

TALLINN UNIVERSITY OF TECHNOLOGY

School of Business and Governance

Department of Law

Helena Lee

**SOFT POWER INDICATIONS AND PUBLIC DIPLOMACY:  
THE EXAMPLE OF TALLINN KING SEJONG INSTITUTE**

Bachelor's Thesis

Supervisor: Vlad Vernygora, MA

Tallinn 2018

I declare I have written the bachelor's thesis independently.

All works and major viewpoints of the other authors, data from other sources of literature and elsewhere used for writing this paper have been referenced.

The document length is 7014 words from the introduction to the end of conclusion.

Helena Lee

.....

(signature, date)

Student's code: 134079TASB

Student's e-mail address: 93helenalee@gmail.com

Supervisor Vlad Alex Vernygora, MA:

The thesis conforms to the requirements set for the Bachelor's theses

.....

(signature, date)

Chairman of Defence committee:

Permitted to defence

.....

(Title, name, signature, date)

## TABLE OF CONTENTS

ABSTRACT .....	4
INTRODUCTION.....	5
1. THEORETICAL FRAMEWORK.....	8
1.1. Public diplomacy: usage of soft power tools.....	8
1.2. Public diplomacy and soft power tools of the Republic of Korea.....	10
1.3. Soft power tools applied by the Republic of Korea.....	12
1.4. King Sejong Institute Foundation.....	13
1.5. Tallinn King Sejong Institute as a unit in the KSI framework .....	14
2. SURVEY AND ITS FINDINGS.....	15
2.1. Survey introduction .....	15
2.2. Reasons to join Tallinn King Sejong Institute.....	16
2.3. Framework of KSI.....	17
2.4. Change of opinions.....	18
2.5. Other purposes of TKSI.....	18
2.6. A bigger picture.....	19
2.7. The Republic of Korea as an international actor .....	20
3. ANALYSIS .....	22
CONCLUSION .....	25
List of References.....	27
APPENDIX 1 .....	31
APPENDIX 2 .....	32

## **ABSTRACT**

Public diplomacy and its soft power-originated mechanisms demand special scholarly attention in the field of international relations, becoming important tools in communication between domestic and foreign policy makers. This research concentrates on the Republic of Korea (ROK) and its major soft power tool – a globally spread range of King Sejong Institutes. More specifically, the focus will be on Tallinn King Sejong Institute (TKSI), which, in a relatively short time, gained remarkable prominence in the context of Korean side's interactions with the Republic of Estonia. Contemporary literature as well as a survey-based methodological approach are employed to analyse whether or not King Sejong Institute Foundation, via TKSI, is succeeding in reaching its ultimate goal to deliver the ROK's message internationally, contextualising the discussion with the Estonian example.

**Keywords:** the Republic of Korea, soft power, public diplomacy, cultural diplomacy, Tallinn King Sejong Institute.

## INTRODUCTION

In August 1948, the Republic of Korea (ROK) was officially declared its first republic. In due course, commencing the work that led the country to achieve a remarkable economic growth as well as international recognition, the ROK has since managed to reach the world's 12<sup>th</sup> position in term of Gross Domestic Products scale by 2017 (World Bank). Having reached a high point in the process of the country's development when the soft power-originated mechanisms would be seen as highly productive, the ROK has employed a diverse range of methods to make sure that the knowledge about Korea is widened globally. From Korean pop-music to films, chaebols and taekwondo, books and cuisine, all these tools and factors have built a solid bridge that links the ROK with the rest of the world (Lee 2011, 86).

Arguably, since 2005, the concept of King Sejong Institutes (KSI) has become one of the most known mechanisms of the ROK's soft power. The idea was framed up by the ROK government to provide the Korean language learners with accurate study materials (King Sejong Institute Guideline 2013). According to the *Overseas Korean Newspaper*, *재외 동포 신문*, King Sejong Institutes are expected to expand to 143 locations in 57 countries (Kim 2016). At the same time, considering the factor that the ROK-originated soft power application is a dramatically under-researched segment of political science, an academically justified question on the practical effectiveness of the KSI framework could be inquired. Considering the above, the aim of this research is to outline whether or not the KSI as a soft power tool is effective to deliver for the ROK in the context of promoting its image and geostrategic interests elsewhere. Taking into consideration the claim of this research, one could hypothesize about a high level of the KSI-bound effectiveness; however, a proper data gathering followed by a discussion will be more than useful for the field.

First part of this research work concentrated on outlining the paper's theoretical framework that links the broad scholarly debate on soft power with the phenomenon of public diplomacy.

This part brought out the importance of public diplomacy and its soft power tools for the practical side of international relations – for specifically, for enhancing the depth of external communications. Moreover, this paper clarified the significance of a country’s positive promotion to the foreign nations, achieving a broad range of positive outcomes for the country that is being promoted. In this context, the importance of nation-branding was underscored, highlighting its three sub-factors, namely technical-economic, political, and cultural ones. Closer to the geographic focus this research work observed the process of ROK’s public diplomacy implementation, pointing out to on the importance of cultural approach – from the notion of *Hallyu* to the other cultural factors such as Korean drama, music, and dance.

The second part of this research is based on a comprehensive range of findings generated via conducting a survey among the students of Tallinn King Sejong Institute (TKSI). The institution was officially established in 2015, acting as a direct bridge in the field of Korea-Estonia cultural exchange. With the starting number of about 40 inaugural students in the beginning of the first semester, TKSI had gradually gained in number of students year by year (Kaukvere 2015). Conducting a survey in this particular case can be considered one of the best methodological approaches, since, as argued by Isaac and Michael (1997, 136), it is assisting with the questions that have been raised, and it also is a good stepping tool for the researchers to draw the conclusions and to find out if and how the needed objectives have been met. Moreover, today’s technological improvements have made this research method most accurate in the context of data gathering from a sizeable group of respondents. In addition, with technological advancements, this method is making data gathering completely anonymous for the participants, providing for a certain level of comfort when the respondents can be sharing their honest opinions without the filter of shame or apprehension. According to Pinsonneault and Kraemer (1993, 7), including a survey into methodological framework of an academic paper allows for the most accurate way of gathering data from a wide range of people, particularly if the questions like what, how and why something is happening occur. It can be argued that questionnaires are one of the best ways to get first person opinions from the people who are linked to the paper’s claim.

Finally, after analysing the findings and placing them into the theoretical framework of public diplomacy-originated debate, the paper concluded that the concept of King Sejong Institutes as exemplified by its only Estonian member – TSKI – is a highly successful soft power tool of

the ROK, delivering the country's strategic message internationally, however, there is still much to improve on.

# 1. THEORETICAL FRAMEWORK

## 1.1. Public diplomacy: usage of soft power tools

Diplomacy as a process is a crucial part of international relations, which makes the dialogue between different nations comprehensive as well as permanent. Public diplomacy, in its turn, is known to have a great effect in the contest of dealing directly with the citizens of any given nation. Public diplomacy is also known as a soft power generated diplomatic tool in most parts of the world in the XXI century. More specifically, according to Cho (2012, 2), public diplomacy has been explained to be a simple way to capture the hearts and minds of the individuals from different nationalities and nations to attain certain diplomatic objectives which would have not been achievable and sustainable if the ones had merely used hard power tools.

Public diplomacy as a phenomenon in the field of international relations adopts a range of different functions. **Firstly**, it can be an extension of general diplomacy, which concentrates on external communication by bringing the public together and focusing on common interests. Accordingly, if the topic changes, the targeted audience will change as well. Furthermore, as there are plenty of international issues, the range of diplomatic tools will also have to expand alongside with the actors engaged. Many of the public diplomacy strategies, especially the ones, which include foreign communication, cannot function without the ministry whose duty is to deal with the external affairs. In many cases, this role falls on the foreign diplomats (Brown 2012, 4). Apart from negotiations and similar policy-making tasks, individuals holding the diplomatic power have to sacrifice their time to deal with the media work and social outreach, although it might seem secondary to foreign policy makers. Besides being the active body in the engagement with the diplomatic community on the state level, diplomats also function as crucial intermediators between nations and their public spheres. This,



however, does not mean that the foreign diplomatic power can interfere in the sovereign policy making of the country they have been sent to (Henrikson 2006, 29). Moreover, it has been stated in the 1961 *Vienna Convention on Diplomatic Relations* (United Nations 2005, 95):

Without prejudice to their privileges and immunities, it is the duty of all persons enjoying such privileges and immunities to respect the laws and regulations of the receiving State. They also have a duty not to interfere in the internal affairs of that State.

