the same period. This intriguing observation suggests that factors beyond the

immediacy of the pandemic's impact play a role in determining the pace and pattern of diplomatic online engagement.

Furthermore, a granular analysis of the content and thematic orientation of the posts yields intriguing insights into the prioritization of diplomatic narratives during this extraordinary period. Cultural diplomacy emerges as a consistent and dominant theme, underscoring its enduring significance in Korea's public diplomacy strategy. Concurrently, the analysis reveals a diversified spectrum of diplomatic themes that have gained prominence during the COVID-19 period. While cultural diplomacy maintains its pivotal position, intriguingly, knowledge diplomacy, sports diplomacy, and humanitarian diplomacy have emerged as noteworthy alternatives or complementary dimensions to the primary thrust of cultural diplomacy. This observed diversification signifies a strategic response to the evolving dynamics of global engagement during a crisis, further highlighting the adaptability and multifaceted nature of Korea's public diplomacy efforts.

In summation, this thesis underscores the necessity for a more dynamic and technology-responsive literature on public diplomacy while shedding light on the need for a broader and more encompassing exploration of Korea's diplomatic endeavors. By focusing on the analysis of the Korean Public Diplomacy Office's Twitter activity during the COVID-19 era, this study not only enhances our understanding of the interplay between digital platforms and diplomatic engagement but also highlights the nuanced strategies adopted in response to an unprecedented global challenge.

CHAPTER TWO

CONCEPTIONAL FRAMEWORK OF PUBLIC DIPLOMACY

2.1. PUBLIC DIPLOMACY AS A CONCEPT

Before explaining the public diplomacy models, the reason underlying the explanation of public diplomacy with models should be addressed. As in every scientific study, the concept of public diplomacy had to be studied by finding models. When the concept of public diplomacy is studied with models, it is ensured that many determinants are examined and a relationship is established between the determinants. In addition, the formation of models and the examination of the concept through models facilitate the understanding of the concept by providing the determination and clarification of the relations between theory and practice. The importance of understanding the concepts is seen as essential because it contributes to the continuity of scientific studies by paving the way for the examination and discussion of the concepts. Examining public diplomacy as models has also affected the understanding of the concept by emphasizing its relations with international relations, diplomacy and foreign policy. However, when the existing public diplomacy literature is examined, there are very few studies that respond to this need. Although public diplomacy has been discussed more in terms of its types, actors and historical development in the theoretical sense, the creation and examination of models has not gained a wide coverage.

2.1.1. THREE MODELS OF PUBLIC DIPLOMACY

Gilboa (2008) divided public diplomacy into models by taking into account many influencers, and in this way, he led the studies on the examination of public diplomacy with models. Considering the determinants such as main actors, media, goals and strategies, public diplomacy is divided into three classes as "Basic Cold War", "Non-State Transnational", and "Domestic PR" (Gilboa, 2008, 59). During the Cold War, the possibility of destruction as a result of the use of nuclear weapons paved the way for the realization of many realities, one of which was the discovery of the necessity of using public diplomacy actively. Of course, the main purpose of the use of public diplomacy during the Cold War was to enable the superpowers to ease the harsh policies applied against them on the state and even to attract the

people to their side by associating each other's peoples with more positive concepts and situations compared to the existing ones. In order for the superpowers to achieve this goal, they felt the need to provide the people with accurate information despite the negative propaganda that the people of the opposite power were exposed to by their states. One of the distinguishing features of the basic Cold War model is that the state uses only its own tools and possibilities. Among these, radio channels are of great importance. The United States' establishment of Radio Liberty and Radio Free Europe to broadcast in Eastern Europe and provide the region with "true" information about America, its policies and values, is among the important examples of the Basic Cold War model. Within the Basic Cold War model, two factions emerged: those who support the implementation of public diplomacy, which will take effect slowly and in the long term, primarily through artworks, books, and cultural changes, and those who support the implementation of public diplomacy through rapidly acting media products such as radio programmes, news, and movies (Nye, 2008, p. 98).

The emergence of non-state figures more frequently and rapidly after the Cold War, and the fact that these figures began to take important roles in the political, economic, social and international arena, caused the public diplomacy policies, actors and institutions to be reviewed and questioned. This questioning led to the development of the Non-State Transnational model. Gilboa's model (2008) examines the activities of groups, NGOs, and people who utilize public diplomacy beyond national borders. The involvement and effectiveness of non-state actors in the field of public diplomacy has many advantages in achieving the goals of public diplomacy. It may be more costly for a state to establish and maintain its relations with the society, which it sees as the interlocutor in the face of public diplomacy policies, compared to non-state actors. Moreover, states may not be seen as reliable actors for many reasons, including being at the forefront of propaganda made about them. However, in some cases, non-state actors are seen as more neutral, impartial, and sometimes even more reliable than states. Non-state actors, who are more involved in the field because they carry out policies on a more micro scale, have a significant potential for long-term public diplomacy policies. In order for long-term policies to achieve their goals, long-term interest in the target society is required, so that non-state actors can work for this purpose with the bonds they establish by saving time and effort compared to the state. The importance of the place of non-state actors in public diplomacy comes to the fore once again with the limited potential of the state's relations with the target society and non-state actors in that society in terms of mutual dialogue and symmetry (Lee & Ayhan, 2008).

Domestic-PR public diplomacy, the last model of Gilboa (2008), is concerned with the government's shaping of its policies by cooperating with the public relations firm. Making this

cooperation with a company working in the target society makes significant contributions to the creation of public diplomacy policies. Cooperation with a local company paves the way for the state to prepare tailor-made policies, to respond to expectations quickly and effectively, to prevent disinformation, and to reach a wider audience of public diplomacy policies and campaigns, while taking into account the weaknesses and strengths of the target country. During the operations carried out by the United States to ensure Saddam Hussein's withdrawal from Kuwait, Kuwaiti authorities resorted to public diplomacy tools in order to gain the support of the American society and parliament, and thus their agreements with American public relations firms are among the important examples for this model (Manheim, 1994; Gilboa, 2008, p. 60).

Although Gilboa's public diplomacy models are one of the pioneering studies that shape the literature, Gilboa's models should be reviewed with today's conditions, just as public diplomacy after the Cold War had to be reviewed. Social media, which will be seen as the intersection set of non-state transnational public diplomacy and domestic-PR public diplomacy models, makes itself felt by expanding day by day in public diplomacy. The use of various social media tools, which can undertake many tasks such as both a public relations agency and a news channel, for public diplomacy by the state is essential in terms of time, effort and sustainability.

This dissertation makes a valuable contribution to the existing body of literature by strengthening and enhancing the prevailing comprehension of models related to public diplomacy. Through its meticulous exploration and contemporary insights, it serves to fortify the foundation of knowledge in this field, enriching the general grasp of how public diplomacy models operate.

2.1.2. TWO TYPES OF PUBLIC DIPLOMACY

Public diplomacy's classification is not solely based on the factors guiding policy formulation and execution (Gilboa, 2008); it also adheres to Mark Leonard's categorization (2002), which hinges on the interests and global relationships underpinning these processes. Evidently, interest-driven relationships wield a pivotal role in molding policies across domains where the state machinery wields influence, alongside the realm of public diplomacy. These interests chiefly aim to enact policies guided by the principle of efficiency: maximizing influence by deploying resources channeled into public diplomacy across a broad spectrum of audiences within target nations.

Conversely, it's worth acknowledging that a universal evaluation of all nations worldwide doesn't yield a consistent outcome within the context of the target country; such an assumption

lacks plausibility. The perpetuity of value in this regard remains subject to variation, as not every nation can be anticipated to be treated equivalently within the intricate tapestry of target country relations. It is essential for the country that put into effect public diplomacy not to avoid competition in the target countries where it can unswervingly profit, but to apply multi-dimensional policies that are prone to cooperation among the target countries, taking into account the acquisition and image it can achieve, conducive to consolidate the prosperity and accomplish the mission. Considering the aforementioned factors, Leonard (2002, pp. 22-30) allocated public diplomacy into two groups: competitive and co-operative, and then analyzed the issues surrounding these groupings. Before moving on to public diplomacy classes, it should be taken into account that the Public Diplomacy field is Western-centered, and that Leonard's work is mainly prepared by considering the public diplomacy policies of European countries and the United States.

The main benefit of collaborative public diplomacy for nations preparing their policies within this framework is that it will keep their images from being seen by target nations as propaganda or as an uninterrupted stream of advertisements. The indicated benefit will ensure that the links between the aforementioned nations and their colonial past are as weak as possible, or at least that these ties are not brought to attention. Additionally, this benediction is especially important for Western nations which have attempted to conduct and prompt their values to diverse constituents. However, as public diplomacy is a phenomenon that is not only restricted to institutional interests but also grows in significance with the influence spheres and favorable opinions in the target countries, there will always be rivalry between the nations that will cooperate. Therefore, it is important to clearly define the countries to cooperate and the areas to cooperate. The participating nations are not guaranteed cooperation in all areas; instead, cooperative public diplomacy keeps the door open to competition in a variety of areas and encourages it when necessary. The practice of collaboration amidst rivalry will render both the nation executing the public diplomacy policy and its partnering countries viable as target nations. Nevertheless, in his study, Leonard (2002, p. 27) did not evaluate the part that the cooperating countries can be a target country in a sense thanks to the cooperation, on the contrary, he underlined the act of acting as a union when it comes to cooperation between countries.

Contrary to cooperative public diplomacy, the primary goal of competitive public diplomacy is to give preference to countries that can directly benefit, even while the goal of making the best use of resources is at its core. Competitive public diplomacy focuses on obtaining concrete results in the sectors of the economy, education, and politics as opposed to

collaborative public diplomacy, which aims to improve countries' influence on the target country by fostering favorable impressions of themselves. Among the inevitable consequences of this type, where public diplomacy is used as an investment tool, is that leading global powers are more attractive than other countries and that these countries will further strengthen their privileged positions in the field of public diplomacy. At this point, public diplomacy is subject to criticism that it is the updated face of traditional diplomatic tools and that it cannot go beyond the traditional diplomatic framework. Competitive public diplomacy carries risks, but it likewise helps governments who use it use their resources more competently and accomplish comparatively more positive and quantifiable outcomes. The first of these hazards is that the prioritizing criteria used to execute this model would be regarded as true, unaffected, and lead to maintaining the current order. Ultimately, any gains from target countries, where resources are allowed to be diverted for profit, will reinforce this perception, leading to the continuation of policies and causing a kind of blindness towards other potential countries. Another danger is that each of the institutions in the country that will implement the public diplomacy policy has independent interests, and therefore, it is probable that the aspirations will not be realized as a result of asymmetric or dispersed practices (Leonard, 2002, pp. 27-29).

Although Leonard's study (2002) contributed to the field of public diplomacy in terms of measurability and giving it a systematic form, it did not examine examples outside the West and deployed Western practices as a motif in front of global models. The Korean public diplomacy example discussed in this thesis has expanded its sphere of influence with the dimension that it leans on cultural diplomacy and has brought together competitive and collaborative public diplomacy types. The positive relations it has established with Western countries, especially the USA, have made Korea both a target country and a cooperative country. In contrast to the colonial conflicts that marked historical interactions between global powers and their target nations, Korea's history as a colony equips it with compatible experiences, offering a competitive edge and bolstering its public diplomacy across diverse domains.

2.1.3. FIVE COMPONENTS OF PUBLIC DIPLOMACY

In order to understand public diplomacy in terms of both theory and practice, another issue that needs to be addressed besides the models is the elements that make up public diplomacy. While public diplomacy models are formed through the relations of public diplomacy with external factors, the elements of public diplomacy cover the internal dynamics of this

diplomatic policy and the conditions necessary for the models to be effective. Elements are the building blocks that comprises the public diplomacy, and they also show the way that public diplomacy policies must be followed in order to achieve the determined goals. Cull (2008), with his study that offers a roadmap to actors and academics regarding public diplomacy policies and literature, classified the elements of public diplomacy under five headings as listening, advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting.

As he stated in his work, although these topics are not arranged in order of importance, it is observed that listening is a significant part of each and that all elements come together successfully and are essential for creating public diplomacy. Listening is used not only to listen to the demands of the target country and society and to respond quickly and effectively, but also to collect data about the target country and society, to analyze the data and to create policies in order to administer the international environment in a way that serves the interests. While listening is a major element of public diplomacy, it has become an el of every element, as all the remaining elements involve the collection and analysis of data, in particular the control of the international environment through the achievement of objectives. While listening is a necessary element for public diplomacy to achieve its goals, it can contain various risks. Getting the opinion of the target country and society on any subject, from economy to politics, from culture to education, is also seen as a matter of intelligence. As foreign nation's notions underpin both present and notably future policies, the imperative to craft strategies conducive to this objective arises from a nation's aspiration to steer narratives and global perceptions concerning itself on the international stage. Even taking action to obtain the ideas of a foreign country or public opinion causes public diplomacy actors to be described as intelligence and to approach public diplomacy with a distance. Despite the risks, the importance of listening is underlined by the fact that it is unfortunately rarely observed in international communication and relations. The reason why eavesdropping is rare in foreign policy and public diplomacy policies, which mainly direct the relations of countries with other countries, is the perception that it presents a "passive" image. Unfortunately, listening is not effective enough in shaping important policies because the actors, who believe that a more effective communication and relationship can be established with their interlocutors by speaking, and therefore speaking will deploy their countries in a more active position, overlook that speaking is based on listening and understanding, interpreting and taking action, respectively. Nonetheless, the fact that speaking sometimes precedes listening for public diplomacy policies does not diminish the importance of listening, it just means that speaking seems more prominent in shaping higher policies.

So much so that advocacy, which is one of the basic components of public diplomacy, is based on speaking as well as listening. Advocacy is a public diplomacy actor trying to place an idea, policy or any issue of interest in the hearts and minds of the target country's society, mostly through speech and to inform, by choosing a method used in international communication. Advocacy is one of the most visible and common elements that is frequently used by actors of public diplomacy. As being one of the important layers and tools of public diplomacy, can often be observed in the relations of embassies with the press. In addition to advocacy, cultural diplomacy also plays an important role when establishing various means of communication, especially informative and written or verbal, with the target country.

Cultural diplomacy, which is among the basic components of public diplomacy along with listening and advocacy, provides cultural exchange with the target country as well as diversifying the ties established with the target country. Cull (2008) defined cultural diplomacy as a tool for public diplomacy actors to establish and strengthen relations with target countries while drawing attention to their cultural richness by making the cultural elements of their own countries more globally known and recognizable. Among the practical examples of cultural diplomacy are the cultural centers that many countries have established in order to add a different dimension to diplomatic relations in various countries where they have embassies. Examining these instances reveals that several institutionalization strategies are required, in addition to national institutions, for the efficient use of cultural diplomacy. Culture is an all-encompassing notion with its definition and behaviors, and as such, it has a significant role in global interchange. The distinction regarding cultural diplomacy that needs to be made is that culture is the only element that trades between nations.

The exchange between nations occurs in any area where ties are built on practices, not just the cultural one, when viewed within the context of public diplomacy. For this reason, Cull (2008) added exchange diplomacy to the basic components of public diplomacy and defined this type of public diplomacy as the public diplomacy actors' accepting citizens of different countries within the country while sending their citizens abroad. The striking element of exchange diplomacy is that the agents of public diplomacy policies are people, as well as the fact that the exchanged phenomenon is people. Ensuring the movement of individuals between countries opens the way for citizens going to the target country to act as ambassadors there, creating an opinion and understanding about their own country in the target country. The citizens of the target countries, who come to the country that carries out the public diplomacy policies, can return to their countries just like ambassadors by experiencing the correctness of the perceptions formed in their own countries and more. The educational scholarships that

nations provide to their own citizens or to foreign nationals are among the first instances of exchange diplomacy that come to mind such as Türkiye Scholarships, Fulbright Scholarships, or Global Korea Scholarship.

Cull lastly dealt with international broadcasting in his study (2008), which included the basic components of public diplomacy. The ability of public diplomacy players to develop and put into practice strategies to influence international surroundings and perceptions in a way that will support their objectives through the use of media is characterized in this study as international broadcasting. It does not state an importance whether these devices are owned by the state or private institutions while the focus of international broadcasting is to communicate with the society of the target country and to shape the perceptions of the aforementioned society. International broadcasting is not only limited to being a basic component of public diplomacy, but also a component of other public diplomacy components: traces of international broadcasting can be found in announcing advocacy policies to interlocutors and other circles, being aware of developments related to cultural and other changes, informing observers of developments taking place within its own body, and following and listening to other international broadcasters.

Cull's revealing the importance of international broadcasting for public diplomacy and considering the internet within the scope of this importance contributed greatly to the public diplomacy literature. Nonetheless, studies on the relationship between the internet and public diplomacy receive limited attention in the literature not only in the theoretical sense, but also they do not take place in a quantitative sense admirably. The transformation of the press, broadcasting and media tools together with technological developments has been reflected in the state apparatuses and policies that include public diplomacy. These developments, which were not only reflected in the state apparatus, also caused repercussions in the private sector and became a plateau that brought the private sector and the state together. Media organs are not limited to traditional formations, they have been updated and have influenced public opinion and state institutions within the framework of "social media". Although the public diplomacy literature is incomplete in following these developments, this thesis will contribute by examining the relationship between public diplomacy and social media in the case of Korea.

2.1.4. THREE ASPECTS OF PUBLIC DIPLOMACY

Understanding why public diplomacy policies were formed, what they entail, and how they will be implemented is necessary for their proper implementation. This examination of public

diplomacy was carried out by Mark Leonard (2002) with the determination of different aspects of public diplomacy policies. Leonard first listed the objectives to be achieved as a result of the effective implementation of public diplomacy policies in terms of ease of realization. The first step in the ladder of these goals is to make a country more recognizable to the global public opinion and to ensure that they have perceptions about the country in question that can serve the interests of that country. This is the easiest target to reach through the elements of public diplomacy that Cull (2008) mentioned. Creating a positive image of a country by becoming known will not only ensure that the country, which is one of the highest in the pyramid of goals, is appreciated by the international arena, but will also invite other communities to look at the world from their own perspective. A country will become a desirable object in the eyes of its citizens and make its ideals easier to internalize if it is the subject of favorable opinions from the target countries. When target countries adopt a nation's values and perspective and have favorable impressions of the nation, as well as when the target nation acts in the nation's best interests, all of the public diplomacy goals are met. Nevertheless, as Leonard pointed out (2002), it will not be possible to reach the targets set for public diplomacy by following policies that are applied only in one direction.

According to Leonard, public diplomacy has three aspects as the field, time and purpose in which it is applied. Initially, the public diplomacy application areas should be clarified before looking at public diplomacy strategies on these aspects. Public diplomacy policies are implemented in three areas of government concern: political or military, economic, and social or cultural. Each of the mentioned application areas has dimensions where it can react when necessary, position it in an eloquent position by creating a political schedules, and establish new relationships (Leonard, 2002, pp. 10-11). When Leonard examines public diplomacy policies in terms of time, he divides them into three classes: reactive for what is accomplished in a few days and hours, proactive as those put into practice within a few months and weeks, and relationship building for those that are sustained over the years. Furthermore, examining these domains, procedures, and time frames leads to the conclusion that distinct institutions, institutionalization processes, and skill sets are required for each field in order to carry out public diplomacy operations within this framework.

News management, which is the first aspect of public diplomacy for Leonard, can be thought of as related to international broadcasting, which Cull sees as one of the basic elements of public diplomacy. Such an approach to literature will facilitate the perception of public diplomacy as a whole. Although news management has an essential place in establishing communication with foreign peoples, being able to dominate this administration and making it

work like a strong muscle depends on being able to deliver different news specific to different communities that will shape the conceptions suitable with national agenda. This difficulty arises from the meeting of peoples and news, which are kept apart from each other when considered on a global scale, thanks to the organs of the countries that are involved in the news management and whose interests do not match.

Strategic communication, which is the second aspect of public diplomacy, has emerged to meet the rising need because the relations between countries and their target countries are carried out through different institutions on limited areas. Although the image that should be projected to target countries and the policies that should be implemented are carried out by different institutions that carry out different procedures, it does not mean that a country is unsuccessful in public diplomacy, but it obliges us to consider the possibility that practices can become more effective. Strategic communication is not only the establishment and execution of relations by different institutions, but also the way in which the messages determined before these relations pursue a strategic goal are processed by all different institutions in a coordinated manner to the target country over time. The organizations described above can only successfully communicate strategically if they share a common worldview, and national perspective because uncomplicated and overlapping messages are delivered to target countries thanks to this narrative. Moreover, the ability of institutions to successfully convey the determined messages to the target countries will not be independent of the main actors of public diplomacy preparing appropriate messages for them, taking into account the interests and relevance of the agent institutions. Another danger brought by the common narrative required for the effective execution of strategic communication is the possibility that a totalitarian regime may be the most appropriate administration to create the aforementioned common narrative and inter-institutional unity (Leonard, 2002).

The last aspect of public diplomacy, which Leonard divided into classes as a result of his studies, is the relationship building that have the longest period in terms of time, as well as being applicable in all areas, including political or military, economic, and social or cultural. Building relationships refers to the establishment and maintenance of professional links between the target country and the country that implements public diplomacy policy between the equal actors that satisfy the needs of both parties and provide for the parties. The main focus of relationships is based on positive experiences and these experiences evolve over time into positive perceptions, support and sharing the same perspective. According to Leonard, the easiest method of establishing these relations is exchange and scholarship programs in the field of education (Leonard, 2002)

The hierarchical public diplomacy objectives proposed by Mark Leonard in this study have a significant place in the theoretical framework of the literature; nevertheless, it can be seen that it also plays an explanatory function when looking at examples achieved in practice. It is significant that objectives and strategies adhere to Leonard's pyramid of goals while looking at Korean public diplomacy techniques, which will be covered in the next section.

2.1.5. THREE LEVELS OF PUBLIC DIPLOMACY

The areas in which public diplomacy is applied have evolved in tandem with the changes that public diplomacy as a concept has undergone over time. The two-way relations received a new dimension as a result of public diplomacy's distinction from conventional diplomatic techniques, which was at the forefront of these advances. Cowan and Arsenault (2008) divided public diplomacy into three levels as monologue, dialogue and cooperation and discussed each level in terms of its processes, objectives and actors. Moreover, it has also been deemed necessary to make a transition from monologue to dialogue in the discipline and practices of public diplomacy, which makes the communication and interaction received by traditional diplomacy devices on a single plane, multifaceted. This shift doesn't occur because monologue is less effective, impressive, or otherwise inferior to dialogue. Albeit dialogue becomes insufficient, cooperation arises as a new level of public diplomacy, much like the necessities that cause the shift from monologue to dialogue. The idea that these three levels can always be utilized interchangeably or that one is better and superior than the other is disproved by the fact that they can be applied when circumstances arise in which they can respond. Over and above, the limits and effects of these levels are not limited to time and conditions, but cannot be considered independently of the actors taking action at these levels. It should not be overlooked when discussing the actors in public diplomacy that the private sector is both a practice area and an actor, in addition to those who participate in the state mechanism.

Monologue, which is the first level of public diplomacy, has been defined as a one-sided communication path, as discussed in the aforementioned study. However, the fact that it is a one-sided communication path does not mean that it is only in oral or written form. Governmental speeches are examples of monologues, but they can also take the shape of any piece of literature or art. Monologues, with its many powerful features, is a preferred level to be used frequently by public diplomacy actors. The effect of monologues may increase when reinforced by other means of communication. One of these advantages is the capability to send messages that are ostensibly intended for target nations or addressees directly. The most

effective way of advocacy, which Cull sees as one of the basic components of public diplomacy (2008), is possible with the use of monologues. Furthermore, this level of public diplomacy also facilitates the execution of a country's public diplomacy policies, willingly or unwillingly, in unity. Without taking into account the drawbacks or hazards associated with any occurrence that has had an impact on the international scene, particularly public diplomacy, an analysis will not be successful. The possibility that the direct messages being given may not be immediately understood is one of the main dangers associated with the use of monologues. The messages that are delivered by activating this level, can be understood and interpreted according to time and conditions, and likewise in other ways by different actors in the target country. Whilst monologues are performed unilaterally, it is necessary to understand multi-faceted, including undesirable aspects, and the actors activating this level must convey messages that are highly sensitive and carefully formed. Thus, the transmission of messages on the level of monologues does not occur at a single time through a single actor in line with the conditions that shape global dynamics but rather through many actors, whether public or private, and repeating continuously. The permanence that a government realizes its public diplomacy goals through monologues does not indicate that it is not the receptacle of the realizations outside the monologue. One-way communication does not provide sufficient opportunity to observe and respond to perceptions and reactions in the target country. For the reason that they act in one direction and only use restricted, indirect techniques to communicate with their interlocutors, monologues can also be defined as “distanced” or “cold”. Last but not least, as monologues are described as distant, a dubious approach is adopted to this level of public diplomacy based on one-way communication. The reason for this is that when monologues are used by countries which have been the target of strong perceptions in the global public, their accuracy can be tested by being questioned by the interlocutors. One of the reasons why these countries are skeptical regarding their instrumentalized monologues is that the colonial past of most of them cannot be ignored.

The element identified by Cowan and Arsenault (2008, p. 16) as the second level of public diplomacy is dialogue. In this study, dialogue is defined as multi-faceted interactions in which ideas and information are exchanged (Cowan & Arsenault, 2008, p. 18). The starting point of dialogue is based on people's need to express themselves and have their voices heard. One of the important reasons for the emergence of dialogue as a public diplomacy level is that although monologue messages are informative and sensitively designed, they have limited potential to change and improve opinions about the country that will implement public diplomacy policies. Nevertheless, what should be kept in mind before establishing a dialogue between the

parties is not this exchange and the persuasion process that this exchange can bring, but the first aim of the dialogue is to understand and be understood. In addition to serving as the foundation for bidirectional communication, dialogue can also serve as the start of mutual interactions because it is a matter of understanding and being understood. Regardless of their institutional roots or connections, the dialogue that takes place through individuals can turn into an intercivilizational dialogue by building on positive relationships and interactions (Cowan & Arsenault, 2008, p. 17). In contemplation of the dialogue to be carried out in a healthy and effective way, four conceptual conditions regarding the parties to the dialogue and the environment in which it will take place must be fulfilled: equality between the parties, having a common goal, lack of competition, and being supported by social facts (Allport, 1954). Dialogue held under these conditions, on the other hand, is divided into two according to the approaches of the parties to each other: technical dialogue, and true dialogue. In accordance with the communication theories of Buber, who emphasizes dialogic interaction, technical dialogues involve the exchange of knowledge and information between parties. In these exchanges, minimizing suspicion and control mechanisms is crucial as the ultimate objective is to cultivate enduring relationships through authentic dialogue (Buber, 1958). Nonetheless, if there is an important point to be considered in the interactions and relations that emerge as a result of the dialogues, it is the necessity of preventing the perception that the actors who establish their public diplomacy policy through dialogue are a decision mechanism as much as they show that they take the actors who are the parties to the dialogue into account.

The last and third level of public diplomacy is collaboration, which is defined as public diplomacy actors coming together in various fields and working on projects (Cowan & Arsenault, 2008, p.12). These initiatives, which fall under the umbrella of public diplomacy, encompass a wide range of topics, including conflict resolution and enlarging shared viewpoints (Gray, 1989; Logdon, 1991). These initiatives, which are not constrained by time or domain restrictions, have evolved into a useful instrument for the public diplomacy clause. One of the common fallacies regarding cooperation is the idea that for these initiatives to be successful, there must be a high level of mutual trust between the participants. Contrary to popular belief, the foundation of these projects does not require trust, and there is a chance that the parties will develop trust for one another during or after the planning and implementation of the initiatives. Although the feeling of trust is not at the core of these projects, cultural partnerships are also included as one of the factors that facilitate cooperation (Cowan & Arsenault, 2008, p. 23). Cooperation does not only mean working on projects, but also includes the necessity of establishing a dialogue within it. In this way, beyond the sense of trust, the possibility of

cooperating public diplomacy actors to agree on the issues they oppose, as well as the opportunity to better perceive each other's opinions and stances, even if there is no agreement. The fact that the parties are involved in the same cooperation projects even once, even if it is only for one project, enables the parties to gain common experiences and establish a bond on those experiences (Cowan & Arsenault, 2008, p. 21). Collaboration carries risks and unfavorable outcomes, just like every idea connected to the phenomena of public diplomacy. Not all collaborations have cultivated or strengthened a culture of trust, and the intended outcomes might not have been reached. The opposing facts and conflicting interests of the participating countries as to which and how projects can be designed and implemented "in the best way" is one of the biggest obstacles to the realization of cooperation. The outcome of a project does not necessarily have to be favorable or negative. Opportunities for collaboration may be thwarted if the parties' goals are altered, disputes about the process occur, or unhappiness is made clear while the process is still in progress. Thus, collaboration, which is seen as an important level for the effective execution of public diplomacy, is not used effectively by public diplomacy actors due to these risks and negative consequences.

2.2. HISTORICAL DEVELOPMENT OF PUBLIC DIPLOMACY

2.2.1. PUBLIC DIPLOMACY

The concept of public diplomacy was first used in 1965 by Edmund Gullion, Dean of the Fletcher School of Law and Diplomacy at Tufts University. As Cull (2020) quotes:

Public diplomacy ... deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as diplomats and foreign correspondents; and the process of intercultural communications (p. 13).

