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PUBLIC DIPLOMACY AND OVERSEAS KOREANS

Public diplomacy, which is widely used in modern countries' foreign policy in addition to traditional diplomacy, has only recently been actively developed in South Korea. Its legal foundation was the Public Diplomacy Act, which was adopted in 2016. The Republic of Korea's public diplomacy, along with political and economic diplomacy, nowadays constitutes the so-called «three pillars of Korean diplomacy», which is the basis of «smart power» in the country's foreign policy.

This article examines the implementation of South Korea's public diplomacy. The focus is on the role and place of the overseas Korean diaspora. The main attention is paid to the role and place of the Korean diaspora. An analysis of the official documents, the First Master Plan for Korean Public Diplomacy 2017-2021 and the Comprehensive Plans for 2018, 2019, 2020, shows that public diplomacy in the Republic of Korea is primarily focused on three areas: culture, knowledge, and politics, and aims to enhance the country's image, spread the information about Korea, and draw attention to the unification of the Korean Peninsula. The main actor is the state, and it uses official diplomacy along with public diplomacy in cooperation with local executive bodies and the private sector. The overseas Koreans, who are officially classified as South Koreans living abroad and foreign Korean nationals, play two roles: actors in the first case and target audience in the other.

Key words: diaspora, public diplomacy, smart power, foreign policy, law, master plan.

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Қоғамдық дипломатия және корей диаспорасы

Соңғы жылдары Оңтүстік Кореяда әлем елдерінің сыртқы саясатында дәстүрлі дипломатиямен қатар кеңінен қолданылатын қоғамдық дипломатия белсенді дамуда. 2016 жылы қабылданған Қоғамдық дипломатия туралы заң оның заңды негізі болып табылады. Қазіргі уақытта Корея Республикасының қоғамдық дипломатиясы саяси және экономикалық дипломатиямен қатар елдің сыртқы саясатындағы «ақылды күштің» негізі болып табылатын «корей дипломатиясының үш тірегін» құрайды.

Бұл мақалада Оңтүстік Кореяның қоғамдық дипломатиясының жүзеге асырылуы зерттеліп, шетелдік корей диаспорасының рөлі мен орнына ерекше назар аударылады. 2017-2021 жылдарға арналған Қоғамдық дипломатия концепциясы мен 2018, 2019, 2020 жылдарға арналған Кешенді жоспарлар сияқты ресми құжаттарды талдау Корея Республикасының қоғамдық дипломатиясының негізінен мәдениет, білім және саясат секілді үш бағыт шеңберінде жүргізілетіндігін және оның елдің имиджін көтеруге, Корея туралы ақпаратты таратуға, сондай-ақ Корей түбегін біріктіру мәселесіне назар аударуға бағытталғанын көрсетеді.

Жергілікті атқарушы органдармен және жеке сектормен ынтымақтастықта ресми дипломатияны қоғамдық дипломатиямен қатар қолдануда мемлекет негізгі актор болып табылады. Ресми түрде шетелде тұратын оңтүстік корейлер және шет ел азаматтығы бар корейлер болып бөлінетін корей диаспорасы екі рөл атқарады: бірінші жағдайда – акторлар, екінші жағдайда – қоғамдық дипломатияның мақсатты аудиториясы.

Түйін сөздер: диаспора, қоғамдық дипломатия, ақылды күш, сыртқы саясат, заң, концепция.

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Публичная дипломатия и зарубежная корейская диаспора

Публичная дипломатия, широко применяемая во внешней политике современных стран, наряду с традиционной дипломатией, стала активно развиваться в Южной Корее относительно недавно. Юридическую основу составил Закон о публичной дипломатии, принятый в 2016 году. В настоящее время публичная дипломатия Республики Корея, наряду с политической и экономической, образует так называемые «три столпа корейской дипломатии», которые являются основой «умной силы» во внешней политике страны.