Furthermore, public diplomacy has become the most important tool to ensure effective diplomatic actions (Henrikson 2006, 8). These actions can be achieved through the targeted communications with the organizations which pursue the same mind-set and goal orientation, different relevant non-profit organizations (NGOs), partnerships from business individuals and even through the most simplistic and widely used tools such as are social media outlets, which is one of the most out reachable, inexpensive and era appropriate tools known to date (Brown 2012, 5).

**Secondly**, public diplomacy paints a picture of the nation and promotes it to the external observers. The main goal is to project a favorable image of the nation that can be exported to foreign states and their societies. Moreover, a positive image helps the country to gain in quality and quantity of foreign investments by expanding its global business network. In addition, the economy benefits from attracting tourists which increases tourist based annual income. On the political level, a positive state image can also contribute to improving collaboration between states. (Brown 2012, 8) Nation-branding can also be a vast factor in recreating a formerly negative and unfavorable image of a state that was created earlier in history (Brown 2012, 8). Therefore, the second role of public diplomacy focuses on fixing past misunderstandings concerning the state, on the one hand, and attempts to provide recovery from previous ill behaviors of the state, on the other hand.

According to Kaneva (2011, 119), the bigger and older the country the harder the branding would be, particularly if the named branding has plenty to do with remaking the nation's image. The scholar brings out three types of nation-branding, which are discussed at length: **technical-economic, political, and culture-oriented**. The technical-economic approach, in terms of nation-branding treats marketing as its key component, which oversees it as a tactical instrument gaining a competitive stance in a world's marketplace. The Kaneva's (2011, 121)

research claimed that there is same technique and an obvious parallel line between how the nation is being branded and how branding products works – equal method, altered platform.

On the political side of nation-branding, it holds its focus on public diplomacy. As with the economic approach, one can see here a certain competition between the products, thus in the political approach the competition between the different nations is palpable. In the case of political approach in nation-branding, marketing school of thought was the main influence in bringing branding into the notion of foreign policy making (Kemming 2009, 63). Furthermore, according to Hocking (2005, 28-43), public diplomacy practices a principle of *everything is public knowledge* in terms of information and goods sharing between the nations, letting the success to lean heavily on the factors of reputation and drawn image of the country. Importantly, the cultural approach to public diplomacy, and, more specifically, nation-branding, represents the most recent paradigm. Kaneva (2011, 120) compared the cultural dimension to the technical-economic and political approach and found that three different theories put it apart from other types of nation-brandings: society, communication and theory of culture. On the rather negative side, cultural approach in terms of branding has been connected with stereotypic stratification. Therefore, the differentiation (being able to find specific type of nation-branding) of the countries with similar background is hampered and the innovative ideas of branding are hard to come by.

## **1.2. Public diplomacy and soft power tools of the Republic of Korea**

Soft power in terms of public diplomacy states the clear image of the country's assets, such as possessions, resources and the capabilities and their outreach to other nations (Istad 2016, 4). The power in public diplomacy is highly dependent on promotion of public image, outreach and possibilities of long-lasting and sustainable relations between the countries, and the advancement of other nations to understand the policies carried out by the others. Public diplomacy is the backbone, which is crucial in keeping a sustainable diplomatic environment. With the changing times, public diplomacy rarely stays fixed in one point for too long as the public demand in time is in the constant shift. Public diplomacy in the XXI century is an ongoing battle of will and is an important part of receiving the international goals in the nationwide arena of international society (Nye 2004, 19).

In case of the ROK, according to Cho (2012, 18), in present times with the technological improvements, the nationalist have gained a possibility to speak their mind and have a say of their nation's works in the field of foreign policy approach. The ROK has only gained the ability to reach an appropriate and well-working political system in regards of the democratic approach in their political system. Proactivity is the key in the case of Korea as this approach helps a great deal with the nation with the change and acceptance towards new political approaches in terms of public diplomacy.

It was not until the end of the Korean War when the ROK became known to other nations in terms of being one of the most desperate nations in need of foreign aid (Cho 2012, 291). After being caught in middle of the Cold War, and being between the political quarrels of two biggest nations in the world, the ROK, with the help of foreign aid, begun its raise towards the stabilized future, involving advanced technology and much healthier economy.

The notion of soft power has not been in use in the ROK for long, however the righteousness of the usage and the leverage it gives the nation is making soft power one of the best outreach options for their national improvements (Lee 2009, 1). After the military hostilities of the Korean War ended, Korean policy makers were merely concentrated on the concept of hard power. One could see, being acquainted to the conflict between the ROK and the Democratic People's Republic Korea and the still ongoing state of war, why the ROK had been so keen on keeping up the frontier of hard power. According to Nye (2004, 16) the notion of soft power is the ability to achieve a preferable and optimistic outcome through the desire to influence instead of using pressure and force of power on other nations. Furthermore, according to the issue briefing of the ROK's soft power diplomacy, the ROK has been setting their insight on how to pervade soft power tools on their nation, since the establishment of the Presidential Council on Nation Branding Branding (PCNB) (Lee 2009, 1). PCNB was established in 2009, under the administration of Lee Myung Pak and is directly controlled by the Blue House, to promote the ROK's global image (Lee 2010, 104).

### 1.3. Soft power tools applied by the Republic of Korea

In this part of the research, the soft power tools were viewed through the cultural perspective, as in recent years, the ROK has become one of the most influential nations in terms of applying soft power tools through the notion of culture.

Starting from the early 2000's, there has been an increase in demand of Korean pop culture in the world. It is known to the public under the name of *Korean Wave* which comes from the Korean word *Hallyu*. (Jang and Paik 2012, 196-202) The soft power tool used under the name of *Hallyu* started small, only gaining popularity in the small section of East Asia. However, within two decades the notion spread worldwide, covering America as well as Europe. The Korean wave consists of movies, dramas, reality shows, Korean pop music (K-pop) and dance, food, fashion, language (Hangul), and even video games. The notion of *Hallyu* was invented in 1997 by Chinese newspapers and media outlets to be able to refer to Korean pop culture as a whole (Yang 2012, 105). In the earlier years, it was merely about being able to have an access to dramas, music and movies. However, as the time has gone by and the soft power tool has firmly established - there is a variety of goods which the audience can purchase all over the world. Therefore, the Presidential Council on Nation Branding and the Ministry of Foreign Affairs have been trying to build up the new national image of the ROK by depending on the popularity of *Hallyu*.

One could say that the most popular parts of the *Korean Wave*, which managed to gain the popularity of the audience rapidly, were the music and dramas. The reason behind their popularity is the ability of being able to reach a wide range of people. Furthermore, Korean dramas are catchy, funny, easy going with its innocent and politically neutral plots and well suitable for all types of audience, including liberal and conservative viewers. The Korean TV program industry's export was 12.7 million US dollars in the year of 1999 and has rapidly increased since. By the year of 2007, it reached to 150.95 million US dollars (Shim 2011, 2).

Nye and Kim (2013, 35) have argued that the ROK needs to put more courtesy to its soft power. In recent years Korea has prioritized this, by taking advantage of the beneficial aspects of *Hallyu* and its music industry. Moreover, the raise in revenue from selling goods which are inspired by the different K-pop groups have boosted the GDP of the ROK. Therefore, the government has noticed the positive impact of *Hallyu* to the country and, hence, it has been encouraged to continue using soft power tools.

