

REVIEW

by Svetla Karteva-Dancheva, Prof., PhD

**of Tsvetelina Panayotova Borissova's dissertation on the topic:
SOUTH KOREA'S NATIONAL STRATEGY FOR PROMOTING KOREAN
CULTURE AND LANGUAGE ABROAD**

for awarding a Doctor's educational and scientific degree in the field of:

**2.1. Philology, Literature of the people of Europe, America, Africa, Asia and
Australia (Contemporary Korean literature and culture)**

Korean Studies Department,

Faculty of Classical Languages and New Philologies

Sofia University 'St. Kliment Ohridski'

Information about the PhD student

Tsvetelina Panayotova Borisova has graduated from the bachelor's program in Korean Studies. In 2015, she graduated as a "Philologist in Korean language" and later she continued her studies in the Master's program "Modern educational technologies with the qualification of 'teacher' at Sofia University "St. Kliment Ohridski", which she successfully completed in 2017 acquiring the degree of "Master of Pedagogy".

Since 2014, she has been working as a Korean language teacher in 18th High school 'William Gladstone'. In the period 2015-2019, she taught Korean at the Sejong Institute in Sofia.

Information about the Doctoral studies

Tsvetelina Borisova was enrolled as a full-time doctoral student by Order № RD 20-150 / 18.01.2019, as of 01.02.2019, in professional field 2.1. Philology, Literature of the Peoples of Europe, America, Africa, Asia and Australia (Contemporary Korean Literature and Culture) at the Department of Korean Studies with the dissertation "National Strategy of the Republic of Korea to promote Korean culture and language around the world", with research adviser Assoc. Prof. Dr. Irina Sotirova.

During her doctoral studies, Tsvetelina Borisova successfully passed the exams provided by law by presenting regular reports to the Department and received a positive assessment of her work from the Department Council. The doctoral student was dismissed with the right to defend her thesis as of January 20, 2022. Her dissertation was discussed at an extended meeting of the Department of Korean Studies on January 20, 2022 and was submitted for external defense. Based on the above, I assume that during the process of training of the doctoral student as well as in the opening of the procedure for the dissertation defense there have been no violations of the Law of Development of Academic Staff or the Regulations of Sofia University "St. Kliment Ohridski".

Characteristics and evaluation of the dissertation and contributions

The dissertation consists of 214 pages. It includes an introduction, four chapters, a conclusion, a list of contributions, a bibliography, a directory with cited names, and appendices.

The topic of Tsvetelina Borisova's dissertation has been extremely relevant in recent years worldwide, being considered in various aspects - cultural, economic, political, etc. However, a comprehensive study of the role of the Government of the Republic of Korea in the dissemination of Korean culture and language has not been conducted yet. The presented dissertation is the first comprehensive study of this topic through the prism of promoting Korean culture and language among non-Koreans.

The introductory part convincingly substantiates the relevance of the topic and the reasons for its selection. It is based on the key role of the entertainment industry in the Republic of Korea in increasing the interest in all aspects of its culture which has transformed into the phenomenon of "Hallyu" - "Korean wave".

The concept of "strategy" for the promotion of Korean national culture abroad is explained, the importance of turning Hallyu into a "recognizable national brand abroad" is briefly traced /p.6/.

The aim of the study is precisely and clearly stated: "...to study and analyze in depth the national strategy of the Republic of Korea to promote Korean culture and language around the world with emphasis on its effect in Bulgaria." The tasks to be solved for its implementation are also described in detail.

The subject of the study is indicated, namely the national strategy of the Republic of Korea and the steps to stimulate the promotion of Korean culture and language abroad. Research is focused on the study of the relationship between the spread of Hallyu around the world and the growing international interest in Korean culture and language.

Tsvetelina Borisova presents in detail the hypothesis she wants to prove in the course of the study, dividing it into two parts: 1. The spread of Hallyu as the main reason for the growing interest in Korean culture and language around the world and particularly in Bulgaria; and 2. The birth and proliferation of Hallyu - a direct result

of the carefully planned and consistent policy of the South Korean government. The introduction also outlines the methodology of the dissertation research - analysis and synthesis as theoretical methods, and interviews and a survey as methods for collecting empirical information. The purpose of the empirical research is presented competently, the tasks of the survey are considered in detail and are well justified.