The term "public diplomacy" has, however, not always been employed in the sense intended by its creator; rather, it has also been given other connotations in accordance with the outcomes of international and national dynamics. The Middle East's diplomatic communications and treaties from 2500 BC, ancient Greece's debates over medical care, and Roman diplomacy's imposition of its goals on vassal states are the first examples of public diplomacy in operation

(Cohen, 2013, pp. 9-23). Public diplomacy, beyond being a concept invented by Gullion, could not bring a new breath to the fields of international relations and diplomacy in terms of its expression and pointing. Although the concept of public diplomacy was not first used by Gullion in written texts, it was used in newspapers in London a few centuries ago. At that time, the concept of public diplomacy was considered as civility, and was used interchangeably with this concept. During the First World War (1914-1918), the concept of public diplomacy was used by different actors to express the new diplomatic approaches and methods that emerged with the war necessities. In this period, the concept that was used alternately became the concept of open diplomacy. The origin of the concept of open diplomacy is based on the understanding of "open peace agreements that are openly executed", upon which Woodrow Wilson built the American national system. The idea of public diplomacy persisted in use in the time between the two world wars within the parameters of the meaning it derived from the origin of openness.

Public diplomacy is not usually mentioned in the documents from the time of the second world war, as has been noticed (Cull, 2020, pp. 13-14). Since the 1950s, numerous scholarly and diplomatic circles have viewed the idea of public diplomacy as a propaganda tool. The change in the idea of diplomacy under the impact of period hypothesis is what led to the strong correlation between public diplomacy and propaganda. The Cold War was beginning to take shape during these years, and diplomatic operations were viewed as a whole as public performances by diplomats. The need for such a notion by the institutions within the United States of America led to the study of public diplomacy in this context in 1965, when Gullion introduced it into the literature as the creator of its current definition. Although the United States of America's reputation in other countries deteriorated, it did not accurately reflect American principles. Traditional diplomatic techniques were unable to resolve this issue, in addition to the fact that the setting in which the policies to be implemented would be addressed was a brand-new conversation topic. Beyond only being educational, the need for a notion that forges stronger connections with the target actors evolved.

However, a concept that would have allowed the development of advantageous relationships for the target actors should have been utilized instead of one that is frequently used and associated with bad imagery, such as propaganda (Cull, 2020, pp. 15). Public diplomacy aimed to persuade the opponent of one's ideological, economic, and political convictions in addition to informing and justifying acts to both public by USA, and Soviet Union (Caute, 2004). Involving new partners, which are still supported by the state, public diplomacy rapidly adapted new techniques and channels, such as cultural and television activities. The devices that public diplomacy has incorporated to expand its policies are not

limited to these, but have also begun to cover information management and cultural promotions. The most significant changes to traditional public diplomacy during the 20th century were democratization, globalization, and technical advancements. These new tools and techniques led to continued expansion in public diplomacy practice, which later defined as the “new public diplomacy” (Huijgh, 2016, pp. 440-441).

2.2.2. NEW PUBLIC DIPLOMACY: PUBLIC DIPLOMACY 2.0

Public diplomacy, which started to gain traction in the state agendas of several nations other than the United States in the 1990s, gained wider public appeal after the tragedy caused by the attacks on the World Trade Center on September 11, 2001. However, it should be noted that the events of September 11 (9/11) did not play a triggering role in the issue of public diplomacy taking more place in the political agenda. The field of public diplomacy, as it is known, emerged and developed in the United States and became one of the important topics of the country's foreign policy. Obviously, the events of 9/11 have largely shaped the Middle East part of American foreign policy (Melissen, 2005, pp. 3-5). Nonetheless, linking the global effects of public diplomacy only to this sad event will reinforce the hegemonic stance of the USA and its influence on other countries, thereby narrowing the perspective in which public diplomacy is being inspected. As the conditions in which public diplomacy emerges are examined; The European example (Germany and France) draws attention with the use of public diplomacy as a result of the traditional diplomatic methods not being sufficient to improve the damaged image of the countries after the Second World War. Limiting the European example to countries such as Germany and France, which are the main actors of the European Union, is similar to the example of strengthening the hegemonic position of the USA. However, it should not be overlooked that the role of the aforementioned countries in the European Union has largely shaped the public diplomacy practices of the countries that want to join this union, and even contributed to the emergence of public diplomacy practices. In addition to the need for a post-war image makeover or the desire (or necessity) to join international organizations that will advance national interests, other factors that lead to public diplomacy include economic development, terrorism, geopolitics, and security. The implementation of the public diplomacy policies of the Global South countries, with the exception of the European and American examples, is based on the goal of reversing the conditions that led them to be defined as the "Global South" (Dados & Connell, 2012).

Throughout history, public diplomacy has had a significant impact on foreign policy and international relations, but it has also had to adapt to changes in these actors or the field. The entrance of the internet into our life, the acceleration of globalization, and the rise of new interaction techniques as a result of these changes are the key shifts we think of when we consider the new century. The key participants in diplomacy—states and institutional mechanisms—have not been spared the effects of this "Web 2.0" predicament (O'Reilly, 2009). Web 2.0 is alternatively recognized as the inscribed/expressive Web, collaborative Web, individual-focused Web, and intellect Web. This iteration of the Web introduces novel opportunities for harnessing the internet's capabilities and involving its users more effectively by employing a participative and mutually beneficial approach that highlights the interpersonal interaction among peers and their cognitive proficiencies (Murugesan, 2007, p. 34). The availability of the Internet and new forms of connection and communication to every segment of society has increased the number of actors and relationships in the diplomatic sphere. In order to meet the demands of these circumstances and adapt to the circumstances of the new age, public diplomacy's discipline and methods have changed. Public Diplomacy 2.0 refers to the present fusion of public diplomacy with Web 2.0. Traditional methods of reaching to foreign publics have not been superseded by new technologies. However, they are also making them more relevant and unexpected as tools for influencing international relations and public opinion. One of the differences of Public Diplomacy 2.0, which has taken a new shape with the mentioned changes, from the previous version is the three elements it performs while using Web 2.0: the integration of participatory and collaborative methods of engagement, the digital merging of communications infrastructure, and issues connected to knowledge dissemination and transparency (Arsenault, 2009, p. 136).

The fact that Public Diplomacy 2.0 has overcome the obstacles necessary to become one of the actors that influence diplomacy and international relations is one of the characteristics it brings to the diplomatic setting. Although the USA was the first country to develop a scientific foundation for diplomacy, it was based on the methods used by the key figures in the Global North. The ease of accessibility of Web 2.0 devices that enable Public Diplomacy 2.0 and the widespread use of these devices by the masses prevented the new public diplomacy from being limited to only Western applications. Nonwithstanding, the easy accessibility and widespread use of these opportunities have brought to light one of the most dangerous aspects of public diplomacy: disinformation. Negative information will spread regardless of how new technologies are controlled and used by public diplomacy practitioners. Officials have to deal with false information that is spread offline, or online. In order to combat new hazards and

lower them to the barest minimum, there is a heightened need for openness, accountability, and resonance as a result of public diplomacy's forging of strong linkages with Web 2.0 (Arsenault, 2009, p. 135).

As Public Diplomacy 2.0 has improved the ability of public diplomacy actors to boost their effects, these opportunities have also increased responsibilities and issues at the appropriate rate. The main duty of the actors is to ascertain whether the communities they are interacting with have channels of communication that are appropriate and available for interaction. It would be erroneous to believe that the arrival of Web 2.0 into the diplomatic world has eliminated the disparities that exist in traditional diplomacy or public diplomacy techniques. The internet, on which Web 2.0 is based, is mostly to blame for the imbalance in Public Diplomacy 2.0. Reaching across the digital divide is no longer a topic worth mentioning as it is more pertinent to discuss adjusting information distribution methods to suit users' preferences and access levels. The majority of the world's population has auxiliary, or limited bandwidth access to the digital information environment. Therefore, it is imperative to put into effective policies that are molded in accordance with the level of the other party, regardless of the degree of development, welfare, and internet service (usage, quality, speed, access) of a state. Adapting to the parameters permitted by the nation in which they seek to realize this connection is only one of the issues that public diplomacy actors must provide in order to develop a strong interaction via Web 2.0. The significance of making sure that all public diplomacy statements and activities are precise, reliable, and scrupulously ethical has been heightened by the expanding information environment. Inclusive technologies have been essential in growing the scale of the Internet, and they have also increased the number of players who can serve as whistleblowers. In addition to producing policies suitable for the conditions allowed by partner and target countries and ensuring the reliability of sharing, it is also the responsibility of the actors to ensure the attractiveness of Web 2.0 tools and the diversity of interaction methods. The internet's target audience may be reached and maintained with direct attention and follow-up, in contrast to traditional mass media like radio, and television. There are many different components within each channel on the Internet since it reaches its target audience through a wide range of channels (websites, applications, and programs). Channels that do not have shares that are adapted to the circumstances, whose dependability is not increased, and which cannot become "popular," are destined to be eliminated. Popularity and interaction do not automatically indicate that Public Diplomacy 2.0 strategies are effective, but they can be used as indicators of success or failure. Audiences have always been implicated in action through assessment and inclination augmentation as a result of content consumption. Nonetheless, their

involvement has increased with great reason via Web 2.0. This new era in Web and Public Diplomacy allowed audience to become creators through the power to create and disseminate, in addition to invigilate. Despite the oversight of the policy implementations of diplomatic actors was a task undertaken by traditional media tools prior to Web 2.0 technologies, there has been a shift in this task due to the increase in interaction and access and the fact that the masses have similar opportunities with the implementers. It is crucial that policy practitioners develop proper communication with their target audiences on a variety of levels that Cowen and Arsenault (2008) stated as it was discussed in the previous section. Nevertheless, the essential thing to keep in mind is that Public Diplomacy 2.0 targets might not be met even if all of these requirements are satisfied. The abundance of individuals who build these channels and interact with them, along with the range of channels available on these instruments, suggest that the public diplomacy strategies of the nations cannot garner adequate attention. The assumption that at least all states will garner equal attention, engage with the populace, and succeed with the proper interactions is precisely erroneous.

Furthermore, the largest flaw in the existing literature on new public diplomacy is how slowly it keeps up with Web 2.0 innovations. “Web 3.0”, whose footprints have been felt since the middle of the 2000s, has outpaced Web 2.0. “In Web 3.0, novel data is created by computers rather than by people. The core principle of Web 3.0 lies in data fusion, and through the assimilation of metadata—details about data within other data—into online platforms, information can metamorphose into valuable insights. This data becomes accessible, evaluated, preserved, or dispensed by intelligent agents, which are software entities designed to execute tasks on the user's behalf, gathering data based on user-web interactions. Web 3.0 possesses the potential to amass, scrutinize, and propagate data, which can subsequently be harnessed to produce knowledge, mastery, and ultimately, cognition (Rudman & Bruwer, 2016). It is impossible to ignore or neutralize Public Diplomacy 2.0 in a world where Web 2.0 has been surpassed, but the advancements brought about by Web 3.0, such as the creation of non-human information and the experience of the Web as a universe, should also be applied to the field of public diplomacy. The use of algorithms to tailor engagement and usage based on preferences was another issue that the Public Diplomacy 2.0 literature failed to address. The algorithm techniques that convey the content to more users are what allow diplomatic actors to avoid being removed from the media, to reach a larger audience, and to have a chance for their policies to be successful. These circumstances demonstrate how the current “Web” environment affects policies in such a profound way that these mechanisms can affect actors independently of the masses and masses independently of actors.

Table 1*Public Diplomacy 1.0 versus Public Diplomacy 2.0*

Criteria	Public Diplomacy 1.0	Public Diplomacy 2.0
Boundaries	Clear	Non-existent
Levels	State-to-state	Polycentric
Rules or Norms	Established	Emerging
Actors	Fewer	More
Technology	Industrial	Digital
Institutionalization	Hierarchical	Horizontal
Communication	Informative, monologue	Relational, dialogue
Direction	Unidirectional	Multidirectional
Communion	Attention based	Information based
Main Actor	Foreign Ministers	Whole government
Conflict	Battlefield war between states	Armed conflict
Culture	Seen as barrier	Seen as diversity
Relations with Diplomacy	Periphery of diplomacy	Central to diplomacy
Type	Government-people	Multi-level
Participation	Indirect	Direct
Target / Interlocutor	Foreign publics	Foreign and domestic publics
Narrative	Meta-narratives	Multi-narratives
Main Aim	Understand	Understand the way being understood
Dominant Example	US and UK	US, European and Non-Western

Note. Retrieved from “Palestinian Nation Branding Via Public Diplomacy” by D. Iriqat, 2019, *International Relations and Diplomacy*, Volume 7(5), 202-216, Copyright by David Publishing Company & “Paradigm Shift in Diplomacy: A Conceptual Model for Korea’s New Public Diplomacy” by T. Kim, 2012, *Korea Observer*, Volume 43(4), 527-555, Copyright by Institute of Korean Studies.

By adjusting to the circumstances of the present along with the historical development it has undergone, public diplomacy has evolved into an essential and irreplaceable component of foreign policy. As a result of the changes brought on by innovations, public diplomacy has not only altered as a concept but has also begun to manifest activity in other domains. The varieties of public diplomacy will be covered in the following section of this thesis.

2.3. ACTORS AND TYPES OF PUBLIC DIPLOMACY

2.3.1. Cultural Diplomacy

Public diplomacy is the practice of a government communicating with foreign audiences in an effort to positively affect them. Cultural diplomacy, the use of a state's culture in furtherance of its foreign policy objectives or diplomacy, is increasingly considered as a subset of this field. It covers a wide range of activities connected to deliberate cross-cultural interaction among countries or organisations of countries. The most comprehensive definition of cultural diplomacy is provided by Cummings (2003):

The concept of “cultural diplomacy,” refers to the exchange of ideas, information, art, and other aspects of culture among nations and their peoples in order to foster mutual understanding. But “cultural diplomacy” can also be more of a one-way street than a two-way exchange, as when one nation concentrates its efforts on promoting the national language, explaining its policies and point of view, or “telling its story” to the rest of the world.

Cultural diplomacy emerged in Europe as a discipline and practice. The fact that “private” organizations were mostly responsible for starting public diplomacy programs is the first thing that stands out when these initiatives are historically examined. Nonwithstanding, France was the first country in which the most significant public arena, the state, understood the significance of cultural diplomacy and began to develop and implement programs. Therefore, France became the leading country of cultural diplomacy in Europe. Independent endeavours from the latter half of the 18th century can be considered the origin. Related to how the German government founded the Archaeological Institute in Rome in the 1870s, a time when private initiatives were on the decrease, and how it formed the Schools Section in 1906 and a division for Arts and Science in the Ministry of Foreign Affairs in 1896. The Dante Alighieri Society and Italian schools were founded after the 1880s, but they did not start receiving government funding until the 1960s. The Institute for Cultural Relations with Foreign Countries (IRCE), founded in 1938, was the first Italian cultural institution to operate during Mussolini's rule; nonetheless, even under the fascist dictatorship, it was not absorbed into the Ministry of Foreign Affairs. The Goethe Institute was established in 1929 to advance the German language abroad, and the Nazis used cultural diplomacy to a lesser extent to spread agitprop. Fascism inspired the British government to establish a committee for educational purposes in 1920 by fusing political and cultural promotion. The British Council was first known as the British Commission for Relations with Foreign Nations when it was founded in 1934. (Haigh, 1974, pp. 29-34). The

atmosphere of peace, which emerged after the First World War and dominated the international arena for a short time, enabled cultural diplomacy to expand its sphere of influence and move it out of Europe. In the 1930s, cultural diplomacy operations were limited to private initiatives in the United States while Japan, one of the major players in Asia, and the Soviet Union, which had a significant impact on both continents, carried them out through state organs. Following the events, the USA, which has developed and enlarged its network of international relations in accordance with its involvement in wars, has begun to integrate private and public activities (Gregory, 2008; Fox, 2012; Kim, 2017, pp. 309-310).

Despite cultural diplomacy is a subcategory of public diplomacy, which is a government's contact with foreign audiences, it is not the same as it because there are other forms of public diplomacy that do not involve a state's culture. Government agendas include many items under several sections that deal with cultural diplomacy policies. According to Wyszomirski's study (2003: 9), "International Cultural Relations" (ICR) or "International Cultural Policy" are the key names by which cultural diplomacy policies are carried out (ICP). Because of this, these ideas and the idea of cultural diplomacy are regarded as being equivalent and are frequently used interchangeably. Although it is possible to claim that "relations" is more indicative of process and interactions while "policy" sounds more official and dominant, these distinctions cannot be confirmed. ICP and ICR collectively seem to suggest that in many other nations, culture in the international sphere is considered as more than just a field of diplomacy. Furthermore, culture diplomacy and international cultural relations are not interchangeable because some of these relationships do not include the government and others do not advance diplomatic or foreign policy objectives (Mark, 2009, p. 11). The essential differentiation between cultural connections and cultural diplomacy is delineated by definitions, where the former is characterized as 'evolving in a spontaneous and inherent manner, devoid of governmental interference,' while the latter is described as 'occurring solely when foreign dignitaries or governments attempt to guide and direct this efflux in order to advance political objectives. These two ideas, which were previously employed interchangeably before the conceptual framework of this subject was established, were therefore distinguished from one another (Ang et al., 2015, p. 366). It should not be inferred from the fact that the cultural diplomacy agenda goes by different names that the countries regard and prioritize the cultural sector of public diplomacy differently.

Cultural diplomacy is typically seen as a tactic used to advance prescriptive, aspirational objectives, typically contextualised in the context of reciprocal understanding. The important point is the type of political body doing cultural diplomacy: autonomous organizations conduct

international cultural relations, while governments conduct cultural diplomacy. Government ministries and departments, independent organizations, and private, non-profit foundations all carry out cultural diplomacy. But it's not always clear what role non-governmental organizations play in a nation's cultural diplomacy. The "cultural" component of cultural diplomacy has traditionally been understood to refer to "high culture"—theatre, dance (ballet and modern), visual arts, and music, which have historically been the purview of the intelligentsia. This perception has shifted in recent years, and nowadays cultural diplomacy increasingly incorporates "popular culture," or artistic endeavors that draw large crowds. Actions encompassed by cultural diplomacy expose an aspect of the societal culture that the government is intended to represent. The spectrum of activities is wide-ranging and is no longer confined solely to "high culture," as cultural production and consumption are now understood beyond the domain of elites. It now incorporates cultural activities aimed at a larger audience more frequently (Cummings, 2003, p. 1).

As a matter of fact, to separate cultural diplomacy from related behaviors, the kind of cultural activity is occasionally utilized. Through the duration or location of its operations, cultural diplomacy can be distinguished from other methods. Some scholars have described it as a component of public diplomacy that focuses on establishing long-term partnerships. Several academics view the practice's international prevalence as a crucial aspect. Cultural diplomacy is a diplomatic tactic used by both national and sub-national governments as well as individual governments. Cultural diplomacy is practiced in support of a government's diplomatic efforts, foreign policy objectives, or both. Not simply the interests of the nation conducting the diplomacy, but also those of other nations, can be advanced by cultural diplomacy. Cultural diplomacy typically involves the government's foreign ministry or, at the sub-national level, the ministry of international relations, directly or indirectly, because of its relationship to foreign policy or diplomacy. Throughout history, governments have asserted their involvement in cultural diplomacy with the aim of promoting visionary objectives, like nurturing empathy between populations, countering ethnic chauvinism and labeling, and deterring conflicts (Mark, 2009, p. 5). Moreover, the fictitious "nations" or overarching "peoples" are not the only subjects of cultural diplomacy but agents and representatives of the government are included as well. In other words, cultural diplomacy is a form of government activity that takes place in an area where nationalism and internationalism collide and which functions under the aegis of a clearly defined ideology of national or local adumbration (Ang et al., 2015, p. 367).

Aside from enhancing connections across various domains like commerce, political engagement, diplomacy, and economic pursuits, the operative objectives of cultural diplomacy encompass constructing two-way affiliations that traverse financial, trade, governmental, societal, and diplomatic dimensions. This involves engagement with pertinent international collectives for those involved in cultural diplomacy, as well as aiding the amelioration of bilateral relations during periods of tension (Bound, et. al., 2007, pp. 54-55). There are differences in the cultural diplomacy policies of the countries, as well as in the risks. The cultural diplomacy steps of the countries that have been involved in colonization activities in their history carry this burden and are viewed with suspicion by both the administration and the people of the target countries (Finn, 2003, p. 17).

Cultural diplomacy, which provides opportunities for implementing states to protect their national interests, realize them and increase their gains, along with the risks that can be avoided to the extent that it can be observed and handled correctly, has not received the necessary attention in a disciplinary and practical sense. The lack of clarity over what precisely constitutes cultural diplomacy may be the root of the lack of scholarly attention to the subject. There are still many different ways to define cultural diplomacy. The relationship between cultural diplomacy and diplomacy, as well as its goals, practitioners, actions, and timing, as well as whether or not the activity is reciprocal, are all topics of debate among researchers (Mark, 2009, pp. 3-4). In this thesis, the cultural pillar of Korean public diplomacy has been examined in the context of bureaucratic, academic and practice in the following sections in order to eliminate the disciplinary and practical deficiencies of cultural diplomacy.

Table 2*Activities and Variables of Cultural Diplomacy and Public Diplomacy*

Activities Variables	Cultural Diplomacy		Public Diplomacy	
	Culturalist	Nepropagandist	Soft	Hard
Ideal Types				
Aims	Mutual Understanding	Power / Persuasion		
Projection term	Long-term			Short-term
Pattern of communication	Two Ways	One-flow messages		
Control of the message	Less	More	Less	More
Character of the audience	Active	Passive	Active	Passive
Results	Relative	Specific	Relative	Specific
Social participation	More	Less	More	None

Note. Retrieved from “Reframing Cultural Diplomacy: The Instrumentalization of Culture under the Soft Power Theory” by M. M. Zamorano, 2016, *Culture Unbound*, Volum 8, 166-186. Copyright by Linköping University Electronic Press.

2.3.2. Knowledge Diplomacy

The concept of knowledge diplomacy emerges as a nascent and emergent nomenclature. As of now, scholarly investigation has predominantly been solitary, with only Ryan (1998) delving into its intricacies, albeit with a specific focus confined to the nuances of intellectual property politics within the context of global rivalry. Consequently, the utilization of this terminology within the sphere of international higher education and research's involvement in international relations remains at a rudimentary juncture, necessitating heightened contemplation and scholarly endeavor. The ongoing endeavor involves the modeling and advancement of a

theoretical framework for knowledge diplomacy, a process that has been initiated and is evolving under the purview of Knight (2015, p. 4).

Knowledge diplomacy is a novel strategy that recognizes the significance of international higher education, research, and innovation (IHERI) in strengthening global connections and resolving common global problems. It operates in a dual capacity, acknowledging the role of IHERI in shaping and reinforcing international relations while also acknowledging how international relations facilitate and enhance IHERI. This strategy involves a diverse spectrum of participants, encompassing not just universities and colleges, but also national, regional, or global hubs of expertise, research establishments, endowments, brain trusts, proficient coalitions, non-governmental educational entities, and governmental entities (Knight, 2020, p. 38). An alternative designation for knowledge diplomacy is characterized by the engagement of a multitude of both governmental and non-governmental entities, intertwined within cooperative educational, investigatory, and inventive endeavors. These initiatives, underpinned by the principles of mutual advantage and reciprocal exchange, are meticulously crafted to cultivate and fortify inter-country connections. The primary purpose lies in augmenting shared comprehension while collectively tackling worldwide predicaments (Knight, 2023, p. 16).

Knight (2023, p. 17) delineates the interconnection between Public Diplomacy and Knowledge Diplomacy, wherein the former, while encompassing IHERI-associated agents, concerns, and endeavors, maintains a broader and all-encompassing scope. Conversely, the term knowledge diplomacy takes on a more precision-centered orientation, concentrating on distinct governmental and non-governmental entities alongside their undertakings linked to the realm of global higher education, research, and innovation.

The collaboration extends beyond academia, as higher education entities collaborate with various sectors and disciplines depending on the initiative's nature. The premise of knowledge diplomacy lies in the fact that it assembles a diverse network of partners from different sectors to collectively address shared challenges. As a result, there are diverse motivations and outcomes for the countries and participants involved. Each country and contributor bring distinct needs and resources to the table, necessitating mutual respect and negotiation to optimize the strengths and opportunities of each partner. It is important to note that the varying needs and resources among participants lead to different advantages and potential risks for all parties involved. While not every actor or country will receive identical benefits, the guiding principle of mutual benefit and reciprocal advantages remains at the core of the process. In essence, knowledge diplomacy embodies a holistic and inclusive approach to international

collaboration, recognizing the multifaceted interplay between higher education, research, innovation, and global relations in addressing common challenges (Knight, 2020, pp. 38-39).

A frequently posed inquiry by Knight (2023, p. 17) pertains to the potential overlap between science diplomacy and knowledge diplomacy. This query merits careful contemplation and hinges upon the extent to which the scope of science is delineated and employed. Should science be expansively construed to encompass erudition, akin to the Latin notion "scientia," then a pronounced affinity emerges. Nevertheless, conventionally, the purview of science diplomacy has been confined to the realm of natural sciences, and more recently, it has been positioned within the ambit of science and technology.

While due recognition is accorded to the significance and role of science (as well as technology) diplomacy, this does not preclude the indispensability of knowledge diplomacy. The latter constitutes a broader conceptual construct, encompassing the generation and application of knowledge across a diverse spectrum of global predicaments (Knight, 2023, p. 17).

2.3.3. Science Diplomacy

Adequate understanding of science diplomacy includes viewing it as a deliberate effort to use scientific interaction and exchange strategically in support of broader goals that extend beyond the confines of scientific discovery (Gluckman et al., 2017). The driving force behind science diplomacy in this context is not primarily founded in the development of new information, however this does not rule out the possibility of such an outcome (Turekian, 2018, p. 5). The elucidation of science diplomacy encapsulates its essence as the employment of scientific cooperation between nations to confront the shared challenges confronting humanity in the 21st century and to foster beneficial global alliances (Fedoroff, 2009, p. 9).

Turekian's (2018, p. 5) explication of the characteristics of science diplomacy reveals that, while a substantial amount of scientific endeavours emerge from spontaneous contacts, the grounding of science diplomacy resides in a more purposeful and calculated approach. Furthermore, organized entities direct science diplomacy. Science diplomacy, whether emerging from governmental organizations, academic institutions, the commercial sector, or civil society, requires a connection to an established institutional structure. This conveys the idea that, while individual scientists may exhibit diplomatic tendencies to varying degrees and frequently play pivotal roles in the implementation of science diplomacy, its effectiveness as a

global practice is also dependent on its contribution to the overarching goals of the supporting institutional structure from which it emerges.

The historical narrative of Science Diplomacy vividly portrays the contextual nature of the notion. If perceived as a synonymous term for transnational research cooperation, the origins of Science Diplomacy can be retraced to the emergence of modern science in 17th-century Europe. The progression of nation-states as the prevailing embodiment of societal structure also engendered diverse conceptual frameworks for scientists. Consequently, the progressively dominant nation-state paradigm during the 19th century posed challenges and occasionally imposed restrictions on the ideal of boundary-free scientific discourse, due to its emphasis on economic affluence, military prowess (Eskildsen, 2004), and the prestige of the nation (Flink, 2019, p. 2).

Lord and Turekian (2007, pp. 769-770) sheds light on the transformation that science diplomacy has undergone in more recent times. Abundant additional instances showcasing the interplay between science and diplomacy during the 18th and 19th centuries can be found, including the establishment of the Foreign Secretary role within the British Royal Society, which predated the establishment of the UK's Foreign Office. Throughout this era, institutions such as UNESCO and the International Institute for Applied Systems Analysis emerged as avenues to connect scientists from both Eastern and Western regions, as well as from developed and developing nations. This endeavor aimed to uphold a certain level of global interconnectedness even amidst the tensions generated by major power dynamics.

As the latter part of the 20th century approached, along with the conclusion of the Cold War, the focal point of science diplomacy shifted from regarding science primarily as a conduit for diplomatic discourse to increasingly emphasizing scientific interactions as the foundation for addressing critical global predicaments. Notable showcases of science actively supporting foreign policy and diplomatic objectives on a global scale emerged, ranging from the establishment of the Montreal Protocol which built upon scientific revelations that ultimately earned Nobel Prizes in Chemistry to the inception of the Intergovernmental Panel on Climate Change which later received the Nobel Peace Prize. However, even as science and its practical applications grew to be more significant contributors to diplomatic efforts, the explicit concentration on 'science diplomacy' within national policy discourse was not a central topic. This trend commenced a transformation in the mid-2000s (Turekian, 2018, p. 7).

The AAAS and the Royal Society have contributed significantly to the discourse, gaining prominence within the field. In their illuminating publication (Royal Society, 2010), they delineate the essence of Science Diplomacy through an articulated tripartite framework:

1. **Diplomacy for Science:** This encompasses diplomatic endeavors at the global level that are intended to serve scientific objectives.
2. **Science for Diplomacy:** This pertains to the conceptualization of science as a mechanism for nurturing or even "enhancing international relations between nations" (Royal Society 2010, p. 15).
3. **Science in Diplomacy:** This refers to the incorporation of scientific counsel within the realm of foreign policy. This facet of Science Diplomacy not only recognizes the increasingly intricate and technoscientific nature of various issues in international affairs but also alludes to the existing dearth of knowledge in addressing these matters within the confines of traditional diplomacy.

In contemporary times, the significance of science diplomacy has gained considerable prominence due to the recognition that the resolution of numerous global issues hinges upon collaborative efforts on a global scale. Amidst the COVID-19 era, the pivotal role of science diplomacy has been reaffirmed through the collaborative endeavors of academic circles worldwide, united by a common objective of discovering a vaccine. This concerted effort to mitigate the effects of the lethal pandemic and steer humanity towards well-being has underscored the renewed importance of science diplomacy.