В данной статье исследуется реализация публичной дипломатии Южной Кореи. Основное внимание уделяется роли и месту зарубежной корейской диаспоры. Анализ официальных документов – Концепции публичной дипломатии на 2017 – 2021 гг. и Комплексных планов на 2018, 2019, 2020 гг. – показывает, что публичная дипломатия Республики Корея проводится в основном в рамках трех направлений: культура, знания и политика, и направлена на повышение имиджа страны, распространение информации о Корее и привлечение внимания к вопросу объединения Корейского полуострова. Основным актором выступает государство, применяющее официальную дипломатию наряду с публичной дипломатией в сотрудничестве с местными исполнительными органами и частным сектором. Зарубежная корейская диаспора, которая официально делится на южнокорейцев, проживающих за рубежом, и корейцев – граждан иностранных государств, выполняет две роли: актора – в первом случае и целевой аудитории – во втором случае.

Ключевые слова: диаспора, публичная дипломатия, умная сила, внешняя политика, закон, концепция.

Introduction

The foreign policy activities of countries in today's world have changed considerably - public diplomacy has taken a key place alongside traditional diplomacy. As the interaction of the state and society of one country with the societies and institutions of other countries, public diplomacy promotes mutual influence in making certain decisions that cannot be achieved by classical diplomacy methods. Joseph Nye introduced the concept of «soft power» into scientific discourse in the 1990s, within which he considers public diplomacy (Nye J. S., 2004). As demonstrated by real world experience, soft power is more efficient and rational in reaching the required reaction of another state in some circumstances than hard power in the form of military, economic, and political actions. The expansion of public diplomacy has led to the development of new fields of diplomacy such as cultural diplomacy, digital diplomacy, culinary diplomacy, sports diplomacy, and so on.

Unlike other developed countries, the Republic of Korea was quite late in turning its attention to public diplomacy (Choi K., 2019:5). Public diplomacy has only recently been a more active part of the country's foreign policy. The official use of public diplomacy began after 2010 was declared as the «First Year of Public Diplomacy»

(konggongogyoŭi wŏnnyŏn¹). Prior to this period, South Korea's public diplomacy was mainly focused on «cultural diplomacy» (Paik Woo Yeal, 2017:13). Public diplomacy in the Republic of Korea, along with political and economic diplomacy, now forms the so-called «three pillars of Korean diplomacy,» as presented in a smart power format.

The concept of smart power (Nossel S., 2004; Nye, J. S., 2009; Nye J. S., 2011), which implies a combination of hard and soft power, has become widely used as a definition of a successful foreign policy strategy. Essentially, «hard power strategies focus on military intervention, coercive diplomacy, and economic sanctions to enforce national interests» (Wilson E. J., 2008:114) and have been actively used in the foreign policy of major players in international politics. The Republic of Korea, positioning itself as a «middle power» on the international arena (Kim E., 2015:4 ; Paik Woo Yeal, 2017:6), focuses on political and economic diplomacy without the use of force.

In 2016, the Republic of Korea enacted the Public Diplomacy Act (konggongogyobŏp) that aims to «promote the image and prestige of the Republic of Korea in the international community» (Public Diplomacy Act 2016, Article 1). Enna Park, a former deputy minister and ambassador of public diplomacy

¹ Korean words are Romanised using the McCune-Reischauer system

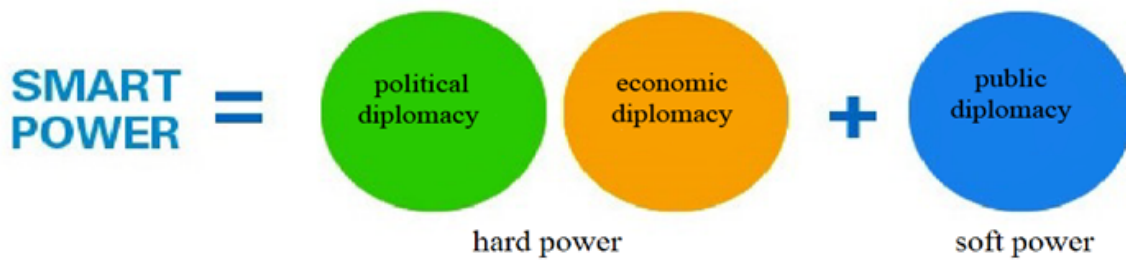


Figure 1 – The Republic of Korea's smart power format

Source: Ministry of Foreign Affairs of the Republic of Korea
http://www.mofa.go.kr/www/wpge/m_22713/contents.do