In the first chapter, Borisova focuses on the history of the Hallyu phenomenon, making comparisons between the different phases, outlining and commenting on the similarities and differences between them, supporting them with examples that show excellent knowledge of the facts. She also emphasizes the close link between the Government's national strategy to promote Korean culture and the Hallyu as a "single and recognizable brand", which has become an important factor in the successful image of the Republic of Korea abroad. Special emphasis is placed on the origin and spread of the Korean wave in Bulgaria.

The PhD student examines in detail the main factors for the success of Hallyu, correctly starting from the cultural change as a key factor and analyzing the reasons for the surprising success of the phenomenon abroad. The effects of the Korean wave - a new image of the country - have been consistently and convincingly followed; flourishing of tourism; growing interest in the Korean language - they all mark the positive results of the new national policy. The success of Tsvetelina Borisova's work can be attributed to the fact that it examines the most recent (from the end of 2021) phenomena that characterize the dynamically developing "Korean wave".

The second chapter traces the evolution of the cultural and linguistic policy of the Republic of Korea during the periods of the governments that ruled between 1988 and 2021, and reviews the period 1900-1988, which was marked by attempts to forcibly impose the Japanese language and culture during the Japanese occupation, as well as the subsequent measures to consolidate power, impose control over the population. This led to the imposition of censorship, which created

preconditions for the lag of cultural policy. The PhD student competently comments on a number of examples and facts that support the importance of the Hallyu and the transformations that are observed in the policies of governments regarding this phenomenon. The key role of their strategy for the dissemination and promotion of Korean culture is proved, which is one of the contributions of the dissertation.

The third chapter outlines the activities of state institutions that have made the most significant contribution to the dissemination and support of Korean culture and language abroad. Thus, the specific results of the overall strategy of the Government of the Republic of Korea are presented, proving the fact that the phenomenon of the "Korean wave" has the greatest contribution to the spread of Korean culture in the world.

The empirical study proposed in Chapter Four is the first of its kind in Bulgaria. It consists of two parts - an interview and a survey, the objectives of which are precisely outlined. Borisova convincingly substantiates the choice of the respondents who participated in the survey. In the course of the presentation she compares and summarizes their replies, reaching an in-depth analysis and conclusions about the promotion of Korean language and culture and the development of attitudes towards them in Bulgaria, while the results are clearly presented by precise schemes and diagrams.

The conclusions regarding the motivation and satisfaction of the learners are of special importance for the institutions where Korean language and culture are studied in Bulgaria.

The summaries and conclusions made at the end of each chapter are reasonable and logical and systematize the results achieved by the author of the dissertation.

In the concluding part, Tsvetelina Borisova emphasizes the importance of the study of the Hallyu and the strategy of the Government of the Republic of Korea for

the dissemination of Korean culture as a possible "benchmark" to provide guidelines for forming an appropriate strategy for Bulgaria. This is yet another contribution of the dissertation.

The precisely formulated conclusions prove the hypothesis stated at the beginning of the paper, as well as the achievement of the goal. They support the importance of the problem and the contributions of the research, indicated by the PhD student, which I accept as adequate and well-formulated.

The dissertation uses rich bibliographic and factual material - monographs, reference books, official documents, laws and regulations, cited works of Korean, Western European, and Bulgarian scholars. In the course of the research, the information and references are presented correctly and clearly.

Abstract

The abstract presented by the doctoral student Tsvetelina Borisova adequately reflects the content of the dissertation. All the requirements are met for this type of text which includes the milestones from the development of the dissertation, reflecting the main results achieved in the thesis, and summarizes the contributions.

Doctoral student Tsvetelina Borisova has presented three articles published in English which address the main issues related to the topic of the dissertation.

Conclusion

The research work presented for review impresses with the exposition and analysis of a huge amount of factual material. The structure of the thesis meets the requirements of a study with the characteristics of a doctoral dissertation. The work is extremely thorough, competently written, and innovative in terms of the first experimental study and the methodology applied to the presented analysis of the results.

The dissertation shows that the doctoral student possesses the necessary theoretical knowledge and skills in the professional field of the thesis by demonstrating qualities important for independent research.

The study contains scientific and applied research results that represent an original contribution to science and meet all the requirements of the Law of Development of Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for its implementation and the relevant Regulations of Sofia University "St. Kliment Ohridski ”.

Based on the above mentioned merits of the presented for review scientific work, abstract, scientific contributions, I have reasons to give a positive assessment and propose that the esteemed scientific jury award Tsvetelina Panayotova Borisova the educational and scientific degree "Doctor".

03.05.2022