

OPINION

on dissertation

„South Korea’s national strategy for promoting
Korean culture and language abroad”

by Tsvetelina Panayotova Borisova

doctoral student, Korean Studies Department

Faculty of Classical and New Philologies

Sofia University “St. Kliment Ohridski”

for obtaining educational and scientific degree “Doctor” (PhD)

doctoral programme

„Literature of the people of Europe, America, Africa, Asia and Australia
(Contemporary Korean literature and culture)”

by Prof. Ivanka Vlaeva, PhD

South-West University “Neofit Rilski”

Tsvetelina Panayotova Borisova is a specialist with experience in the field of Korean studies as a Korean philologist and a pedagogue in the field of foreign language teaching. In addition, she has extensive humanitarian training in the area of organization and management of tourism, modern educational technologies, new information technologies in the learning process and innovative approaches to building key competencies in the field of financial and civic education. This multifaceted education as well as the professional experience of the doctoral student is a very good basis for the successful development of the dissertation. The minimum national scientometric requirements are met. The chosen topic is new and important.

Tsvetelina Borisova's dissertation “South Korea’s national strategy for promoting Korean culture and language abroad” is important as a topic. The analyzes and results of the research have great opportunities for practical implementation in the field of cultural and creative industries. The dissertation consists of 214 pages. The structure includes an introduction, four chapters and a conclusion, a bibliography, a list of cited names, an appendix. There were used 204 sources in European and Korean languages.

The structure of the research is constructed from the general to the particular. The introduction precisely formulates the object, subject, research objectives, tasks and methodology of the research. A hypothesis of the dissertation is presented, which is confirmed in the conclusions of the whole research. The subject of the study is the relationship between the spread of *Hallyu* and interest in Korean culture and language around the world. The aim of the study is to analyze the national strategy of the Republic of Korea to promote Korean culture and language in the global world. The main focus is its implementation in Bulgaria.

Chapter One analyzes the peculiarities of the *Hallyu* phenomenon. For this purpose, the history of the spread of the Korean wave around the world and in Bulgaria is presented. Its four stages of development, the factors that help the export of *Hallyu*, and the results of this dissemination are outlined. The summarized information on priorities and their transformations in the development at each stage of the Korean wave is much valuable. This is exactly what I had the opportunity to follow and analyze on the strategies for presenting Korean music events in the Bulgarian context from 1990 to the present.

The Second Chapter focuses on the South Korean cultural policy. Important events are highlighted that mark the continuity and evolution of the Republic of Korea's national strategy, which aims to promote Korean culture and language around the world. This part of the dissertation summarizes the peculiarities and contributions to the cultural policies of the different governments of the Republic of Korea – mainly from 1988 to the present.

Chapter Three systematizes the most influential government institutions working to implement the Korean national cultural strategy. Their activity is presented and analyzed. The tables illustrating the development of Korean cultural exports in time and space are valuable. The presented results for Bulgaria are important.

The Fourth Chapter, which summarizes and analyzes the doctoral student's own empirical research, is very contributing. It presents and systematizes the

results of the empirical data. It includes 9 interviews and 169 surveys. They were made in 2021 in the three main educational institutions for the study of Korean language and culture. This chapter outlines the history of *Hallyu* dissemination in Bulgaria and its connection with the study of the Korean language there. The level of interest in Korean culture and language in the Bulgarian context is determined.

The general conclusions in the dissertation accurately draw important conclusions reached in the process of research work. The publications on the dissertation correspond to its topic and results.

This dissertation is the first comprehensive scientific research in Bulgaria on the phenomenon of Korean wave (*Hallyu*), its spread in the Bulgarian context and the impact on the study of Korean language and culture. The dissertation comprehensively analyzes various political, economic and cultural aspects of the outlined topics, which create a multi-layered study. The main contributions of the dissertation are related to the overall presentation of *Hallyu*, with the analysis of the consistently managed state cultural policy, strategies and "soft power" in cultural diplomacy, which help dissemination of the Korean culture in the global world. The purposeful activities of the governments of the Republic of Korea and the main state institutions working in this direction are indicated. This proves the hypothesis that the government has a key role in the management, transformation and distribution of *Hallyu* around the world.

Other important contributions of this dissertation are related to empirical research conducted through interviews and surveys. Thus, for the first time in Bulgaria, an in-depth study of the stages in the interest in Korean culture and language is carried out through the opinion, memories and assessments of Bulgarian recipients. The information presented and the conclusions reached in the dissertation will contribute to the understanding, implementation and adaptation of the well-functioning Korean model. It is an example of good practice for exporting and disseminating cultural influences. Conclusions from interviews and surveys can also serve as a basis for improving foreign language and culture learning.

The dissertation in its volume and content is innovative and complete, fully consistent with the introduced issues and follows the logic of the objectives in the study. It fully meets the requirements of the Law (ZRASRB and PPZRASRB) and the minimum national scientometric requirements. The dissertation presents an important issue, which is valuable not only for understanding a local tradition, but can serve as a model for good practices in the field of cultural industries. I support the scientific contributions formulated by the doctoral student and recognize the importance of the topic and the contributions of the dissertation. That is why, I suggest to the respected Scientific Jury to award Tsvetelina Panayotova Borisova the educational and scientific degree "Doctor" (PhD) in the professional field 2.1 Philology.

Sofia, 8 May 2022

Prof. Ivanka Vlaeva, PhD