

The Center for Korean Research and Studies “Yun Dongju” (CeSK) at the University for Foreigners of Siena is organizing a conference on K-Soft Power (May 16, 2025) as part of the Seed Program of Korean Studies (Pl. Imsuk Jung), promoted and funded by the Academy of Korean Studies. This academic event will provide a platform for scientific and informative discussions across various fields of Korean Studies, featuring thematic sessions on language, linguistics, culture, art, literature, media, publishing, and pedagogy. Scholars and experts in the field will take part in the conference, fostering interdisciplinary dialogue and offering in-depth insights into the global dissemination and impact of Korean soft power.



16 | MAY | 2026

AULA MAGNA  
VIRGINIA WOOLF

Piazza Rosselli 27/28  
University for Foreigners of Siena

COMITATO ORGANIZZATORE

**Imsuk JUNG**  
**Kukjin KIM**  
**Fabrizio MARCUCCI**

Informazioni  
[cesk@unistrasi.it](mailto:cesk@unistrasi.it)

ATENEIO INTERNAZIONALE  
Università per Stranieri di Siena

Unistrasi  
Centro CeSK  
윤동주 한국학 연구소

한국학중앙연구원  
THE ACADEMY OF KOREAN STUDIES

INTERNATIONAL CONFERENCE

# K-SOFT POWER AND BEYOND

KOREAN CULTURE, MEDIA,  
AND GLOBAL EXCHANGE

## PROGRAM

09.00 **Registration**

### 09.15 Institutional Greetings

Presenter **KIM Kukjin**

**Giuseppe MARRANI** Director of the Department of the Humanities

**JUNG Imsuk** Director of Centro CeSK

### 09.30 Strategies of Influence: Korean Soft Power and Cultural Diplomacy in the Global Arena

Chair **Bruce FULTON** (UBC)

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

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

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

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

10.50 **Discussion**

11.10 **Coffe Break**

### 11.20 Cultural Flows: Korea between Tradition, Innovation, and International Dialogue

Chair **Sara BOCHICCHIO**

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

11.40 **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*

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

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

12.40 **Discussion**

13.00 **Lunch Break (Catering)**

### 14.30 Korean Language Education in a Global Context: Pedagogy, Practice, and Learner Insights

Chair **LEE Jae Eun**

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

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

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

15.30 **Discussion**

15.50-16.00 **Coffee Break**

### 16.00 Narrating Korea: Cinema, Web Content, and Historical Memory

Chair **Fabrizio MARCUCCI**

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

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

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

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

17.20 **Discussion**

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)*