#### **1.4. King Sejong Institute Foundation**

King Sejong Institute Foundation (KSIF) was officially established in 2005. However, the main headquarter of KSIF was established, and also most of their activities in the foreign countries, started taking place in October of 2012 in the unity of Clause 2 of Article 19 of the Framework Act on the Korean Language (King Sejong Institute Guideline 2013). Its main purpose was to provide accurate and easily reachable Korean language and culture education to the interested foreigners. Currently, KSIF is publically noted for providing the institutional ‘umbrella’ to King Sejong Institutes (KSI) worldwide.

KSIF has several official tasks to accomplish which include, as mentioned above, the spreading of Korean language and culture to foreign countries. To reach this goal, KSIF is responsible of providing external countries with the accurate study materials and training the Korean language professors who are sent to teach in various King Sejong Institutes. Besides, KSIF is also acquired to support other similar projects in spreading of the culture and language of the ROK (King Sejong Institute Guideline 2013). Furthermore, KSIF has become a link between the cultural exchange with foreign countries, as well as being a big influencer in changing of the national branding by providing the ROK with cultural promotion tools – such as King Sejong Institutions all over the world.

In recent years, King Sejong Institute has become the best means of nation-branding. As of 2014, there are 130 institutes worldwide, situated in 54 countries. The highest numbers of Institutes are situated in Asia, making it 79 institutes in total in countries like China, Turkey, Vietnam, Philippines and many more. China has 22 King Sejong Institute establishments alone making it one of the most KSI acquainted countries in the world. Europe has 24 Institutes including countries such as Bulgaria, Germany, Lithuania, Poland, and Ukraine. The continent of America has gained 20 Institutions, Africa 5 and Oceania has sustained 2 – one in Australia and the other one in New Zealand. Moreover, since 2014 the number of institutes has been rising, including the Tallinn King Sejong Institute (TKSI) which was established and opened to the public in September 2015, having being operating under Tallinn University of Technology’s Department of International Relations until September 2017, and since then, becoming an integral part of the same university’s Centre for Language and Communication (Tallinn University of Technology 2018).

## **1.5. Tallinn King Sejong Institute as a unit in the KSI framework**

Tallinn King Sejong Institute (TKSI) has been gaining in numbers of students with every year, since its establishment in 2015. The institute started with Korean language classes and it was free of charge for all the participants. The first year started with only two groups of students, containing approximately 15 students in one class, both groups were led by only one Korean professor. From the beginning, Tallinn King Sejong Institute promoted themselves as the only education institute of its kind existing in the Republic of Estonia and in Scandinavian area. By the year 2018 the number of groups of students has increased to 10 – from elementary level 1 to Intermediate level 6 (Tallinn King Sejong Institute 2015-2018). Furthermore, TKSI obtains 4 Korean Instructors compared to only 1 in year 2015.

The main purpose of TKSI is to create a bridge between Korean and Estonian culture. On one side, the institute offers language and culture classes and on the other side it also conducts different Korean themed events and activities. From yearly opening and graduation ceremonies to Korean Culture Experience Days, TKSI offers variety of activities to the people who are interested to see the different side of Korea. The students are able to take part in K-pop dance lessons, calligraphy lessons and also Korean traditional cooking lessons. Every year there is a speech contest where the most successful and hardworking students can compete with each other for the price of winning a trip to the ROK where they could take part in the global Korean language contest. After learning under the Tallinn King Sejong Institute for 2 years, student Maret Luud managed to achieve a winning spot in the global Korean speech contest, as she was considered one of the three best foreign Korean language speakers, competing against 171 King Sejong Institute students (Nõges 2017).

## 2. SURVEY AND ITS FINDINGS

### 2.1. Survey introduction

This paper's primary method of research consists of survey answers from 35 responders, which split apart to 28 female and 7 male students of Tallinn King Sejong Institute (see *Figure 1*). The age of the respondents varies from 18 to 31 years old: 45.7% of the questioned people fell into 22-25 age class, 31.4% were 26-30 years old, 20% of 18-21 years old and only 1 person out of 35 was over 30 years of age (see *Figure 2*).

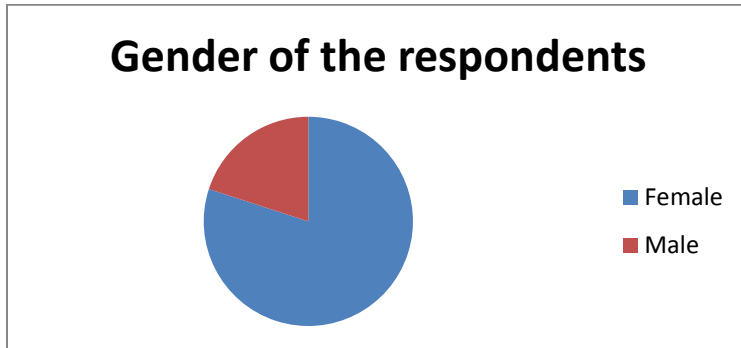


Figure 1. Gender of the Respondents

Source: Author

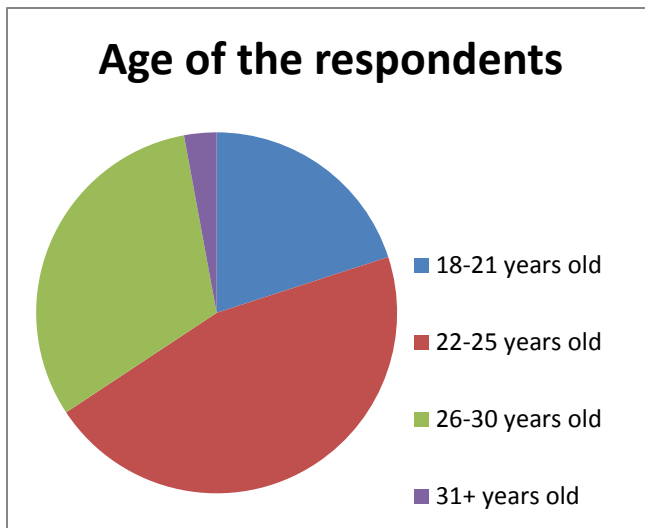


Figure 2. Age of the respondents

Source: Author

The respondents were selected based on their knowledge and involvement in King Sejong Institute. Most of the responders are currently still attending the Korean based language institute; the ones who had decided not to continue on with learning in the Institute also stated their reason why they were not part of it any longer. All of the students questioned had to answer in total to 6 carefully selected questions.

The survey was analyzing the perception of Tallinn King Sejong Institute and what the students thought of it. The intension of this dissertation was to find out if the students who answered to the questionnaire had any ideas what are the other reasons, besides learning the language, and so called “big picture” of why the ROK decided to initiate the system of King Sejong Institute.

## 2.2. Reasons to join Tallinn King Sejong Institute

The first question asked from the responders was why they decided to join Tallinn King Sejong Institute (view *figure 3*). As predicted, over 80% of the students claimed that the main reason for joining the institute was to either learn the language or get to know the culture. Other answers to this question, which could not be fitted under the categories of language and



culture, were: Korean pop music, friend’s recommendation, personal development and as the respondent number 21 simply answered – *I love Korea*.