in South Korea's Ministry of Foreign Affairs, focuses on the fact that «South Korea, one of the world's ten most economically developed countries, has a rather weak national image abroad, and it does not correspond to the country's economic potential.» In her view, «this is because in a short period of time the Republic of Korea has had a rapidly developing economy and improving society, but there have been relatively limited opportunities to show a real image of the country. Therefore, South Korea should use public diplomacy to interact with the world, to promote the image of the country that matches to today's Republic of Korea. The key tasks for South Korea, therefore, are to increase the country's attractiveness and build the confidence of the international community» (Park E., 2020:323-324).

Public diplomacy is defined in the Act as «diplomatic activities that are carried out by the state directly or in cooperation with local governments and the private sector, and promote the understanding and confidence of foreigners in the Republic of Korea through culture, knowledge and politics» (Public Diplomacy Act 2016, Article 2). Choi Kwang-jin, former head of the People Diplomacy Centre of the South Korean Ministry of Foreign Affairs, identifies three types of public diplomacy actors based on the definition of public diplomacy: the state, local governments, and the private sector. At the same time, he notes that the main actor here is the state, and local governments and the private sector play the role of «cooperating actors»; and the tools of public diplomacy such as culture, knowledge, and politics, should be used to improve the understanding and trust of foreigners to South Korea (Choi K., 2019:15). According to public diplomacy researcher Ayhan Kadir Jun, South Korea's public diplomacy is «state-centric», with non-government actors and citizens considered only

as partners in conducting public diplomacy, rather than as independent actors (Ayhan K. J., 2020:37).

Article 3 of this Act highlights the main principles of public diplomacy. Unlike in Articles 1 and 2, where South Korea's public diplomacy is presented in a narrow context with the primary goal of improving the country's image and prestige, the main principles are global in nature. According to these principles, the country's public diplomacy should 1) include «universal values of humanity and the characteristics inherent in South Korea»; 2) aim for «long-term friendly cooperation with the international community»; and 3) not «concentrate in a particular region or state» (Public Diplomacy Act 2016, Article 3).

The official using of public diplomacy has increased scholarly interest in the field of public diplomacy among South Korean researchers. Korean-language academic discourse uses the term «konggongoegyo», which is an equivalent translation of «public diplomacy». The growing interest in research on public diplomacy in South Korea has led to the appearance of works focusing on various areas: the peacekeeping role of the Korean army in military diplomacy; sport diplomacy; digital diplomacy; medical diplomacy; cultural diplomacy to enhance the country's image and foreign public confidence in the Republic of Korea; and articles that examine the image of South Korea during the coronavirus pandemic.

Justification of the choice of article, goals and objectives

The Korean diaspora and public diplomacy have been the focus of research articles that examine the relationship between public diplomacy and the Korean diaspora. Lee Jeanyoung, Kim Panjoon

(2015) examine the role of overseas Koreans in Korean unification and peace building in Northeast Asia; Li Dan, Jeong So-young (2015) and Li Dan (2015) examine the role of Korean diaspora living in China; Sun Bong-kyu (2016) analyses Chinese Koreans' views of South Korea's public policy towards China on Korean unification.

