

Digital Diplomacy between Korea and Japan

Public Diplomacy, Social Media and Soft Power

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Outline

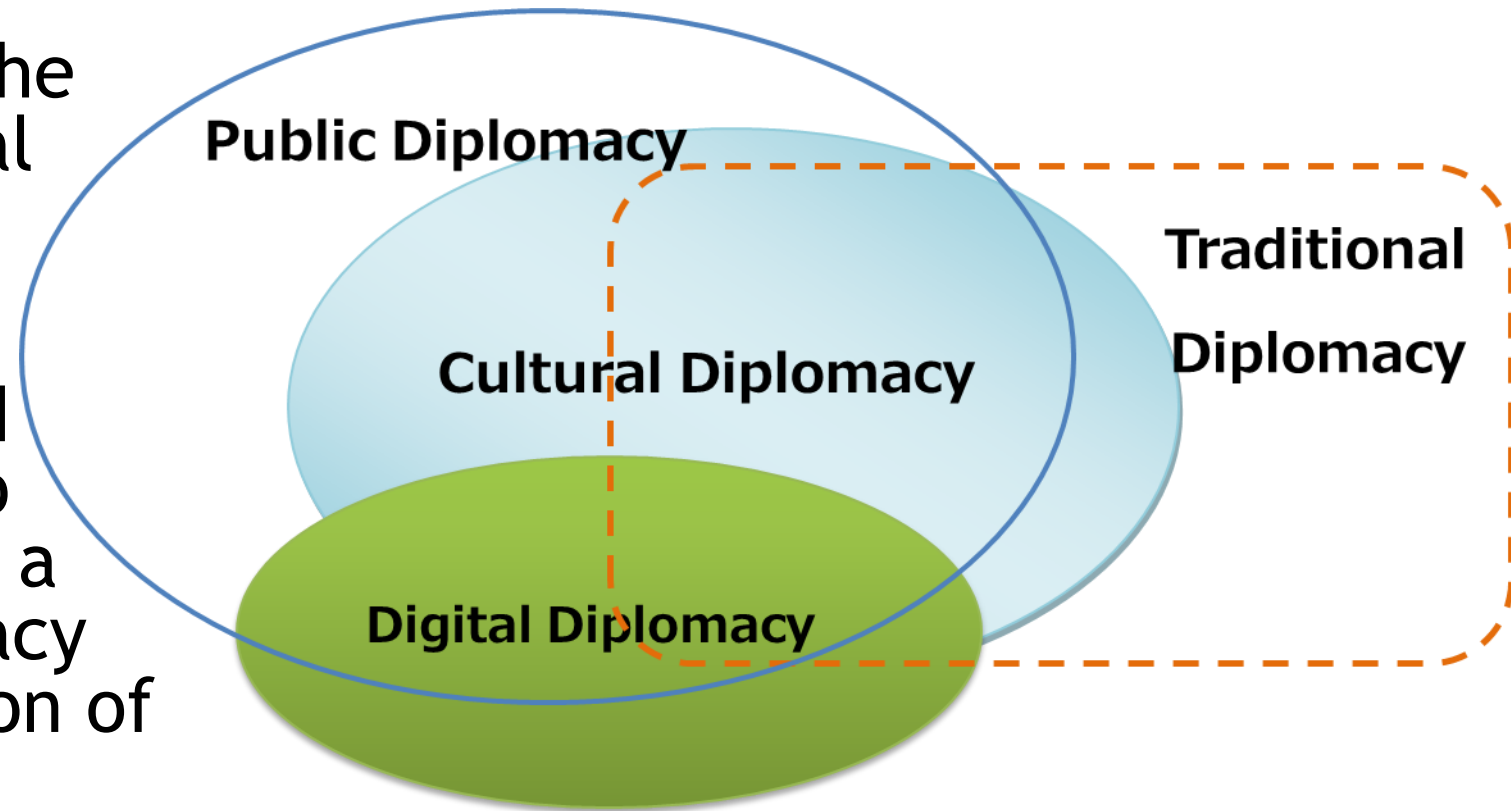
- Public Diplomacy on the Cyberspace
 - Public and Digital Diplomacy in Korea/Japan
 - Between Korea and Japan since 2010s
-
- Emergence of Cyber nationalism in East Asia
 - Implications: Impact on the Regional Governance