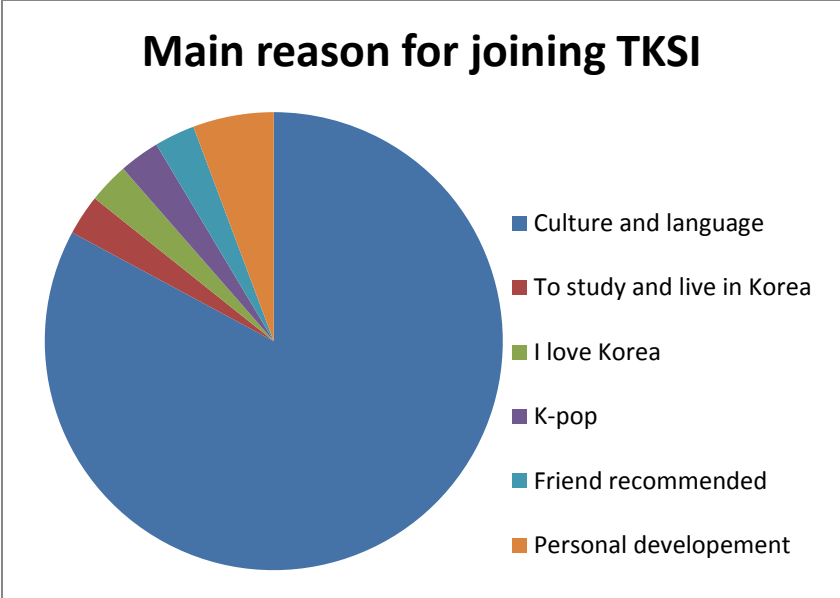


Figure 3. Main reason for joining TKSI

Source: Author

### 2.3. Framework of KSI

The second question in the survey was: “Why do you think the Republic of Korea has initiated the framework of KSIs?” The reason for asking this question was to find out if the students had any further knowledge of the soft power implications behind the institute. 23 people out of 35 responded that the main reason was to spread Korean culture and language and make it easily accessible for people who are interested in learning. Respondent number 34, however, said: “To conquer the world, probably. Said non-eloquently, it’s easier to be a country, if the whole world understands respects, recognizes and uses/consumes your language and culture. It will bring tourism, workers, investment, scientific and other knowledge to the country, which means significant raise in income. Also, it helps legitimizing the ROK as the true bearer of Korean legacy in the world. Among more obvious things, it helps secure allies and help with national security. Possible merits are far-reaching.” The

respondent number 35 came closest to seeing the intentions behind KSI: “Probably the projection of soft power abroad in terms of introducing its culture and fostering a greater interest among foreigners to visit or conduct businesses with the country. Possibly, creating future economic benefits for the country itself. Not unlike other countries with similar such institutions like France’s Alliance Française, Germany’s Goethe Institute and China’s Confucius Institute.” Another interesting perspective came from the respondent number 18: “Korean is a language specific to two countries so they want to promote the language to avoid it dying like Estonian might.”

## **2.4. Change of opinions**

The third question in the survey was: “Since you joined the institution, has your opinion changed in terms of why exactly are you a part of it?”. This question was mostly placed in the survey to see if after joining Tallinn King Sejong Institute the responders’ idea of the whole Institute has changed in any way. 23 people out of the total answered to the question with a simple “no” and 3 people with “yes”. The respondent number 1 said: “Yes, I joined because I was deeply interested but I continued because of possible leverage it would give me.” This answer shows that the respondent number one has figured out the possible extras of learning the language and culture of another country. Respondent number 6 and respondent number 29 claimed that in the beginning of their studies in TKSI they were only hoping to learn the language but now, however, they are grateful that TKSI has provided them with the possibility to learn additional information about the culture of the Republic of Korea.

## **2.5. Other purposes of TKSI**

The fourth question which was asked from the query responders was: “What else does TKSI teach you besides the language?” The question managed to find out that besides just learning about the language and culture, the students also get a crash course of traditions, history, customs, views, values, k-pop dance, k-pop music, food/cuisine, handicraft, heritage, films, etiquette, sports and holidays. Besides, Tallinn King Sejong Institute has given the students a chance to practise their language skills with native Korean speakers by guiding them to the useful social media platforms to do so.

## 2.6. A bigger picture

Fifth question was more complex: Do you see TKSI as a part of a big picture, and, if “yes”, what is this big picture about?” Six responders link Tallinn King Sejong Institute’s “Big Picture” only to a bridge building between the ROK and Estonia. Respondent number 23, however, claimed that Korea is trying to make itself more known and popular in the rest of the world. Despite the fact that both of the opinions are likely to be true, the answers did not give insights into the notion of “big picture” and what it holds. Therefore, the answer of the respondent number 20 was brought out. The respondent answered the current question with more certainty and confidence than others, while explaining more of the bridge building notion: “I don’t know if I do. I think it’s a great place to be in if you are interested in Korea. I also know that the Korean government is interested in introducing Korea to the rest of the world and the institutes are a great place to do that. If TKSI could be a bridge between people living in Estonia who are interested in Korea and Korea as a country, that would be pretty good. Through that Korean people can maybe also get a better picture and understanding of Estonia.” Another side of the “big picture” notion was brought out by respondent number 21, bringing in the argument of peace: “Yes. In my opinion TKSI is part of that group of actors that promote peace in the world. Making possible the presenting of Korean rich culture with all its elements by Korean native people, makes the institution the best ambassador for foreign people from around the world. And since love and tolerance is deeply related to knowing, the existence of such institutions promises us a more peaceful world, with less conflict in the future.” Already knowing that Tallinn King Sejong Institute has been seen as a soft power tool, TKSI could also work as a global peace promotion tool. Another opinion, in the form of an answer, singling out the respondent number 26 was: “I guess TKSI is not only an institution to teach language, it will also become a place to introduce Korean culture, the etiquette from Asia, and the institution to show Korea’s open-attitude about the world, which will promote more young people to get a better understanding of the country and the culture.” The reason why this answer has been brought out and separated from the other less relevant ones had a lot to do with the overall opinion of the ROK being known as a conservative country. The way the answer to question number 5 was interpreted was based on the conservative country’s point of view and from the idea that the ROK could show their less conservative side through their created soft power tool, which also could be one of the valid reasons why the ROK has started using King Sejong Institutes as the source of outreach, making the overall image of the country more appealing to the foreign audience.

## **2.7. The Republic of Korea as an international actor**

Last question presented to the query participants was: “How would you describe Korea as an international actor, and has your opinion on Korea changed after you joined TKSI?” This question brought out many adjectives from the surveyed students, such as: powerful, smart, strong, conservative, sharer, cherisher, interesting, well-developed, nice, fast-growing, well-recognized, big actor in South-East Asia, global, confident, humble, technologically advanced, internationally important, fascinating, pleasant and friendly.

However, respondent number 29 gave an enlightening answer of:” I think from the economic perspective, Korea will show their influences via finding more opportunities for economic cooperation. For the future, the TKSI and some cultural activities will help to let more people know Korean culture. Still, I like TKSI, and believe that this institution will make more people love Korean and try to explore the beauties in Korean culture.” The answer from the respondent number 29 was interpreted in a way that by using Tallinn King Sejong Institute, the Republic of Korea is trying to widen the sphere of economic cooperation, which means using the teaching of language and culture as their soft power tools.

In addition to the previous answer, student number 35 also had a similar opinion of Republic of Korea and its usage of soft power: “I think the ROK has been doing pretty well so far in generating interest in Korean culture abroad not just in its immediate vicinity and the rest of Asia, but also in the European and American continents. I remember when Japan was also exporting its music and TV shows just like what the ROK is currently doing but Japan never managed to achieve the amount of success that the ROK has done so far and also to sustain it for a long period of time. My opinion on Korea has not changed after joining TKSI.” However, in this case, the comparing of Japan to Korea has been brought out. This comparison shows that the Republic of Korea has been more successful in widening their range of outreach all over the world.

Another insightful answer came from the student number 34: “This is hard to say in just a few words. Of course South Korea holds quite a lot of importance globally, both politically and culturally, and also economically and other “ally’s”. Culturally and economically mostly on its own merits (and demerits), but politically, the way it is, most of the importance placed on the ROK on the global theatre is because of the threat posed by North Korea. For the second question, I guess so, but it has more to do with things that have happened there since, not so

much with what I have learned from TKSI, which is nominally a non-political entity. I've certainly learned more about Korea thanks to TKSI, directly and indirectly, but I don't think TKSI's contribution has changed my opinion in a considerable way.” The researcher was pleased to see that one of the respondents mentioned the Democratic People's Republic of Korea's involvement in advertising the Republic of Korea. In this case, one could say that even negative, which in this case it certainly is, publicity is better than no publication.

Almost all the respondents claimed that their overall opinion of the Republic of Korea has not drastically changed after joining Tallinn King Sejong Institute. The ones, who mentioned any change, referred to being interested not only in language anymore, but also in culture.

