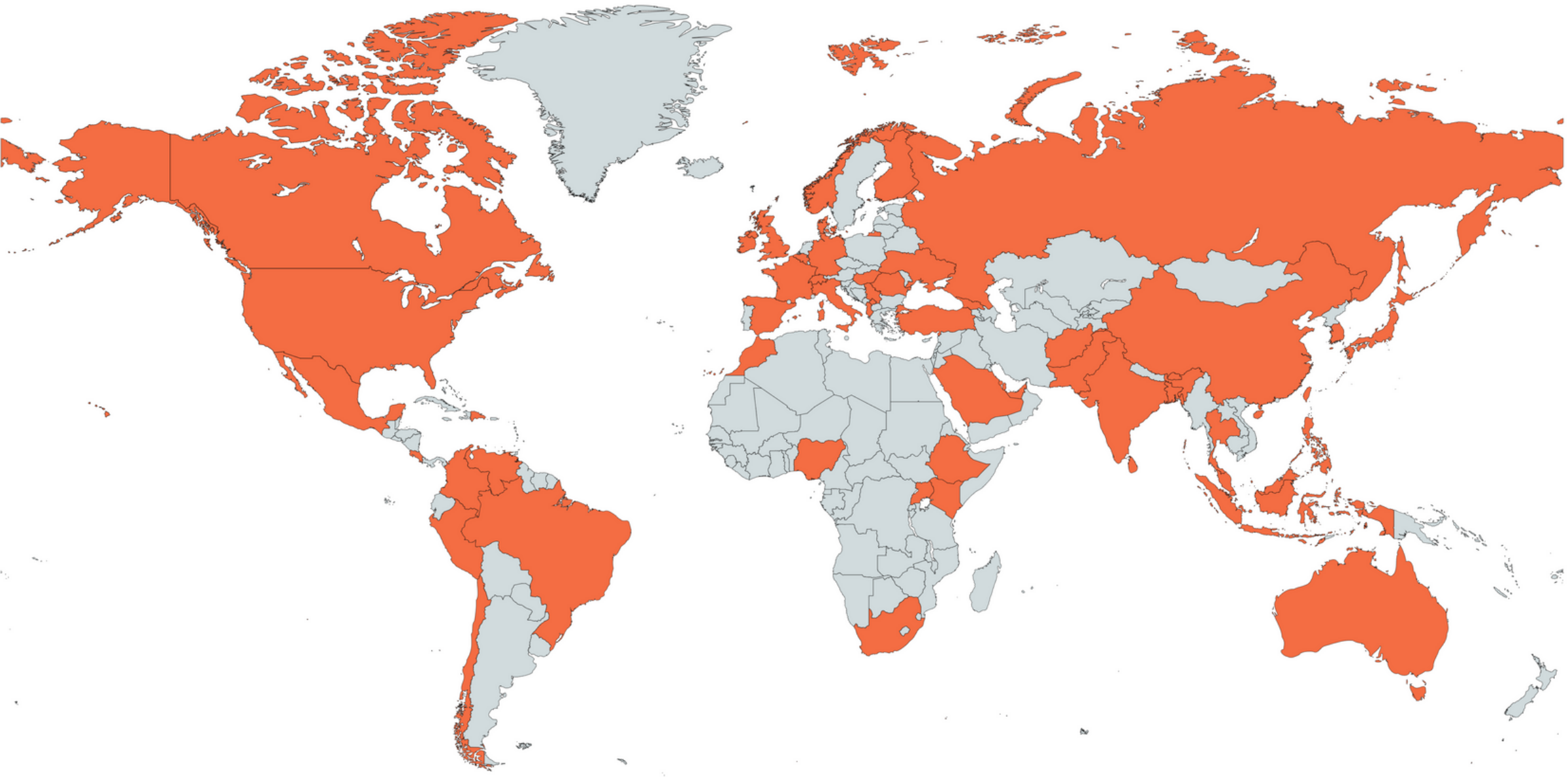


CULTURAL DIPLOMACY IN ACTION TODAY

SESSION 4: NOVEMBER 18TH, 10:30AM-12:00PM

CULTURAL
DIPLOMACY
INITIATIVE

WHERE IN THE WORLD ARE MEMBERS OF THE CDI STUDY GROUP?



- Afghanistan
- Albania
- Argentina
- Australia
- Bahrain
- Bangladesh
- Belgium
- Bhutan
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
- Ethiopia
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- India
- Indonesia
- Ireland
- Italy
- Japan
- Jordan
- Kenya
- Korea
- Kosovo
- Malaysia
- Mexico
- Morocco
- Nigeria
- Norway
- Pakistan
- Peru
- Philippines
- Qatar
- Romania
- Russia
- Saudi Arabia
- Serbia
- Singapore
- South Africa
- Spain
- Sri Lanka
- Saint Kitts and Nevis
- Switzerland
- Taiwan
- Thailand
- Turkey
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Venezuela