This thesis study effectively fills an existing gap in the scholarly literature by thoroughly exploring the imperative role of science diplomacy. Furthermore, it offers a comprehensive analysis of Korea's endeavors in the realm of science diplomacy. Through this in-depth examination, the study contributes valuable insights that shed light on the significance of science diplomacy not only as a means to tackle the complexities posed by the pandemic but also as a proactive approach to fostering international cooperation and collaborative efforts. By examining the specific case of Korea, the study provides a nuanced understanding of how science diplomacy can be strategically employed to address pressing global challenges, thereby enriching the academic discourse surrounding this dynamic field.

2.3.4. Digital Diplomacy

Although it is growing in importance, there is still no official definition for digital diplomacy. Some organizations have made an effort to define the phrase specifically, it is nevertheless frequently used in an ambiguous manner. Due to the lack of a clear definition, academics have studied digital diplomacy in a variety of ways, concentrating on topics including cyber security, social media, and internet governance. Manor and Segev (2015) assert

that digital diplomacy primarily pertains to a country's escalating use of social media platforms to advance its foreign policy goals and oversee its image and identity. They highlighted the existence of dual tiers within digital diplomacy: the foreign affairs ministry and the diplomatic missions. States can customize their nation-branding and foreign policy communications to the distinct heritage, ethics, and customs of local audiences, making their international affairs and desired image more appealing whilst also working on these two levels. Digital diplomacy, according to Lewis (2014), is the practice of diplomats interacting with one another and the public through digital instruments of communication. Digital diplomacy, according to Potter (2002), primarily refers to diplomatic procedures carried out using digital and networked technology. According to Hanson (2012), it is essentially a way to employ the world wide web and modern information and communication technologies to further political agendas. Another factor contributing to this lack of specificity is the fact that numerous titles for digital diplomacy are frequently used. The phrases "cyber-diplomacy," "net-diplomacy," "e-diplomacy," and "Twiplomacy" have all been used interchangeably by academics. Although having nearly identical meanings, each prefix refers to a different aspect of the subject that must be used appropriately. For instance, "cyber" is frequently used to address security issues, "e" is frequently used to discuss business-related topics, and "twi" should only be used to expressly refer to Twitter. 30 Although the interchangeable use of these terms may appear innocent, it helps explain why digital diplomacy cannot be precisely defined (Hocking and Melissen, 2015, pp. 9-10; Bjola, 2015).

The capability of digital diplomacy to promote two-way communication is one of its most alluring features. As has already mentioned, traditional diplomatic techniques solely focused on meetings between government personnel. Government officials continued to solely contact with the audience on a theoretical level, frequently speaking to them via one-sided broadcasting, despite the adoption of public diplomacy's intention to change this. Through the utilization of social media platforms like Twitter and Facebook, government representatives can now engage directly with specific demographics and individuals.

The presence of various channels for interactive communication enables people to exert fresh forms of influence over their government. These conversations with the public assist governments in gaining deeper insights into public sentiment on particular issues, ultimately enhancing the efficacy of their foreign policies in the long term (Bjola & Jiang, 2015, p. 87). Similarly, social media has made it simple for diplomats and international leaders to expand existing global relationships and forge strategic alliances. Because so much information is now readily available online as a result of digitalization, diplomats no longer hold the intelligence

hegemony and control. Other non-state players have gained more value as a result of this loss of influence, which has given diplomats new incentives to leave their restricted network of elites. Government officials now find it simple to do so owing to social media. Government officials have interacted on these websites, but they connect with people considerably more frequently than they do with one another.

Digital diplomacy also has the significant benefit of promoting greater transparency. Nowadays, everyone posts everything online. This pattern has generated a need for transparency among the general population, who also have a natural curiosity in what their government is doing. Finding a mutually beneficial arrangement has proven challenging for some diplomats because diplomacy is a career known for its confidentiality. Nonetheless, it is crucial that diplomats make the most of this new technology. Politicians and diplomats can let people feel like they are a part of key talks by making tailored content about the initiatives they are engaged in (Hocking & Melissen, 2015). According to research, personalized messages like this have a good impact by encouraging readers to focus more intently on the text they receive besides conjuring up mental pictures.

Tweets with high levels of emotional transparency and mutuality garner the most internet attention, according to research (Strauß et al., 2015, pp. 370-371). Besides, using digital diplomacy results in lower expenses for both the environment and the economy. With the development of technology, it is no longer necessary for foreign delegates to board an aircraft and travel to a far-off country to attend a conference. Foreign offices can now utilize the funds saved on transportation expenses in other areas since they won't have to devote the same amount on it. Nevertheless communications offers ambassadors far more than a financial gain; it also offers an ecological one. The potential to lessen the impact of digital technology on the environment is enormous. Digital diplomacy lowers the costs of both money and the environment by reducing the need for actual visits (Loerincik, 2006, p. 112).

One of these difficulties is the fact that some of the advantages described above are not necessarily realized in reality. For instance, not all leaders appear to be utilizing social media platforms, despite the fact that they give them the opportunity to increase their impact by being interactive, individualized, and transparent. Statistics indicate that the majority of diplomats do not communicate with diplomats in other countries. It demonstrates that they do not adhere to many different non-governmental institutions (Strauß et al., 2015, pp. 371-374). When it comes to social media and how to use it, many performers are simply generally misinformed. This is problematic since the primary idea of digital diplomacy entails employing social media as a quicker means to express a state's priorities and forge crucial connections.

Although the lack of a clear methodology on how to utilize social media effectively makes digital diplomacy difficult, social media training might provide an answer to this issue. Several government leaders have started paying media specialists to manage their social media profiles on their behalf, trusting these professionals to grasp how else to best disseminate their policy ideas. Cybersecurity is another challenging aspect of digital diplomacy. Whereas the quick dissemination of information frequently works in digital diplomacy's favor, it may also be a major drawback. Many online users are cautious of cyberattack due to the risk that information could be disclosed and identities could be compromised (Adesinal, 2017, p. 11).

The danger of online anonymity is a concern related to cybersecurity. Because there is less need for face-to-face interaction as a result of social media and the internet, it is simple for individuals to conceal and mask themselves behind a monitor and appear to be someone else. This could cause problems, particularly if the community depends heavily on social media to get news. They can be getting erroneous or fraudulent information if they unintentionally follow a bogus account. Also, it has been observed that anonymity tends to promote abuse and crime (Adesinal, 2017, pp. 10-11). The fact that their function as diplomats is evolving is arguably the biggest barrier for diplomats to adopt digital diplomacy routines and practices. Prior to the advent of digital technology, ambassadors' primary duties consisted of representing and reporting as only actors. This is no longer the case, though. Diplomats no longer have a monopoly on the ability to report on events in other nations since social media platforms now permit everyone to be both an information producer and consumer (Rozental & Buenrosrto, 2013, p. 2).

It is challenging to discuss digital diplomacy without bringing up a heated scholarly dispute over it. This discussion explores if digital diplomacy employs new technology to carry out public diplomacy in a contemporary manner or if it fundamentally transforms the process, turning a monologue into a dialogue (Verrekia, 2017, p. 16). Public diplomacy may serve as a beneficial and valuable diplomatic strategy, but implementing it on the ground can be challenging. Despite their best efforts, ambassadors frequently find themselves cut off from the public and unable to interact with it. For this reason, many have seen a favorable correlation between public diplomacy and digitalization, as modern technology enables diplomats to directly engage with civilians through the social networks and the web. Due of the shift from monologue to dialogue in encounters, some contend that digital diplomacy is distinct from public diplomacy (Hocking & Melissen, 2015, pp. 9-10).

Another gap that this thesis would like to address regarding the digital diplomacy literature is that in studies where digital diplomacy is not accepted as a part of public diplomacy, the

accessibility of digital to societies has not been thoroughly examined and defined. As the literature of digital diplomacy is concentrated, the interactions of diplomatic actors with each other through social media platforms play an impressive role on the masses, as they take place in front of the audiences, not behind closed doors unlike traditional diplomatic meetings. However, the limits of this situation need to be determined. If diplomatic interactions on digital networks, which are not carried out to influence the masses and do not aim to attract the attention of the masses, have caused any effect on them by attracting the attention of the masses contrary to their intended purpose; can be defined as public diplomacy or not? While the areas that must be investigated in order to get an answer to this question are not covered in this thesis study, the gaps in the literature are allowed for other studies to contribute.

2.3.5. Sports Diplomacy

Sports diplomacy is a facet of public diplomacy, employed to enhance medium and extended-term international relations by leveraging overseas public opinion to achieve foreign policy objectives. It encompasses the diplomatic endeavors carried out by athletes on behalf of their governments, working alongside conventional diplomacy. This approach utilizes athletes and sports events to actively engage, educate, and cultivate a positive impression among foreign audiences and entities, with the aim of shaping their perceptions in a manner that aligns more favorably with the foreign policy objectives of the sending government (Murray, 2011, p. 8)

The historical link between sports and politics traces its origins to the athletic contests of Ancient Greece and has endured, gaining renewed significance as sports evolved over the nineteenth, twentieth, and twenty-first centuries (Murray, 2012, p. 576). Across various political systems, sports, and notably the Olympic Games, have been harnessed to attain global objectives (Dubinsky, 2019, p. 156; Boykoff, 2016).

According to Murray (2011, pp. 9-11) and Rofo (2016, pp. 224-226) there are several reasons for the convergence of sports and diplomacy, leading to the formation of sports diplomacy: Firstly, shifts within the diplomatic landscape have necessitated diplomatic strategies to evolve and undergo experimentation. Engaging in sports diplomacy serves as a proactive governmental response to challenges posed by the post-Cold War era, counteracting assertions of irrelevance, obsolescence, and decline. By utilizing sports as an indirect conduit for foreign policy objectives, a nation's foreign policy image can transition from being perceived as detached, insular, and insignificant to one characterized by ingenuity, efficacy, and public engagement.

Secondly, the influence and reach of sports and sporting establishments are expanding in terms of both breadth and influence. Thirdly, global populations, having weathered the significant upheaval and violence of the twentieth century, exhibit a sense of fatigue. These populations are more receptive to overtures of soft power from nations, such as cultural or sports-related exchanges. In the contemporary information era, sports, culture, and diplomacy have evolved into potent instruments of foreign policy, shedding their niche or marginal status.

Fourthly, sports constitute a substantial component of modern existence, with an international audience fueled by pervasive media. If diplomatic postures, imagery, and messages are thoughtfully harmonized with positive sporting values, foreign public perceptions can undergo substantial transformation. The fifth rationale for the converging trajectories of sports and diplomacy revolves around the concept of representation. Notably, diplomacy and sports also share other tenuous connections, and these have been magnified in the wake of globalization. Similar to how a soldier's role has expanded to encompass diverse roles like an aid worker, a builder, or a diplomat, the same can be said for both diplomats and athletes. Sports diplomacy can serve as a 'soft' mechanism for exploring or signaling a shift in foreign policy between estranged states.

In the academic analysis of sports diplomacy, another essential consideration is that merely concentrating on fundamental elements and application domains is inadequate; it is also imperative to encompass critical approaches regarding comprehension. The discourse surrounding the interplay between sports and politics has been extensively examined, yet the intersection of theories and practical applications linking sports and diplomacy remains largely uncharted territory. In compliance with Murray (2012, p. 577) and Ushkovsha and Petrushevskaya (2015, pp. 90-91) existing discussions concerning the relationship between diplomacy and international sports bear semblance to their actual implementation. On one side of the argument, certain governments extol sports diplomacy as a potential cure-all – an overlooked yet potent diplomatic instrument capable of ameliorating estrangement, conflict, and poverty while fostering heightened development and dialogue. Conversely, sports diplomacy can evoke a deep-seated reaction. Although politics, diplomacy, and sports may coalesce, there exists a question of whether they truly should. Diplomacy, being the realm of negotiation, conciliation, and peace, may seem incongruent with the nationalistic fervor and competition bordering on conflict that international sports often generate. Conceived events featuring cordial interactions between politicians, friendly matches, or discussions of peace arising from sports initiatives are met with strong opposition by such critics.

Examining the existing academic literature, it becomes evident that critiques not only remain confined to theoretical aspects but also extend to practical dimensions. Nonetheless, the fundamental criticism introduced by this thesis pertains to the predominant Western orientation of practical examinations due to the formulation and embodiment of concepts in the West, with a focus on China as a non-Western Asian example. Within this thesis, the scrutiny of Korean sports diplomacy contributes to the literature within the context of this critique.

2.3.6. Health Diplomacy

The corpus pertaining to health diplomacy has arisen predominantly within the realm of public health as opposed to the disciplines of political science or international relations. Its emphasis has frequently been directed towards elucidating the role of diplomacy in advancing the cause of health, rather than delving into the intricacies of international health politics. The incipient state of this body of work, along with its overarching objective, is mirrored in the persistent discourse surrounding the delineation of health diplomacy.

Fazal (2020, p. 80) claims that the extant body of scholarly work concerning health diplomacy posits two differentiations that scholars specializing in international relations may find pertinent to explore. The initial differentiation pertains to the inherent conflict between the objectives of fortifying worldwide public health on one facet and advancing national interests on the opposing facet. The subsequent differentiation pertains to the modalities of health diplomacy, specifically the manner in which it is undertaken, encompassing multilateral, globally encompassing, regionally oriented, bilateral approaches.

Associating the definition of health diplomacy with its objectives is, to some degree, indicative of the particular category or nature of health diplomacy under consideration. According to Kickbusch (et. al., 2007) the utilization of the phrase "global health diplomacy" should be embraced, aligning these endeavors with a focus on international organizations like the WHO, which expressly aims for the achievement of optimal health standards for all populations.

Authors who center their focus on "health diplomacy" rather than "global health diplomacy" commonly link the objectives of health diplomacy with the strategic goals of nations participating in such diplomatic endeavors. They characterize health diplomacy as mechanisms designed to manage health risks that extend across borders (Drager & Fidler, 2007; Fazal, 2020, p. 80) or as a means of gaining public favor and support (Vanderwagen, 2006; Fazal, 2020, p. 80).

However, a shared explanation for both usages is offered by Katz (2011) and Hidayatullah (2020, p. 99), who define it as the official negotiations, collaborations, and engagements involving both governmental and non-governmental entities concerning matters of global health.

Health diplomacy can be categorized into three distinct forms: fundamental, multi-participant, and unstructured diplomacy. Primarily, Fundamental Diplomacy encompasses formal two-way and multi-sided negotiations among nations that result in treaties and accords, as seen in instances like the World Health Assembly and agreements on health aid between benefactor and beneficiary countries. Secondly, Multi-Participant Diplomacy involves collaborations involving states, non-state entities, and multinational organizations engaged in talks related to health issues, exemplified by entities such as NGOs, and WHO. Lastly, Unstructured Diplomacy entails interactions among officials and semi-official representatives in the realm of public health, including government officials, private backers, aid contributors and recipients, and non-governmental organizations (Chattu, 2014; Katz, 2011; Hidayatullah, 2020, p. 100).

As delineated by Fazal (2020, p. 78), countries employ a wide spectrum of tactics while molding their health diplomacy endeavors, spanning from partnering with worldwide intergovernmental entities such as the WHO to furnishing focused one-on-one assistance to fortify established foreign ventures. The increased occurrence of pandemics in the twenty-first century has brought into focus the manner in which states make choices regarding the implementation of health diplomacy. The inherent nature of pandemics necessitates international collaboration to mitigate and contain their effects. However, pandemics also offer opportunities for states to advance their foreign policy objectives, which may predominantly align with their national interests rather than prioritizing global health concerns. Furthermore, during pandemics, a primary objective of states is safeguarding the well-being and economic stability of their own populace. In certain scenarios, this objective is best pursued by collaborating with intergovernmental organizations designed as platforms for health-related matters. Health diplomacy offers states opportunities to enhance goodwill, soft power, and humanitarian efforts. During pandemics, states weigh their objectives and choose effective health diplomacy approaches. The adequacy of existing cooperation structures influences decisions; sidelining global health institutions weakens future pandemic response capabilities (Fazal, 2020, p. 80).

The pandemic highlighted global health system weaknesses and strained healthcare in many nations. Nationalistic efforts to secure medical supplies fell short. Global Health Diplomacy

(GHD) is crucial for unity, improving systems, and advancing science. GHD can drive innovations, prioritize health, and enhance international cooperation, paving the way for post-pandemic security, development, and peace (Taghizade, et. al., 2021, p. 7).

In this thesis, not only the place of Health Diplomacy in the literature and its relationship with the pandemic are discussed, but also a study related to its effectiveness on social media, which is one of the digital application areas of health diplomacy, has been conducted concerning Korea. Thus, the debates surrounding health diplomacy are expanded beyond theoretical and practical aspects within the health sector and policies, allowing for an examination from a diplomatic perspective. Furthermore, attention is drawn to its connection with various diplomatic practice areas.

2.3.7. Humanitarian Diplomacy

Academic studies have hitherto overlooked humanitarian diplomacy, in contrast to the hands-on efforts of experts dealing with intricate crises. The recognition of humanitarian diplomacy as a distinct facet of diplomatic practice arises from the increased focus on humanitarian endeavors within armed interventions, global endeavors for safeguarding civilian populations, occurrences of natural disasters, and internal conflicts involving armed groups.

The notion of humanitarian diplomacy pertains fundamentally to endeavors lying beyond the realm of customary diplomacy. This delineation primarily aligns with the iteration of humanistic diplomacy orchestrated by global entities and benevolent aid establishments. Notably, the perspective of nation-states toward humanistic diplomacy is subject to evaluation within the milieu of their overarching foreign policy paradigms (Bayram, 2016, p. 403; Regnier, 2011, p. 1218).

The concept of humanitarian diplomacy was initially coined in the early 20th century by American diplomat Oscar Straus, who differentiated it from the conventional range of tasks carried out by diplomatic entities (Strauss, et. al., 1912, pp. 45-49). Following World War II and the rise of global humanism, the practical application of humanitarian diplomacy started to emerge. The importance of the humanitarian aspects of international relations has also been emphasized due to the COVID-19 pandemic (Bogatyreva, 2022, p.1350).

Minear and Smith (2007, p. 1) define humanitarian diplomacy as follow:

“The concept of humanitarian diplomacy encompasses the activities carried out by humanitarian organizations to obtain the space from political and military authorities within which to function with integrity. These activities comprise such efforts as

arranging for the presence of humanitarian organizations in a given country, negotiating access to civilian populations in need of assistance and protection, monitoring assistance programmes, promoting respect for international law and norms, supporting indigenous individuals and institutions, and engaging in advocacy at a variety of levels in support of humanitarian objectives”.

Human diplomacy goes beyond this description, as Whitall has characterized it as employing both international legal principles and the humanitarian imperative in tandem to enable the provision of aid or advocate for the safeguarding of civilians during intricate political crises (2009, p. 38). An alternative interpretation is offered by the International Committee of the Red Cross, which involves amplifying the voices of individuals affected by armed conflicts and upheavals, engaging in discussions for humanitarian accords with global or local stakeholders, serving as an impartial intermediary between these parties, and aiding in the preparation and enforcement of adherence to humanitarian law (ICRC, 2009, p. 25).

According to Régnier (2011, pp. 1216-1218), the key attributes of humanitarian diplomacy are as follows:

1. Humanitarian diplomacy is commonly defined by drawing parallels to state diplomacy.
2. Rather than rejecting traditional bilateral or multilateral diplomacy, humanitarian diplomacy aims to coordinate with conventional diplomatic efforts both in capital cities and on the ground, while maintaining its independence.
3. Humanitarian agencies are interested in participating in 'track two diplomacy,' which allows them to shape public opinion on humanitarian issues before official negotiations occur.
4. Humanitarian diplomacy is carried out by personnel from humanitarian organizations who lack formal training in diplomatic negotiations and may feel uncomfortable with the grand title of 'humanitarian diplomats.'
5. Humanitarian diplomacy is often impromptu, adapted to immediate needs.
6. Humanitarian diplomacy frequently involves taking risks, acknowledging misjudgments in assessments or actions, and sometimes utilizing the media.
7. While diplomats and humanitarian aid workers can complement each other during crises, diplomatic priorities can also obstruct humanitarian efforts when national interests are paramount.

Veuthey, in his work, defined the potential areas and conditions for humanitarian diplomacy to emerge as armed conflicts and natural disasters (2012, pp. 197-198). In line with this, determining the actions that can be taken and evaluated within the context of humanitarian

diplomacy holds great significance. Activities that could be categorized as belonging to the domain of humanitarian diplomacy are observable in the collaboration between humanitarian organizations and domestic governments as well as international entities. Additionally, such actions are evident in the everyday humanitarian efforts conducted in the field. As a result, humanitarian diplomacy involves multiple tiers of engagement and mediation, spanning national and international levels, as well as sub-national and local contexts (Régnier, 2011, p. 1219).

Veuthey (2012, pp. 195-196) defines the aims of humanitarian diplomacy with the following objectives: ensuring access to victims, negotiating visas for humanitarian workers, establishing effective logistical and financial mechanisms for aid distribution, safeguarding the security of personnel and aid, coordinating actions through information exchange, advocating for comprehensive application of humanitarian law, and promoting practical adherence to this law by both governments and non-state actors.

The notion that humanitarian diplomacy is restricted solely to high-level global negotiations implies that it pertains to seasoned personnel from humanitarian organizations based at the United Nations and the units within national ministries responsible for shaping humanitarian policy. Nonetheless, Régnier (2011, p. 1227) chooses to embrace a comprehensive interpretation of humanitarian diplomacy, encompassing diverse methodologies beyond negotiations and prioritizing a domestic sphere of influence. In instances of disasters and global crises, this approach involves discussions among multiple ministries and public or private entities entrusted with various facets of mobilizing, coordinating, and deploying resources for humanitarian responses. Each nation has established comprehensive national and decentralized frameworks for managing both domestic and international humanitarian crises. However, regardless of the meticulousness and rigor employed in adhering to protocols, there consistently exists an intense exchange of information and deliberation among stakeholders upstream and downstream of determinations concerning protective and relief measures implemented in the field.

The significance of this thesis lies in its surpassing the provision of explanations and examinations solely pertaining to the theoretical or practical background of humanitarian diplomacy. Instead, it goes further to explore how humanitarian diplomacy is implemented in the field, its sphere of influence, and its position within public diplomacy. Moreover, it has contributed a non-Western example, specifically the analysis of Korea, to the humanitarian diplomacy literature, which, like other areas of public diplomacy, has been predominantly Western-centric and developed.

2.4. Public Diplomacy and Nation Branding

There are several shared elements in various disciplines within the realm of public diplomacy, including nation branding. To advance theoretically, it is essential to explore the interplay between public diplomacy and nation branding, while also recognizing, comparing, and actualizing the potential of both fields. This examination can aid practitioners in devising novel strategies in the practical world. However, it should be noted that academic research on the relationship between nation branding and public diplomacy remains scarce. This thesis section delves into the concepts of nation branding, evaluates its linkage to public diplomacy, and offers relevant insights for the literature.

Nation branding is a term that lacks a singular definition, as it may refer to either the COO effect or place marketing according to some. For others, it denotes a comprehensive and coherent national brand strategy that establishes a pragmatic, competitive, and persuasive strategic vision for the country. Such a strategy guarantees that all communications between the country and the rest of the world align with and bolster this vision, further strengthening and augmenting it. Fang (2006, p. 12) described the concept of nation branding which has been overshadowed by the commercial meaning, and political dispute as followed:

A nation brand is the total sum of all perceptions of a nation in the minds of international stakeholders, which may contain some of the following elements: people, place, culture/language, history, food, fashion, famous faces (celebrities), global brands and so on. A nation's 'brand' exists, with or without any conscious efforts in nation branding, as each country has a certain image to its international audience, be it strong or weak, current or outdated, clear or vague.

Nation branding, a practice aimed at improving a country's reputation, entails communicating to international audiences regarding the country's positive attributes. In order to grasp the complete essence of nation branding, it is imperative not only to offer a precise explanation, but also to delve into its origins and the rationale behind its development. The rise of globalization, geopolitical tensions, and economic rivalries has compelled countries to engage in systematic and coordinated nation branding efforts across four pivotal dimensions: public diplomacy, tourism, exports, and foreign direct investment (Simonin, 2008, p. 23).

Furthermore, nation branding is primarily influenced by practitioners, therefore both theoretical and practical advancement in the field requires immediate attention. Hereof, the extensive research on brand identity and prestige can be insightful for nation branding. The impression and position of a nation abroad are the main topics of nation branding. External

influences like stereotype, publicity in the media, and direct contacts with the nation affect this perspective. A nation's image can be professionally changed, relocated, and disseminated, much like commercial brands. People from outside the country define a nation's image, not the people who live there. Having a grasp of the “customers” preexisting notions of the nation is crucial within the framework of the nation brand. These opinions may stem from a variety of sources such as personal experiences, education or information, previous ownership or usage of a product produced in that country, media representations, and cultural stereotypes. Moreover, it is crucial to know the difference between a national brand and a nation brand. A nation brand is the perception or image that foreigners have of a country, as opposed to a national brand, which is a good or service that is offered throughout a country. Nation brands, unlike commercial brands, are made up of a variety of elements that are not always under the authority of people who are in charge of managing nation branding. In the short term, it may be challenging to change these elements.

The notion of nation branding has encountered various forms of critique since its inception as a fundamental analytical framework. One prominent criticism asserts that nation branding is a myth, as proposed by Anholt, who was among the originators of the concept and a significant contributor to its evolution (Anholt, 2008). The concept of nation branding has been widely criticized, and one of the reasons for this criticism is the lack of clarity regarding the definition of "nation" and the rationale behind choosing this particular concept as the basis for analysis in nation branding (Fan, 2005, p. 9). Foremost obstacle faced in nation branding pertains to the communication of a unified image or message to varied audiences located in disparate countries.

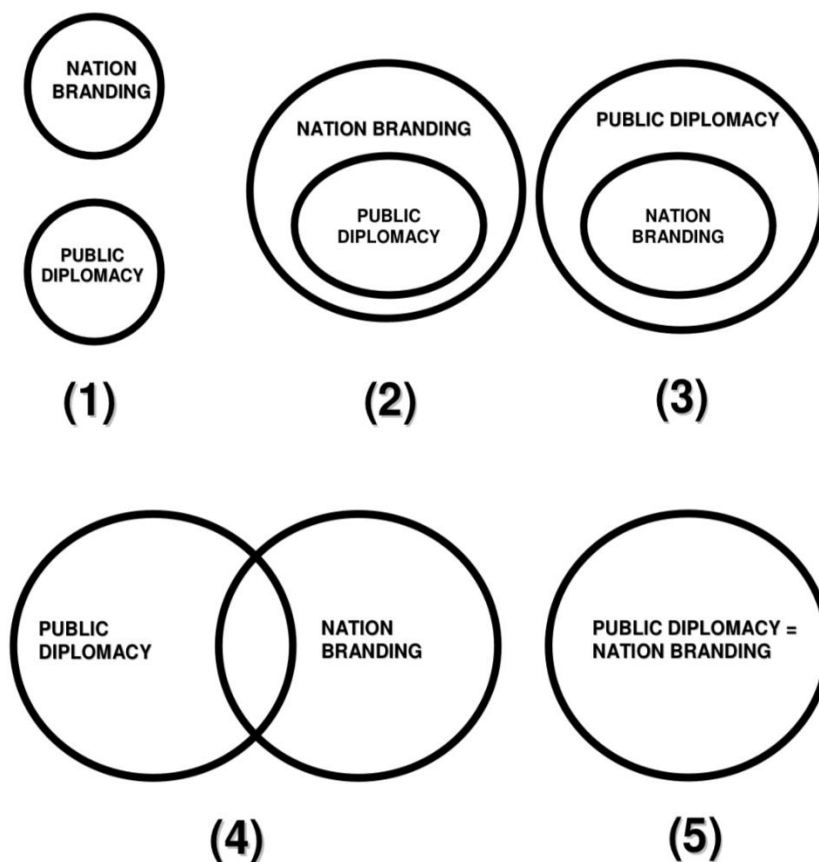
The multifaceted and dynamic nature of a nation's image negates the clarity expected of a term like "brand image." Various facets of a nation's identity receive attention on the global stage at different junctures, making it impossible for a single slogan or campaign, no matter how innovative or astute, to appeal to everyone. To overcome this challenge, a sub-level conceptualization, measurement, and execution of nation branding would be more meaningful and feasible. In devising nation branding strategies, it is imperative to bear in mind that the dimension of time cannot be overlooked, even if such strategies are based on an integrated action plan that presents the nation as a mosaic of diversity, thereby addressing criticisms of the concept's limitations. The reason for this lies in the fact that the stereotypes and cultural associations that define a nation are often deeply rooted in centuries of history, and cannot be easily dispelled by a mere marketing campaign. This historical inertia can prove to be a formidable barrier in the development of a nation's brand, and any attempt to alter the negative

associations associated with it may take years, if not decades. Lastly, as indicated earlier, it would be fallacious to contend that nation branding, which aims at foreign societies, is solely shaped by an external perspective. The promoted nation brand could appear "foreign" to the domestic audience, and in some cases, the domestic audience might even perceive the depiction of their country to outsiders as derogatory and objectionable.

Although ongoing research continues to investigate the relationship between public diplomacy and nation branding, Szondi (2007 & 2008, p. 14) has identified five distinct perspectives regarding their connection. One perspective posits that these concepts are separate and lack any shared features, while the other perspectives suggest varying levels of interplay between public diplomacy and nation branding. Finally, the last viewpoint contends that these two concepts are entirely interchangeable, as public diplomacy and nation branding represent two terms that refer to the same underlying idea.

Figure 1

Relation Between Public Diplomacy and Nation Branding



Note. Retrieved from "Public Diplomacy and Nation Branding: Conceptual Similarities and Differences" by G. Szondi, 2008, 14-15, Copyright by Clingendael Institute.