### **3. ANALYSIS**

The Republic of Korea has been labeled as a conservative country in the eyes of other nations since the end of the Korean War. However, in recent years with the end of Park Geun-Hye's conservative presidency and newly elected president Moon Jae-In and his liberal views, the Republic of Korea is gaining acknowledgement in the shift of country's political system. In the early 2000's there was a major division of Korean social morals and since then the ideology of the Korean nation has been shifting continuously towards liberal direction. (Lee 2004, 2) However, as the conservatism had been sturdily rooted in the Republic of Korea, the shift is still ongoing and one could feel the traditional mind-set of the nation. With the shift of power and new soft power strategies, the Republic of Korea is driving towards a new national image.

King Sejong Institution Foundation and its King Sejong language school branches, Korea is making an attempt in rebutting their conservative image to appear more attractive to the foreign nations. With dropping the conservative frontier, it is easier for the foreign diplomats to communicate with the policy makers of the ROK. With the alleviated communicational tensions, their nation has been able to gain allies in the foreign nations which have aided the ROK in gaining economic leverage in the world.

One of the main purposes of the King Sejong Institute Foundation was to be able to improve the relations with other nations through cultural exchange. Using the example of Tallinn King Sejong Institute, one is yet to see the improvements in Estonian – Korean relations. Furthermore, the second purpose of changing the image of the ROK through nation-branding has also not been particularly successful. Based on the survey answers, the participants do have some idea of the Korea's image of nation branding, however it has yet to be completed as a purpose. Bearing in mind the fact that Korean language institute has been operating in Estonia for only three years and the amount of students who have been a part of the institution's learning progress, there is still a long way ahead to make the two nations benefit from each other and the national branding change in the eyes of the Estonian nation.

However, seeing how fast the statistical number of students, teachers and study groups has gone up, one could be hopeful that in the nearest future, the real work on Estonian-Korean relation improvements will begin, as the students of the King Sejong Institute are yet to graduate and start their own career paths. On the positive side, King Sejong Institute Foundation and therefore also Tallinn King Sejong Institute have been able to fill the purpose of the third point – to be involved in cultural and linguistic diversity.

Despite the time consuming and ongoing progress in make the King Sejong Institute to be a mediator between Estonian-Korean relations, one could not disregard the successful communications between the two nations which have already taken place in the recent years. Estonian Foreign Minister Urmas Paet, the Estonian ambassador to European Parliament, had the chance, during the “Seoul Conference on Cyberspace 2013”, to have a discussion with the Minister of Foreign Affairs of the Republic of Korea Yun Byung-Se about several ideas regarding Estonian-Korean relations (Estonian Ministry of Foreign Affairs 2013). Urmas Paet reported that there are many unused opportunities regarding the trade and economic relations between their nations, stating that the logistics and transportation together with the information technology are a few common links between Estonia and Korea and should be the link in improving foreign relations between them. According to Paet (ibid), the first steps towards improving diplomatic relations have already been taken, noting the 2011 agreement on avoiding double taxation between the ROK and the Republic of Estonia and the Free Trade agreement between the ROK and the European Union (EU). With the latter, it has been possible to raise the stake of investments and economic activities as with a very short time the exports from EU to the ROK have grown by almost a quarter (ibid). Furthermore, such agreements have also been able to support the cultural cooperation in terms of environmental questions.

Taking into account those improvements in Estonian-Korean relations, it is crucial to continue with open communications, and therefore it is important to take Tallinn King Sejong Institute as an outreach tool and a platform to keep producing people with knowledge of Korean language and culture. Knowing the Korean conservative roots, one could state that having professional policymakers who are fluent in Korean, could gain a higher respect from the Korean politicians and businessmen and fade the remaining distrust between the nations, opening doors for more honest conversations. Currently, in the highest intermediate Korean language level in the Tallinn King Sejong Institute, there are only 5 people remaining who have been studying in the Korean Institute for almost 3 years. There is no doubt that the

number of remaining student should be higher. Relying on the survey results and especially the third question in the query (“Since you joined the institution, has your opinion changed in terms of why exactly are you a part of it?”), the participant number 1 explained the lack of Intermediate students with the opinion that states: “Yes, I joined because I was deeply interested but I continued because of possible leverage it would give me. However, I quit last semester. I felt like, as the Korean learner of higher level, I wasn’t appreciated and recognized for it.” Student number 1 does not state that the Tallinn King Sejong Institute has not been successful in staying an interesting study environment; however, the person does state that there might be an issue on the administrative side. Furthermore, under the same question, respondent number 32 stated: “sept 2017-nov 2018” - (being the time period while the student was part of TKSI) – “Like everywhere a lot of things depend on the people working in there – the teachers. Also I understood that the tempo of studying was not appropriate for me, so I decided to learn Korean in a different way”, making it 2 people out of 35 who are indirectly referring to the problem of lack of support from Tallinn King Sejong Institute. However, on the Estonian side, one can see some support from the Estonian politician and journalist Urve Tiidus, who has been attending Tallinn King Sejong Institute’s Graduation Ceremonies for past two years. Tiidus has also shown more interests in the current Estonian-Korean relations while being the chairman of the Estonia–South-Korea parliamentary group. Despite the fact, that there is not much information about the group’s activities, it is a good starting point for the advanced relations between the nations to happen. Also, this should be one of the things which current students of TKSI could improve on and be part of after they have become fluent in Korean language. Currently, which is also one of the biggest flaws, Estonia does not have an active Korean Embassy situated in the country, however, the ROK’s ambassador to Finland has shown support in Tallinn King Sejong Institute as like Tiidus, he has been present in the semester completion ceremony.



## CONCLUSION

The aim of this research was to prove that the King Sejong Institute has reached the set goals as in being a soft power tool. In this paper, contemporary literature was used to build up the theoretical framework while describing the notion of public diplomacy and its usage of soft power tools and what they are like in terms of the Republic of Korea. It was concluded that the notion *Hallyu* was the turning point in the ROK's public diplomacy. However, since then, the ROK has been branching out their foreign diplomacy tools by creating King Sejong Institute Foundation and guaranteeing the success of spreading Korean language, culture and values globally.

The second part of this thesis, the methodology approach, was written in the form of survey, only around Tallinn King Sejong Institute as the ROK has their language schools, which is over 150 King Sejong Institutes to provide people with accurate study materials, all over the world. Most of the survey participants were the current students of Tallinn King Sejong Institute with a few exceptions of students who explained why they decided to discontinue with the studies, providing useful information about the flaws they saw in the Korean institution.

In the third part of this dissertation, both the literature based research and the survey method were used to find out if the King Sejong Institute and its Foundation have managed to use the soft power tools effectively. In accordance to the Foundation's three main purposes, the only point which had been met was the purpose to be involved in cultural and linguistic diversity. The purpose of improving the national branding and promotion was not completely met. However, the students of Tallinn King Sejong Institute, based on their survey answer, did slightly understand the meaning of TKSI and by that it is referred to the answers given to the six questions asked from the participants of the survey. The purpose to improve the relations with other nations through cultural exchange was not met. Tallinn King Sejong Institute has been operating since 2015 and therefore not meeting the purpose to improve the relations

between the nations is understandable. Therefore, it can be concluded that King Sejong Institute has done well as a soft power tool in some aspects; however there is much to improve on.