Kazakhstani authors' scientific publications on public diplomacy have begun to appear in the last ten years. However, the list of authors is relatively short. Abzhaparova, L., Sarsembaeva, A. (2013) consider public organizations and associations, contacts at the twin city level, social and political actions, international non-governmental organizations as elements of public diplomacy; Makasheva, K.N., Khairuldaeva A.M. (2013) address the need to consider the World Association of Kazakhs as a mechanism for the implementation of public diplomacy of the Republic of Kazakhstan; D. S. Kazbekova (2016) analyses the formation and development of public diplomacy in Kazakhstan; A. Kurmashev, D. Akhmedyanova. (2018) considers public diplomacy as an integral part of the country's foreign policy; Kuramaeva G., Sailer G. (2020) describes the soft power model of the Republic of Kazakhstan; Sadvakasova A. (2020) addresses the issue of interaction between ethno-cultural associations of Kazakhstan and foreign countries on issues of humanitarian cooperation. Publications by Kazakhstani researchers about the Republic of Korea's public diplomacy are few and far between. This topic is discussed in the work of Kim G. N. (2013), in which the author analyses public diplomacy in Kazakh-Korean relations.

The aim of this article is to examine the implementation of public diplomacy in the Republic of Korea and to identify the role and place of the Korean diaspora in it. The objectives are to analyse official documents such as the First Master Plan for Korean Public Diplomacy 2017-2021 and the Comprehensive Plans for South Korea's Public Diplomacy for 2018, 2019, 2020; to identify the characteristics of the implementation of public diplomacy of the Republic of Korea; and to show the place and role of overseas Koreans in public diplomacy.

Scientific research methodology

The article used general scientific research methods that are commonly used in the social sciences and humanities; the sources were official documents, regulatory legal acts related to the public diplomacy of South Korea. An analysis of

official documents was performed to achieve the purpose of the article – to show the role and place of the Korean diaspora in the Republic of Korea's public diplomacy. The analysis of First Master Plan for Korean Public Diplomacy 2017-2021, as well as the Comprehensive Plans for South Korea's Public Diplomacy for 2018, 2019, 2020, was carried out, and the activities concerning overseas Koreans were highlighted.

Results and discussion

Implementation of the Republic of Korea's public diplomacy

South Korea's public diplomacy is mainly conducted in three areas: culture(munhwa), knowledge(chisik) and politics(chöngch'aek). Culture-based public diplomacy, according to Enna Park, aims to «increase the national reputation and image of the country through the use of Korean cultural values,» which include K-pop, Korean food, Korean traditional music, playing national instruments-samulnori, traditional clothing-hanbok, taekwondo, and Korean classical music. Knowledge-based public diplomacy encourages «a better understanding of South Korea», with projects aimed at explaining Korean history, culture, and development. And public policy diplomacy, aimed at «creating a favourable strategic as well as an international environment for the implementation of Korean policies,» involves the use of policy dialogues, seminars, forums, and interviews to explain the vision and policies of the South Korean government to «opinion leaders» of leading countries and the international community, to increase understanding and gain support for South Korea's foreign policy that seeks to achieve peace on the Korean Peninsula, the unification of Korea, denuclearization of the Korean Peninsula, and peaceful relations with neighbouring states (Park E., 2020:325-326). In other words, South Korea's public diplomacy aims to apply mass culture, which is divided into popular and commercialized (K-pop), and traditional Korean culture, to popularize knowledge about the Republic of Korea and to achieve the unification of the Korean Peninsula.

These three fields - culture, knowledge and politics - are taken into account in the Master Plan for 2017-2021 and the annual Comprehensive plans for public diplomacy implementation. According to article 6 of the Act on Public Diplomacy, every five years the Minister of Foreign Affairs, after discussion with the heads of central executive bodies, the heads of cities of special significance and

local self-government, adopts the Master Plan of Public Diplomacy (konggongoegyo kibonkyehoek). The First Master Plan for Public Diplomacy of the Republic of Korea (che1ch'a taehanmin'guk konggongoegyo kibon kyehoek) for 2017-2021 was adopted in 2017. Every year, Comprehensive Public Diplomacy Implementation Plans (konggongoegyo chongapsihaenggyehoek) are adopted in addition to the Master Plan.