As the Case 1 demonstrates, Dinnie (2008, p. 251) suggests that nation branding and public diplomacy are essentially interchangeable, as both involve promoting a country with the aim of creating a positive image. However, this approach is not the most effective, as it fails to recognize important distinctions between the two concepts and would limit their potential for successful implementation. The 2nd case which suggests that public diplomacy and nation branding are overlapping concepts is based on the arguments of Melissen who claims although there are differences in concepts between branding and public diplomacy, there are also similarities. He believes that they are separate approaches but "ultimately involve very similar activities" and are most effective when working together, as they are "two sides of the same coin". One difference he notes is that nation branding takes a more ambitious, all-encompassing approach, requiring more resources than public diplomacy which aims for smaller accomplishments. This has an impact on the potential for success, since modest objectives are easier to attain and measure, whereas examples of successful nation branding are scarce.

In this conceptual framework, the practice of nation branding encompasses a holistic approach, wherein public diplomacy serves as nothing more than the communicative dimension of foreign policy. Lewis (2003, p. 27), for instance, aptly characterized public diplomacy as the implementation of branding strategies by politicians. This perspective has garnered considerable support among foreign policy advisors, government officials, and scholars, all of whom have readily embraced the notion that foreign policy can also be subject to branding endeavors. Simultaneously, professionals in the field of branding have assumed the role of specialized foreign policy consultants and advisors, capitalizing on the emergence of a branding-oriented foreign policy to unlock business opportunities for branding consultants and agencies. Undeniably, one of the remarkable accomplishments of nation branding lies in its ability to revitalize country promotion, effectively rousing public diplomacy from its state of inactivity, irrespective of whether one endorses or contests the underlying concept.

This particular vantage point, which posits nation branding as an integral facet within the domain of public diplomacy, has encountered challenges in presenting a distinct perspective despite devoting a substantial amount of attention to the realm of public diplomacy. Regrettably, it falls short in effectively delineating and establishing clear distinctions between the two intertwined yet distinct concepts of nation branding, thereby erroneously treating them as interchangeable and failing to acknowledge their unique characteristics and implications. In accordance with this theoretical framework, the concept of nation branding is regarded as a strategic tool within the realm of public diplomacy, facilitating engagement with foreign nations and their respective populace. Although this perspective remains relatively marginalized within

academic discourse, its practical implications have garnered substantial support from various governments. In actual implementation, virtually every nation undertakes certain forms of public diplomacy, whereas endeavors pertaining to nation branding are comparatively less prevalent (van Ham, 2001 & 2002).

This perspective espouses the notion that nation branding and public diplomacy diverge in their objectives, strategies, instruments, and stakeholders. Throughout the 1990s, both realms were recognized as distinct areas with their own trajectories of development. Following the conclusion of the Cold War, public diplomacy underwent an existential dilemma, grappling with its sense of identity, while nation branding was in its formative stages. To enhance efficacy, numerous countries in the region engaged in both public diplomacy and nation branding, albeit with limited or negligible interaction between these disciplines. Notably, nation branding enjoys heightened visibility owing to its reliance on visual cues and symbolic representations, enabling target audiences to discern their exposure to foreign countries' branding campaigns. In contrast, public diplomacy operates in a more nuanced manner, placing greater emphasis on behavior rather than symbolism. Under specific circumstances, nation branding exhibits greater transparency and accountability than public diplomacy.

Finally, a distinctive analysis presented by this thesis pertaining to the relationship between public diplomacy and nation branding highlights the lack of consideration given to the interconnectedness of the two disciplines in terms of the changes they undergo within their own frameworks and their adaptation to contemporary conditions. The digital dimension of public diplomacy and the internet-based transformation experienced by nation branding in the realms of marketing and global relations have regrettably not received the level of scholarly and practical attention that could warrant in-depth analysis.

In this thesis, the examination of the activities of Korean public diplomacy actors on specific social media platforms does not directly provide a comprehensive analysis of the concept of nation branding. However, it does offer a modest yet valuable contribution by establishing a preliminary framework and facilitating a better understanding of the interplay between public diplomacy and aspects related to nation branding. By shedding light on the digital engagement of key actors and their presence in the online sphere, this study lays the groundwork for future research endeavors to delve deeper into the intricate relationship between these domains. While its scope may be limited, this work humbly aims to provide a stepping stone for further exploration and discussions in the field of nation branding. In this thesis, the examination of the activities of Korean public diplomacy actors on specific social media platforms does not directly provide a comprehensive analysis of the concept of nation branding. However, it does

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2.5. Public Diplomacy and Propaganda

The necessity to examine the relationship between propaganda and public diplomacy finds its roots in the historical development of the concept of public diplomacy. As mentioned in previous sections, prior to the contemporary usage of the term "public diplomacy," it was associated with the concept of propaganda due to the actors involved and the policies implemented. Not only were they linked, but there was also a prevailing perspective that public diplomacy was essentially a tool of propaganda or even synonymous with propaganda itself, exerting influence over the evolution of this field for a certain period. The acknowledgement of this historical association between public diplomacy and propaganda underscores the importance of exploring their interplay and distinguishing their distinct roles in contemporary contexts. While both concepts involve strategic communication efforts aimed at shaping public perceptions and opinions, it is essential to recognize the nuanced differences between them to avoid any misconception or reductionist views that undermine the multifaceted nature of public diplomacy. Therefore, a comprehensive analysis of the relationship between propaganda and public diplomacy is crucial for a deeper understanding of the evolution and practices of public diplomacy, shedding light on the complexities and dynamics inherent in contemporary diplomatic endeavors (Snow, 2011; Mor, 2007, pp. 667-670).

Propaganda, characterized by its source-centric nature, cause-driven orientation, and evocative content, operates through mass persuasion media platforms to shape the collective mindset in alignment with the propagator's objectives. It is essential to acknowledge that the value assessment of propaganda cannot be simply reduced to a binary distinction of good or bad, considering that various social institutions such as government, commercial entities, and citizen-based organizations employ propaganda as a tool to advance their respective agendas. Within the realm of ethics, the pertinent considerations revolve around the extent of coherence between the means and ends of propaganda, as well as the inherent asymmetry in the

dissemination of information, invariably favoring the sponsor of the propaganda campaign (Zaharna, 2004, pp. 4-5).

According to Melissen (2005, pp. 19-21) in its most commendable manifestation, propaganda aligns with pro-social causes that remain within the boundaries of reasonable veracity. It strives to promote socially beneficial objectives while adhering to a certain degree of truthfulness. Conversely, in its most pernicious form, propaganda serves exclusively as a mechanism to further the interests of its source, employing any available means to accomplish its goals, regardless of their ethical implications. Thus, propaganda is a multifaceted phenomenon that warrants careful scrutiny, as its ethical dimensions are intricately linked to its methods, intentions, and the power dynamics underlying its dissemination.

Public diplomacy, as a form of diplomacy directed towards the public, places a greater emphasis on genuine human interaction, in stark contrast to the manipulative nature of propaganda. Ideally, the target audience assumes the role of a prosumer—an active consumer who not only receives messages from various senders, ranging from public affairs officers to leaders of non-governmental organizations, but also actively engages in a reciprocal exchange of ideas, responding and persuading in a two-way communication process. According to Snow (2012, p. 4), it is crucial to recognize that public diplomacy is not merely a euphemism for a more benevolent form of propaganda; instead, it is viewed as a valuable tool within the modern diplomat's repertoire.

This distinction between public diplomacy and propaganda highlights the underlying principles and approaches of each practice. While propaganda tends to employ manipulative techniques to influence public opinion, public diplomacy operates on the premise of fostering meaningful dialogue and mutual understanding. It recognizes the agency of the target audience, encouraging their active participation and contribution to the exchange of information and perspectives. By engaging in such interactive communication, public diplomacy transcends the traditional one-way flow of information, enabling a more nuanced and authentic exchange of ideas. In this context, public diplomacy is not simply a means to achieve diplomatic objectives, but rather a multifaceted tool that embodies the evolving nature of diplomacy in the modern era. It reflects a diplomatic approach that values dialogue, empathy, and collaborative engagement, ultimately seeking to build bridges of understanding and forge stronger international relations based on mutual respect and shared interests.

2.6. Public Diplomacy and Soft Power

The relationship between soft power and public diplomacy is of utmost importance due to their intertwined nature and their potential to shape international relations in a significant manner. Understanding and harnessing this relationship can yield numerous advantages for nations in their pursuit of foreign policy objectives.

First and foremost, soft power and public diplomacy provide alternative means for achieving desired outcomes without relying solely on coercion or financial incentives. Soft power, which emanates from a country's culture, values, and policies, enables nations to attract and influence others through appeal rather than force. According to Nye (2008, p. 94) Soft power refers to the capacity to influence others and achieve desired outcomes through attraction rather than coercion or monetary incentives. The foundation of a country's soft power lies in its cultural resources, values, and policies. Throughout history, public diplomacy has played a significant role in cultivating a nation's soft power and was particularly instrumental in securing victory during the Cold War. Public diplomacy, on the other hand, serves as the strategic communication and engagement tool through which a nation projects its soft power assets to foreign audiences. Public diplomacy serves as a crucial component of smart power, which involves a balanced and strategic approach to international relations. However, effective public diplomacy requires a comprehensive understanding of the factors that contribute to soft power, including credibility, self-criticism, and the role of civil society. Credibility is essential in building trust and legitimacy, while self-criticism fosters introspection and adaptation to enhance a country's attractiveness. Additionally, the involvement of civil society plays a pivotal role in generating soft power, as it allows for diverse perspectives, cultural exchange, and meaningful dialogue with international counterparts (Melissen, 2005, pp. 3-5). By effectively utilizing public diplomacy, countries can enhance their attractiveness, credibility, and influence on the global stage.

Public diplomacy is intricately connected to the concept of soft power, as it encompasses a range of strategic actions involving "communication interventions" in the realm of foreign policy, consciously leveraging the assets associated with soft power. These interventions frequently manifest in the form of campaigns and tend to encompass a diverse array of communicative practices, including but not limited to cultural exchanges, advocacy efforts, and branding initiatives. Public diplomacy serves as a comprehensive framework that encompasses these various practices, unifying them under its overarching umbrella, thereby facilitating a holistic approach to international engagement (Pamment, 2014, p. 52). By harnessing the power

of communication and leveraging soft power assets, public diplomacy endeavors to shape perceptions, promote national interests, and foster positive relationships with foreign audiences. By recognizing the significance of soft power and harnessing the potential of public diplomacy, nations can wield smart power, utilizing a combination of attraction, persuasion, and cooperation to achieve their objectives in the complex landscape of global affairs. It is through this nuanced approach that countries can effectively engage with international audiences, shape narratives, and strengthen their influence on the world stage (Nye, 2008, p.108).

Furthermore, the relationship between soft power and public diplomacy becomes crucial in countering ideological or security threats (Rugh, 2009, pp. 12-14). In contexts where winning hearts and minds is paramount, as in the fight against transnational terrorism or in efforts to build diplomatic alliances, relying solely on hard power approaches can be insufficient. Public diplomacy, grounded in soft power principles, becomes instrumental in shaping favorable perceptions, fostering understanding, and building relationships based on shared values and interests.

Additionally, the synergy between soft power and public diplomacy allows nations to shape their international narratives, counter misperceptions, and project a positive image in the global arena. By engaging in cultural exchanges, advocating for important causes, and implementing branding initiatives, countries can effectively communicate their values, policies, and aspirations to foreign audiences (Nye, 2008, p. 102). This, in turn, influences perceptions, generates goodwill, and lays the foundation for constructive and mutually beneficial relationships.

In summary, recognizing and nurturing the relationship between soft power and public diplomacy empowers nations to expand their diplomatic toolbox, cultivate influence through attraction, and foster productive interactions with the international community. It enables countries to move beyond coercive tactics and embrace a more nuanced and strategic approach to international relations, ultimately enhancing their standing and achieving their objectives in the global landscape.

CHAPTER THREE

KOREAN PUBLIC DIPLOMACY

The primary aim of Korea's public diplomacy is to enhance global recognition of Korea as an appealing and reliable nation while effectively engaging and influencing international audiences. Public diplomacy diverges from traditional diplomatic practices that primarily involve government-to-government interactions, as it directly targets foreign publics and seeks to win their support and admiration. This is achieved through the strategic utilization of soft power elements, including culture, art, knowledge, language, mass media, and other influential factors. By leveraging these resources, Korea seeks to establish a strong and positive image, capturing the hearts and minds of people around the world.

In this particular section of the thesis, the focus will be directed towards the examination of the organizational structure of Korea's public diplomacy, the underlying objectives, as well as the key policies and instruments implemented to effectively realize these objectives. Korean public diplomacy encompasses four primary goals: the dissemination of Korean culture, the deepening of knowledge about Korea, the global endorsement of Korean policies, and the advancement of collaboration between the public and private sectors. Responsible for formulating and implementing these objectives are institutions such as the Ministry of Foreign Affairs, the Public Diplomacy Office, and the Korea Foundation. The policy domains are categorized into four main areas: cultural, knowledge-based, policy-oriented, and digital. These domains serve as the foundations for the development and implementation of strategic initiatives in the field of public diplomacy.

3.1. The Origin and Tradition of Korean Public Diplomacy

In this particular section of the thesis, the examination of Korean public diplomacy will adopt a primarily historical perspective, aiming to analyze it in a chronological manner. The analysis of Korean public diplomacy in this thesis is structured into three distinct levels, as examined by Kim (2012) and Choi (2019). Firstly, the early period of public diplomacy from the 1940s to the 1960s, which witnessed the emergence of Korean democracy and its initial forays into the global stage. Secondly, the era spanning the 1970s to the 1990s, characterized by Korea's pursuit of democratization and globalization, shaping its diplomatic endeavors. Lastly, the period from the early 2000s to the present, marked by Korea's proactive role as a

prominent international actor, actively participating in global affairs. This chronological approach allows for a comprehensive examination of Korea's public diplomacy across different historical contexts.

Analyzing Korean public diplomacy with a chronological perspective is of paramount importance as it offers a comprehensive understanding of its historical development and contextual factors that have shaped its trajectory. By examining the sequence of events and policy shifts over time, we can discern patterns, trends, and causal relationships that elucidate Korea's evolving approach to public diplomacy. Such a chronological analysis facilitates the identification of lessons learned, the evaluation of effectiveness, and the formulation of informed strategies for future diplomatic endeavors. Moreover, it enables comparative analysis and the assessment of the impact of key events and transitions on Korea's public diplomacy practices. Overall, a focus on chronology enhances our comprehension of the dynamics and evolution of Korean public diplomacy, aiding in both scholarly research and policymaking efforts in this domain.

3.1.1. Korean Public Diplomacy During the 1948-1960s

In compliance with Kim (2012, p. 536) Since its establishment in 1948, the government of the Republic of Korea has undergone a dynamic evolution in its diplomatic pursuits, propelled by interactions with global shifts, domestic advancements, and governmental reconfigurations. In the initial phase, spanning from 1948 to the early 1980s, Korean diplomacy was deeply engaged in constructing a security architecture revolving around alliances with the United States and Japan, while concurrently seeking developmental aid and foreign capital.

During this epoch, Korea stood at the forefront of the global Cold War, with the North-South Korean confrontation mirroring the broader global standoff at both regional and peninsular levels. Under the successive leadership of General Park Chung-hee and General Chun Doo-hwan, authoritarian political regimes emerged, prioritizing anti-communism and economic development as paramount national imperatives. These regimes serve as illustrative embodiments of "authoritarian mindsets," distinct from mere political ideologies as delineated by Linz (2000; Kim, 2012, p. 537).

Within this milieu, Korean diplomacy grappled with the intricacies of a divided nation, addressing security imperatives while simultaneously pursuing economic advancement. The government of the Republic of Korea actively sought to solidify alliances and foster international cooperation, particularly with the United States and Japan. Simultaneously,

concerted efforts were made to attract developmental aid and foreign capital, acknowledging their pivotal role in supporting the nation's economic aspirations (Choi, 2019, pp. 6-7).

As Korean diplomacy underwent a metamorphosis in response to global and regional developments, it reflected the broader geopolitical landscape and the specific challenges encountered on the Korean Peninsula. The multifaceted nature of Korean diplomacy during this era vividly exemplifies the intricate interplay between political, security, and economic considerations, ultimately molding the trajectory of the nation amidst a period marked by fierce global power struggles and regional tensions.

As discussed in Kim's study on the historical transformation of Korean public diplomacy (2012, p. 537) throughout this particular phase, the exercise of public diplomacy was carried out consecutively by a series of governmental entities, namely the Bureau of Public Information (1948), Office of Public Information (1956), Ministry of Public Information (1961), and Ministry of Culture and Public Information (1968). These governmental bodies played a pivotal role in sustaining the authoritarian political regime, with their primary purpose centered around unilateral public relations (PR) and propaganda efforts aimed at bolstering the regime's performance and policies, both within the domestic sphere and on the international stage. The aforementioned governmental organizations were integral components of the regime's communication apparatus, strategically employing various tools and tactics to shape public opinion, disseminate information, and enhance the regime's image. Their activities encompassed a range of activities, including the dissemination of official narratives, promotion of state policies, and projection of a favorable image of the regime to both domestic and foreign audiences.

By exerting control over public discourse and shaping the narrative, these governmental entities played a significant role in maintaining the regime's grip on power and advancing its political agenda. Through the implementation of unilateral PR and propaganda campaigns, they sought to cultivate a positive perception of the regime, create a sense of national unity, and garner support for its policies. Their efforts extended beyond national borders, with a focus on projecting an image of stability and strength to the international community. It is important to recognize that during this phase, public diplomacy was predominantly employed as a tool of the authoritarian regime, serving its interests and consolidating its hold on power. The emphasis on one-sided communication and the dissemination of propaganda reinforced the regime's control over information flow, limiting the scope for public engagement and critical discourse. This approach reflected the regime's inclination towards tightly controlled messaging, aimed at maintaining stability and minimizing dissent.

In summary, the sequential involvement of governmental organizations in public diplomacy during this phase underscored their instrumental role in supporting the authoritarian regime's performance and policies through unilateral PR and propaganda activities. These endeavors served to strengthen the regime's control over public perception, both domestically and internationally, while restricting the space for open dialogue and dissenting voices.

3.1.2. Korean Public Diplomacy During the 1970s-1990s

The second phase of Korea's diplomatic endeavors, spanning the transformative decades of the 1980s and 1990s, bore witness to significant shifts both on the global stage and within domestic affairs (Kim, 2012, p. 537). Consequently, this phase served as a crucial inflection point in shaping Korea's diplomatic landscape. Internationally, the disintegration of the Soviet Union brought about a dismantling of Cold War structures, paving the way for a unipolar world order in which the United States emerged as the singular hegemonic power. The prevailing tide of "neoliberal globalism" swept across the globe, with liberal democracy and free-market capitalism asserting their dominance as seemingly "universal" political and economic institutions (Kim, 2012, p. 537; Fukuyama, 1992; Reich, 1998), to be emulated by nations referred to as "the Rest." Korea was no exception to this prevailing trend. During the late 1980s, political democratization gained momentum, coinciding with Korea's active participation in the wave of globalization by opening its markets to international trade (Kim, 2012, p. 538). As the process of political democratization and economic globalization accelerated throughout the 1990s, the economy and trade assumed a prominent role, emerging as a new pillar within Korea's diplomatic endeavors, following the primacy of security concerns. In this context, public diplomacy took on greater significance.

According to Kim's study (2012, p. 538), which provides a further analysis of the bureaucratic transformation of Korean public diplomacy, Korea's public diplomacy during this phase was primarily executed by governmental organizations such as the Bureau of Public Information (1990), Office of Public Information (1998), and Government Information Agency (1999), which had emerged as separate entities from the Ministry of Culture and Public Information since 1989. However, despite these organizational changes, these entities remained entangled in the trappings of traditional public diplomacy.

It is important to recognize that despite the shifting global dynamics and the advent of democratization and globalization, the prevailing approach to public diplomacy in Korea remained anchored in outdated paradigms. The legacy of old public diplomacy practices

persisted, limiting the potential for transformative engagement with global audiences. The need for an updated and innovative approach to public diplomacy became increasingly apparent as the diplomatic landscape continued to evolve (Choi, 2019, pp. 10-11).

Korean public diplomacy has intricately interwoven with the nation's journey towards democratization. As Korea transitioned from an authoritarian regime to a vibrant democracy, its approach to international relations underwent a significant transformation. Public diplomacy, encompassing cultural exchanges, media outreach, and educational initiatives, became a cornerstone of Korea's diplomatic efforts. By sharing its democratization experiences and showcasing its cultural dynamism, Korea not only enhanced its global image but also contributed to promoting democratic values worldwide. This reciprocal relationship between public diplomacy and democratization has allowed Korea to not only bolster its international standing but also foster connections built on shared principles of openness, transparency, and inclusive governance.

In summary, the second phase of Korea's diplomacy marked a pivotal period characterized by global transformations and domestic changes. The influence of neoliberal globalism, the pursuit of political democratization, and the embrace of economic globalization reshaped Korea's diplomatic priorities. Nevertheless, the practice of public diplomacy in Korea remained largely confined to conventional approaches, necessitating a reevaluation and revitalization of public diplomacy strategies to align with the demands of a rapidly changing world.

3.1.3. Korean Public Diplomacy During 2000s-Today

The initial decade of the 21st century bore witness to a series of pivotal events that propelled the emergence of new public diplomacy into the forefront. The catastrophic 9/11 terrorist attacks and the subsequent military engagements in Afghanistan and Iraq laid bare the limitations of American unilateralism, underscoring the inadequacy of relying solely on military might to safeguard and advance national interests. Additionally, the global financial crisis that originated in the United States during the summer of 2008 and subsequently engulfed the world exposed the vulnerabilities of the American nation. The pillars of American hard power, namely its economy and military, suffered severe damage, prompting nations to redirect their focus toward soft power as a complementary national asset, and eventually, to a form of public diplomacy that effectively harnesses soft power (Kim, 2012, p. 538).

The proliferation of information and communication technologies has played a crucial role in expediting the recognition of new public diplomacy on a global scale. The widespread

commercialization and extensive utilization of new digital media have empowered individuals and governments alike to effortlessly, efficiently, and effectively disseminate information and knowledge across the globe. In light of the growing significance of public diplomacy, Korea, during this phase, took noteworthy steps to prioritize its role. In 2008, the Ministry of Culture, Sports, and Tourism was established through the integration of the Government Information Agency into the existing Ministry of Culture and Tourism. This restructuring paved the way for the revitalization of the Korean Culture and Information Services (KOCIS). Korea's public diplomacy, propelled by these developments, has transcended the conventional patterns of unilateral public relations campaigns, embarking on a transformative journey toward bilateral and reciprocal exchanges. Notably, the phenomenon of the Korean Wave, with K-Pop serving as its representative success story, has emerged as a powerful force within Korean public diplomacy over the past decade (Kim, 2012, p. 539; Huat, 2012; Choi, 2019, p. 13).

As the world entered the new millennium, a convergence of critical events prompted a reevaluation of traditional diplomatic approaches, necessitating a shift towards the utilization of soft power and the adoption of innovative public diplomacy strategies. The recognition of the transformative potential of new digital media and Korea's proactive steps in revamping its cultural and informational agencies exemplify the evolving landscape of public diplomacy in the contemporary era.

3.2. The Goals of Korean Public Diplomacy

Korea has recognized the increasing imperative of implementing public diplomacy, particularly in light of its national image and branding deficiencies. Despite being ranked among the world's top ten economically powerful nations, Korea's international reputation does not align with its economic might. This disparity can be attributed to Korea's rapid economic and social development within a compressed timeframe, leaving limited opportunities to effectively convey its true essence. Consequently, it has become more crucial than ever for Korea to employ public diplomacy as a means to effectively communicate and engage with the global community, thus showcasing a national image that accurately reflects its current standing.

The Ministry of Foreign Affairs (MOFA) designated 2010 as the inaugural year for public diplomacy and took significant steps to enhance its capacity. Subsequently, in 2011, MOFA solidified public diplomacy as one of the three core pillars of Korea's diplomatic endeavors, alongside political and economic diplomacy. Building upon this foundation, MOFA has since

2013 pursued a comprehensive approach to public diplomacy, encompassing various dimensions and embracing a multi-faceted strategy. This approach involves not only the allocation of additional funds for public diplomacy projects but also a comprehensive engagement with public diplomacy initiatives from all angles. By adopting such a holistic approach, MOFA aims to further strengthen Korea's diplomatic efforts and effectively project its image and interests on the global stage (Park, 2020, p. 324).

Furthermore, establishing a favorable international environment has become an essential requirement for Korea's national survival and prosperity. In other words, expanding the foundation of international support is necessary to ensure Korea's national security and to enhance its access to economic opportunities. Therefore, the dissemination of its appeal and the cultivation of trust among the international community are pivotal objectives for Korea to pursue.

In this section of the thesis, the objectives set forth by the Ministry of Foreign Affairs (MOFA) through strategic plans for the implementation of Korean public diplomacy will be examined. The focus will be on analyzing the goals established by MOFA and their strategic implications in the realm of public diplomacy. Understanding the objectives and strategic plans of the Ministry of Foreign Affairs (MOFA) in Korean public diplomacy is important for assessing the effectiveness, impact, and alignment of these efforts. By studying MOFA's goals, researchers can gain insights into the motivations and strategies behind Korea's public diplomacy initiatives. Analyzing these objectives allows for evaluation of their achievement and identification of areas for improvement. Additionally, it provides a framework for assessing the contribution of public diplomacy to broader foreign policy objectives. Overall, studying MOFA's objectives in Korean public diplomacy enhances our understanding of Korea's diplomatic endeavors.

3.2.1. Sharing Korean Culture

The emphasis on promoting Korean culture and sharing its cultural elements in the policies of the Ministry of Foreign Affairs highlights the primary focus of their efforts. This recognition of cultural goals sheds light on the role and significance of cultural diplomacy within Korean public diplomacy. The forthcoming sections of this thesis will delve into the actors and areas of implementation in cultural diplomacy. The phenomenon of shaping Korean culture among the objectives of Korean public diplomacy, as well as its implications, has been addressed with reference to the table prepared by Park's study (2020, p. 327).

The Ministry of Foreign Affairs of Korea has identified three key strategies to achieve its goal of spreading its culture: spreading cultural attractiveness, enhancing national brand and image through cultural assets, and strengthening global networks through cultural exchange (Park, 2020, p. 325). Cultural attractiveness can be spread through various means such as promoting cultural events, exhibitions, performances, and festivals, showcasing cultural heritage, traditions, arts, and cuisine, and leveraging digital platforms and media to disseminate cultural content globally. A country can enhance its national brand and image through cultural assets by strategically promoting its unique cultural heritage, artistic achievements, cultural icons, and cultural products on a global scale. This can involve collaborations with international cultural institutions, hosting cultural exchange programs, showcasing cultural performances and exhibitions, and utilizing digital platforms to highlight the country's cultural richness and contributions to the global cultural landscape. A country can strengthen global networks through cultural exchange by actively engaging in bilateral and multilateral cultural exchange programs and initiatives. This involves fostering partnerships with other countries and international organizations to facilitate the exchange of cultural knowledge, artistic collaborations, and cultural events.

The Korean government seeks to share its culture through public diplomacy for several reasons. Firstly, cultural exchange is viewed as a means to enhance international understanding, foster goodwill, and promote mutual respect between nations. By showcasing its rich cultural heritage, including traditional arts, music, cuisine, and pop culture, Korea aims to establish cultural connections and bridge gaps between different societies. Secondly, cultural diplomacy serves as a tool to strengthen the national image and reputation of Korea on the global stage. By promoting its cultural assets, Korea can shape international perceptions, generate positive associations, and position itself as a vibrant and dynamic nation. This, in turn, can attract foreign investment, boost tourism, and enhance economic and diplomatic relations. Furthermore, sharing Korean culture through public diplomacy helps to cultivate soft power, which refers to the ability to attract and influence others through non-coercive means. By exporting its cultural products and engaging in cultural exchanges, Korea can build cultural networks, generate interest and admiration, and project influence on the global cultural landscape. Lastly, cultural diplomacy serves as a means of preserving and promoting Korean cultural heritage. By showcasing traditional arts and cultural practices, Korea aims to preserve its traditions and ensure their continuity for future generations. It also seeks to foster a sense of pride and identity among Koreans, both domestically and among the Korean diaspora.

In summary, the Korean government engages in public diplomacy to share its culture as a means of fostering understanding, enhancing its international image, cultivating soft power, and preserving its cultural heritage.

3.2.2. Deepening Understanding on Korea

Deepening understanding on Korea is seen as a pathway to nurturing positive and cooperative international relationships. Through cultural exchange programs, educational initiatives, and collaborative projects, Korea aims to build bridges between nations, foster intercultural dialogue, and establish enduring connections. By promoting cultural understanding and appreciation, Korea aspires to create a more harmonious and interconnected world, where diverse cultures can thrive and contribute to global progress. The phenomenon of deepening the understanding of Korea as one of the objectives of Korean public diplomacy, along with its implications, has been discussed with reference to the table prepared by Park's study (2020, p. 327).

The objective of promoting a deeper understanding of Korean history, tradition, and economic development, as well as the advancement of Korean studies and language, is of paramount importance to Korea. By enhancing knowledge and research in these areas, Korea aims to facilitate a more comprehensive comprehension of its cultural heritage, social structures, and economic progress.

Encouraging Korean studies fosters a broader academic environment for the in-depth examination of Korea's rich cultural heritage and historical processes. This facilitates a more nuanced understanding and analysis of Korea's cultural values, societal structures, and economic advancements. Furthermore, the promotion and widespread adoption of the Korean language contribute to the development of a profound understanding within the field of Korean studies. The Korean language serves as a fundamental tool for comprehending Korea's history, culture, and society, playing a crucial role in elevating the quality and scope of Korean studies. Hence, the endeavors to enhance understanding of Korean history, tradition, and economic development, along with the promotion of Korean studies and language, serve as significant measures towards fostering a better global understanding of Korea and advancing academic knowledge about the country.