Public Diplomacy on the Cyberspace

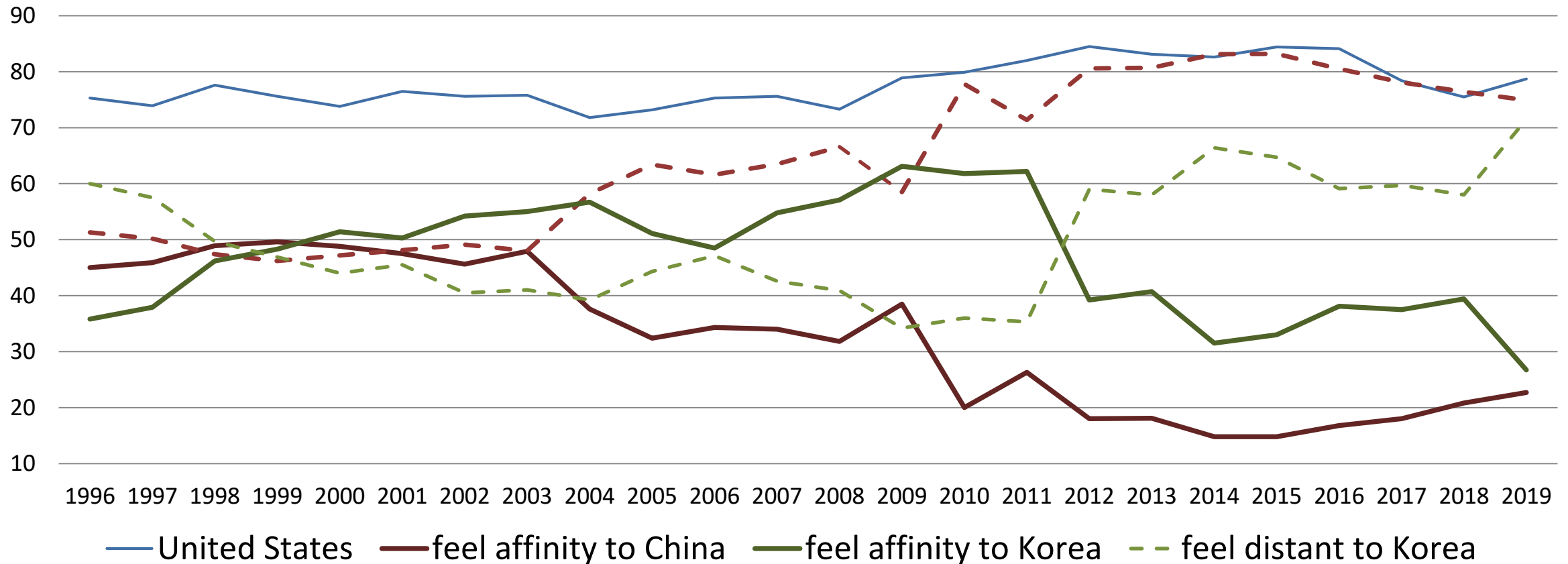
- Public diplomacy: government-sponsored efforts intended to communicate directly with foreign publics to establish a dialogue designed to inform and influence with the aim
- Digital diplomacy: a form of public diplomacy with the application of digital tools, including the Internet, software engineering, big data, and artificial intelligence

Digital Diplomacy

- Governments throughout the world are embracing digital platforms
- Diplomats, institutions and governments have come to regard digital platforms as a medium for public diplomacy activities and the projection of soft power