The Master Plan for Public Diplomacy 2017-2021 of the Republic of Korea is a five-year program that highlights the goals, strategies, and objectives of public diplomacy. The Master Plan outlines four goals that recap and, to some extent, supplement the goals of the Public Diplomacy Act. The core of these goals is to improve the country's image, increase knowledge about South Korea, clarify the country's foreign policy, and «strengthen the role of actors in public diplomacy and establish a system of mutual cooperation.» Strategies for promoting public diplomacy in the Master Plan are presented within the areas of public diplomacy as «culture; knowledge; politics; diplomacy with the people and public diplomacy infrastructure».

Public diplomacy in the field of «culture» includes strategies aimed at increasing the attractiveness of South Korea as a developed cultural country, increasing interest to the country through its rich cultural heritage, and strengthening ties through bilateral cultural exchange. Strategies in the field of «knowledge» aim to improve understanding of Korean history and traditions, as well as promoting Korean studies and spreading the Korean language. In the field of «policy», strategies are provided to improve understanding of the Republic of Korea's policies in major countries such as the United States, China, Japan, and Russia, as well as to expand and activate public diplomacy in politics towards foreigners living in South Korea. «Diplomacy with the people» involves systematizing public diplomacy with public participation and strengthening it through public-private cooperation. «Public Diplomacy Infrastructure» implies the establishment of a system of cooperation and coordination between central ministries, local authorities and the private sector; the strengthening of the international network of public diplomacy; the establishment of a public diplomacy performance evaluation system; the creation of an online system for information exchange and communication; and research for public diplomacy policy development.

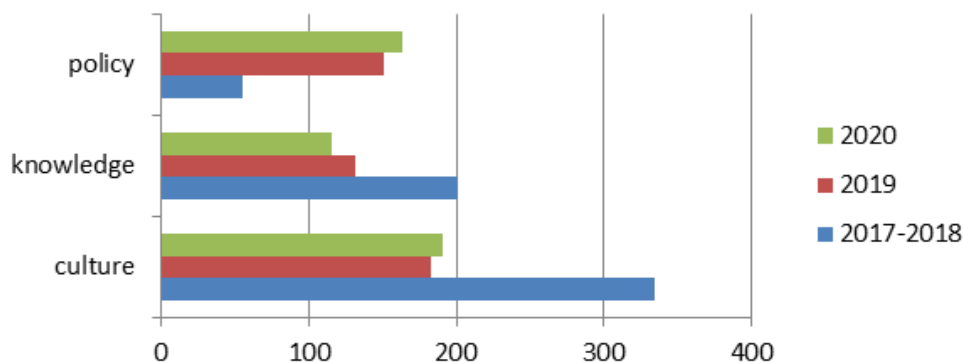
The main content of the Master Plan 2017-2021 is a detailed description of six main objectives for the implementation of public diplomacy: 1. «Creating a

system for the implementation of public diplomacy» (konggongoegyo ch'ujinch'egye hwangnip); 2. «Improving South Korea's attractiveness through its rich cultural heritage» (p'ungbuan munhwajasanul hwaryongan han'guk maeryok hwaksan); 3. «promotion of knowledge about the Republic of Korea» (han'guge taehan olbarun insikkwa ihae hwaksan); 4. «creating a friendly environment to support the country's foreign policy» (uri chongch'aegae taehan uhojok chölyak hwan'gyöng chosöng); 5. «Public diplomacy with the people (kungmin'gwa hamkkehanun konggongoegyo); 6. «Strengthening the infrastructure of public diplomacy» (konggongoegyo inp'ura kangwa). All projects relating to the Republic of Korea's public diplomacy are based on six priorities and, as previously stated, are implemented in three fields: culture, science, and politics.

Annual Comprehensive Plans for Public Diplomacy Implementation (konggongoegyo chongapsihaenggyehoek) provide a detailed description of the tasks and projects for public diplomacy implementation for the current year, as well as information on the comprehensive plan's implementation the previous year. 9 ministries (the Ministry of Foreign Affairs, the Ministry of Education, the Ministry of Unification, the Ministry of Justice, the Ministry of Public Administration and Security, the Ministry of Culture, Sports and Tourism, The Ministry of Agriculture, Food and Rural Affairs, the Ministry of Gender Equality and Family, and the Ministry of Oceans and Fisheries) and 17 local governments in major cities and provinces are involved in developing the plan.