In summary, Korea's efforts to deepen understanding on Korea worldwide serve multiple purposes, including promoting cultural heritage, enhancing global influence, and cultivating positive international relationships. By sharing its rich culture, Korea aims to shape perceptions, strengthen soft power, and foster a more inclusive and interconnected global community.

3.2.3. Gaining Global Support

The third goal that the Korean government aims to achieve through its public diplomacy policies is to gain global support for their implemented policies. To attain this support, three strategies have been identified: increasing the understanding of Korean policies, expanding the scope of public diplomacy for Korean policies, and strengthening networks with foreign thought leaders. The phenomenon of gaining global support for Korea's policies among the objectives of Korean public diplomacy, as well as its implications, has been examined with reference to the table prepared by Park's study (2020, p. 327).

The Korean government recognizes the significance of garnering global support for its policies. In order to achieve this objective, efforts are being made to enhance the understanding of Korean policies. This involves disseminating accurate and comprehensive information about the objectives, rationale, and outcomes of these policies. By raising awareness and promoting informed discussions, the aim is to foster a better understanding and appreciation of Korean policies on a global scale. Expanding the scope of public diplomacy for Korean policies is another key strategy employed by the Korean government. This entails utilizing various communication channels, engaging with diverse stakeholders, and leveraging cultural diplomacy initiatives. By broadening the avenues through which Korean policies are communicated, the government aims to reach a wider audience and facilitate a deeper understanding of their significance and impact. Additionally, the Korean government seeks to strengthen networks with foreign thought leaders as part of their public diplomacy approach. By fostering connections, engaging in meaningful dialogues, and promoting collaborations, the aim is to build relationships of trust and credibility. Through these interactions, the government aims to cultivate a positive image of Korean policies and garner support from influential figures in the international arena.

Gaining global support for its policies through public diplomacy is crucial for the Korean government. It enhances the credibility, legitimacy, and influence of Korean policies on the global stage. By securing international cooperation and partnerships, Korea can address common challenges, advance its national interests, and contribute to global peace and prosperity. Furthermore, global support helps manage conflicts and promotes stability in international relations. Overall, public diplomacy plays a vital role in positioning Korea as a respected global actor and fostering a favorable international environment for policy implementation.

In summary, the Korean government's public diplomacy efforts include the goal of gaining global support for their policies. By increasing understanding, expanding the scope of public diplomacy, and strengthening networks with foreign thought leaders, they strive to build international consensus and endorsement for their implemented policies.

3.2.4. Promoting Public-Private Partnerships

The Ministry of Foreign Affairs of Korea has identified fostering collaboration between the public and private sectors as an important objective in its efforts to strengthen public diplomacy and enhance its effectiveness. To enhance communication and cooperation between these sectors, the ministry establishes partnerships between local governments and the private sector, and also focuses on developing online platforms for effective communication and sharing of information. These initiatives, coupled with the advancement of collaboration and communication between sectors, significantly contribute to the strengthening of public diplomacy. The phenomenon of strengthening the partnership between the private and public sectors among the objectives of Korean public diplomacy, along with its implications, has been discussed with reference to the table prepared by Park in his study (2020, p. 327).

The promotion of partnerships between the public and private sectors through public diplomacy is of great importance for the Korean government. Firstly, such partnerships contribute to the effective utilization of resources and expertise from both sectors, leading to more comprehensive and impactful diplomatic efforts. By leveraging the strengths of each sector, the government can enhance its ability to address complex global challenges and pursue national interests effectively. Secondly, collaboration between the public and private sectors fosters innovation and creativity in diplomacy. The private sector often brings fresh perspectives, technological advancements, and market-driven strategies that can complement and enhance the government's diplomatic initiatives. This collaboration enables the government to adapt to rapidly changing global dynamics, seize opportunities, and respond to emerging challenges more efficiently.

Furthermore, promoting partnerships between the public and private sectors enhances the credibility and legitimacy of the government's diplomatic endeavors. By involving private sector actors, such as businesses, non-governmental organizations, and academic institutions, the government demonstrates its commitment to inclusive and collaborative decision-making processes. This inclusivity builds trust and enhances the government's reputation both domestically and internationally, strengthening its diplomatic influence.

In summary, promoting partnerships between the public and private sectors through public diplomacy benefits the Korean government by maximizing resources, fostering innovation, and enhancing credibility. By harnessing the combined strengths of both sectors, the government can effectively pursue its diplomatic objectives and address global issues, ultimately contributing to national development and the advancement of Korea's international standing.

3.3. Main Tools and Policies of Korean Public Diplomacy

The Korean government has been actively engaged in public diplomacy across three key sectors: culture, knowledge, and policy. These sectors have served as the pillars for their diplomatic endeavors, allowing them to promote Korean identity, disseminate knowledge, and shape policies in line with national interests. However, with the inauguration of President Yoon Suk Yeol on May 10, 2022, a new dimension has been introduced to their public diplomacy efforts - the digital realm. Recognizing the transformative power of digital technologies, the government has embraced this emerging policy area to effectively communicate and engage with global audiences. By incorporating digital diplomacy strategies, Korea aims to leverage the potential of digital platforms, social media, and innovative technologies to enhance its diplomatic outreach and influence in the international arena. This addition underscores the government's commitment to adapt and harness the opportunities presented by the digital age, ensuring that their public diplomacy remains relevant, impactful, and responsive to the evolving global landscape.

This section of the thesis examines the active implementation of Korean public diplomacy policies in these four key areas. The Public Diplomacy Act, which has become the main framework of public diplomacy, will be analyzed, along with the Global Korea Scholarship, which has been a longstanding policy in the field of education. The Korean Wave, which has played a pioneering role in spreading Korean culture, and its institutionalized extension, the Korean Cultural Centers, will also be explored. Lastly, the Olympics will be discussed as an example of sports diplomacy. These four areas collectively demonstrate the diverse and comprehensive nature of Korean public diplomacy efforts.

3.3.1. Public Diplomacy Act

The Ministry of Foreign Affairs (MOFA) took a significant step towards establishing a comprehensive framework for public diplomacy by introducing the Public Diplomacy Act in

February 2016, accompanied by its Enforcement Decree in August 2016 (Park, 2020, p. 324). These legislative measures aimed to create an integrated and systematic approach to public diplomacy, spanning across various government departments and national dimensions. The enactment of the Public Diplomacy Act marked a milestone for Korea, as it became the country's inaugural law specifically dedicated to public diplomacy. By enacting this law, the government laid a strong legal and institutional groundwork to enhance collaboration among relevant stakeholders and provide support for public diplomacy initiatives conducted by local governments and the private sector. The Public Diplomacy Act represents the culmination of a comprehensive and dedicated effort spanning four years, involving both the government and the National Assembly. In 2012, a special bill proposing the activation and promotion of public diplomacy was introduced, leading to the fruitful outcome of the Public Diplomacy Act (Park, 2020, p. 324).

As stated in Article 1 of the Public Diplomacy Act, the primary objective is to enhance the international image and reputation of the Republic of Korea. This is to be achieved by establishing a strong foundation for the reinforcement of public diplomacy and by ensuring the efficient execution of related activities through the inclusion of necessary provisions. Article 2 of the Act pertains to the definition of public diplomacy. In this legislation, "public diplomacy" is defined as diplomatic endeavors undertaken by the State, either independently or in collaboration with local governments or the private sector, to enhance the understanding and trust of foreign individuals towards the Republic of Korea. These efforts encompass various domains such as culture, knowledge, policies, and more. Article 3 of the Act addresses the fundamental principles and policy foundations of public diplomacy. Public diplomacy is to be pursued in a manner that harmoniously combines universal values with the unique characteristics of the Republic of Korea. The policy framework of public diplomacy aims to foster sustainable and friendly cooperation, promoting positive and amicable relations with the international community. It is emphasized that public diplomacy activities should not be excessively concentrated in any particular region or country, ensuring a balanced and inclusive approach.

Article 4 of the Public Diplomacy Act outlines the responsibilities of the state in enhancing public diplomacy. The state is tasked with developing comprehensive strategies and policies, as well as providing administrative and financial support for their implementation. Cooperation platforms with local governments and the private sector will be established to ensure effective execution. Efforts will also be made to raise awareness and encourage public participation in public diplomacy through education and public relations initiatives. It is emphasized that the

supremacy of this act, and the necessity for any other laws or regulations pertaining to public diplomacy practices to be in compliance with this act in Article 5.

The 6th and 7th articles of the act outline the detailed preparation and implementation processes for the steps to be taken in order to achieve the objectives of public diplomacy, including the development of a master plan and an action plan. According to Article 8, Public Diplomacy Committee is formed under the jurisdiction of the Minister of Foreign Affairs with the purpose of examining and harmonizing the key aspects of public diplomacy policy in a comprehensive and systematic manner. Comprising a maximum of 20 members, the committee is responsible for discussing and aligning the crucial matters pertaining to the effective implementation of public diplomacy initiatives.

Article 9 addresses the provision of assistance to local governments and the private sector. Article 10 pertains to the implementation of fact-finding surveys that the Minister of Foreign Affairs may undertake to assess the state of public diplomacy and facilitate the development and execution of related policies. Article 11 focuses on the establishment and operation of an information system by the Minister of Foreign Affairs, aimed at ensuring the systematic and efficient execution of public diplomacy activities while providing valuable information to relevant institutions.

Article 12 concerns the designation of an institution by the Minister of Foreign Affairs to carry out necessary activities in promoting public diplomacy. Finally, Article 13, which serves as the concluding section of the Act, addresses the submission of a report by the government to the National Assembly, providing an update on the current state of public diplomacy.

Korea, with the enactment of the Public Diplomacy Act, has not only placed high importance on public diplomacy but has also elevated it as one of the three crucial elements of foreign policy, alongside security and trade policies. Particularly, the field of public diplomacy, which has gained significant attention in both academic and practical contexts since the 2000s, has emerged as a prioritized field supported by legislation in Korea. Through these legislative efforts, the Korean government demonstrated its commitment to advancing the practice of public diplomacy, recognizing its significance in today's interconnected and globalized world. By establishing a legal framework and promoting cooperation among various actors, Korea aimed to strengthen its engagement with the international community and effectively communicate its values, policies, and cultural assets to the world.

3.3.2. Global Korea Scholarship

Student-mobility initiatives serve as pivotal components within nations' public-diplomacy repertoire. These programs, exemplified by renowned platforms like the Global Korea Scholarship (GKS), afford foreign students the invaluable opportunity to immerse themselves in the host country, enabling firsthand encounters and direct interactions with its people. By engaging in such experiential ventures, students gain access to a wealth of firsthand knowledge and insights, fostering nuanced perceptions and a profound understanding of the intricacies that define the host country. As a result, their comprehension transcends surface-level impressions, attaining a heightened level of complexity and depth.

According to Ayhan's study (et al., 2022, p. 873), which also addresses the historical transformation of GKS, Korea's early 21st-century economic growth resulted in a rise in its level of assertiveness and self-assurance abroad. The Korean government launched various programs as part of its efforts to become global and improve its standing internationally. These include the Study Korea Project from 2004 and the revamped Korean Government Scholarship Program (GKS) from 2009, as well as the Study Korea 2020 Project from 2012. These programs sought to broaden the government's scholarship program for international students and internationalize Korean education. Within the framework of the GKS, scholars are chosen on the basis of their scholastic accomplishments, and prior familiarity with Korea or the Korean language is not obligatory. Yet, in particular nations, Korean embassies allot dedicated quotas for individuals pursuing graduate studies in Korea with the GKS scholarship within Korean language or Korean studies curricula. After their arrival in Korea, GKS awardees engage in a year of Korean language education. Should they exhibit an elevated level of competence, they are permitted to initiate their degree program ahead of schedule.

In terms of public diplomacy, providing scholarships to foreign students offers several benefits to Korea. Firstly, it enhances Korea's image and reputation on the global stage (Leonard et al., 2002, p. 19; Snow, 2009, p. 236). By investing in education and offering scholarships, Korea showcases its commitment to fostering international understanding, cooperation, and academic excellence. This positive perception of Korea can strengthen its diplomatic relations and influence in the international community. Secondly, scholarships serve as a powerful tool for cultural diplomacy (Scott-Smith, 2008, p. 175). By attracting foreign students, Korea promotes its rich cultural heritage, language, and traditions. As these students immerse themselves in the Korean society, they develop a firsthand understanding of the country's

values, customs, and way of life. This cultural exchange helps to bridge gaps between nations, fosters mutual respect and appreciation, and enhances intercultural dialogue.

According to Bader (2016, pp. 88-89) scholarships contribute to people-to-people connections and the formation of lasting networks. Foreign students who receive scholarships in Korea become ambassadors of goodwill when they return to their home countries. They carry with them a positive image and experiences of Korea, leading to stronger ties between individuals, communities, and institutions. These connections can facilitate future collaborations, trade relations, and cultural exchanges. Additionally, scholarships support Korea's economic growth and development. By attracting talented foreign students, Korea benefits from their knowledge, skills, and diverse perspectives. These students can contribute to research, innovation, and technological advancements, which ultimately drive economic progress. Furthermore, through networking and business connections established during their studies, these students can become valuable assets in promoting trade, investment, and economic partnerships between Korea and their home countries. Moreover, scholarships contribute to human capital development. By investing in education and supporting talented individuals from around the world, Korea nurtures a global pool of highly skilled professionals. These individuals can become future leaders, influencers, and contributors to various sectors, including academia, government, business, and culture. This investment in human capital strengthens Korea's competitiveness and helps maintain its position as a knowledge-based economy.

In essence, these initiatives underscore Korea's steadfast commitment to promoting international education and fostering global connections. By offering scholarships and opportunities to international students, Korea aims to attract talented individuals from across the globe, facilitate cultural exchange, and consolidate its position as a hub for academic excellence and active global engagement. In terms of public diplomacy, providing scholarships to foreign students benefits Korea by enhancing its global image, promoting cultural understanding, fostering people-to-people connections, supporting economic growth, and developing a skilled workforce. These benefits contribute to Korea's overall diplomatic efforts, soft power projection, and long-term international relations.

3.3.3. Hallyu: Korean Wave

The Korean wave has emerged as a pervasive and resounding manifestation of contemporary global popular culture, traversing the vast expanses of all continents. This extraordinary phenomenon is the culmination of a synergistic endeavor encompassing a multiplicity of stakeholders, encompassing both governmental entities and private agents. Referred to as Hallyu, or more commonly acknowledged as the Korean wave, this remarkable occurrence encapsulates the effusion of Korea's cultural effervescence beyond the confines of its national borders. The Korean wave encompasses an expansive array of cultural commodities, spanning across realms such as serialized narratives, motion pictures, K-pop harmonies, kinetic expressions, interactive diversions, gastronomic indulgences, sartorial trends, and linguistic articulations (Jang & Won, 2012). Kim (2015, p. 154) furnishes an alternative characterization of the Korean wave, delineating it as the surge of Korean popular culture that gained prominence within Southeast Asia and mainland China during the latter part of the 1990s. Particularly noteworthy is hallyu's pervasive appeal among the youth who are captivated by the allure of Korean music (K-pop), dramas (K-drama), cinematic creations, fashion, culinary offerings, and aesthetics in regions such as China, Hong Kong, Vietnam, and Taiwan. This cultural phenomenon has intricately interwoven itself with the multifaceted transnational migrations of individuals, the dissemination of information, and the fluid circulation of capital in the East Asian milieu. The ascending eminence of the Korean wave's allure is progressively permeating diverse territories, with its tendrils forecasted to reach the precincts of East and Southeast Asia, Europe, Americas, and Africa (Trisni, et. al., 2019, p.32)

Korea stands as a nation that places a paramount emphasis on the astute orchestration of its public diplomacy endeavors. The leaders of Korea have held steadfast to the conviction that harnessing the potential of culture as a valuable resource constitutes the precise blueprint for advancing the nation's strategic interests, particularly during the period spanning from the latter part of the 2000s to the dawn of the 2010s. The contours of the Korean government's commitment to nurturing its cultural landscape burgeoned as early as the 1990s, a juncture marked by Korea's aspiration to ascend the ranks of developed nations. Kwon and Kim's seminal study (2014) expounded upon the enduring policies promulgated by the Korean administration since the inception of the 1990s, endeavors tailored to bolster the progression of their cultural sectors. This elucidation offers insight into the intertwined narrative of Korean cultural products' meteoric proliferation within the contemporary global marketplace and the integral role played by government edicts, orchestrated to streamline the evolution of cultural

industries. Henceforth, this underscores the nation's profound commitment to nurturing its cultural realm, and absent the scaffolding of regulatory support or the accelerated advancement of ancillary sectors, Korea's current zenith of achievement might have remained an elusive aspiration.

During President Lee's tenure, an executive body termed the "Presidential Council on Nation Branding" emerged within the ambit of the overarching "Global Korea" initiative. This council was entrusted with the meticulous implementation of a decalogue of strategic imperatives, among which was the pivotal directive to institute a 'Korean wave' program (John, 2015, p. 49). Within this timeframe, the Korean wave, having previously blazed its own trail to success, was assimilated into the state apparatus as a constituent facet of its policy architecture. According to John (2015, p. 51) President Lee's administration harbored the deliberate intention of perpetuating the attained eminence of the Korean wave, thereby safeguarding and amplifying its standing of popularity. The government's primary action involved formalizing the Korean wave, initially a phenomenon marked by the triumph of cultural creations overseen by non-state entities (Trisni, et. al., 2019, p. 36). The subsequent administrations following Lee have continued to invest in Hallyu, which has become a fundamental element of cultural diplomacy aimed at enhancing the development of Korean public diplomacy and improving the image of Korea. They have also continued to strengthen their relations with public diplomacy by fostering investments in Hallyu and promoting cultural diplomacy.

In line with the studies of Kim (2015, pp. 156-157) there are three distinct theoretical frameworks have been posited to elucidate the genesis and underpinnings of the hallyu boom: (1) competence, often associated with hard power, (2) allure, entwined with the concept of soft power, and (3) critique. Within the paradigm of competence, the hallyu phenomenon finds its roots in the economic triumphs that Korea achieved through its rapid industrialization during the latter part of the 20th century. Evidently, hallyu's evolution within the realm of cultural enterprise has been enriched by the emergence of a "Pan-Asiatic cultural production network," a result of astute marketing endeavors by Korean enterprises coupled with synergistic alliances forged with indigenous firms across Asia. Within this context, hallyu transcends mere cultural confines, manifesting itself as an intricate economic and industrial dynamo. Conversely, the second perspective accentuates the intrinsic appeal encapsulated within hallyu's K-pop culture. This reservoir of cultural elements encompassed by hallyu comprises the essence of a Korean-styled development model. This model, while navigating the transition from authoritarian economic advancement to democracy, has not only persevered in nurturing the vibrancy of Korean civil society but has also retained the essence of traditional values like loyalty and filial

piety. Certain detractors contend that hallyu does not stem from the inherent qualitative superiority or distinctive attributes of Korean culture, but rather is an outgrowth of a commodified B-cultural capital wherein a medley of capitalistic aspirations and diverse tensions is adeptly adorned. Consequently, envisioning hallyu as an overarching blockbuster enterprise to spearhead a global cultural hierarchy in the future appears exceedingly challenging. As per this third critical theory, hallyu's triumph could be confined to capturing a specific Asian niche market within the broader framework of the US-dominated global cultural structure.

Incorporating the Korean wave into the framework of public diplomacy was driven by the aspiration to elevate Korea to the status of a developed nation while concurrently cultivating a favorable perception. Within this strategic paradigm, cultural dimensions emerged as instrumental instruments, harnessed to propel the realization of this objective, buoyed by the nation's abundant and culturally opulent heritage. The relationship between the Korean Wave and the government should not be confined solely to the exploration of its historical dimension. It is of paramount importance to also consider the position that the Korean government has assumed concerning this element that has become the bedrock of cultural diplomacy, as well as its associated responsibilities. Addressing this standpoint and the obligations of the Korean government in relation to this ingrained facet of cultural diplomacy holds significant importance in comprehending the essence of this thesis study.

According to Trisni (et. al., 2019, pp. 37-38) governmental functions become discernible through an examination of several initial policies that heralded the inception of this burgeoning cultural sector. Instances of these nascent policies include facilitating investor identification and fostering the exchange of ideas pertaining to the prospective global dissemination of popular culture. The systemic modifications instituted by the state since the 1980s afforded corporate giants the latitude to channel investments into the realm of the Korean wave industry. Furthermore, the government adeptly bridged the financial chasm required for this cultural domain's global outreach, acknowledging that the entire spectrum from production preparation to distribution necessitates substantial capital infusion. The landscape is further enriched by the sway of virtual domains such as YouTube and Twitter, acting as catalysts underpinning the triumph of the Korean wave. The Korean government's commitment finds tangible expression in its conferment of ambassadorial roles upon actors and actresses affiliated with this cultural milieu. While these designations may ostensibly embody a symbiotic relationship of mutualism, wherein the government reaps rewards from enlisting globally acclaimed figures who resonate

with an expansive international fan base, it remains incontestable that this strategy also signifies the government's endeavors to sustain the resplendence of the Korean wave's allure.

In the context of this thesis, the examination of Korean public diplomacy necessitates an exploration of the relationship between the state and the fundamental component of Korean Wave. Consequently, in order to ensure the coherence of the scholarly investigation, it is imperative to address various critical points after elucidating the state's influence and responsibilities concerning the Korean Wave. In compliance of Istad's study (2016) the government holds the mandate to offer guidance, orchestrate collaboration among stakeholders, and champion initiatives linked to the cultural sphere. The crux lies in the imperative for the government to enhance synchronization between various state ministries and their affiliated entities. Concurrently, there exists censure directed at the persistency of policy execution, with viable strategies often rendered fleeting by shifts in leadership. A discernible inference arises that the institutions birthed by the Korean government have encountered insufficient regulatory alignment, thus stifling the potential synergy inherent in industry implementation.

3.3.4. King Sejong Institute Foundation

The King Sejong Institute Foundation is a public organization overseen by the Ministry of Culture, Sports, and Tourism, dedicated to overseeing Korean language education abroad and promoting the dissemination of Korean culture. Established in accordance with subsection 2 of section 19 of the Framework Act on the National Language, its primary objective is to introduce the Korean language and culture to foreign individuals and foster a deeper appreciation and affection for Korea.

There are 246 King Sejong Institutes globally, with 139 located in Asia, 12 in Africa, 34 in the Americas, 57 in Europe, and 4 in Oceania, providing services on a global scale. The Foundation actively engages with foreigners, striving to transform their initial interest in Korea into a comprehensive understanding and genuine fondness for the country. Through various programs and initiatives, it aims to bridge cultural gaps, enhance cultural exchanges, and promote cross-cultural communication, ultimately strengthening the global presence of the Korean language and culture (Lee, 2018, p. 13). Despite its active and continuous international presence, the King Sejong Institute fails to receive the necessary attention in the realm of Korean public diplomacy or academic and practical studies related to the Korean language. The literature review conducted for this thesis highlights a notable dearth of studies and research specifically focused on the King Sejong Institute.

The institution holds the responsibility for enhancing Korea's prominent reputation by overseeing Korean language education abroad and promoting the country's national image. It aims to broaden the recruitment of King Sejong Institutes at regional and national levels, while diversifying the types and functions of partnership-based operations. Furthermore, it strives to enhance the quality of education by strengthening the teaching capabilities of King Sejong Institutes. Additionally, the institution seeks to expand the role of King Sejong Institutes as global cultural distribution bases and platforms. Through these efforts, it aims to justify and gain consensus for the institute's projects focused on promoting Korean language and culture, with a particular emphasis on expanding their social value overseas (KSIF, May 2022).

Efficiency and internationalization of operations and management systems at the King Sejong Institute are achieved through the implementation of innovative approaches to learner evaluation, resulting in enhanced public confidence and differentiation in the curriculum. The localization of textbooks and content, along with the improvement of the distribution system, facilitates cultural understanding among learners. Additionally, the institution places emphasis on strengthening ethical management practices and establishing a comprehensive human rights management system to generate publicity and maintain a positive reputation. The organization sets its sights on future-oriented objectives, which include enhancing business growth potential through increased internal and external awareness. It aims to revitalize the online promotion of the Korean language and culture by strengthening the online promotion system. Furthermore, the organization plans to construct a next-generation global online integrated learning platform to further reinforce the promotion of the Korean language and culture in the digital space (KSIF, May 2022).

The establishment of the King Sejong Institute holds significant importance for the Korean government in terms of public diplomacy. It serves as a crucial platform for promoting Korean language and culture globally, contributing to the enhancement of Korea's national image and influence. The institute plays a pivotal role in expanding international understanding and appreciation of Korea by offering Korean language education and facilitating cultural exchanges. Through its operations, the King Sejong Institute strengthens Korea's soft power, fosters cross-cultural dialogue, and fosters closer ties with countries around the world. Overall, the institute's formation is a strategic move by the Korean government to engage in effective public diplomacy and advance its global presence.

3.3.5. Korean Culture Centers

Korea has established Korean Culture Centers as a means to establish a strong foundation for its international relations and showcase its cultural presence to other countries. These centers serve as platforms for a diverse range of activities such as conferences, exhibitions, festivals, concerts, courses, and various cultural events. Through these cultural centers, Korean government aims to foster long-term cultural relationships, encourage artistic exchanges, promote mutual understanding, and raise awareness about the rich cultural heritage of Korea. These objectives directly contribute to the concept of cultural diplomacy (Imre, 2022, p. 27). Korean culture centers were established in the United States, Japan, and France in 1979, marking the beginning of their operations. As of 2023, there are 35 cultural centers located in 30 countries worldwide (KOCIS, April 2022).

KCCs provide not only physical spaces for cultural activities but also serve as educational hubs, offering diverse courses and organizing engaging competitions and events to promote Korean culture and language. In terms of physical facilities, KCCs typically include a reception area, cafeteria, outdoor stage, performance area, fine arts exhibition space, Moim Bang (a space for Korea's cultural heritage products), library, performance hall, exhibition hall, K-Pop room, Korean food exhibition area, Hansik (Korean cuisine kitchen), Taekwondo studio, classrooms, and offices. KCCs offer a wide range of free courses, including Korean language classes, Taekwondo, traditional Korean cuisine (Hansik), calligraphy, traditional Korean musical instruments, traditional Korean clothing (Hanbok) making, Go game, K-Pop Academy, and more. In addition to these courses, KCCs organize various competitions and tournaments such as Korean Speaking Contest, Korean Composition Contest, Golden Bell Quiz Contest, K-Pop Contest, Traditional Korean Food Cooking Contest, and Go Tournament (Imre, 2022, p. 36).

Korean culture centers play a crucial role in Korean public diplomacy by promoting cultural exchange, fostering mutual understanding, and enhancing the image of Korea in the international arena. These centers serve as platforms for various cultural activities, including exhibitions, performances, and educational programs, allowing them to effectively showcase the richness and diversity of Korean culture. By engaging with individuals from different countries and backgrounds, the culture centers help to build lasting cultural relationships and create positive impressions of Korea. Additionally, they contribute to the soft power of Korea, as they become important hubs for disseminating Korean values, traditions, and artistic achievements. Through their efforts, Korean culture centers contribute to strengthening

diplomatic ties, promoting cultural dialogue, and cultivating a favorable international perception of Korea.

3.3.6. Olympics

Sport diplomacy has a lot of promise for fulfilling public diplomacy goals, as discussed in the section of this thesis that looks at the concept of public diplomacy. However, it is frequently disregarded and does not get the exposure and attention it needs to reach its full potential.

Korea strategically uses international athletic events to directly address and mold its international image while taking advantage of the fact that sports are less politicized than cultural pursuits. The North-South Korean Sporting Talks held during the Cold War era served as the cornerstone of Korean sport diplomacy. However, as highlighted by Cha (2008), Korea's sport diplomacy took a big step forward when it hosted the 1988 Seoul Olympic Games. The Ministry of Culture, Sport, and Tourism is the main force behind administering such programs. Governmental agencies and civil groups are principally responsible for orchestrating Korea's sport diplomacy. Since the founding of the Sporting Department, Korea's sport diplomacy projects have evolved steadily, demonstrating the country's coordinated efforts in this area. In order to build peace, advance national identity and soft power, improve international relations, facilitate tourism and cultural exchange, foster national unity, reap economic rewards, and advance public health, sport diplomacy is particularly important for Korea. Korea can accomplish its strategic objectives, fortify international ties, and promote peace, understanding, and collaboration on the world stage by using sport as a diplomatic tool. The thesis will discuss sports diplomacy in Korea through examples, application domains, and core principles in this section. It will explore the instances of Korean sports diplomacy that have been successful, the different contexts in which it has been used, and the fundamental ideas that have informed these initiatives.

On September 2, 1980, Chun Doo Hwan became the Republic of Korea's president following the murder of President Park Chung. Three key facts including political and economic facets were presented to the incoming administration. First, a significant section of the population's living standards increased as a result of the Korean economy's rapid growth, which caused social upheavals as the workforce moved from an agrarian to an industrial culture. Second, the rising economic affluence raised political expectations, but there was no agreement on the specific structure of the political system. Thirdly, the North Korean government continued to take hostile activities that emphasized how the 38th Parallel divides Korea. Each

of these elements played a role in the government's choice to submit a bid for the Olympics (Mannheim, 1990, pp. 280-281).