## LIST OF REFERENCES

- Brown, R. (2012). The Four Paradigms of Public Diplomacy: Building a Framework for Comparative Government External Communications Research. Institute of Communication Studies. University of Leeds. Page 1-19 Accessible: <https://pdnetworks.files.wordpress.com/2012/04/isa-2012-v4.pdf>, 13 March 2018
- Cho, Y.Y. (2012). Public Diplomacy and South Korea's Strategies. The Korean Journal of International Studies, Vol. 10, No. 2, 275-296. The Korean Association of International Studies. Accessible: [http://kaisnet.or.kr/resource/down/10\\_2\\_05.pdf](http://kaisnet.or.kr/resource/down/10_2_05.pdf), 8 March 2018
- Estonian Ministry of Foreign Affairs. (2013). Foreign Minister Urmas Paet: Estonia-South Korea Trade Relations Have Great Potential. Accessible: <http://vm.ee/en/news/foreign-minister-urmas-paet-estonia-south-korea-trade-relations-have-great-potential>, 12 April 2018
- Henrikson, A.K. (2006). What can public diplomacy achieve? Discussion papers in diplomacy. Netherlands Institute of International Relations 'Clingendael'. Page 1-40 Accessible: <https://www.diplomatie.gouv.fr/IMG/pdf/publicdiplo.pdf>, 13 March 2018
- Hocking, B. (2005). Rethinking the 'New' Public Diplomacy. In: Melissen, J. (ed.). The New Public Diplomacy. Soft Power in International Relations. 28-43. Accessible: [http://culturaldiplomacy.org/academy/pdf/research/books/soft\\_power/The\\_New\\_Public\\_Diplomacy.pdf](http://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf), 14 March 2018

- Isaac, S. and Michael, W. B. (1997). Handbook in research and evaluation: A collection of principles, methods, and strategies useful in the planning, design, and evaluation of studies in education and the behavioural sciences. p. 136, 11 April 2018
- Istad, F. (2016). A Strategic Approach to Public Diplomacy in South Korea. In Kadir Ayhan (Ed.), Korea's Public Diplomacy (pp. 49-80). Seoul, Korea: Hangang Network.  
 Accessible:  
[https://www.researchgate.net/publication/315738290\\_A\\_Strategic\\_Approach\\_to\\_Public\\_Diplomacy\\_in\\_South\\_Korea](https://www.researchgate.net/publication/315738290_A_Strategic_Approach_to_Public_Diplomacy_in_South_Korea), 27 March 2018
- Jang, G. and Paik, W.K. (2012). Korean Wave as Tool for Korea's New Cultural Diplomacy. Advances in Applied Sociology 2012. Vol.2, No.3, 196-202 Accessible:  
[https://file.scirp.org/pdf/AASoci20120300004\\_59668127.pdf](https://file.scirp.org/pdf/AASoci20120300004_59668127.pdf), 11 April 2018
- Kaneva, N. (2011). Nation Branding: Toward an Agenda for Critical Research. International Journal of Communication 5 (2011), 117–141. University of Denver. Accessible:  
[ijoc.org/index.php/ijoc/article/download/704/514](http://ijoc.org/index.php/ijoc/article/download/704/514), 14 March 2018
- Kaukvere, T. (2015). Galerii ja video: TTÜs avas ukсед Korea instituut. Postimees.  
 Accessible: <https://www.postimees.ee/3354413/galerii-ja-video-ttus-avas-ukсед-korea-instituut>, 11 May 2018
- Kemming, J.D. (2009). Nation Brand Management in Political Contexts: Public Diplomacy for Turkey's EU Accession, p 1-312. Accessible: <https://d-nb.info/1000177300/34>, 14 March 2018
- Kim, M.H. (2016). 라트비아·미얀마·바레인 등 세종학당 9 개소 신규 지정. 세계 속 한국어·한국문화 보급 대표 브랜드로 도약. Accessible:  
<http://www.dongponews.net/news/articleView.html?idxno=31742>, 11 May 2018

- King Sejong Institute Guideline (2013). King Sejong Institute Guideline. Accessible:  
[http://eng.ksif.or.kr/attachments/ex/king\\_sejong\\_institute\\_guidebook\\_2013\\_en.pdf](http://eng.ksif.or.kr/attachments/ex/king_sejong_institute_guidebook_2013_en.pdf), 10 April 2018
- Lee, D.H. (2010). Nation Branding Korea. SERI quarterly. P 103-109
- Lee, S.J. (2004). THE TRANSFORMATION OF SOUTH KOREAN POLITICS: IMPLICATIONS FOR U.S.-KOREA RELATIONS. P, 2-31. Accessible:  
<https://www.brookings.edu/wp-content/uploads/2016/06/lee2004.pdf>, 12 April 2018
- Lee, S.J. (2009). South Korea's Soft Power Diplomacy. EAI Issue Briefing No. MASI 2009-01, p 1-8. Accessible: <https://www.files.ethz.ch/isn/136823/200908061729956.pdf>, 4 April 2018
- Lee, S.J. (2011). The Korean Wave: The Seoul of Asia. The Elon Journal of Undergraduate Research in Communications • Vol. 2, No. 1, p 85-93. Accessible:  
<http://www.elon.edu/docs/e-web/academics/communications/research/vol2no1/09suejin.pdf>, 11 May 2018
- Nye, J. (2004). Soft Power: The Means to Success in World Politics. Accessible:  
[https://www.belfercenter.org/sites/default/files/legacy/files/joe\\_nye\\_wielding\\_soft\\_power.pdf](https://www.belfercenter.org/sites/default/files/legacy/files/joe_nye_wielding_soft_power.pdf), 4 April 2018
- Nye, J., & Kim, Y. (2013). Soft power and the Korean Wave. In Y. Kim (Ed.), The Korean Wave: Korean media go global (pp. 31–42). Accessible:  
<https://www.taylorfrancis.com/books/e/9781317938583>, 11 April 2018
- Nõges, K. (2017). King Sejongi instituudi tudeng võitis Soulis korea keele kõnevõistluse. Accessible: <https://www.ttu.ee/king-sejongi-instituudi-tudeng-voitis-soulis-korea-keele-konevoistluse>, 12 April 2018
- Pinsonneault, A. And Kraemer, K. L. (1993). Survey research methodology in management information systems: An assessment. Journal of Management Information Systems, 10,

75-105, Accessible:

<https://cloudfront.escholarship.org/dist/prd/content/qt6cs4s5f0/qt6cs4s5f0.pdf> 11 April 2018

Shim, D. (2011). Korean Wave in Southeast Asia. *Kyoto Review of Southeast Asia* Issue 11. 1-7 Accessible: [https://kyotoreview.org/wp-content/uploads/Shim\\_English.pdf](https://kyotoreview.org/wp-content/uploads/Shim_English.pdf), 11 April 2018

Tallinn King Sejong Institute. (2015-2018). Korean Language Courses at Tallinn King Sejong Institute (TKSI). Accessible: <http://www.tksi.ee/Language-course>, 12 April 2018

Tallinn University of Technology. (2018). Learn languages in the Centre for Language and Communication. Accessible: <https://www.ttu.ee/institutes/centre-for-language-and-communication/>, 14 May 2018

United Nations. (2005). Vienna Convention on Diplomatic Relations. 1961. United Nations, Treaty Series, vol. 500, p. 95. Article 41.1. Accessible: [http://legal.un.org/ilc/texts/instruments/english/conventions/9\\_1\\_1961.pdf](http://legal.un.org/ilc/texts/instruments/english/conventions/9_1_1961.pdf), 13 March 2018

World Bank. (n.d.). Korea, Rep. Accessible: <https://data.worldbank.org/country/korea-rep?view=chart>, 8 March 2018

Yang, J.H. (2012). The Korean Wave (Hallyu) in East Asia: A Comparison of Chinese, Japanese, and Taiwanese Audiences Who Watch Korean TV Dramas. Volume 41, p 104-147. Accessible: <https://pdfs.semanticscholar.org/13c7/a05a22204db18ad347ab77fbe1f7b56e5efa.pdf>, 14 May 2018

## **APPENDIX 1**

### **Questionnaire for respondents who study at Tallinn King Sejong Institute.**

#### **Question 1:**

What was the main reason for you to join TKSI?

#### **Question 2:**

Why do you think the Republic of Korea has initiated the framework of KSIs?

#### **Question 3:**

Since you joined the institution, has your opinion changed in terms of why exactly are you a part of it?

#### **Question 4:**

Apart from the Korean language, what else does TKSI introduce you to?

#### **Question 5:**

Do you see TKSI as a part of a big picture, and, if “yes”, what is this big picture about?