According to the data given in the comprehensive plans for public diplomacy implementation for 2018, 2019, and 2020, the Republic of Korea conducts the largest number of tasks in the areas of culture and knowledge. There is also an upward trend in policy activities and a downward trend in knowledge activities.

In the field of politics, the main states are the United States, China, Japan and Russia. The main part of the planned activities is carried out in these countries, and Australia, the Arab Emirates, and African countries can also be added to them. The number of events in Central Asia and Kazakhstan is comparatively low, and it is mainly carried out in the field of culture and knowledge. Kim G. N. (2013) previously noted that South Korea's public diplomacy is mainly aimed at the United States, the European Union, China and Japan. And according to content of the Master Plan of Public Diplomacy of the Republic of Korea for 2017-2021, the situation has not changed much.



Graph 1. Number of projects in the Comprehensive Plans for the Implementation of Public Diplomacy¹

It should be noted that the implementation of all the tasks assigned to the central and local executive authorities, and this allows us to say that public diplomacy in South Korea is based on the active participation of the state, and public or civil diplomacy, carried out at the level of non-governmental organizations, the expert community, as well as individual citizens, is practically not developed.

According to the Comprehensive Plans, the implementation of South Korea's public diplomacy is aimed at two target audiences:

1. Foreign citizens abroad. They include leaders who shape public opinion and ordinary citizens; foreign-citizen overseas Koreans (oegukkukchök tongp'o); multinational (multicultural) families;

2. Foreigners residing in the country. They are the diplomatic corps of foreign countries in the Republic of Korea, foreign journalists, scientists and students, foreign workers, tourists, immigrants and naturalized foreigners, multicultural families.

The plans also specify the actors of public diplomacy:

– Executive bodies – central public authorities (ministries) and local self-government bodies;

– Private sector – non-governmental organizations (societies) and ordinary citizens, including young people, who interact with foreign organizations and societies; overseas Koreans who have South Korea's citizenship (han'gukkukchök chaeodongp'o).

It should be noted that the term chaeodongp'o-foreign compatriot-refers to the overseas Koreans. In addition to this term, the word dongp'o is also used in Korean to refer to overseas Koreans. According to the Act on the Immigration and Legal Status of Overseas Koreans (chaeodongp'obop), there are 2 categories of overseas Koreans: South Koreans living

abroad (chaeoegungmin) and Koreans with foreign citizenship (oegukkukchk tongp'o). In this regard, when implementing public diplomacy, foreign Koreans are divided into actors - South Koreans living abroad and the target category of public diplomacy – the Korean diaspora, that is, foreign Koreans who are not citizens of the Republic of Korea.

The role of the Korean diaspora in the implementation of South Korean public diplomacy

Today, overseas Koreans (chaeodongp'o), living in different parts of the world, account for about 10 percent of the population of the Korean Peninsula. According to the Ministry of Foreign Affairs, there are approximately 7.5 million «chaeodongp'o» at the end of 2018, of which 4,806,473 are Koreans with foreign citizenship (oegukkukchk tongp'o) and 2,687,114 are South Koreans living abroad (chaeoegungmin).²

The existence of a separate task called «support for public diplomacy of foreign Koreans (chaeodongp'oüi konggongoegyo hwaltong chiwön) in the Master Plan for 2017-2021 is highlighted. This task is carried out within the context of the 5th main task, «public diplomacy carried out jointly with the people» (kungmin'gwa hamkkehanün konggongoegyo). This task is primarily assigned to two ministries in the Republic of Korea: the Ministry of Foreign Affairs and the Ministry of Education. In addition to these two ministries, the Ministry of Unification, the Ministry of Culture, Sports and Tourism, and the Ministry of Gender Equality and Family are all involved in this project. Also, public diplomacy events, the target audience of which is the Korean diaspora, are held at the level of provincial governments and large cities.