To highlight the Korean economic miracle and concurrently link the new government with its success, the Olympic bid was primarily driven by this ambition. Another driving force was the chance to associate the administration with the tremendous sense of pride in the country that would come from being chosen and ready to host the Games. In reality, a statewide curfew that had been in place since the end of World War II was abolished by the government as a symbolic action to represent the increase in confidence brought on by the Olympic selection. The administration also acknowledged the necessity to deal with the problem of reunification as well as the perceived danger from North Korea. The two Koreas shared strong racial, linguistic, and cultural ties, but they also experienced fierce hostility. The government believed it could accomplish two goals by using the Olympics to divert attention away from Korea for several years. First of all, it would raise awareness of North Korea's threat on a global scale. Second, Korea would acquire some protection from any North Korean aggression. The Olympics were seen as a way to achieve both objectives (Mannheim, 1990, p. 282).

The Seoul Olympics played a key role in how the world saw the Republic of Korea, giving it both foreign visibility and local political focus. The upcoming games forced the government to address important political development issues that had not been at the top of its immediate agenda. The pressure on the Korean government to develop a solution that can quell resistance increased due to the increased external scrutiny brought on by the impending Olympics. Furthermore, the likelihood that the ultimate response would involve a move towards greater democratization was probably heightened by this outside scrutiny.

The 1988 Seoul Olympics were not the only instance of Korea's use of public diplomacy through sport rules and practices. Through a number of initiatives, including the joint hosting of the 2002 FIFA World Cup with Japan and Pyeongchang's hosting of the 2018 Winter Olympics, Korean sports diplomacy has been put to use. In order to comprehensively understand the accurate assessment of historical cause-and-effect relationships and the utilization of opportunities, it is imperative to first examine the 2002 FIFA World Cup.

In Korea, the joint World Cup hosting by Korea and Japan was seen as a lavish celebration, frequently referred to as "the grandest festivity of the new millennium" (Lee, 2017, p. 176). In order to draw foreign audiences, such as tourists, expats, and international students studying in Korea, a coalition of private companies, official institutions, and involved individuals successfully executed logistical operations and engaging spectacles (Kim, 2016). Mass media platforms were skillfully used to reach viewers abroad. The cost-prohibitive nature of using

international sporting events for public diplomacy initiatives is demonstrated by the sizeable investment of nearly \$2 billion in building new stadiums to satisfy FIFA's requirements (Lee, 2017, p. 177).

According to Han (2016), the World Cup had enormous immediate repercussions on Korea, including an unprecedented flood of about a million tourists and a viewership of roughly 600 million people worldwide. This increased visibility brought Korea to the fore. According to Shin (2008), the World Cup's direct economic advantages increased the country's GDP growth by a significant 0.74%. The short-term benefits also included a rise in regional events that drew in foreign audiences and gave them a chance to interact with and experience the Korean brand (Lee, 2017, p. 178). These immediate effects were noticeable as Korea went from being a relatively obscure country to a well-known entity on a worldwide scale, prospering both economically and culturally. Korea has several opportunities to establish a variety of connections and networks during the FIFA World Cup 2002 (Lee, 2017, p. 179). Increased communication strengthened bonds between key players like the Korea Football Association (KFA), the Ministry of Culture, Sport, and Tourism, local stakeholders, and numerous non-state entities. Second, despite a temporary reduction in hostilities during the World Cup, the nations' long-standing issues overshadowed the event's efforts to promote peace. Last but not least, and most importantly, good ties were developed with international publics. The effects of these interactions, however, are complicated because of the continued focus on North Korea's political condition around the world (Lee, 2017, p. 181).

According to Lee (2017, p. 183) The World Cup yielded unforeseen outcomes in the domain of public diplomacy. Additionally, it served as a catalyst for the Korean government to adopt a deliberate approach in utilizing global sporting events for public diplomacy purposes. Moreover, sports offer numerous avenues for diverse actors and stakeholders to engage in public diplomacy initiatives. However, the politicization of hosting sporting events restricts the capacity of non-state actors and domestic publics to host such events.

Mega sports events have been successfully used by Korea in the past as strategic chances to shape its worldwide standing. For instance, hosting the 1988 Summer Olympics helped the country gain international recognition, while hosting the 2002 World Cup helped Korea repair its reputation after the Asian financial crisis. According to Lee (2017), given the heightened tensions with North Korea and the political controversy that resulted in the impeachment of the previous president Park Geun-hye, the Olympics may now act as a type of "damage control" for Korea's reputation abroad. By positioning the 2018 PyeongChang Olympics as a cultural festival that includes events like the G-500, PyeongChang Biennale, K-Pop DreamConcert, and

PyeongChang K-Pop Festival, the Korean government has also actively expanded the use of the Olympics as a public diplomacy tool (Vandenberghe, 2017, p. 132). In addition to showcasing Korea's technological superiority at the 2018 PyeongChang Olympics, utilizing 5G wireless connection makes it easier to introduce cutting-edge Korean Internet technologies to a wider audience (Vandenberghe, 2017, p. 134). Additionally, PyeongChang's symbolic importance as a region that was contested during the Korean War and that borders both North and South Korea offers a good opportunity to promote communication between the two countries (Vandenberghe, 2017, p. 134). The Olympics serve as an open forum for communication between South and North Korea and the rest of the globe, according to the official PyeongChang 2018 Olympics website (Vandenberghe, 2017, p. 137).

Korea's public diplomacy initiatives have benefited greatly from the 1988 Summer Olympics, the FIFA World Cup in 2002, and the Olympics in PyeongChang in 2018. Through these sporting events, Korea has had the chance to improve its standing abroad, advance cultural diplomacy, and take part in peace-building activities. By successfully hosting these events, Korea has demonstrated its strengths, economic advancement, and cultural diversity, enhancing its soft power and reputation internationally. The international community has been able to communicate, comprehend, and work together through these major sporting events, enhancing Korea's standing as a major actor in the world stage.

CHAPTER FOUR

Korean Public Diplomacy During COVID-19 Pandemic

4.1. Methodology

4.1.1. Research Question

The starting point of the research question of this thesis is the gradual increase in the recognition and influence of Korean public diplomacy; however, while this increase revolves around elements of cultural diplomacy, the literature has predominantly focused on cultural diplomacy aspects in studies related to Korean public diplomacy. Another focal point of this thesis, which was initiated during the COVID-19 period, is the pandemic itself due to the context in which it emerged. When the realms of public diplomacy literature and the COVID-19 pandemic intersect, it becomes evident that significant limitations have been imposed on the implementation of public diplomacy policies during the pandemic era. In line with these deductions, the initial question posed is, "How have actors of Korean public diplomacy utilized social media, the sole platform available under the constrained circumstances of the COVID-19 pandemic, to conduct public diplomacy?". The answer to this question contributes to the literature by shedding light on whether the utilization of social media and digital diplomacy represents a genuine practical domain for public diplomacy or remains a mere myth.

A sub-question of the main research has question emerged during the course of the study. In the process of addressing the first research question through data collection and analysis, conducting a social media analysis contributes significantly to the literature by providing tangible evidence to counter the criticism that Korean public diplomacy is exclusively centered around cultural diplomacy, as frequently discussed. Accordingly, the sub-question is formulated as follows: "Do actors of Korean public diplomacy employ social media as a new platform for the implementation of cultural diplomacy, or do they use it as a potential alternative platform that highlights other areas of public diplomacy besides cultural diplomacy?".

4.1.2. Research Design

Primarily delving into the literature on public diplomacy, adopting a critical standpoint, and subsequently exploring the literature on Korean Public Diplomacy, this thesis undertakes an examination of the Twitter activities of the Public Diplomacy Office, a pivotal actor within Korean Public Diplomacy, during the COVID-19 pandemic. The study employs a case study

approach. In this study, the case is the activity of the Public Diplomacy Bureau, which is a key actor in Korean public diplomacy, on Twitter.

The determination of what constitutes a case within a case study is challenged by the presence of numerous divergent definitions and a lack of consensus, leading to difficulties in establishing the boundaries of case study research. Schwandt and Gates (2018, p. 592) provides numerous definition of what case means in case study as follows: “in-depth study of a single unit where the scholar’s aim is to elucidate features of a larger class of similar phenomena” (Gerring, 2004, p. 341), “the study of the particularity and complexity of a single case) (Stake, 1996, p. xi, 4), “an in-depth, multi-faceted investigation using qualitative research methods, of a single, social phenomenon” (Feagin, et. al., 1992, p. 2).

Case studies intend to offer readers a feeling of immersion by presenting a thoroughly examined and context-rich exploration of a real-life example in operation (MacDonald & Walker, 1977, p. 182). As per Wynsberghe and Khan (2007, pp. 83-84), investigators of case studies opt to methodically examine scenarios characterized by minimal influence over conduct, structure, or occurrences (Yin, 2003). The case study approach is especially apt for investigating intricate environments (Anderson, et. al., 2005) as it promotes the notion that intricate contexts cannot be simplified into solitary cause-and-effect associations. Case studies furnish an intricate portrayal of a distinct temporal and spatial scope (Merriam, 1988). Emphasizing both place and time bestows context upon the structures and associations of significance. Researchers have the capacity to formulate operational suppositions and amass novel insights grounded in what emerges or is fashioned during the accumulation and scrutiny of data within the case study (Eckstein, 2002; Lincoln & Guba, 2000). Case study methodology regularly integrates multiple founts of information. This practice forges convergent paths of investigation, fostering triangulation and yielding conclusions that are apt to be more compelling and precise (Yin, 2003). Lastly, case studies can enhance and potentially revolutionize a reader's apprehension of a phenomenon by extending the reader's encounter (Donmoyer, 1990).

4.1.3. Data Sampling

The adopted method for gathering data from Twitter for the analysis of the thesis is purposive sampling. According to Bryman (2012, p. 418) purposive sampling represents a type of non-probability sampling technique. Unlike random selection, the researcher deliberately selects research units. The primary objective of purposive sampling is to strategically choose cases or participants that align with the research inquiries. Frequently, the researcher aims to include a diverse range of characteristics within the sample to capture relevant variations linked

to the research query. Since it lacks the probabilistic aspect, purposive sampling does not permit generalizations to a broader population. While a purposive sample differs from a random or convenience sample, it stands apart from the latter. A convenience sample involves subjects available coincidentally, whereas purposive sampling involves deliberate selection based on research objectives. Within purposive sampling, the unit of analysis are chosen due to their pertinence to the research questions. The researcher must establish clear criteria for the inclusion or exclusion of units of analysis.

The data unit referred to in this thesis is constituted by the tweets shared by the official Twitter account of the Korean Public Diplomacy Bureau, which is "@mofa_koreaz". There are numerous advantages to utilizing Twitter tools for research conducted on the platform. For the identification and collection of these tweets, Twitter's proprietary search engine, known as Twitter Advanced Search, was employed. Researchers have the capability to employ Twitter's advanced search feature for retrieving past occurrences or current real-time events. Furthermore, they can establish distinct search criteria to capture particular subsets of information such as by geographical location, time, account, etc. (Henzell, et. al., 2014, p. 206). Ultimately, sentiment analysis tools can be utilized to assess the prevailing public sentiment.

Before commencing data analysis, it is crucial to establish categories for data collection. Therefore, key keywords pertaining to prominent public diplomacy topics, deemed significant in the literature, have been meticulously identified through a comprehensive examination of all Twitter posts, prioritizing initial exploration. In this thesis, data has been collected using the purposive sampling method encompassing the time frame between January 30, 2020, and May 5, 2023, on Twitter Advanced Search. The data collection aims to determine the positions of cultural diplomacy, knowledge diplomacy, health diplomacy (renamed as COVID-19 diplomacy), sports diplomacy, and humanitarian diplomacy within this period.

4.1.4. Data Analysis

Qualitative content analysis involves the classification of data into categories that are primarily developed inductively, meaning they emerge from the data itself. These categories are typically applied to the data through thorough reading (Morgan, 1993). Some scholars define qualitative content analysis in a broader sense to encompass methods where data are exclusively analyzed qualitatively, without employing counting or statistical methods (Hsieh & Shannon, 2005; Patton, 2002; Mayring, 2000).

In accordance with Forman and Damschroder (2008, p. 40). Among the array of qualitative approaches for examining textual data, qualitative content analysis is a versatile technique. It

constitutes a non-theoretical assortment of methods applicable to various qualitative investigations where data's informational substance is pertinent. This method differs from approaches that prioritize theoretical viewpoints over the data's informational content. The primary aim of every qualitative investigation is comprehending a phenomenon, rather than extrapolating generalizations from the study's sample to the wider population via statistical inference (Forman & Damschroder, 2008, p.41).

Within qualitative content analysis, the process of data collection and analysis should unfold simultaneously. A potential pitfall in qualitative research lies in accumulating extensive data without a coherent strategy for organization or analysis. By scrutinizing the data during collection, the researcher becomes acquainted with its informational essence. This familiarity could uncover fresh subjects for exploration and foster analytical intuitions and associations that can be validated as analysis advances (Forman & Damschroder, 2008, p. 46).

However, even within the realm of qualitative analysis, an effort should be exerted to render the analysis objectives more tangible by framing them in the form of categories. The category framework serves as the central tool for analysis and enhances the shared understanding of the process, facilitating others in reenacting or duplicating the analysis. In this context, qualitative content analysis must particularly emphasize the construction and substantiation of categories. Unfortunately, established references on content analysis offer limited guidance in this aspect. Krippendorff, for instance, notes, "How categories are defined... is an art. Little is written about it." (Krippendorff, 1980, p. 76). Critics of qualitative approaches also raise concerns that orienting towards categories implies an analytical, dissecting methodology that hinders a holistic comprehension of the material. In response, it can be argued that qualitative content analysis also incorporates methods that prioritize the synthesis of category construction, where the category system effectively constitutes the analysis's discoveries. Moreover, operating with a category framework significantly contributes to comparing findings and evaluating the reliability of the analysis (Mayring, 2014, p. 40).

The descriptive statistics method has been utilized to ease the analysis and enhance visual understanding of the collected data. In compliance with Fisher and Marshall (2008) descriptive statistics encompass numerical and graphical methods employed to arrange, display, and scrutinize data. The manner in which descriptive statistics are applied to depict a variable within a sample hinges on the level of measurement employed. Descriptive analyses are probably the simplest form of statistical analysis to conduct and comprehend. They offer a practical approach for condensing data and offering an overview of the sample, yet they do not

furnish details for causal analysis. The graphs in this thesis have been created following the adoption of this method to facilitate the comprehension of the data.

4.2. Analysis of @mofa_koreaz Tweets During COVID-19

In this section of the thesis, which is structured as a case study, the data selected through purposive sampling was analyzed using qualitative content analysis. Furthermore, graphical representations were generated using the descriptive statistics method to enhance the comprehension of the numerical analysis.

The collected data spans between January 30, 2020, and May 5, 2023, the designated start and end dates of the COVID-19 pandemic by WHO. This data was gathered from the official Twitter account of the Korean Public Diplomacy Bureau, @mofa_koreaz, using the Twitter Advanced Search platform.

The account was created on October 10, 2013, and has shared a total of 2573 tweets from its inception until May 6, 2023. Among these tweets, 1073 were posted during the pandemic period, which spans from January 30, 2020, to May 5, 2023. Considering that 41.7% of the account's posts fall within the pandemic timeframe, representing the past three years, it can be concluded that the usage and activity of the account have increased during the pandemic, indicating a rise in engagement and utilization over the ten-year span. During the pandemic period, the 1073 tweets were examined under the categories of cultural diplomacy, knowledge diplomacy, COVID-19 (health) diplomacy, sports diplomacy, and lastly, humanitarian diplomacy. These categories are well-established as the primary realms of public diplomacy in the literature and were discussed in the initial section of this thesis.

Table 3

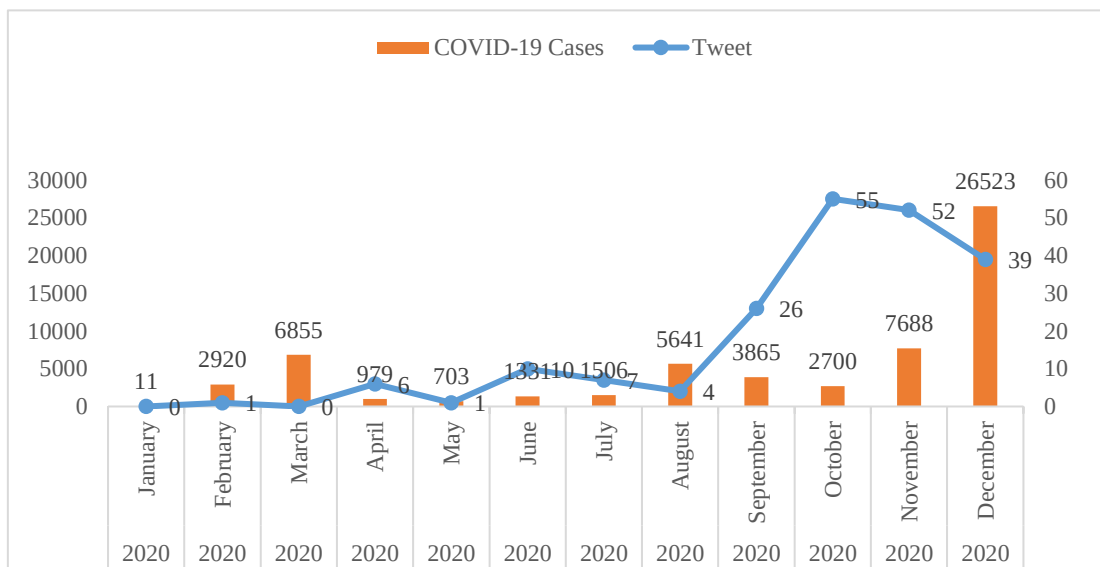
Public Diplomacy Fields and Key-words

Public Diplomacy Field	Key-words
Cultural Diplomacy	Hallyu, Korean Wave, K-pop, K-drama, K-food, Music, Movie, Food, Culture.
COVID-19 Diplomacy	COVID-19, Pandemic, Mask, Vaccine, Quarantine, Social Distance
Knowledge Diplomacy	Education, Science, Student, Scholarship, Academic, Webinar, Conference, Class, Session, Forum, Virtual Learning
Sports Diplomacy	Sports, Athlete, Player, Team, Taekwondo, Olympics, Paralympics
Humanitarian Diplomacy	Help, Aid, War, Humanitarian, Crisis, Violence, Conflict, Natural Disaster

4.2.1. Analysis of 2020: The Initial Year of Pandemic

Figure 2

Number of Tweets from @mofa_koreaz and COVID-19 Cases in Korea in 2020



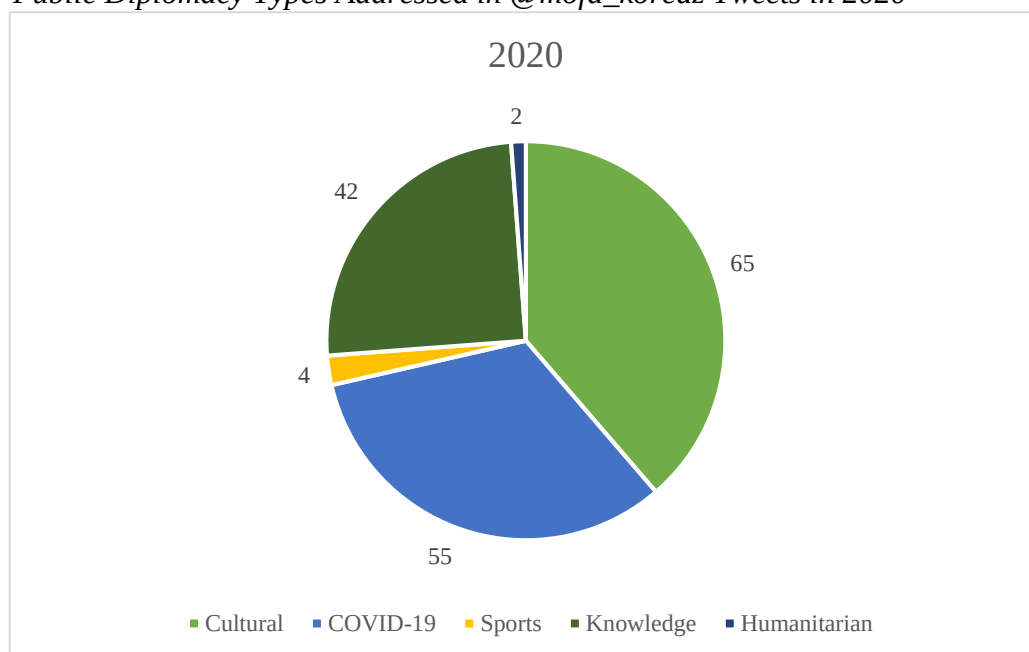
Note. Data collected by author.

The graph above shows that the data indicated in the columns represent the number of COVID-19 cases. In contrast, the data shown on the line represents the number of tweets shared by the official Twitter account of the Korean Public Diplomacy Office, "@mofa_koreaz". The numbers specified on the right axis of the graph refer to the ratio of tweeted posts, while the figures on the left indicate the COVID-19 pandemic's case numbers. Both tweet and case numbers have been charted based on monthly measurements within 2020, as illustrated in the section below graph.

The principal aspect necessitating attention concerning the graph is that the January 2020 data stands out as having the most diminutive values owing to the pronouncement by the WHO on January 30, 2020, wherein COVID-19 was formally acknowledged as a global pandemic. Subsequently, the absence of tweets during the final two days of January and the scantiness of recorded cases can be attributed to the nascent onset of the pandemic within the country. The volume of tweets increases as the incidence of COVID-19 cases decreases; on the other hand, tweet activity decreases as the case count increases. The graph shows an obvious inverse relationship between the quantity of cases and the frequency of tweets. This phenomenon can be interpreted as either a sign of the Korean government purposefully avoiding policies that might draw attention internationally and give rise to perceptions of insufficient pandemic control when case numbers surge, or as a manifestation of prioritizing urgent national concerns, which results in the relegation of public diplomacy practices to a secondary position.

Figure 3

Public Diplomacy Types Addressed in @mofa_koreaz Tweets in 2020



Note. Data collected by author.

In the graph presented above, one can discern the extent to which the Twitter account of the Korean Public Diplomacy Office was involved in different spheres of public diplomacy throughout 2020. As explicated in the second segment of this thesis, Korean public diplomacy primarily prioritizes cultural diplomacy policies. However, in the context of the COVID-19 era, where social media and digital diplomacy have gained paramount importance in achieving public diplomacy objectives, these platforms have metamorphosed into instruments that accentuate cultural diplomacy instead of serving as viable alternatives to it. In effect, they have assumed the role of instrumentalities that brought cultural diplomacy to the forefront during the initial year of the pandemic.

“Global K-pop fans are joining the efforts to make the world a better place. Let’s check out how K-pop fandom culture has been transformed. And please share any good examples of K-pop bands’ positive impact on your community!” *Read More: <https://bit.ly/3IJcNpc> #KOREAZ #KPOP”*. (KOREAZ, 2020).

Figure 4

Cultural Diplomacy Tweet of 2020



Nonwithstanding, an equally prominent facet of public diplomacy that has risen to prominence is COVID-19 diplomacy, evident from the dissemination of shared tweets concerning masks, vaccines, health, and pandemic policies. Despite Korea's relatively lower

case numbers compared to global figures, COVID-19 diplomacy has played a pivotal role in amplifying the efficacy of public diplomacy efforts and disseminating pandemic response policies to diverse audiences through social media channels. This strategic endeavor has been instrumental in attaining public diplomacy objectives and augmenting engagement on these platforms as seen in Figure 5.

“Our newly launched “WE CONNECT” challenge aims to reconnect the people around the world who have been isolated due to the pandemic and further foster social solidarity. Please join <https://forms.gle/DmfXUTAebQjTWLKQ7...> #KOREAZ #UNESCO”. (KOREAZ, 2020).

Figure 5

COVID-19 Diplomacy Tweet of 2020



The primary rationale behind knowledge diplomacy's prominence on social media, following these two prominent domains in terms of visibility, can be attributed to the widespread adoption of online and remote educational tools across various facets of daily life to adapt to the exigencies imposed by the pandemic (Figure 6). As a consequence of the imperative to uphold social distancing measures in the battle against COVID-19, the need for distance learning arose, leading to the emergence of numerous online educational and conferencing platforms that facilitated the implementation of diverse educational programs without necessitating physical gatherings—the initial year of the pandemic, marked by

significant constraints on people's opportunities for learning, personal growth, and social interaction, created a conducive environment for knowledge diplomacy to assume a prominent position.

“[UNBOXING KOREA best contents #2] We are presenting the best contents on daily lives and experiences in Korea created by the Korea Allimi participants. 2. Korea Study Scholarships: GKS Scholarship 2021 Full Guide <https://youtu.be/wgrvO0mb2og> #KOREAZ #UNBOXINGKOREA”. (KOREAZ, 2020).

Figure 6

Knowledge Diplomacy Tweet of 2020



Sports diplomacy is another area of public diplomacy that is present on Twitter, despite its small size, as can be seen in the graph above. Taekwondo, Korea's ancient martial art, has been the sole subject of sports diplomacy tweets as a result of the 2020 Tokyo Olympics' postponement due to COVID-19. However, there are hints of the diversity of Korean public diplomacy as seen in Figure 7.

“KOR PD’s Pick: Online Taekwondo Competition During COVID-19

Take a look at the online Taekwondo Competition held in Madagascar and Colombia with special guests  <https://youtu.be/ThUkeyoVylw>

#KOREAZ #KORPDPICK #Taekwondo”. (KOREAZ, 2020).

Figure 7

Sports Diplomacy Tweet of 2020

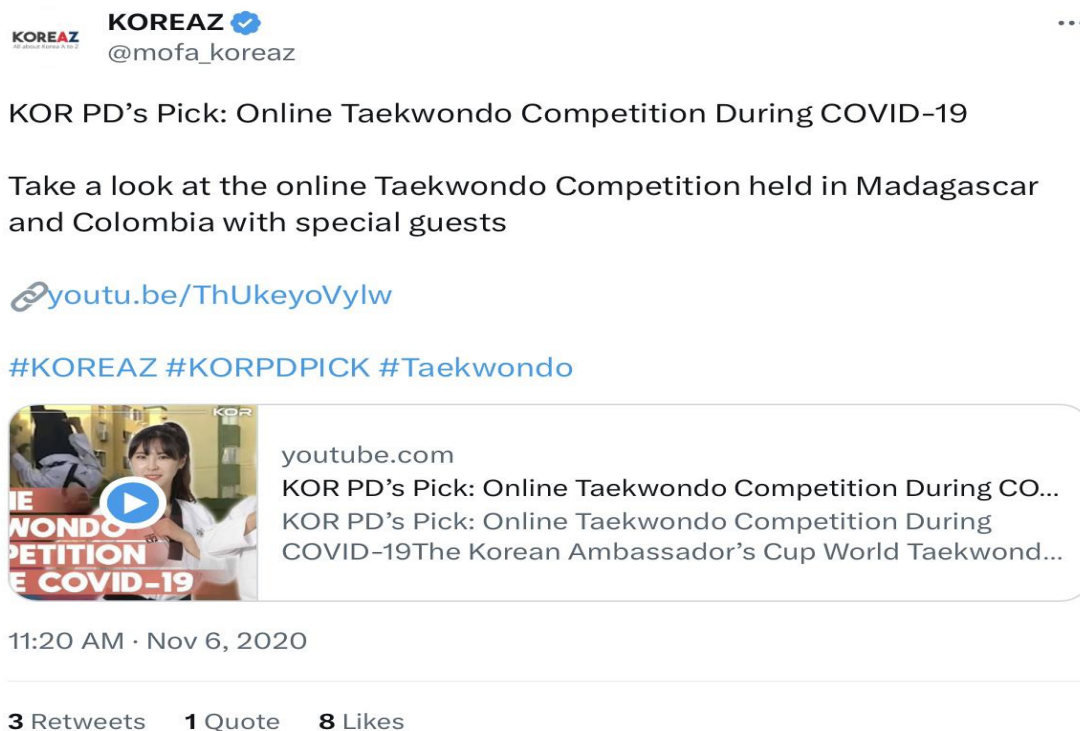


Figure 8

Humanitarian Diplomacy Tweet of 2020



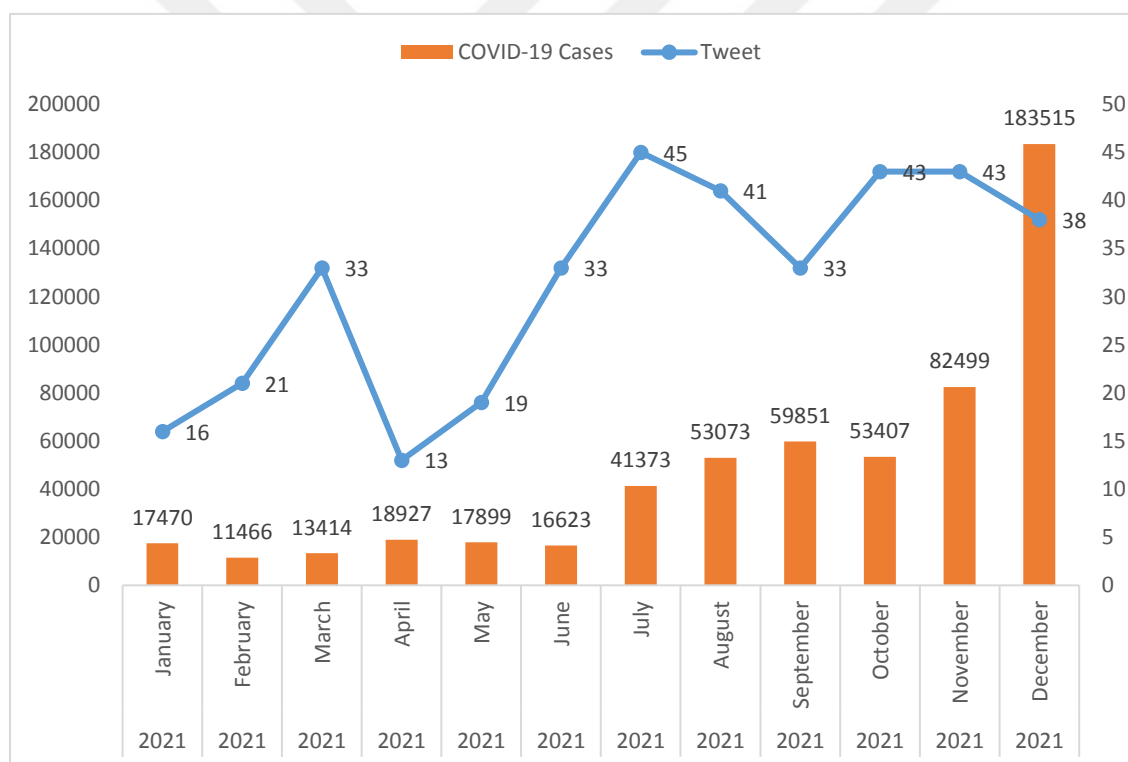
Finally, Twitter research on humanitarian diplomacy is scant. The Korean government not only participated actively in the fight against the pandemic in 2020, when a contagious and fatal pandemic made its effects felt globally and grew day by day, but it also managed to bring public diplomacy to the social media platform in other circumstances where humanitarian crises are present, albeit in a limited way as observed in Figure 8.

