

16 MAY
2025

AULA MAGNA
VIRGINIA WOOLF

Piazza Rosselli 27/28
University for Foreigners of
Siena

International conference

K-SOFT POWER AND BEYOND

KOREAN CULTURE, MEDIA, AND GLOBAL EXCHANGE

09.00 Registration

09.15 Institutional Greetings

Presenter **KIM Kukjin**

Giuseppe MARRANI Director of the Department of the Humanities
JUNG Imsuk Director of Center for Korean Studies and Research

09:30 **Strategies of Influence: Korean Soft Power and Cultural Diplomacy in the Global Arena**

Chair **Bruce FULTON** (UBC)

LEE Jeanyoung (Inha University) *Public Diplomacy and Korean Soft Power: Case of Global Korean Studies*

Paola LAFORGIA (SoundSupply_Service) *Rimuovere la K da K-pop? Limiti e opportunità di una delle etichette simbolo dell'Hallyu* (online)

KIM Taeryong (Kyung Hee University) *The Politicization of K-pop Content and its Global Circulation*

Giuseppina DE NICOLA (University of Turin) *Cultural Diplomacy in Action: Comparing Soft Power Strategies of Korea and Italy*

11:10-11:20 Coffee Break

11:20 **Cultural Flows: Korea between Tradition, Innovation, and International Dialogue**

Chair **Sara BOCHICCHIO**

CHAE Okyang (Bordeaux Montaigne University) *Chaekgeori – When Korean Art Encounters Europe*

Mattia CORDIANO (Max Logistics SRL – Progetto Vivere in Corea del sud) *La Corea del Sud oltre gli stereotipi: soft power in ascesa e un'esperienza sul campo*

Veronica CROCE (Mugunghwa Dream) *Il Soft Power dell'Industria Culturale Coreana tra Sviluppo Economico e Identità Nazionale*

CHO Yu Sung (Spettrograma) *Le differenze e le influenze tecnico produttive tra Italia e Corea - case studies*

13:00-14:30 Lunch Break

14:30 **Korean Language Education in a Global Context: Pedagogy, Practice, and Learner Insights**

Chair **Jae Eun LEE**

RYU Kyungsook (King Sejong Institute of Rome) *Teaching Korean Color Terms: Metaphors and Idiomatic Expressions*

EO Daeun (University of Malaga) *Korean Education in Spain: Focus on the University of Malaga's Degree Program*

SONG Hyang-Keun (Busan University of Foreign Studies) *Changes and development of Korean language education in the post-covid era*

15:50-16:00 Coffee Break

16:00 **Narrating Korea: Cinema, Web Content, and Historical Memory**

Chair **Fabrizio MARCUCCI**

BAEK Taehyun (Kyung Hee University) *The Aesthetics of Memory and Resistance: A Single Spark and the Historical Practice of the Korean New Wave*

Paola SCAVO (Hyangak Soul) *La rappresentazione e la riscoperta della storia del '900 coreano nel cinema e nelle serie TV*

Caterina LIVERANI (Florence Korea Film Fest) *Dieci anni di studio sul cinema della Corea del Sud*

Irene LUSTRISSIMI (Sapienza University of Rome) *Web Novel e Webtoon: il caso Solo Leveling*

17.40 Closing

19.30 Social Dinner

This event was supported by the Seed Program for Korean Studies of the Ministry of Education of the Republic of Korea and Korean Studies Promotion Service at the Academy of Korean Studies (AKS-2023-INC-2230001)