#### **Question 6:**

How would you describe Korea as an international actor, and has your opinion on Korea changed after you joined TKSI?

## APPENDIX 2

### Unedited answers to the questionnaire

#### Question 1:

1. To learn Korean language and culture
2. Interest in Korean culture
3. Interest in language
4. To learning Korean
5. To learn Korean language and culture
6. Wished to learn a new language from native speakers
7. I really loved the way korean sounded and it was the only place in Tallinn that teached korean.
8. Fascinated about Asian culture
9. Interest in Korean culture and language
10. Love and interest in Asian culture, in particular Korean, as well as a desire to learn Korean
11. To learn korean language
12. I was interested in Korean culture and language
13. To learn korean
14. Korean business partners and self-development
15. Cultural interests
16. Because of interest in Korean culture
17. Studying Korean language
18. big influence was on K-pop and K-dramas. Korean was free to learn and i live right next to school. perfect!
19. To study and live in korea
20. To keep me on track with language learning and to connect with native speakers.
21. I love Korea
22. Kpop
23. I loved korean culture and wanted to learn the language
24. To learn Korean language.
25. Before TKSI I had been studying Korean at home and it was a nice opportunity to learn Korean with support of teacher and other students.
26. Friend recommended it to me
27. To improve my knowledge of Korean language
28. Language
29. I like watching Korean movies and also interested with Korean culture
30. Was interested in learning Korean
31. I wanted to learn about the korean culture, music and to understand it better I wanted to learn the Korean language
32. Personal development.



33. My interest in Korean culture and Korean language started several years before I joined TKSI, after visiting South Korea during the summer internship in university. I really enjoyed the time I spent in South Korea, and this impression still does not leave me. Afterwards I get to know about K-dramas and they keep my interest in learning the Korean language.
34. 그냥. I saw a possibility to learn another language I guess. Harder to do by myself.
35. It was free! :D And I've been interested in picking up Korean at some point in my life so it was a good opportunity.

## Question 2:

1. To promote more aspects of Korean culture than just pop culture
2. To promote learning the language and interest in the culture
3. To develop relations with other countries
4. To help cultures understand each other
5. To introduce a new culture and what it has to offer to Estonians.
6. To give opportunities for those who wish to learn Korean language and culture all over the world.
7. Spreading language across the globe is spreading their views and values
8. To let people around the world learn about Korea and their language
9. Attracting attention to Korean culture and the country, the desire to provide opportunities for those wishing to learn the Korean language, open doors for foreign specialists
10. To help others learn their language and to promote their culture. For those who are really interested, without the need of actually going to Korea.
11. I believe the main reason was to introduce the culture and language to us
12. Idk
13. To get more tourists coming to South Korea
14. Because they found it would be useful for others.
15. To promote Korean culture and inform more people about their language and culture.
16. In order to allow people who want to get acquainted with Korean culture, to do so
17. Not clear about the question
18. Korean is a language specific to 2 countries so they want to promote the language to avoid it dying like Estonian might
19. To expand
20. Because they're proud of their culture and language.
21. To make Korean language more widespread
22. Hallyu getting popularity worldwide they wanted the people also know about the Korean culture
23. To introduce Korean language and culture to a broader audience and to have a methodical language teaching system
24. To present Korean culture in the world.
25. Korean is very popular amongst young people because of Kpop and Kdramas and this makes many people interested in learning Korean language to understand the lyrics or emotions in drama better.
26. It enables more organised and standardised way of teaching
27. To introduce Korean culture and language to the rest of the world, make Korea more recognised in the world
28. To promote the culture

29. This is a good way to make the students learn Korean in a more professional way, and the lessons are also free for students. So theory lessons plus the practice, I guess this is a very good method to let people get more understanding about Korea, and its culture
30. To introduce Korean language and culture to people from different countries all around the world
31. To get people who are in the IT field to get to learn Korean and get people to get more acquainted with Korea
32. Being a small country it wished to spread awareness of the country and of its language more around the world.
33. Probably to spread Korean language around the world and support ist education for foreign, who are already interested.
34. To conquer the world, probably. Said non-eloquently, it's easier to be a country, if the whole world understands, respects, recognises, uses/consumes your language and culture. It will bring tourism, workers, investment, scientific and other knowledge to the country. So money, mostly. Also, it helps legitimising South Korea as the true bearer of Korean legacy in the world. Among more obvious things, it helps secure allies and help with national security. Possible merits are far-reaching.
35. Probably the projection of soft power abroad in terms of introducing its culture and fostering a greater interest among foreigners to visit or conduct businesses with the country. Possibly creating future economic benefits for the country itself. Not unlike other countries with similar such institutions (e.g. France's Alliance Francaise, Germany's Goethe Institute, China's Confucius Institute etc)

### Question 3:

1. Yes, I joined because I was deeply interested but I continued because of possible leverage it would give me. However, I quit last semester. I felt like, as the Korean learner of higher level, I wasn't appreciated and recognized for it.
2. Yes
3. No
4. no
5. Yes, at first I didn't think it would be such a fun and friendly study place.
6. Yes. At first I only wanted to learn the language, but after the years of studying in TKSI I have started to be more interested in the culture as well.
7. It has not
8. No
9. I am just thankful for the opportunity to learn Korean language and be a part of 'Little Korea' in my country.
10. No, not really.
11. No, my opinion has not changed
12. Yes
13. It became like a family
14. no
15. No, I still think that it is a very good institution.
16. No
17. No
18. No
19. Yes
20. No, not at all. Pleased overall.

21. No
22. First i came because of interest, now I'm still learning having a sense of responsibility (getting so far already)
23. The institutsion is not only a language learning centre, it incorporates culture into learning as well and is a very warm place to be studying. I at first thought that I would only be studying the Korean language but I have learned so much more.
24. My expectations didn't change, it just turned to be a more beautiful experience from what I had thought about.
25. No, my opinion has not changed. I started studying because I went to Korea and it made me mad that I couldn't even ask for a cup of coffee myself in Korean. After coming back from there I started learning Korean myself to understand these people better and not to be another "drama fan". I wanted to be something more.
26. I think the teaching methods and text books are the best I've seen until now
27. No
28. No, it's hasnt changed
29. After I joined the institution, the main reason is still for learning as I am interested with Korean language. At the same time, I also made friends, learn more traditions about Korea, not only the things in movie
30. sept 2017 - nov 2018. Like everywhere a lot of things depends from the people working at there - teachers. Also I understood that the temp of study is not appropriate for me, so I decided to learn Korean different way.
31. No
32. No.
33. No
34. Nope, not at all.
35. Nope.

#### Question 4:

1. Cultural norms, traditions and holidays, everyday life, everyday speech,
2. Cultural activities and travel
3. Korean culture classes
4. Korean history
5. It inttroduces me to Korean culture, custums and traditions.
6. Mainly culture, but TKSI has also given me a chance to practice my Korean with native speakers.
7. Introduces me to their culture/views/values
8. Korean culture
9. Korean culture. For example, why and how to address other people, how the history affected language and culture.
10. Culture such as dance(k-pop), food, tradition clothing, traditional paper art.
11. Culture, music, dancing, food
12. Culture
13. Korean culture
14. Korean culture in many perspectives.
15. Food, culture, traditions, another way of seeing the world.
16. Korean culture
17. Korean culture
18. Some interesting parts of Korean culture such as korean food, music and handicraft

19. Korean culture
20. Cultural insight
21. Culture, Food
22. Culture classes, some history facts about Korea
23. Like I said before - culture, customs, heritage, history.
24. Korean culture, food, dress, music, films, values etc.
25. Korean culture and traditions. Also Kpop and Kdrama. And I can't forget how amazing people are studying with me, because they make learning process a lot easier than it would have been without them.
26. Many cultural aspects of korea
27. Korean culture
28. Korean culture (cuisine)
29. The traditional culture, like traditional cloths, etiquette, local foods, and music
30. korean culture, food
31. Culture, food, music, sports, tv series and movies etc
32. Being more familiar with Korean traditions and its cuisine.
33. Some cultural aspects of course, general vision on life in South Korea, traditions, holidays, food (kimbap making lesson), songs and even dances (k-pop dance classes).
34. A bit of culture. And some people.
35. Korean culture, and the perspective of foreigners towards Korean culture