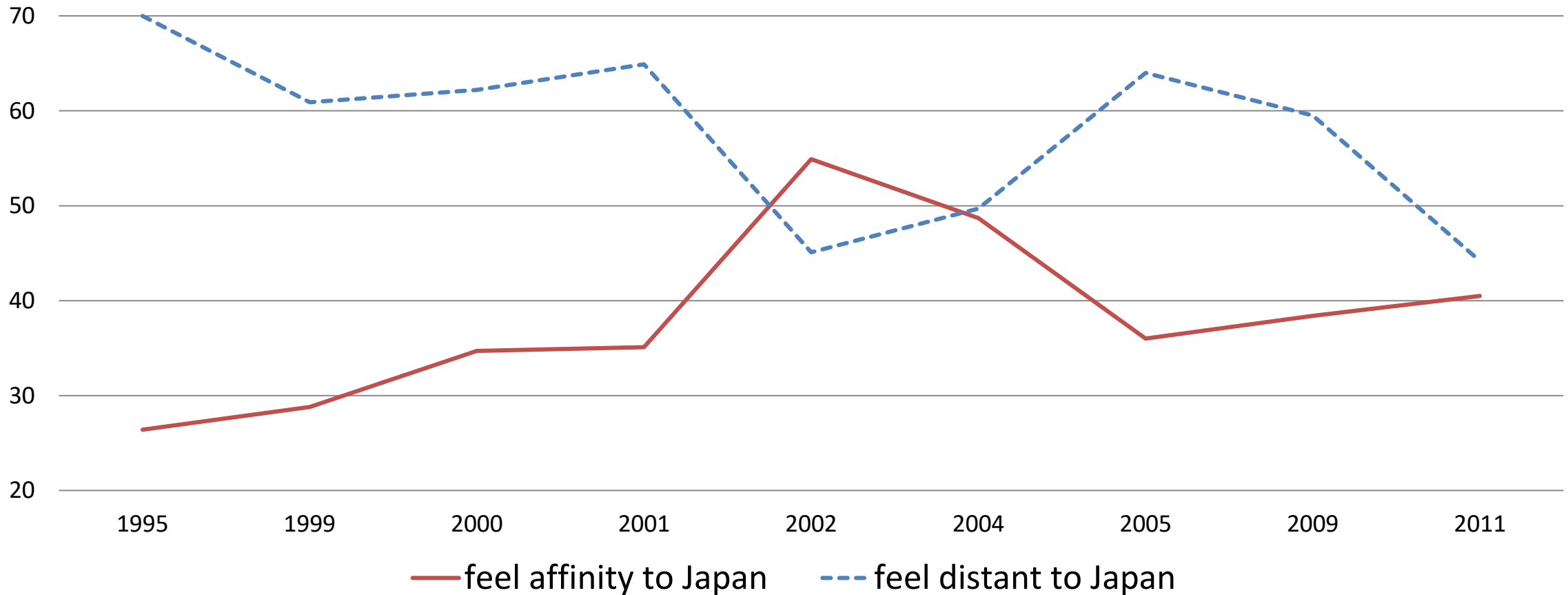


How Japanese feel to the US, China and Korea?



Source: Modified by the author using data, Survey on Japan's Diplomacy by the Japanese Cabinet Office

How Koreans feel to Japan?



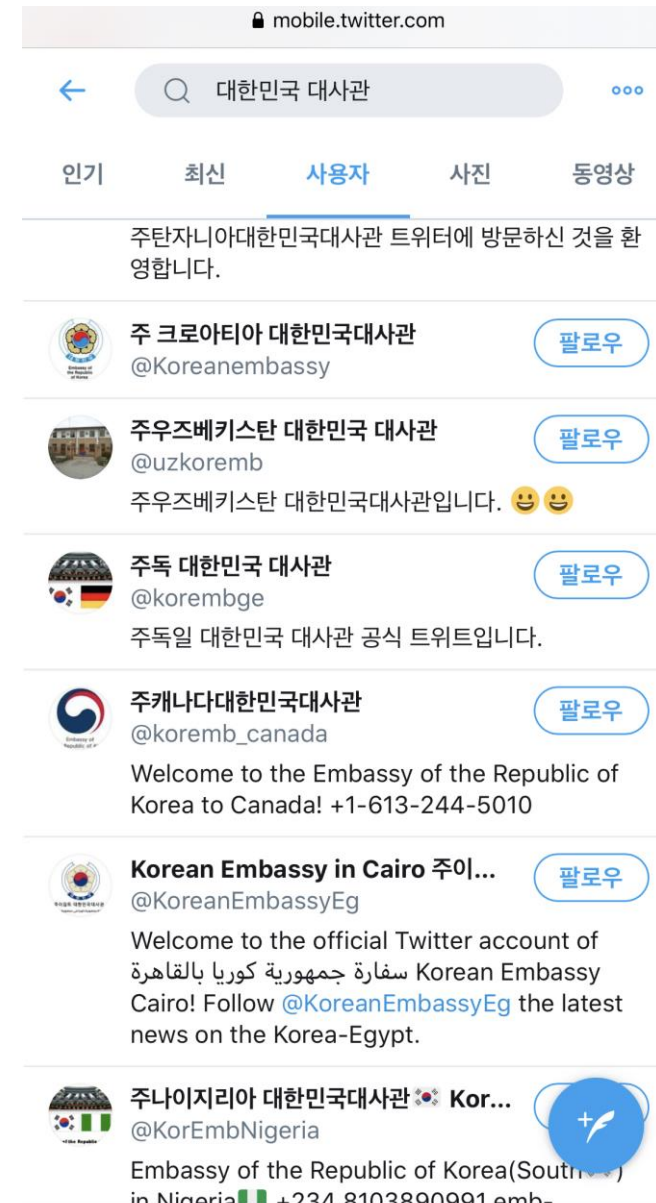
Source: Modified by the author using data from Gallup Korea

Public Diplomacy of Korea

- Since 1980s and institutionalization between 2011-present
- Korea can not compete against powerful militaries; use soft power
Aiming for the stable management of the Korean peninsular
- Focusing on Hanllyu or Korean wave
- Overlapping jurisdiction among the ministries
 - The Act on Public Diplomacy (August 2016) by the MOFA

Digital Diplomacy in Korea

- Disseminating correct information and knowledge through communication
- Adopting social media, local volunteers and the youth
- Lacks a consistent conception and policy