“Help Children in Need with Friends of Korea #Koreaz #MOFA #FriendsofKorea #Kazakhstan”. (KOREAZ, 2020).

4.2.2. Analysis of 2021: Peak of Pandemic

Figure 9

Number of Tweets from @mofa_koreaz and COVID-19 Cases in Korea in 2021



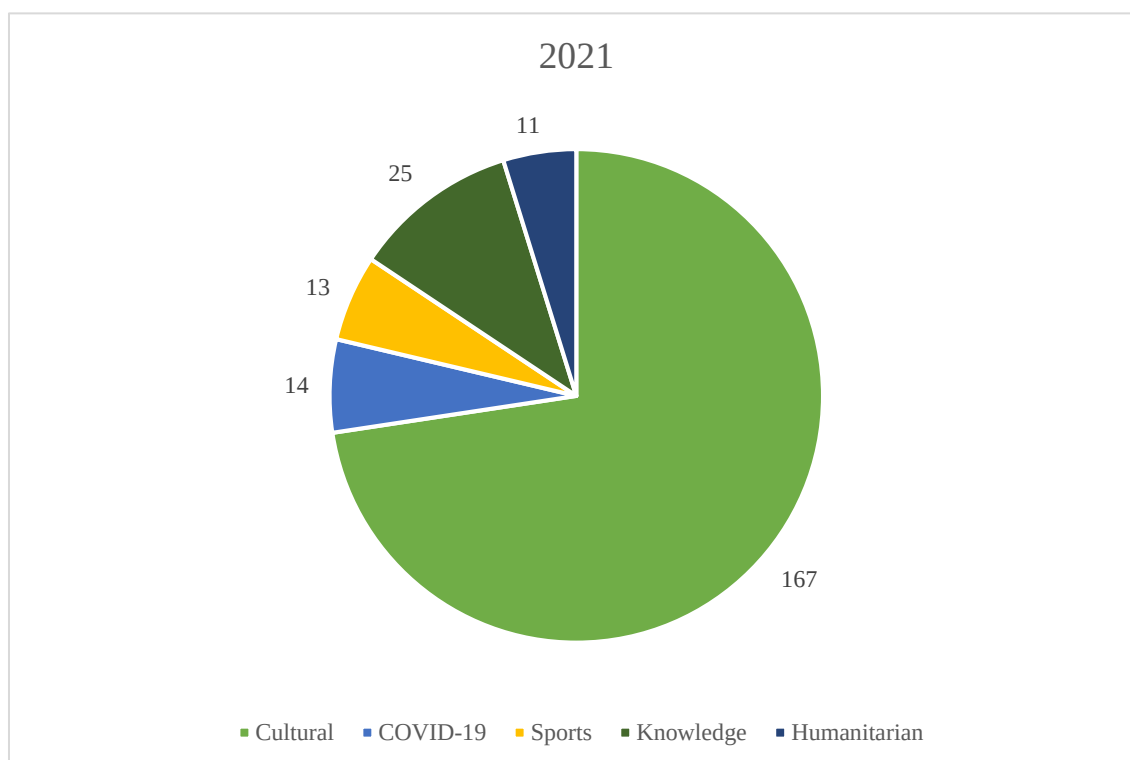
Note. Data collected by author.

As demonstrated in the chart created for the tweets published from the @mofa_koreaz account in 2021 and the COVID-19 instances in Korea, assuming that "the number of cases and the number of tweets is inversely proportional to the 2020 data" for 2021 is not meaningful. When contrasting the quantities of tweets and instances throughout the year, an observable pattern emerges: as the frequency of cases rises, the frequency of tweets intermittently

diminishes, escalates, or maintains a steady state. Although the reason for the increase in the number of tweets in April cannot be explained by the number of COVID-19 cases; as mentioned in previous parts of this thesis, considering that public diplomacy is affected not only by foreign dynamics but also by domestic dynamics, the start of the presidential elections of 2022 procedure in April 2021 may be an important factor for the government to use social media platforms more effectively.

Figure 10

Public Diplomacy Types Addressed in @mofa_koreaz Tweets in 2021



Note. Data collected by author.

The most remarkable conclusion about tweets shared in 2021 compared to the previous year is that, while cultural diplomacy shares have increased significantly, a balance has been achieved in other areas of public diplomacy. As the graph indicates, the surge in tweets is not limited to cultural diplomacy; it is also seen in sports diplomacy and humanitarian diplomacy. While cultural diplomacy sharing increased by 156.9%, humanitarian diplomacy increased by 450% and sports diplomacy increased by 225%. Despite the fact that cultural diplomacy receives the most tweets during the year, there is a strong emphasis on sports diplomacy and humanitarian diplomacy. Moreover, along with the areas of increase, there was a large fall in the shares associated to COVID-19 and knowledge diplomacies. The key point of interest in

this study is the decline in the shares of COVID-19 diplomacy despite an increase in the number of cases both globally and in Korea, as well as the toughening of measures for combating with pandemic. Given that tweets on knowledge diplomacy in 2020 were primarily about COVID-19 conferences and lectures, the fall in posts about COVID-19 resulted in a decrease in shares about knowledge diplomacy. Thus, there was a 74.5% decrease in COVID-19 diplomacy and a 40.4% decrease in knowledge diplomacy.

The main reason for the growth in tweets on cultural diplomacy is that online concerts have been staged in collaboration with numerous K-pop singers as shown in Figure 11. Sharing videos of artists and concerts not only improved interaction with the account's followers, but also increased the account's visibility.

“[#LiveTogether Concert] JINJIN of ASTRO – Mad Max “Live Together Online Concert” with K-Pop artists! JINJIN of ASTRO – “Mad Max” ▶Video: <https://bit.ly/3s4ngzB> #KPOP #JINJIN #MadMax #ASTRO #Concert #LiveTogether #KOREAZ #MOFA”. (KOREAZ, 2021).

Figure 11

Cultural Diplomacy Tweet of 2021



In the second year of the pandemic, COVID-19 diplomacy has experienced major transformation, and vaccine diplomacy has also been among the sectors of application as Figure

12 sets an example. The number of posts has dropped as the agenda on COVID-19 steadily shifts in the hope that the epidemic will be resolved.

“[MOFA VOICES]

"In carrying out vaccine diplomacy, we will do our best to ensure inclusive recovery from COVID-19 and to get things back to normal life."

#MOFA #MOFA_VOICES #Diplomat #vaccines #COVID19 #Pandemic #Vaccinediplomacy”. (KOREAZ, 2021).

Figure 12

COVID-19 Diplomacy Tweet of 2021



As previously elucidated, there has been a substantial diminishment in the discourse surrounding knowledge diplomacy in the year 2021. It is of paramount importance to underscore that a noteworthy aspect lies in the fact that a portion of the disseminations pertaining to knowledge diplomacy is linked to the context of COVID-19 (such as informing about the pandemic, etc.), thereby resulting in a concomitant reduction in both pandemic-related shares and knowledge diplomacy expressions. The manifestations of public diplomatic in 2021 endeavors on Twitter reveal a discernible correspondence between diplomatic engagements related to COVID-19 and the dissemination of knowledge diplomacy tweets. In essence, the

decrease in pandemic-related communication is mirrored by a corresponding decline in the realm of knowledge diplomacy exchanges (Figure 13).

“[MOFA NEWS] ROK to provide over \$15 million to promote children’s education around the world

#외교부 #KOREAZ #MOFA #MOFANEWS #ChoiJongmoon #ViceMinister #Korea #GPE #GES #Education #Support

▶Video : <https://bit.ly/3lRS7hE>”. (KOREAZ, 2021).

Figure 13

Knowledge Diplomacy Tweet of 2021



In a comprehensive analysis of the activities and disseminations on the official Twitter account of the Korea Public Diplomacy Bureau, @mofa_koreaz, for the year 2021, an exceptional surge of 225% in the postings pertaining to sports diplomacy has been duly noted as Figure 14 is one of the examples. The pivotal impetus behind this conspicuous escalation can be traced back to the rescheduling of the Tokyo Olympics, originally slated for 2020 but postponed to 2021 in light of the pandemic-induced circumstances. The Tokyo Olympics, a catalytic factor, not only instigated a quantitative surge in sports diplomacy-related shares but also, in accordance with the pronouncement for the year 2020, ushered in a discernible diversification of thematic engagement, transcending the confines of Taekwondo and

expansively enhancing its outreach. Nevertheless, notwithstanding these developments, the posts related to Taekwondo have managed to overshadow the prominence of the Tokyo Olympics. In this context, it is crucial to bear in mind that public diplomacy encompasses localized elements that resonate globally.

“2021 Korean Ambassador’s Cup Taekwondo Championship | Highlight #Taekwondo #koreanambassadorscup #Taekwondo_Championship ▶Video: <https://bit.ly/3IVGOhG>”. (KOREAZ, 2021).

Figure 14

Sports Diplomacy Tweet of 202



Figure 15

Humanitarian Diplomacy Tweet of 2021



In a culminating observation, the conspicuous upsurge evident in the realm of humanitarian diplomacy postings over the course of the year stands as a compelling testament to the dynamic evolution encapsulated within Korea's governmental orchestration of public diplomatic policies, even within the relatively confined timeframe of a single annum. The tweets encompassing humanitarian diplomacy have been subject to distinct measurement, independent of the discourse surrounding COVID-19 and the attendant benevolent endeavors carried out in the context of the pandemic. These communicative endeavors within the domain of public diplomacy are intricately intertwined with Korea's responsive contributions to dire humanitarian crises in nations such as Congo, Venezuela, and Yemen, delineating a palpable engagement with global challenges (Figure 15).

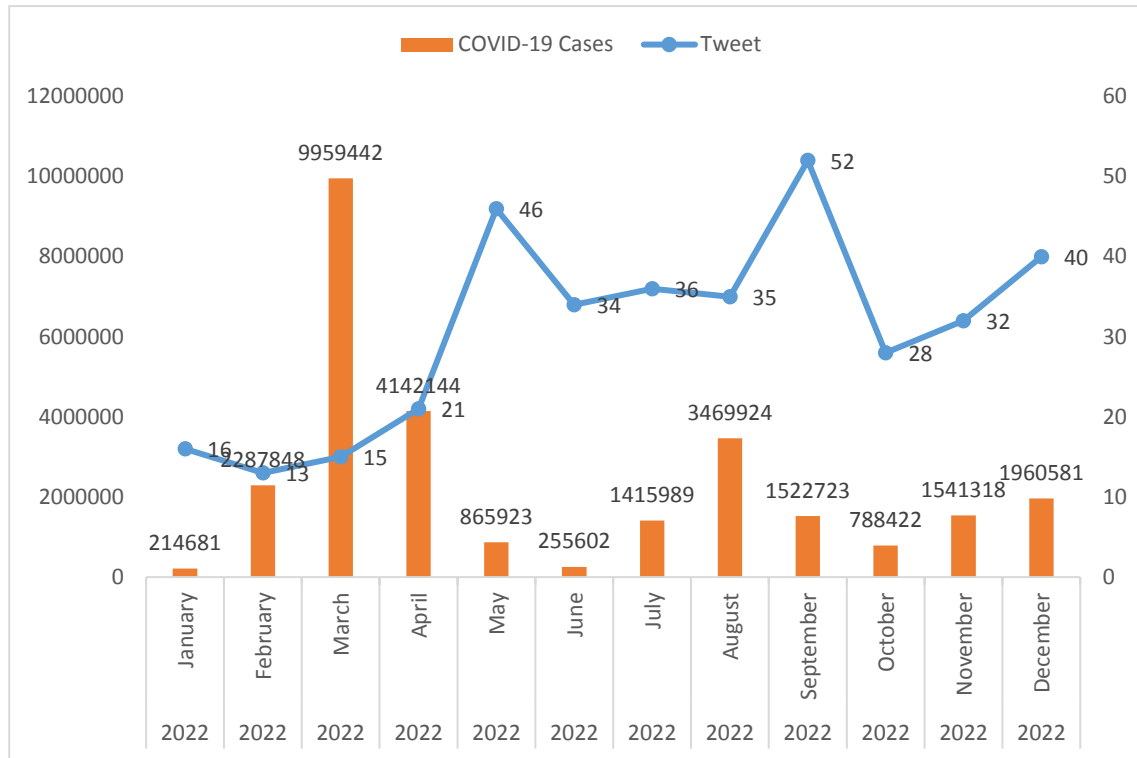
“Humanitarian assistance in support of Venezuelan refugees and migrants as well as the host countries.

#KOREAZ #MOFA #Humanitarianassistance”. (KOREAZ, 2021).

4.2.3. Analysis of 2022: Curing the Pandemic

Figure 16

Number of Tweets from @mofa_koreaz and COVID-19 Cases in Korea in 2022



Note. Data collected by author.

Upon delving into the interplay between COVID-19 incidence figures and the volume of tweets in the year 2022, it becomes unequivocally apparent that one cannot posit an assumption akin to the hypothesis that emerged during the inaugural year of the pandemic. The conjecture of a direct nexus between case tallies and tweet quantities does not hold. However, it is imperative to emphasize that this circumstance does not entail an absence of explicable causation underlying the marked augmentation in tweet frequencies. Scrutinizing the tally of tweets disseminated until the year's denouement, commencing from the outset of May 2022, despite the oscillations witnessed between May and December in terms of tweet magnitudes-characterized by periodic increments and decrements-a conspicuous escalation in online engagements is observed vis-à-vis the postings from January to May, portending a substantive surge in communicative undertakings.

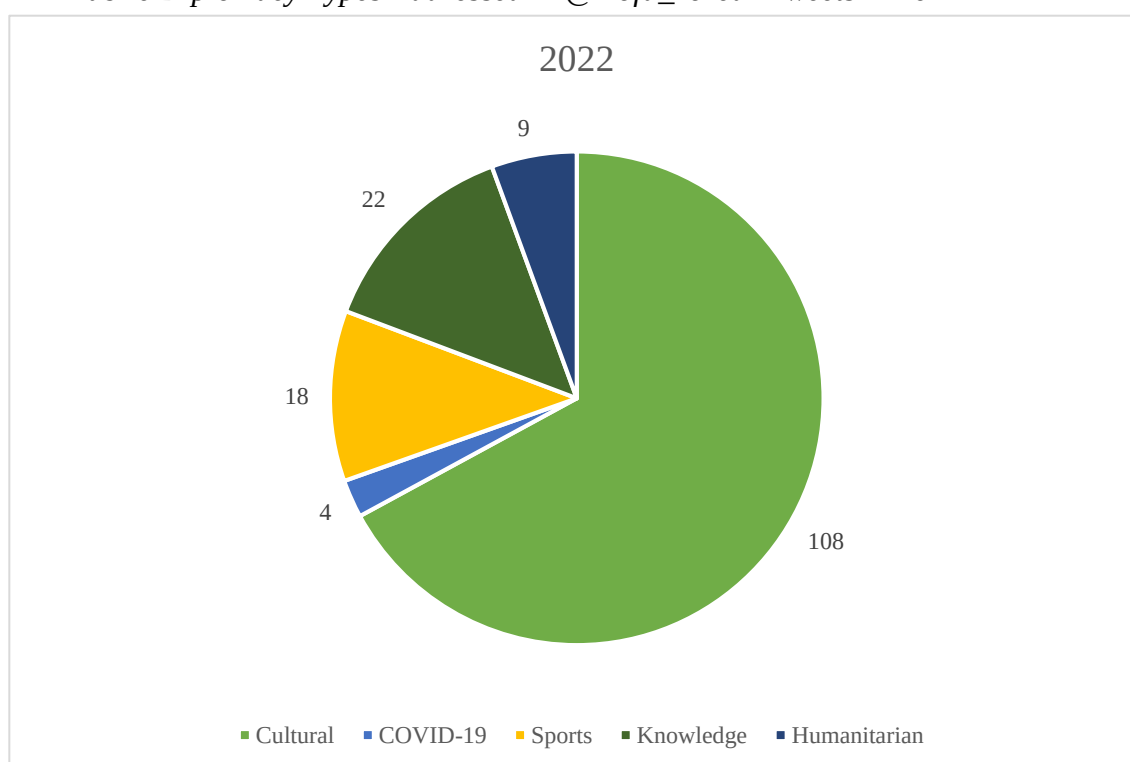
In the scrutiny of public diplomacy policies and agenda, the insights gleaned from the year 2022 underscore the imperative of transcending a narrow focus solely tethered to international relations and global dynamics. Instead, they emphasize the pivotal role of local intricacies and

political equilibrium, shedding light on the nuanced interplay that significantly shapes the landscape of public diplomacy. A holistic approach is, therefore, indispensable.

An illustrative embodiment of this synergy between domestic and international spheres unfolded post the March presidential elections, culminating in a paradigm shift following the May governmental transition. During this juncture, a discernible bolstering of the digital and social media facets within the realm of public diplomacy is discerned, signifying a deliberate maneuver to amplify the digital landscape amid the evolving political landscape.

Figure 17

Public Diplomacy Types Addressed in @mofa_koreaz Tweets in 2022



Note. Data collected by author.

Upon a thorough examination of the aforementioned chart, a discernible pattern emerges delineating the thematic distribution of tweets originating from the official conduit of Korea's public diplomacy apparatus for the year 2022. Contrary to a presumptive hypothesis analogous to previous pandemic years, there is a conspicuous contraction of 35.3% within the tweet allocation, albeit the predominant share remains attributed to cultural diplomacy. A comparable, albeit minor, contraction of 12% is evident in the purview of knowledge diplomacy, which nevertheless upholds its substantive pertinence.

A singular surge in representation is palpable within the arena of sports diplomacy, manifested by an appreciable augmentation of 38.4%. This augmentative trajectory accentuates the escalating significance of sports diplomacy, an ascendancy that has been progressively underscored since the pandemic's inception, thereby fortifying its footprint across Korea's public diplomacy discourse in digital realms. In the precincts of humanitarian diplomacy, a marginal decline of a mere 18.1% in tweet dissemination is perceptible. Pertinently, a pivotal revelation surfaces within the ambit of COVID-19 diplomacy, where a remarkable decrement of 71.4% delineates it as the least traversed sphere of engagement during the course of the year.

An intriguing observation merits attention, whereby despite the expanse of 2022 being entrenched within the throes of heightened COVID-19 prevalence within Korea, a discernable dip is noted in the manifestation of COVID-19-focused posts. This phenomenon, marked by an increase in cases towards the pandemic's cessation, is aligned with a diminishing impetus accorded to the pandemic within the public diplomacy paradigm due to the advent of efficacious vaccination campaigns.

Furthermore, it is of momentous import to accentuate that vaccine diplomacy, within the context of COVID-19 diplomacy, does not exert a substantively commensurate impact.

In 2022, as in previous years, cultural diplomacy remains a pivotal domain within public diplomacy, characterized by an array of content diversification as Figure 18 provides an example. Notably, there is a discernible increase in the creation of original content, marked by the dissemination of numerous interviews and informative videos encompassing various facets of Korean culture.

“Permission to Hallyu: K-POP | KOREAZ Focus Ep. 8

#KOREAZ #MOFA #Korea #Hallyu #KContent #KPOP #WORLDFESTIVAL #Changwon

► Video: <https://youtu.be/Jr8MR-PDz94>.” (KOREAZ, 2022).

Figure 18

Cultural Diplomacy Tweet of 2022



Figure 19

COVID-19 Diplomacy Tweet of 2022



Despite the decrease in COVID-19 diplomacy, its impact has persisted, sustained through limited posts (Figure 19) concerning the realm of vaccines.

“*“The Consulate General and Korean Community are actively participating in overcoming COVID-19 crisis in São Paulo and socioeconomic revival of local community. “We are always together””* Hwang Insang (Consul General of the Republic of Korea in São Paulo) #KOREAZ_VOICES #외교부”. (KOREAZ, 2022).

The inference frequently drawn from the analyses of previous years, regarding the relationship between knowledge diplomacy and COVID-19, which posits that a decrease in the COVID-19 impact on public diplomacy would correspondingly lead to a reduction in knowledge diplomacy content due to its pandemic-related nature, does not hold true for the year 2022. The erosion of this validity stems from the foundation of knowledge diplomacy content upon the government's frequent organization and participation in forums, conferences, and summits as shown in Figure 20.

“*KF Global Korean Studies Forum | MOFA News #Koreafoundation #KF #Koreanstudy #Korea #KOREAZ #MOFA #News* ▶ Video: https://youtu.be/UAk_gF6BTAI”. (KOREAZ, 2022).

Figure 20

Knowledge Diplomacy Tweet of 2022



From the onset of the pandemic to the present year under analysis, the sustained upward trajectory of sports diplomacy retains its significance. The paramount aspect of the analysis pertaining to 2022, mirroring discussions recurrent in previous years' analyses, resides in the expansion of Korea's public diplomacy beyond its traditional defense art of Taekwondo. The incorporation of content concerning domains like e-sports and skateboarding, which have found a place in the Olympics, exemplifies the innovative and pioneering stance of Korea's public diplomacy in the realm of sports diplomacy (Figure 21). In tandem with seminars focusing on sports diplomacy, this approach underscores that sports diplomacy transcends the confines of mere athleticism.

“Why should e-sports be chosen as an Olympic sport?.. #lol #esports #Jon_Pan #Future_Dialogue #sports #Olympics #Korea #미래대화 #올림픽 ▶ Video: <https://youtu.be/NPgKAqBFBsl>”. (KOREAZ, 2022).

Figure 21

Sports Diplomacy Tweet of 2022



Lastly, in the realm of humanitarian diplomacy, wherein a modest diminution is perceptible compared to other spheres of public diplomacy, a conspicuous reality emerges. This reality underscores Korea's proactive approach, wherein it remains unresponsive to contemporary

humanitarian crises, thereby translating its enterprising policies as an active participant in global politics to the realm of public diplomacy. In addition to the situations in Yemen and Afghanistan, the ongoing Russia-Ukraine crisis that unfolded in February 2022 also stands as a focal point within the humanitarian diplomacy agenda.

In the panorama of Asia, Korea emerges as one of the scarce nations extending holistic backing to Ukraine and its associates. Converging with Japan and Taiwan, Korea has expressed its disapproval of Russia, implemented sanctions against the Kremlin, and extended both aid and non-lethal military resources to Kyiv. Adding to this, Korea has also facilitated the transfer of armaments to Ukraine to fend off Russia's encroachment, even though these conveyances have been channeled through intermediary parties (Pardo & Kim, 2023, 21). The official account of the Korean Public Diplomacy Bureau has brought to light Korea's stance in the Russia-Ukraine conflict through the dissemination of this post (Figure 22).

“[MOFA News]Korea sent around 20 tons of additional medical supplies to Ukraine to assist the Ukrainian people. The Korean government hopes this will help relieve the suffering and they will positively consider further assistance if necessary.

#KOREAZ #MOFA #MOFANews #Ukraine”. (KOREAZ, 2022).

Figure 22

Humanitarian Diplomacy Tweet of 2022

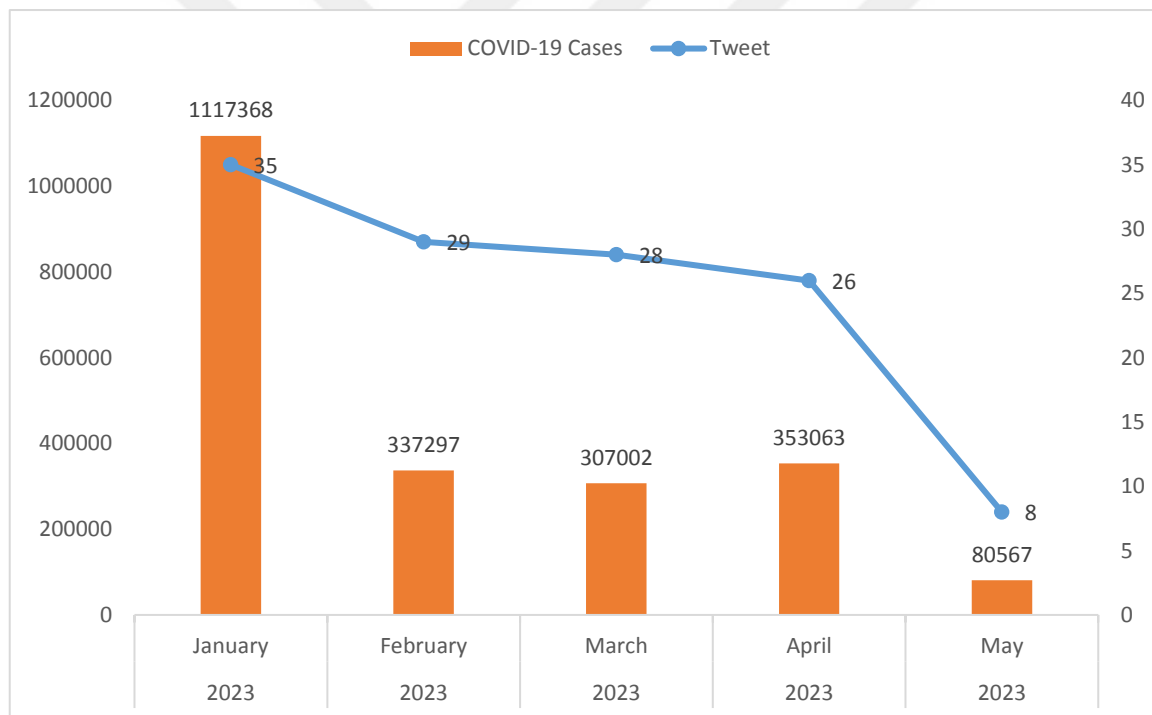


4.2.4. Analysis of 2023: Saying Goodbye to the Pandemic

The significance of the year 2023 in the context of the pandemic lies in its designation as the final year of the pandemic. As previously alluded, on May 5, 2023, the WHO declared COVID-19 to no longer pose a global threat. The impact of the pandemic concluding on May 5 is evidently manifested in the graph (Figure 23). The substantial reduction in tweet counts in May is attributed to the recognition that, at the beginning of the month, the pandemic has become a part of history, and there is no longer a prevailing state of outbreak. Not only in terms of tweet counts but also, as depicted in the graph, a noteworthy decrease is observed in the number of cases.

Figure 23

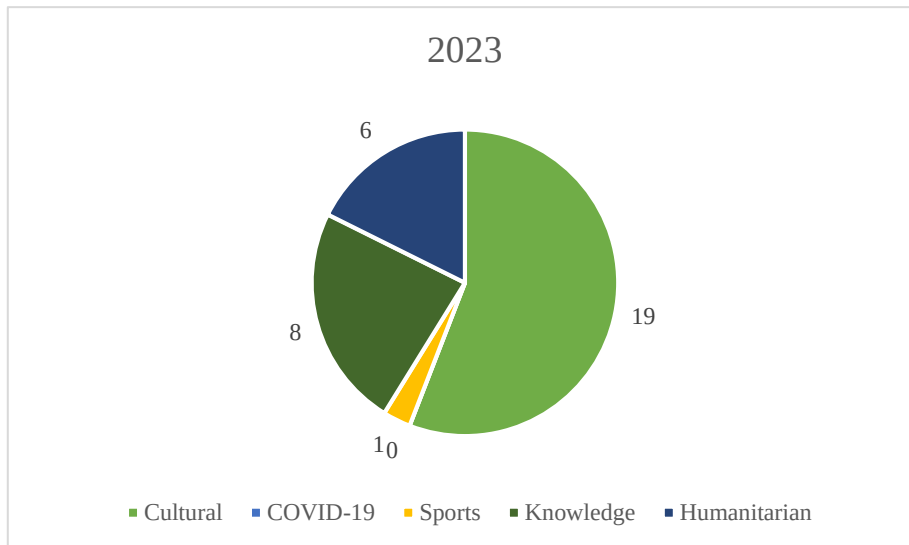
Number of Tweets from @mofa_koreaz and COVID-19 Cases in Korea in 2023



Note. Data collected by author.

Figure 24

Public Diplomacy Types Addressed in @mofa_koreaz Tweets in 2023



Note. Data collected by author.

In the landscape of 2023, where tweet counts have dwindled, the persistent reality that retains its constancy is the enduring prominence of cultural diplomacy as the paramount terrain within Korea's public diplomacy endeavors. Notably, even amid the pandemic's denouement, cultural diplomacy postings, albeit notably diminished in frequency in contrast to antecedent years, steadfastly maintain their pivotal stance by reigning atop the hierarchy.

“When we talk about #Korea, we must talk about its #beauty, #food, #culture, etc! This is a #recap of only the best of the best from Real Korea 5 Season 2. [Including behind-the-scenes!] Shall we watch the last episode of Real Korea 5 Season 2? ► Video: <https://youtu.be/ub2ZatN6Z6c>”. (KOREAZ, 2023).