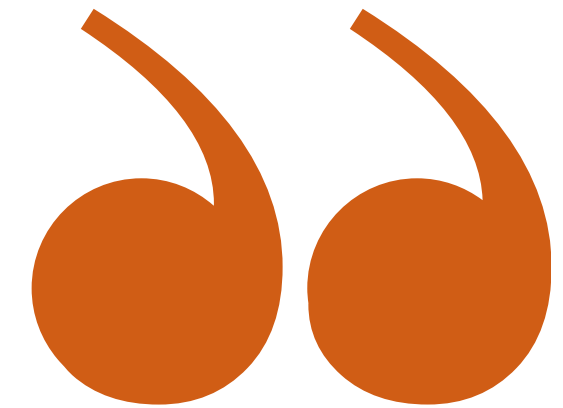
OVER 60 COUNTRIES AND LANGUAGES REPRESENTED IN THIS GROUP!

WHO ARE SOME OF OUR STUDY GROUP MEMBERS?



I am Producer in Animation Studios and semi-professional contemporary choreographer and dance teacher.

As a Public Health Advisor and Family Nurse Practitioner, I bring the expertise to develop an equity agenda and health strategy.



I am the founding director of a small enterprise that represents international musical ensembles for touring and residencies.

WHAT IS HALLYU?





Hallyu (Hanlyu) refers to the global popularity of South Korea's cultural economy. The term was originally coined by Chinese journalists in the late '90s who observed the smashing successes of Korean Drama Airings (K-Dramas), notably outside of South Korea, in other Asian countries including China and Japan.

In 1997, when the TV drama entitled 'What Is Love' was aired by the Chinese major state broadcaster China Central Television (CCTV), it ranked second in China's all-time imported video content.



THIS IS PARTICULARLY NOTABLE IN THAT THE JOURNEY OF SOUTH KOREA'S CULTURAL INDUSTRY BEGAN IN CENSORSHIP AND STATE CONTROL.



1960's

South Korean Dictator Park Chung Hee's regular persecution of artists critical of the government



1970's

The Performance Ethics committee was created to act as the main arm of cultural censorship. Not only was preliminary review mandatory, but the circulation of cultural products without prior approval was illegal.



1980's

President Chun Doo-hwan's "media regime" which shut down 172 monthly publications and broadcasting stations and strictly controlled the influx of Western music

SIGNIFICANT CULTURAL SHIFTS IN THE '90S ALLOWING THE BIRTH FOR HALLYU:

- Lifting the ban on foreign travel for Koreans in the early 1990s
- Banning censorship laws in 1996
- Increased emphasis on branding by leading Korean companies like Samsung and LG
- Allocation of resources to pop culture, tourism, sports and other cultural aspects from the government's Ministry of Culture

2020 COLLABORATION BETWEEN THE KOREAN TOURISM ORGANIZATION AND ALTERNATIVE POP BAND 'LEENALCHI' AND 'AMBIGUOUS DANCE COMPANY'



BEYOND ENTERTAINMENT...

SOUTH KOREAN KPOP GROUP BTS RAISED \$3.6 MILLION FOR UNICEF'S WORK TO
END VIOLENCE IN THEIR LOVE MYSELF CAMPAIGN



BREAKOUT CHALLENGE:

HOW DID SOUTH KOREA'S CULTURE BECOME SO WELL-KNOWN?



MICHAEL NORRIS
SENIOR CASE RESEARCHER
HARVARD BUSINESS SCHOOL

Michael Norris, Senior Case Researcher has been writing [Harvard Business School](#) case studies for more than a decade. He has coauthored cases in many different disciplines, including accounting, marketing, entrepreneurship, organizational behavior, and strategy, and in a wide range of industries and sectors. He has also written [several public policy-focused cases and notes, especially in the health care field](#). His research has given him the opportunity to interview Olympic gold medalists, Fortune 500 CEOs, White House staffers, successful entrepreneurs, and big city mayors. He has conducted research and interviews at sites around the world. His cases have been featured in [Harvard Business Review](#), [HBS's Working Knowledge blog](#), and [Cold Call podcast](#), and in many other publications. Michael holds a bachelor's degree from Middlebury College in Political Science and an MPA from Northeastern University. Prior to joining HBS, he interned in the offices of U.S. Senator Patrick Leahy of Vermont and (then) Congressman Edward Markey of Massachusetts.

As an evangelist for the participant-centered learning offered by the case method, Michael has completed consulting work for clients include Wall Street banks, global asset managers, insurance majors, food and beverage conglomerates, and more.



Fan Dance Crew performing their routine in the parking lot at KCon

K-Pop Performers on stage at KCon 2014



B1A4



BTS



A page from the Korean fashion magazine First Look covering KCon 2014.

The page features Elie Ofek of HBS and Sang Hoon Kim of Seoul National University Business School and Korean actor Lee Seung-gi.

THANK YOU!

NEXT SESSION:

**WHAT'S NEXT FOR CULTURAL
DIPLOMACY?**

FRIDAY, DEC 9TH

10:30AM-12:00PM ET

FOLLOW US ON SOCIAL MEDIA

@FLETCHER_CDI



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Image sources

Slide 4

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Slide 8

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