

제출양식(Proposal)

Suggestions to help understand Korea properly;

Nowadays as the result of successfully being conducted a public diplomacy by the Korean government, in many parts of the world, especially in developing countries, the image of Korea is becoming better and better. If few decades ago the world community knew Korea as a small Asian country with a low income, now this tendency has changed dramatically. At the moment, Korea is known as the developed country with advanced economy.

There are numerous factors for the popularity of Korea in the world. The first one is Korea's dynamic economic development which was happened within the one generation that world countries still haven't seen kind of miracle. Nevertheless, still in the significant parts of the world among foreigners have some misunderstandings about Korea which, I consider, should be eliminated in order to make a good image of the Republic of Korea (ROK) all around the world. They are the followings:

Firstly, although Korea has an amazing nature and favorable life conditions, still many people think that South Korea is not a safe place to live. This is, maybe, because of the unfinished Korean War during the Cold War and the military power of North Korea and its ambition to the Nuclear Weapon. While the bilateral relations of South and North Korea are not becoming closer, the risk of fear about possible conflicts between two countries will increase among people of different countries in the world. I personally think that this fear will affect negatively to the favorable image of Korea in the near future. *So what is the best solution to remove this negative image?* I suggest that the government of ROK should build a trust partnership step-by-step with the government of North Korea and this process should be broadcasted by both Korean and international mass media. When public around the world observes approximation of two Koreas, in my opinion, it will be extirpated any negative insecure images of Korea. Of course, it requires much time but, anyway, approaching process of two Koreas should be implemented from now which can lead even to the reunification of the divided two countries in the Korean Peninsula. I am confident that if the reunification process of Korea happens in the near future, the image of Korea will be very different: it will be more powerful than its current status. I am sure that the world community will see the United Korea as the birth of *new world power* in East Asia which can be a challenge to China, Russia and some other great powers in the region, due to consolidation of economic and military capacities of the South and the North.

Secondly, Korea has very ancient history but this history is not much written in foreign textbooks of "World history" books. When the topics about Asian history going on in numerous countries, mostly are mentioned Chinese history and some Japanese history.

Korean history also should be added to textbooks of world history in National Teaching

Programs of many countries worldwide. Korean culture contributed to the development of the whole human civilization that is why it would be equitably to be taught Korean history as the part of world history. When I studied at middle school in Uzbekistan, we did not study Korean history of ancient/middle ages as the part of world history. Only from high school we learnt Korean history, beginning from 1945. Just few years ago Korean history of ancient/middle ages appeared in textbooks of world history for middle school pupils in the Republic of Uzbekistan. I think some Korean governmental agencies should conduct negotiations with governments of many countries as many as possible on adding Korean history to the National Teaching Programs of their countries. I know that in many CIS countries' national education programs Korean history is still not instructed, except in the departments of Korean language, culture and history at universities where specialized to the Korean Studies. The main reason why Korean history should be taught from middle schools within the framework of World History discipline in many countries, particularly in countries where a huge number of Korean diaspora exists, is it helps enormously to make a good image of Korea among the young generation that make the future of those countries.

Thirdly, many people in CIS countries, when they think about Korean culture, they perceive it as an old and conservative culture which is a little bit far from the modern culture. Perhaps, this is owing to Korean historical movies, given in national TVs. People of this region are not very much familiar with unique and modern Korean culture. Recently, both research and some governmental institutions implementing various projects on understanding Korea properly in our region, but, still it is remaining as an open issue for many organizations. In big cities of the region such as Moscow, Tashkent, Baku and Almaty the issue of understanding modern Korean culture can be invisible but other remaining parts Korean culture is perceived very differently. To solve this problem, I suggest that some governmental and private institutions of Korea which protects the interests of Korea abroad should organize some public diplomacy programs that attract the “hearts” of million people in this region. Organizing such kind of public diplomacy events is the best alternative of image cultivation at foreign publics as stated Jan Melissen, a distinguished scholar in the sphere of International Relations and Public Diplomacy. It implies that volunteers from Korea should visit countries in the region and present several performances on modern Korean culture. True, above mentioned programs require some finance but, nevertheless, these programs provide a full and accurate understanding of Korea and its rich culture both regionally and globally. All these course of events at least help to make a better image of Korea among ordinary people of numerous countries around the world and this process maintains to have friendly relationships with people and the government of ROK in a mutual understanding.

Fourthly, there is the misinterpretation of the Korean economic development. Korean economic growth in the last decades has been a perfect model of development for many developing countries and countries with a transition period. But in some cases, there is a mistake on understanding Korean development style properly. Great many people think that this development happened with the fate of the century and as the result of foreign investments and loans of the International Monetary Fund. Yes, foreign investments and loans played a key role in the economic upturn of Korea. But there are other crucial important factors such as the conscious efforts and unity of the Korean nation and building an

education-based advanced economy. Today it is worth for Korea to proud of its well-oriented economic development strategy. It would be better if some Korean research institutions worked out proper and detailed roadmap of “Korean development style”. This plan, first of all, helps to eliminate some misinterpretation of the Korean economic development and assists to ascend the popularity of “Korean development style” throughout the world. In addition, with its consulting assistance Korea would contribute to the sustainable development in the many parts of the world that we live in.

In conclusion, there are some misunderstandings about Korea in neighboring countries and beyond of ROK and they are different from each other. In my essay I mostly focused on misunderstandings and stereotypes of Korea in Post – Soviet countries, particularly in my home country – Uzbekistan, South Korea’s biggest strategic partner in Central Asia. Misunderstanding and misinterpretation problems in this region are quite different to compare with other regions: Americas, Europe and Africa. In terms of this situation, corresponding image-making institutions of Korea should conduct a bit different policy according to regions in eliminating misunderstandings about Korea, its culture and lifestyle. It should be noted that CIS countries are key countries in implementing the “Eurasia Initiatives” Strategy, declared by the President Park Geun-hye in December 2013. From future perspectives we can easily predict that South Korea’s relations with CIS countries will develop in many spheres, therefore, I personally think that any type of misunderstandings about Korea among publics in CIS should be eliminated immediately in order to have pleasant and smooth cooperation.

If we analyze and assess the current policy of ROK in CIS, especially in Central Asian countries, with a great assurance we can say that South Korea is doing a good and successful job. In this region Korea is implementing various projects, such as the “New Asia Initiative”, “Energy diplomacy”, “Global Korea”. Korea International Cooperation Agency (KOICA) is the main governmental organization that is conducting many activities which are helping to understand Korea properly among the population. Recently KOICA is paying much attention to Central Asia, giving grants and scholarships in a form of Official Development Assistance (ODA). Kim Sung-hwan, the Minister of Foreign Affairs during the Lee Myung-bak’s Administration, once said: “Today the role of KOICA is important as the strategic value of development cooperation in the 21st century’s diplomacy”. From the words of Former Minister of Foreign Affairs we can come to the conclusion that how KOICA’s cooperation is important for Korea to make an excellent image of the country globally and also we can give our high marks to KOICA’s activities throughout which people around the world know Korea better and understand Korea properly.

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