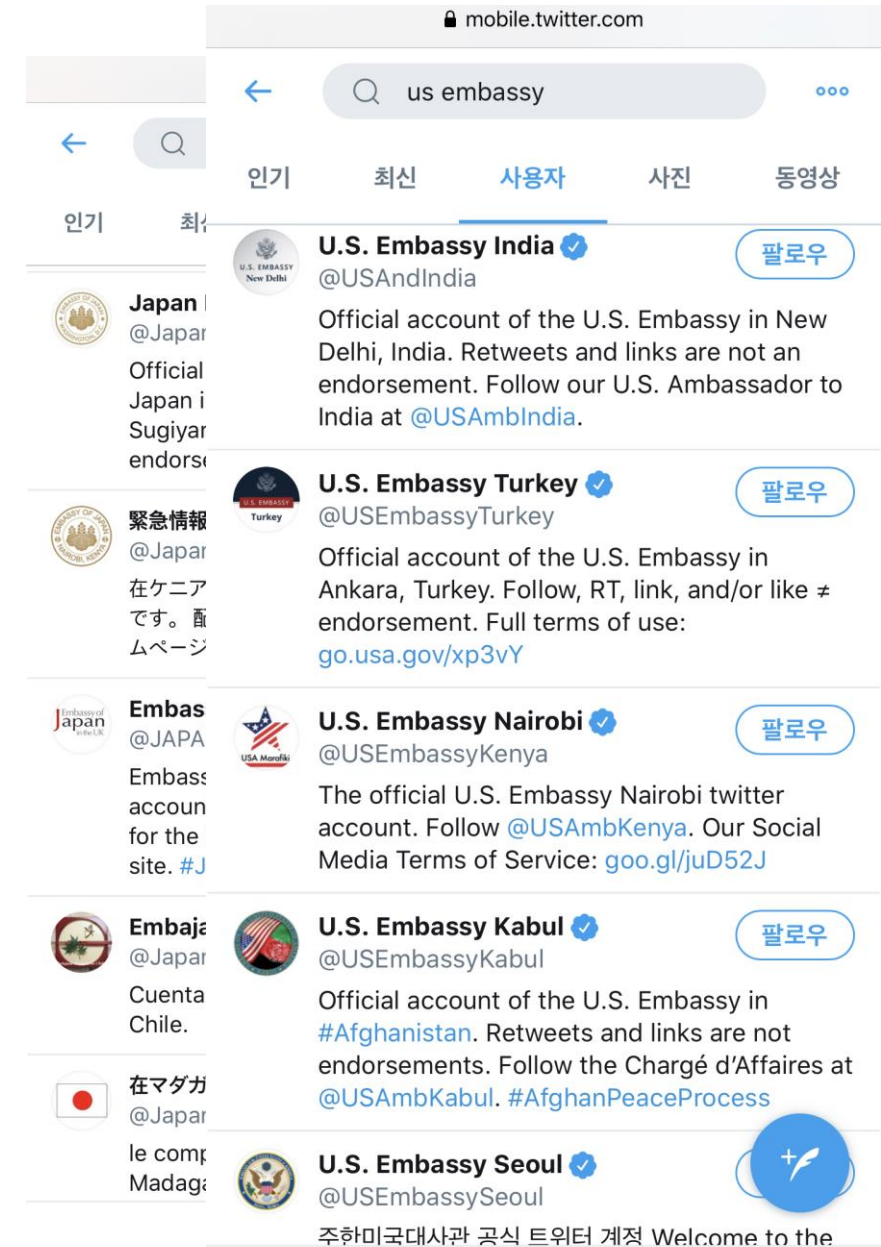


Public Diplomacy of Japan

- Originated in 1970s and developed by the MOFA(the Ministry of Foreign Affairs of Japan) in 2000s
 - Communicates general/foreign policy information for better understanding of Japan worldwide
 - Assists activities to introduce Japanese culture/ODA/etc.
- Language, traditional culture and pop culture
- Web Japan, Japan House
- Expand its international influence?

Digital Diplomacy in Japan

- Web-based than social media
- Outsourcing to local experts
- Delivering consular aid
- Fostering ties with diasporas



Digital Diplomacy between Korea and Japan

- Korea and Japan as a deeply digital-engaged society
- Free online translators: distribute contents on online forums
- Activities that meet the original purpose of PD are not well visible
- Conflict cases such as the Sea of Japan/East Sea, Dokdo/Takeshima, the comfort women issues and etc.
- China and/or US as variables
- Listening-Advocacy-Exchange (Cull, 2008)

Recap

- Public Diplomacy and Digital Diplomacy
- Digital Diplomacy between Korea and Japan
- Emergence of Cyber nationalism in East Asia
 - abundant information is likely to contribute to miscommunication and misunderstanding which can further lead to potential conflicts
- Ethics in the age of Digital Diplomacy?
 - provides highly reliable information