The Ministry of Foreign Affairs of the Republic of Korea has a «partnership project with the overseas

¹ The author created Graph 1 by systematizing statistical data presented in annual comprehensive plans.

² Statistic data are from the Ministry of Foreign Affairs of the Republic of Korea http://www.mofa.go.kr/www/wpge/m_21507/contents.do

Korean community (chaeoedongp'osahoewaüi p'at'ünösip saöp)» as part of its goal to support overseas Koreans' public diplomacy, according to the 2018 Comprehensive Public Diplomacy Implementation Plan. The project aims to establish close ties between diplomatic missions and the overseas Korean community, empower the overseas Korean diaspora on major issues within and outside of South Korea, and strengthen their ties with the Republic of Korea in order to carry out the task of strengthening the identity and capacity of overseas Koreans. The project supports activities such as lectures, debates and seminars held in cooperation with foreign diplomatic missions and Korean diaspora organisations. This project is also included in the Comprehensive Plan 2019.

All activities are aimed at implementing the South Korean government's policy to «strengthen the identity and capacity of overseas Koreans (chaeoedongp'o chöngch'esöng yöngnyang kanghwa)», which is one of the directions of diaspora policy of the Republic of Korea. This direction includes the expansion of the «national identity development project (minjok chöngch'esöng hamyang saöp)», which includes measures to support Korean schools «han'göl hakkyo », scholarship programs for Korean youth and exchange programs for study and internships.

In 2019, the Ministry of Foreign Affairs has planned events to commemorate the 100th anniversary of the March First Movement and the 100th anniversary of the formation of the Provisional Government of the Republic of Korea with the participation of the Korean diaspora in 179 countries around the world.

The Ministry for the Unification of South Korea has planned a project for 2018 and 2019 entitled «Building a Foundation for the Unification of the Korean People (hanminjok t'ongilgiban kuch'uk)», the main goal of which is to form and strengthen an agreement of opinion of the Korean diaspora on peace and unification of the Korean Peninsula. The project includes holding a briefing for representatives of the Korean diaspora, supporting the publication of articles on the topic of Korean unification in foreign media, and organizing events for overseas Koreans related to the Korean Peninsula's unification. These include the show «Golden Bell for Unification (t'ongilgoltünbel)», an Art and Essay Contest on the theme of the unification of Korea. In addition, the Ministry of Unification is implementing a project called «küllöböl t'ongilgyoyuk(global education for unification)» for 2018, 2019 and 2020, held in the form of lectures for the Korean diaspora and foreigners living in South Korea,

as well as a visit to the demilitarized zone and aimed at explaining the country's policy on the unification of the Korean Peninsula.

In 2019 The Ministry of Education pays attention to «educational programs on public diplomacy for overseas Koreans (chaeoedongp'o taesang konggongoegyo kyoyuk p' ürogüraem unyöng)». The goal of the program is to provide «chaeoedongp'o» with the opportunity to learn Korean language, history, and culture and thereby promote the image of South Korea and interest in Korean culture. For this purpose, various cultural events for overseas Koreans are held in Korean educational centres.

The Ministry of Culture, Sports, and Tourism envisages the development of educational programs in various languages for children of overseas Koreans in 2019 and 2020. The focus is to translate and adapt Korean educational materials for Korean pre-school children living in Japan and Russian-speaking countries.

In the Comprehensive Plan for the Implementation of Public Diplomacy of the Republic of Korea for 2020, the Ministry of Gender Equality and Family is involved in the implementation of the task of working with overseas Koreans. The main focus is to establish a so-called «global network of Korean women (segyehanminjogyösöngnet'üwök'ü)». In general, all the educational, cultural activities of this project are aimed at introducing South Korean policies and raising the national identity of Korean women abroad.

