A Joint Korean-Israeli Workshop on Cultural Diplomacy and Soft Power
The Harry S. Truman Research Institute for the Advancement of Peace Institute of Hallyu Convergence Research, Korea University
The Hebrew University of Jerusalem, November 25, 2014

09.00-09.30 Registration

09.30-10.00 Opening Remarks
Menachem Blondheim, Academic Director of the Truman Research Institute
Gil-Sung Park, Faculty of Liberal Arts, Korea University
Nissim Otmazgin, Chair of the Department of Asian Studies, Hebrew University

10.00-11.00 Opening Lecture
Naoyuki Agawa, Keio University, Projection of Soft Power through Cultural Diplomacy: How Can It Better Contribute to the Resolution of International Conflicts?

11.30-13.00 Hallyu and Pop Culture as Soft Power in the Middle East
Ingyu Oh and Gil-Sung Park, Korea University, Hallyu Soft Power in Islam Culture: Palestine and Indonesia
Nissim Otmazgin, The Hebrew University, Fans as Agents of Cultural Diplomacy: Hallyu in Israel and Palestine
Jooyeon Rhee, The Hebrew University, Gendered Hallyu: Gender and Soft Power in the Middle East

13.00-14.00 Lunch Break

14.30-15.30 Korean and Israeli Cultural Diplomacy
Alon Levkowitz, Bar-Ilan University, Cultural Diplomacy and Nation Branding in Israel and Korea
Pablo Utin, Tel Aviv University, The Exchange: How Israeli Filmmakers re-imagine ‘Koreaness’

16.00-17.30 Cultural Diplomacy in Comparative Perspective
Galia Press-Barnathan, The Hebrew University, The Friday-night ‘Arab movie’ and the Origins of Israeli National Television as Cultural Diplomacy
Mario Sznaider, The Hebrew University, Chilean Wine and Soft Power
Tal Shenhav, The Hebrew University, Islamic TV Programs as Cultural Diplomacy

18.00-19.00 Concluding Remarks and Discussion
Limor Shifman, The Hebrew University, Eyal Ben-Ari, Kinneret College

For inquiries and registration: koreanwavemiddleeast@gmail.com

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