#### Question 5:

1. I mainly see it just as an interactive language course.
2. Connecting Estonia and Korea in a friendly way
3. Yes, that's where realations between Estonia and South Korea will develop
4. yes, cultural exchange
5. Yes, it gives estonians a better understanding of Korea and their people and vice versa.
6. No.
7. Yes, I would love to work in a country like Korea, therefore TKSI is a big part of my so called big picture
8. I think TKSI is already big picture by itself.
9. The opportunity to join Korea, to study in the field related to Korea
10. yes, I see it as a part of bringing Korea closer to others and it also helping to other to understand and be more open. It may even result in more people actually going to korea in the future.
11. Yes, I believe it is connecting our countries with each other
12. No
13. Learning about culture and lifestyle of people around the world
14. Bringing people closer, opening opportunities.
15. Yes. Korea offers lots of opportunities, therefore it is important that a country like Estonia would provide their people an opportunity to learn more about them and their culture.
16. No I don't
17. No
18. yes, giving people more options on the languages they can learn and therefore making sure more people in the world speak it
19. Yes, its like a big family that cares about and helps eachother
20. Connecting people with the same interest.

21. Yes, bringing people together
22. A start of a career involving Korean language maybe
23. I don't know if I do. I think it's a great place to be in if you are interested in Korea. I also know that the Korean government is interested in introducing Korea to the rest of the world and the institutes are a great place to do that. If TKSI could be a bridge between people living in Estonia who are interested in Korea and Korea as a country, that would be pretty good. Through that Korean people can maybe also get a better picture and understanding of Estonia.
24. Yes. In my opinion TKSI is part of that group of actors that promote peace in the world. Making possible the presenting of Korean rich culture with all its elements by Korean native people makes the institution the best ambassador to foreign people from around the world. And since love and tolerance is deeply related to knowing, the existence of such institutions promises us a more peaceful world, with less conflicts in the future.
25. If a person is totally into Korea then TKSI really is a part of a big picture. Helps and pushes you forward with Korean language. Many people want to go to Korea to live or study and with knowledge of Korean traditions and language it is so much more easier. (Maybe I didn't get the question right.. xD)
26. Yes, Korea as a country trying to make itself more known and popular in the rest of the world
27. I don't know, maybe
28. Big picture of Korea
29. I guess TKSI is not only an institution to teach language, it will also become a place to introduce Korean culture, the etiquette from Asia, and the institution to show Korea's open-attitude about the world, which will promote more young people get more understanding of the country and the culture
30. I think if there would be a constant workers it might be a really strong institution that helps to spread Korean culture in Estonia
31. I see it as a cultural center where people who are interested in Korea or want to learn more about the country and the people can come
32. Answer No2 is applicable here.
33. Yes, it is really nice to have an opportunity to learn Korean language whenever country you are. The more such KSI institutes will be around the world, the more people could easily use this opportunity.
34. I don't quite understand the question. A big picture of what, or for whom? There's nothing cosmic about TKSI, so the picture can't be that big. Well, it's one small part of the whole KSI program, so there is at least that. Uh, no imagination in me, if that's what you expected, sorry. Or refer to question 2, if that is more like what you expected.
35. In terms of the big picture for the ROK itself refer to my answer in question 2. In terms of the big picture relating to myself, not much except it was a good stepping stone to providing me with a good solid foundation of the Korean language should I wish to continue independent studies of the language in the future.

### Question 6:

1. Powerful, no it hasn't changed
2. I am not equipped to answer this, however my opinion has changed, not sure if positively yet
3. I just want to study more about Korean language and Korea itself

4. It hasn't changed. Korea is quite separated from the remaining world, you do not hear much about the life there unless you yourself are interested in it.
5. It hasn't changed, I really liked Korea and their culture before and I still like it now.
6. My opinion has changed a little bit since joining TKSI and that's due to the cultural classes and events.
7. Korra certainly is a big actor in south-east Asia. Also, their culture is well known acroll the Globe. My opinion has not changed.
8. Korea is very nice and well developed country and my opinion haven't changed after joining TKSI, i have always liked Korea.
9. Korea is a country that cherishes its culture and wants to share it with other nations
10. Very interesting and has a lot to offer. Well before I joined I really didn't have any opinions on Korea. But from joining I can see they are very nice people and it is a country that has a lot to offer.
11. Korea has caught my attention mainly because of music (k-pop) and thanks to this course I can appreciate the culture and language even more and I am very happy about it
12. No
13. -
14. I find Korea confident and humble. My opinion has not changed.
15. my opinion has not changed. I still find it a very fascinating country with very pleasant and friendly people. I am very grateful for the opportunity that TKSI gives me. Without the need to go to Korea, I am provided with great courses.
16. My opinion about Korea has not changed since joining TKSI: Korea is one of the most technologically advanced nations in the world. Samsung, LG and other brands own a big chunk of the smartphone/tablets/Tv market shares and have faced an exponential growth over the last decade.
17. Yes
18. My opinion of korea has changed, but not because of TKSI. It has changed from I want to live there to I really want to go to a vacation in Korea
19. A littlebit but mostly no it changed after i went to korea
20. Dont know how to answer to this. Not really.
21. Korea numbah one
22. First I had pink-glasses on and everything seemed so cool. Now, while grown up more, I also take everything involving Korea more seriously.
23. It has changed, mostly because I have learned a lot about the country. I think Korea is very much internationally important and recognized and will be even more so in the future. I hope that it will be for a good reasons.
24. Korea is one of the colors of the rainbow of cultures of the world without which the world would be less beautiful. Korea definitely has its own contribution in creation of what we can call humankind's values. After joined TKSI I became more aware of it.
25. My opinion hasn't changed. Korea still plays a big part in worlds economi (majandus). For young people all over the world Korea is inspiring and maybe also a way to escape the reality if it isn't as pleasant as it should be. The music and film industries really have a massive power over young people.
26. I didn't know much about korea before I joined TKSI, after that I got more and more interested in Korean issues, my impression of korea is changed for better
27. I have studied korean for several years on my own before, so I had quite good understanding of Korea already before joining TKSI. Internationally, I think Korea becomes more and more recognized recently.
28. Cultural country

29. I think from the economic perspective, Korea will show their influences via finding more opportunities for economic cooperation. For the culture, the TKSI and some culture activities will help to let more people know Korean culture. Still, I like TKSI, and believe that this institution will make more people love Korean and try to explore the beauties in Korean culture.
30. Korea is quite smart, strong but too much conservative actor (it also might be an advantage), no
31. It's good that we can all learn more about the wonderful country and the opinion has gotten better.
32. 1st part of question is not clear. My opinion of Korea has not changed.
33. Country with one of the fastest growing economies. My opinion did not changed after I joined TKSI.
34. (I'll presume you mean SK here.) Oh dear, that is hard to say in just a few words. Of course South Korea holds quite a lot of importance globally, both politically and culturally, and also economically and other "-ally's". Culturally and economically mostly on its own merits (and demerits), but politically, the way it is, most of the importance placed on SK on the global theatre is because of the threat posed by North Korea. For the second question, I guess so, but it has more to do with things that have happened there since, not so much with what I have learned from TKSI, which is nominally a non-political entity. I've certainly learned more about Korea thanks to TKSI, directly and indirectly, but I don't think TKSI's contribution has changed my opinion in a considerable way.
35. I think the ROK has been doing pretty well so far in generating interest in Korean culture abroad not just in its immediate vicinity and the rest of Asia, but also in the European and American continents. I remember when Japan was also exporting its music and tv shows just like what ROK is currently doing but Japan never managed to achieve the amount of success that ROK has done so far and also to sustain it for this long a period of time. My opinion on Korea has not changed after joining TKSI.