Activities at the level of local executive bodies of provinces and cities of special significance are also included in the annual comprehensive plans. The governments of Busan and Sejong, Gangwon-do, North Gyeongsang, and South Gyeongsang all actively participate in activities involving overseas Koreans. The Busan city holds festivals in honour of the «Day of Koreans (haninüi nal)» in the twin cities - Los Angeles, Chicago (USA), Surabaya (Indonesia), Auckland (New Zealand), Hamburg (Germany). The Sejong city administration aims to raise the image of the city and provides for the appointment of famous overseas Koreans as ambassadors of the city, as well as cooperation with foreign Korean associations. As for the provincial governments, their projects focus mainly on overseas Koreans who have been residents of the provinces. These projects include finding former residents or a community (association) of province residents abroad, establishing contacts with them, and further cooperation.

The annual comprehensive plan for the implementation of public diplomacy for 2021,

which was discussed by the Ministry of Foreign Affairs of the Republic of Korea in December 2020, may be adopted soon. The world-changing pandemic is expected to have a significant impact on public diplomacy implementation strategy, in which information technology will play a significant role. In 2020, South Korea, one of the leading countries in this field, was able to move many public diplomacy projects online. The Ministry of Foreign Affairs is currently planning to merge digital diplomacy and public diplomacy. All changes will obviously be reflected in a comprehensive plan for 2021.

Conclusion

Public diplomacy is a new direction in the Republic of Korea's foreign policy, with a variety of unique characteristics. Despite its relatively late official use in South Korea in comparison to other developed countries, public diplomacy as a soft power tool began to be actively used in inter-country relations. Korean foreign policy combines official traditional diplomacy and public diplomacy, with the state serving as main actor. Almost all central and regional executive bodies, represented by ministries and local authorities of provinces and cities of special importance, participate in the implementation of public diplomacy in South Korea. Thus, public diplomacy is carried out at the governmental level by state bodies, whereas public diplomacy at the non-governmental organization, expert community, and individual citizen levels is practically non-existent.

The Republic of Korea's public diplomacy is currently based on the Act on Public Diplomacy and is carried out through the Master Plan and Annual Comprehensive Plans of Public Diplomacy. It should be noted that the public diplomacy of the Republic of Korea is carried out within the framework of three areas: culture, knowledge and policy. Among the three areas of public diplomacy conducted by the Republic of Korea, the largest number of tasks is carried out in the field of culture and knowledge. In general, the public diplomacy of South Korea is aimed at using mass and traditional Korean culture to enhance the image of the country, to popularize

knowledge about the Republic of Korea, to inform and promote its policy on the unification of the Korean Peninsula.

The Public Diplomacy Master Plan for 2017-2021, as well as the Comprehensive Plans for the Implementation of Public Diplomacy for 2018, 2019, and 2020, were analysed and found to include separately identified projects in which overseas Koreans participate. At the same time, overseas Koreans are divided into actors – South Koreans living abroad and the target audience of public diplomacy – the Korean diaspora, overseas Koreans who are not citizens of the Republic of Korea. In relation to the Korean diaspora, the Republic of Korea's public diplomacy aims to provide information about the Korean language, culture, and history, with the majority of activities being educational and cultural in nature and aimed at raising national identity.

Based on this, it should be noted that the South Korea government, given the relatively small experience of using public diplomacy in foreign policy compared to other developed countries, has not yet formulated its concept of using the diaspora. However, the existence of North Korea and the presence of a certain number of overseas Koreans loyal to this country must be taken into account, and this fact requires the Republic of Korea to be cautious in its choice of actors in public diplomacy.

For the development of public diplomacy at the level of non-governmental organizations and individual citizens, the Government of the Republic of Korea may need to pay attention to the active use of the institute of honorary consuls. At the moment, this tool of public diplomacy is not fully used by South Korea.

Recently, public diplomacy in the Republic of Korea has been widely discussed in various platforms, mostly separately among diplomats, scholars, experts, and journalists, but no common projects to explore topical issues of public diplomacy involving experts in theory and practice have been found. In this regard, it would be useful to establish centres of research on public diplomacy, similar to those that exist in other countries, particularly in the United States.

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