Figure 25

Cultural Diplomacy Tweet of 2023



Upon examining the Twitter posts made by the Korea Public Diplomacy Office in the year 2023, the most notable change is the complete absence of any content related to COVID-19 diplomacy. This situation serves as evidence of the WHO's accurate and successful predictions.

In the realm of knowledge diplomacy, a reduction in the number of posts can be attributed to the conclusion of the COVID-19 pandemic. However, this circumstance underscores the prominent and prioritized position of knowledge diplomacy within the scope of Korea's public diplomacy efforts. Despite the decrease in content output in knowledge diplomacy, alterations in content generation have correspondingly led to an augmentation in engagement. The content of knowledge diplomacy has transitioned from conferences, seminars, forums, and summits to videos focusing on the everyday lives of students in Korea and the educational landscape in the country as presented in Figure 26.

“Hello! My name is Gagaz, an #Indonesian student and I study at a Korean university. What would you like to learn and enjoy if you study in #Korea? Take a peek into my life as an international #student in Korea through this video! ► Video: <https://youtu.be/K3Lf0EytjFU>”. (KOREAZ, 2023).

Figure 26

Knowledge Diplomacy Tweet of 2023



Regrettably, sports diplomacy has not been able to replicate its performance from the previous year in the final year of the pandemic. Over the last four months of the pandemic, only one post has been shared, and this post was related to Taekwondo (Figure 27). This situation underscores that sports diplomacy has taken a back seat within Korea's public diplomacy efforts, and even in limited applications, Taekwondo remains the prevailing priority.

"#Taekwondo championship in #Bulgaria! They say it was super intense. Who won the first place? Let's find out! ► Video: <https://youtu.be/BBZSiTOAd3g>". (KOREAZ, 2023).

Figure 27

Sports Diplomacy Tweet of 2023



One of the noteworthy and unexpected developments in the realm of public diplomacy in 2023 is the ascendance of humanitarian diplomacy, surpassing sports diplomacy and knowledge diplomacy in terms of the most substantial surge. While the number of knowledge diplomacy posts surpasses that of humanitarian diplomacy, the latter has made remarkable strides in terms of growth. The heightened significance of humanitarian diplomacy within Korea's public diplomacy, even in the pandemic's final months, highlights that Korean humanitarian diplomacy extends beyond the confines of the COVID-19 context. Another significant factor contributing to the increase in humanitarian diplomacy posts and the elevation of its priority is the earthquakes that occurred in Türkiye in February 2023, a country with which Korea has historically maintained strong relationships, thanks to the help and participation of Turkish government and army in Korean War.

“Korea decided to provide an initial 5 million US dollars in humanitarian assistance to #Türkiye and dispatched a #KDRT (Korean Disaster Relief Team), consisting of 118 officials, along with medical and other emergency relief supplies. #prayforTürkiye #튀르키예”. (KOREAZ, 2023).

Figure 28

Humanitarian Diplomacy Tweet of 2023



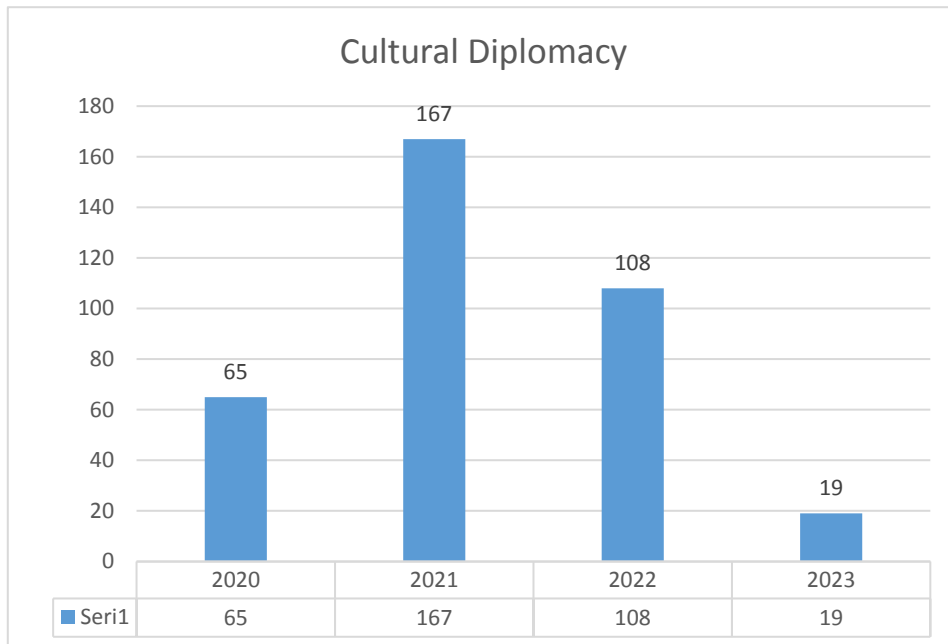
4.2.5. Findings

In the analysis of the activity of the official Twitter account of the Korea Public Diplomacy Office, "@mofa_koreaz," during the COVID-19 pandemic, another crucial aspect that requires investigation pertains to the variations observed in the posts made across various domains of public diplomacy from year to year throughout the pandemic periods.

Considering the number of posts made, it is evident that the largest share belongs to cultural diplomacy. However, it should not go unnoticed that cultural diplomacy posts have witnessed a significant decline from the beginning to the end of the pandemic. As depicted in Figure 29, the substantial increase in cultural diplomacy posts from 2020 to 2021 can primarily be attributed to the more frequent utilization of social media platforms during the pandemic period. Nevertheless, in the subsequent phase, despite sustained and even escalating interest in the foundational elements of Korean Wave, encompassing Korean music, films, series, cuisine, and more, it is noteworthy that the prominence allocated to cultural diplomacy in public diplomacy has been shared with other domains. This shift signals the government's exploration of alternative avenues for cultural diplomacy.

Figure 29

Number of Cultural Diplomacy Tweets from @mofa_koreaz Throughout COVID-19

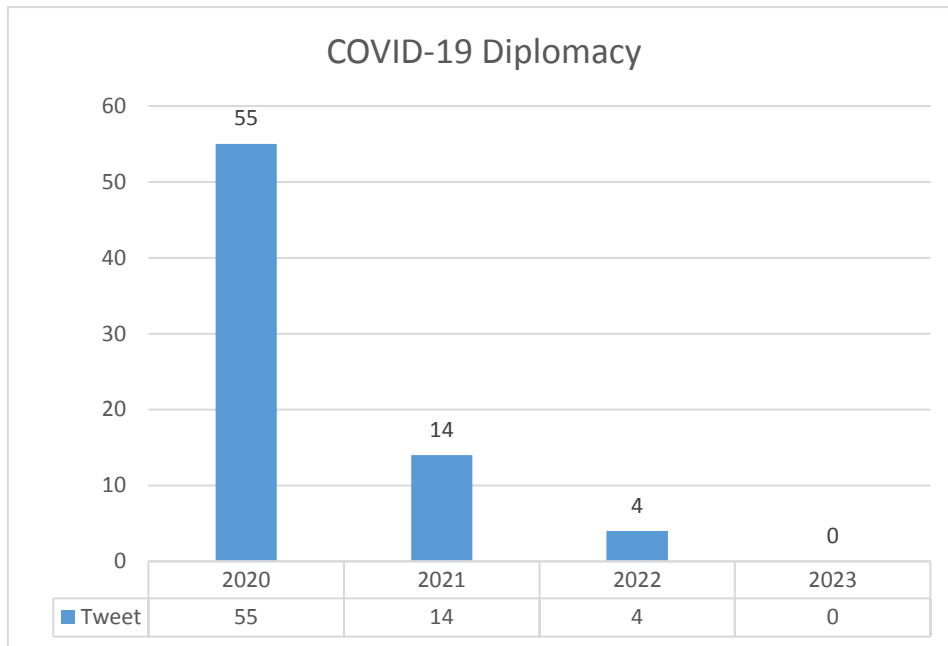


Note. Data collected by author.

As anticipated, one of the fundamental objectives of this thesis study is to draw insights regarding COVID-19 diplomacy while examining the activity of this official account during the pandemic period. In the year the pandemic commenced, COVID-19 diplomacy accounted for the highest number of posts. However, in the subsequent years, substantial declines were experienced, culminating in a complete absence of posts in the pandemic's concluding months (Figure 30). This absence stands as an indication of the accuracy of the WHO's declaration that the pandemic no longer poses a threat and has ceased to serve as a significant domain within public diplomacy. Nevertheless, it is worth noting that the primary determinant of Korea's COVID-19-related diplomatic actions has been global dynamics. A direct correlation between the number of COVID-19 cases in Korea and pandemic diplomacy posts has not been established.

Figure 30

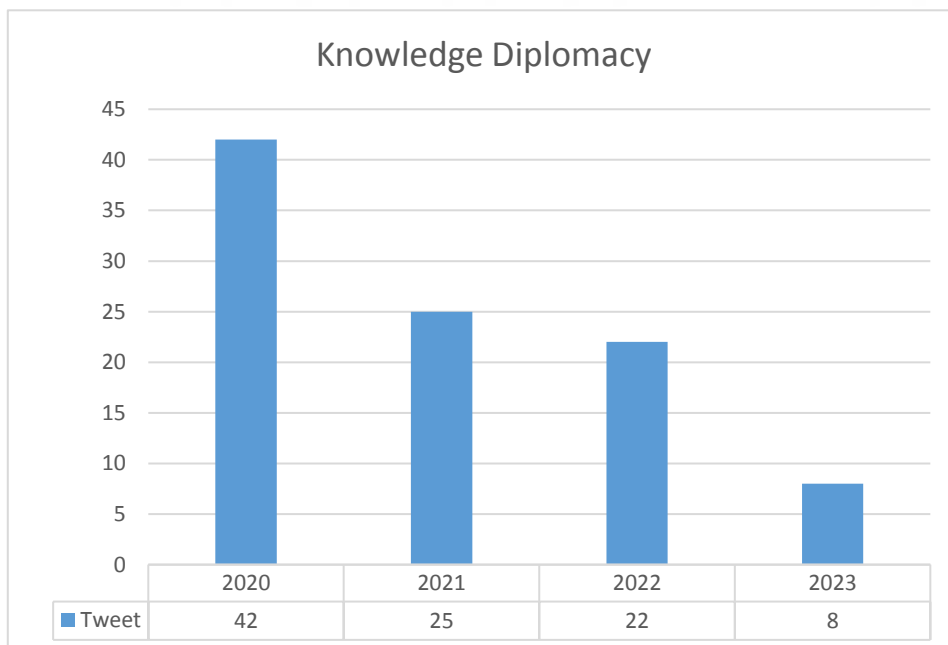
Number of COVID-19 Diplomacy Tweets from @mofa_koreaz Throughout COVID-19



Note. Data collected by author.

Figure 31

Number of Knowledge Diplomacy Tweets from @mofa_koreaz Throughout COVID-19



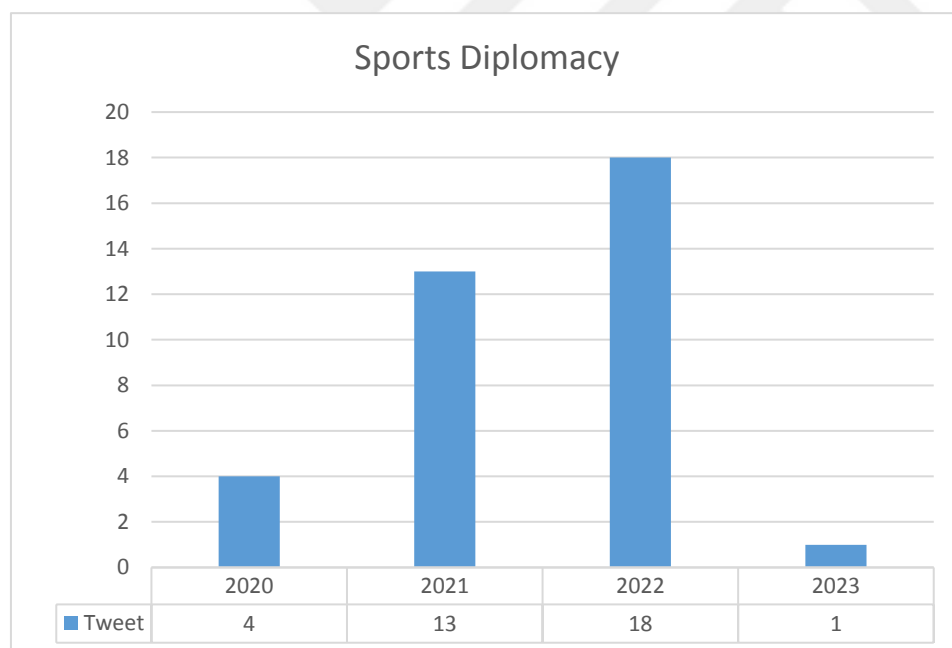
Note. Data collected by author.

In the examination of the activity and scope of knowledge diplomacy through the official Twitter account of the Korea Public Diplomacy Bureau during the pandemic process, the graph (Figure 31) clearly shows a significant decline, particularly as the pandemic entered its second year. This trend can be attributed to the shift in focus of knowledge diplomacy towards pandemic-related themes due to the conditions brought about by COVID-19 in its initial year. The approach of the Korean government towards the pandemic, which led to a reduction in the weight of pandemic diplomacy within public diplomacy, has also influenced knowledge diplomacy.

As the COVID-19 conditions improved, the number of online education initiatives decreased, and the content began to be oriented more towards promoting the educational landscape in Korea. This shift is exemplified by a decrease in the provision of online courses and a greater emphasis on generating content that introduces educational life in Korea.

Figure 32

Number of Sports Diplomacy Tweets from @mofa_koreaz Throughout COVID-19



Note. Data collected by author.

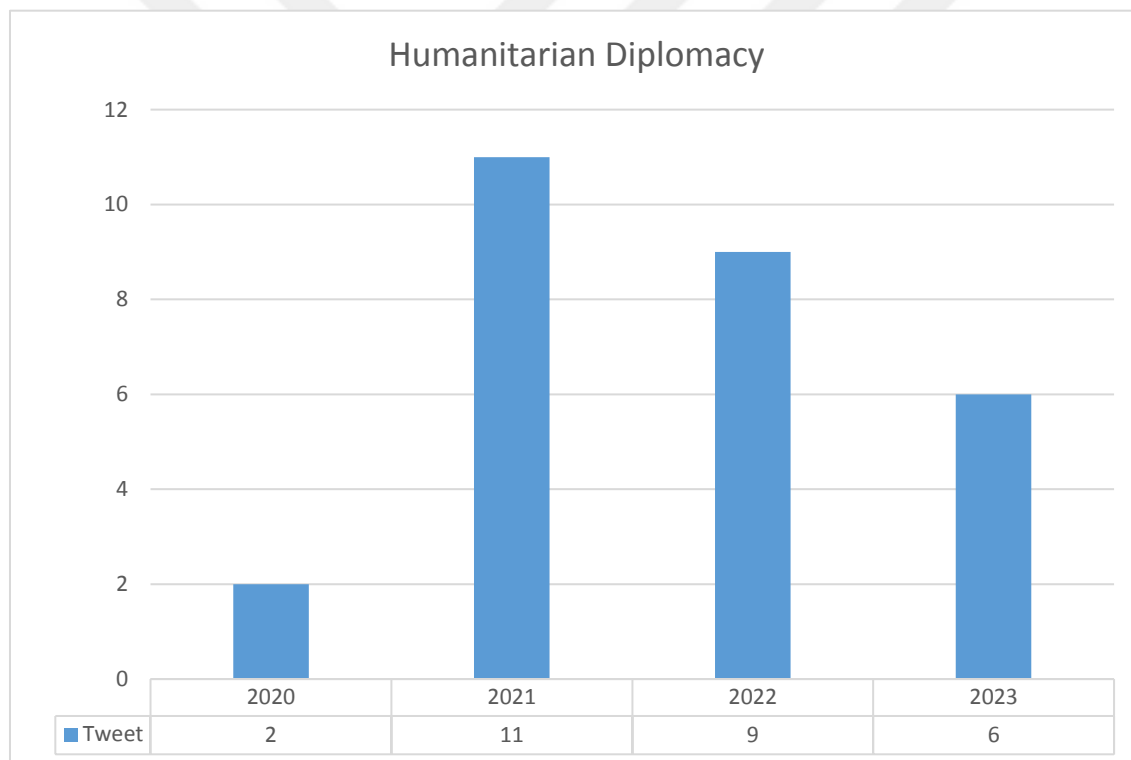
Sports diplomacy, when analyzed through the Twitter activity of the @mofa_koreaz account during the pandemic period, reveals an intriguing performance graph (Figure 32). Due to the preventive measures against COVID-19, the first year of the pandemic witnessed limited posts in terms of both quantity and subject matter in the realm of sports diplomacy, mainly attributed to the postponement of the Tokyo Olympics, which were anticipated to take place in

2020 but were ultimately deferred. Following these developments, an increase in the number of posts was observed in 2021, coinciding with the actual occurrence of the Olympics.

However, the noteworthy aspect deserving attention is the remarkable surge in sports diplomacy during 2022, a year when globally significant sporting events did not directly transpire in Korea. Notably, amidst the country's rigorous battle against the pandemic and severe limitations on sports opportunities, sports diplomacy experienced a striking rise as shown in Figure 33. This phenomenon can be attributed to the change in government resulting from the presidential election held in the same year, along with the consideration of sports diplomacy as a noteworthy alternative to cultural diplomacy.

Figure 33

Number of Humanitarian Diplomacy Tweets from @mofa_koreaz Throughout COVID-19



Note. Data collected by author.

Finally, as emphasized by this thesis, when examining the activities of the Twitter account dedicated to Korea's Public Diplomacy, @mofa_koreaz, the presence of sports diplomacy has been investigated. Additionally, the presence of humanitarian diplomacy became more actively evident during the second year of the pandemic, coinciding with the increased utilization of social media platforms by the government. While subsequent years have not witnessed significant changes, it is conceivable that Korea's public diplomacy has borne witness to a

transformation. The Korean government, actively and innovatively addressing humanitarian crises during the pandemic period (such as those in Afghanistan, Congo, Ukraine, Venezuela, Yemen, etc.), highlights humanitarian diplomacy as an alternative focal point alongside cultural diplomacy which can be an integral aspect of Korean foreign policy's increasing visibility in the modern international system.



CHAPTER 5

CONCLUSION

The significance of Korean public diplomacy resides in its dynamic role as a strategic bridge connecting Korea to the global community. Through deliberate communication, cultural outreach, and diplomatic engagement, Korean public diplomacy shapes perceptions, fosters international collaboration, and nurtures mutual understanding. It serves as a vehicle for projecting the nation's unique identity, values, and contributions on the world stage, while also enabling Korea to navigate complex geopolitical landscapes, build alliances, and address global challenges. With an emphasis on Hallyu (Korean Wave), Korean public diplomacy strengthens ties, enhances economic opportunities, and cultivates lasting friendships, ultimately positioning Korea as a respected and influential global player.

The “Conceptual Framework of Public Diplomacy” section of this thesis focuses on the conceptual framework of public diplomacy. In order to comprehensively understand the concept of public diplomacy, models, types, components, dimensions, and levels of public diplomacy have been addressed through references to key sources in the literature. The primary criticisms introduced by this thesis pertain to the outdated nature of the literature due to its inability to keep pace with social media and emerging internet technologies, as well as the scarcity of non-Western examples because public diplomacy is predominantly Western-centric. This study, which examines Korean public diplomacy's Twitter activity, provides responses to these critique points within the literature.

The criticisms directed at the literature have been addressed by examining the historical evolution of public diplomacy. Within this transformation, it has been observed that, apart from a few studies, the literature inadequately encompasses diplomacy, politics, international relations, and even the significant components of daily life, such as social media and digital advancements. These insufficiencies in the literature have been highlighted as critiques, as they fail to adequately account for the role of social media and digital developments, which have become integral aspects of diplomacy, politics, international relations, and everyday life. At the conclusion of the first chapter, the examination extends to the types of public diplomacy and the relationship between public diplomacy and other disciplines frequently associated in the literature, such as propaganda, nation branding, and soft power.

This thesis presents a distinct analysis concerning the correlation between public diplomacy and nation branding. This scrutiny underscores the lack of regard accorded to the interlinkages between the two disciplines in terms of the alterations they undergo within their individual frameworks and their adjustment to contemporary conditions. The digital aspect of public diplomacy and the transformation propelled by the internet in the realm of marketing and global relations within nation branding have unfortunately not garnered the requisite degree of scholarly and practical attention, commensurate with the depth of analysis they deserve. Within this thesis, the scrutiny of the endeavors of Korean public diplomacy agents on specific social media platforms does not directly yield an all-encompassing analysis of the concept of nation branding. Nonetheless, it does make a modest yet invaluable contribution by erecting an initial framework and facilitating an enhanced understanding of the interplay between public diplomacy and elements related to nation branding. In essence, acknowledging and fostering the interconnection between soft power and public diplomacy provides nations with the means to broaden their diplomatic repertoire, cultivate impact through allure, and nurture fruitful engagements with the global society. This empowers countries to transcend coercive strategies and adopt a more intricate and deliberate method in their international dealings, consequently amplifying their status and attaining their goals on the worldwide stage.

The “Korean Public Diplomacy” holds significant importance in understanding Korean public diplomacy before it becomes the focus of analysis in this thesis. Initially, a historical approach is adopted to examine the emergence and the transformations that Korean public diplomacy has undergone throughout its existence. This periodical exploration provides insights into how Korean public diplomacy came into being and evolved over time. The historical approach has been guided by tracing fundamental objectives, policies, and practices.

The convergence of democratization, the Public Diplomacy Act, and the Hallyu Wave holds profound importance for Korean public diplomacy. The democratization process not only empowered diverse voices but also redefined Korea's approach to international engagement, fostering transparency, inclusivity, and dialogue. The Public Diplomacy Act provided a structured framework, facilitating systematic coordination of diplomatic efforts and enhancing the nation's global outreach. In tandem, the Hallyu phenomenon, characterized by the global popularity of Korean entertainment and culture, has served as a potent cultural catalyst, attracting interest and goodwill worldwide. This triad synergizes to bolster Korea's image as a vibrant, democratic nation with a rich cultural heritage that transcends boundaries. It enables Korea to engage authentically with global audiences, fostering mutual respect, understanding, and interconnectedness while amplifying its soft power and influence on the global stage.

In the following section of the thesis, the methodology is primarily addressed, encompassing the specification of the research question as "How have actors of Korean public diplomacy utilized social media, the sole platform available under the constrained circumstances of the COVID-19 pandemic, to conduct public diplomacy?". However, in the research conducted to provide an answer to this research question, another question has arisen that needs to be addressed as "Do actors of Korean public diplomacy employ social media as a new platform for the implementation of cultural diplomacy, or do they use it as a potential alternative platform that highlights other areas of public diplomacy besides cultural diplomacy?".

The data sampling method was determined to be purposive sampling which brings the benefit of deliberate choice, enabling researchers to selectively pick individuals or cases that closely match the research goals. This method increases the probability of acquiring detailed perspectives and pertinent data aligned with the study's aims. The analysis on collected data conducted through qualitative content analysis which enables the researcher to explore intricate textual or visual data, enabling a profound comprehension of multifaceted phenomena. This method empowers researchers to grasp intricate nuances, identify patterns, and delve into underlying motivations that might evade detection through quantitative approaches. The integration of the Twitter Advanced Search tool facilitated the sampling and collection of data, allowing for precise extraction of relevant tweets based on specific criteria. This approach enhanced data accuracy by enabling researchers to target tweets that align with the study's focus, eliminating noise and irrelevant content. The advantage of this tool lies in its capacity to streamline data gathering, ensuring that the extracted tweets are more closely aligned with the research objectives. The analysis of data was facilitated using the descriptive statistics method to ensure a comprehensible interpretation.

In the section analyzing the Twitter activity of the Korea Public Diplomacy Office, the key actor of Korean public diplomacy, the posts made from the establishment of the mentioned social media account until the end of the COVID-19 pandemic are examined in line with the public diplomacy literature, while also considering local dynamics.

The profile was established on October 10, 2013, and has disseminated a cumulative total of 2573 tweets from its inception until May 6, 2023. Amidst this collection of tweets, 1073 were disseminated during the pandemic phase, encompassing the interval between January 30, 2020, and May 5, 2023. With nearly 41.7% of the account's messages falling within this pandemic time frame—encompassing the last three years—it can be deduced that the account's utilization and engagement have surged during the pandemic, denoting an elevated level of

interaction and application throughout the decade-long period. Throughout the pandemic phase, the 1073 tweets were meticulously analyzed within the categories of cultural diplomacy, knowledge diplomacy, COVID-19 (health) diplomacy, sports diplomacy, and, finally, humanitarian diplomacy. These classifications are firmly entrenched as the predominant domains of public diplomacy within the existing body of literature.

In the year 2020, there's a notable uptick in tweet frequency as the number of COVID-19 cases diminishes. Conversely, when the case count rises, there's a decline in tweet engagement. The graph starkly displays a clear opposing connection between the quantity of cases and the regularity of tweets. This phenomenon could be construed as an intentional maneuver by the Korean government to sidestep policies that might attract global attention and potentially create perceptions of inadequate pandemic management during surges in case numbers. Alternatively, it might reflect a prioritization of pressing national concerns, causing public diplomacy efforts to take a backseat.

The standout observation concerning tweets exchanged in 2021 compared to the prior year is that, while there's been a significant surge in cultural diplomacy posts, a state of equilibrium has been achieved across other domains of public diplomacy. Despite cultural diplomacy accounting for the majority of tweets throughout the year, there's a distinct emphasis on both sports diplomacy and humanitarian diplomacy. Furthermore, coinciding with the sectors experiencing expansion, there has been a considerable decrease in the volume of posts related to COVID-19 and knowledge diplomacy. The pivotal point of interest in this study revolves around the decline in the prevalence of COVID-19 diplomacy, even amid the backdrop of escalating global and domestic case numbers, coupled with intensified measures to combat the pandemic.

In the examination of public diplomacy strategies and agenda, the insights drawn from the year 2022 emphasize the necessity of moving beyond a narrow concentration solely tied to global relations and worldwide dynamics. Instead, they highlight the central importance of local complexities and political equilibrium, illuminating the intricate interplay that significantly molds the terrain of public diplomacy. A vivid exemplification of this harmony between domestic and international realms unfolded subsequent to the March presidential elections, resulting in a transformative shift following the governmental transition in May. During this pivotal juncture, a noticeable strengthening of the digital and social media dimensions within the realm of public diplomacy is observable, signifying a deliberate maneuver to enhance the digital sphere amidst the evolving political panorama. There's a conspicuous 35.3% drop in overall tweet distribution, primarily due to reduced engagement in COVID-19 diplomacy.

Cultural diplomacy remains predominant, and sports diplomacy witnesses a noteworthy surge of 38.4%. Humanitarian diplomacy experiences a marginal 18.1% decrease. Intriguingly, despite heightened COVID-19 cases in 2022, tweets related to it decline, likely due to the success of vaccination campaigns. Notably, vaccine diplomacy within the context of COVID-19 diplomacy doesn't exert substantial influence.

Analyzing the 2023 Twitter posts from Korea's Public Diplomacy Office, a notable change is evident: there's a complete absence of COVID-19 diplomacy content. By May 5, 2023, the WHO had officially declared the global threat of COVID-19 over, leading to a marked decrease in tweet activity during May. This drop can be attributed to the acknowledgment that the pandemic has transitioned into history, with no ongoing outbreak. The reduction is evident not just in tweets but also in the graph, displaying a significant decline in reported cases. Despite the pandemic's conclusion, cultural diplomacy posts maintain their prominence, even though they're less frequent than before. While knowledge diplomacy output has decreased, changes in content strategy have actually led to increased engagement. The focus has shifted from formal events to videos showcasing student life and education in Korea. However, sports diplomacy hasn't maintained its previous year's performance. This highlights that sports diplomacy has taken a back seat in Korea's public diplomacy efforts, with Taekwondo continuing to be a primary focus even in limited contexts. An unexpected development in 2023 is the surge of humanitarian diplomacy, surpassing both sports diplomacy and knowledge diplomacy in terms of growth and importance.

In response to the research questions, it was found that during the COVID-19 period, there was an increase in social media usage; however, a direct correlation between cases and Twitter activity could not be established. Such a correlation was more identifiable with changes in government. Furthermore, despite the predominant utilization of the social media platform Twitter for cultural diplomacy, it was observed that with changes in government, the platform started to emphasize areas such as sports diplomacy and humanitarian diplomacy, alongside cultural diplomacy, offering them as alternatives. Moreover, in the realm of humanitarian diplomacy posts on the official Twitter account of the Korea Public Diplomacy Office, a discernible selectiveness is evident; however, the underlying reasons for this selectiveness remain undetermined. Despite this observed pattern, the factors driving the selective nature of these posts have yet to be definitively established.

Lastly, this thesis holds significant promise for future researchers in the field of public diplomacy, particularly within the realm of social media and its intersection with the COVID-19 pandemic. This study aims to expand and deepen the existing literature by offering

conceptual critiques and empirical insights. By presenting original data obtained through innovative internet analysis techniques, this research opens avenues for deeper exploration and validation of its findings. The possible inclusion of non-western examples and comparisons in further research can serve to diversify the scope of inquiry, enabling scholars to examine similar dynamics in different cultural and geopolitical contexts. As the field of public diplomacy continues to evolve in the digital age, this thesis serves as a valuable foundation upon which future studies can build, enriching our understanding of how communication strategies, social media, and global crises intersect in shaping diplomatic practices.



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