

SANG-YONG NAM MEMORIAL LECTURE

NEW THINKING ON KOREA'S PUBLIC DIPLOMACY Toward Public Diplomacy V 3.0

Wednesday March 25, 2015 | 4:00 pm
University of Michigan | Rackham Amphitheatre (4th FL)
915 E. Washington St., Ann Arbor MI

The Center hosts this lecture annually to celebrate the contributions made to Korean studies at the University of Michigan by Elder Nam. This has been made possible with the support of the U.S. Department of Education Title VI grant and the Nam Family Gift.

Recently, public diplomacy has become the buzzword of Korea's diplomatic community. Why is Korea suddenly making such concerted efforts to advance its public diplomacy? Does Korea possess the soft power assets to assure the success of its public diplomacy goals? What might be the desired direction for Korea's public diplomacy efforts? This lecture offers answers for the questions about a new, though not unheard of, diplomatic strategy in Korea.

Korea's public diplomacy is now in a transition phase, evolving beyond unilateral public relations activities. Although cultural assets, such as the so-called Korean Wave (Hallyu), serves as a valuable platform to promote awareness of Korea, the effectiveness of the Korean Wave becomes questionable as the goal of Korea's public diplomacy goes beyond simply introducing itself to foreign publics. In order to exert international influence and garner support for its foreign policy initiatives, it is imperative for Korea to strengthen its commitment to addressing global problems through upgraded public diplomacy activities.



Dr. Hyun-seok Yu President, Korea Foundation

Since May 2013, Dr. Hyun-seok Yu has served as the president of the Korea Foundation. Prior to joining the Foundation, he was a professor of international relations at the Department of Political Science and International Relations of Kyung Hee University in Korea. Dr. Yu has also served as professor at the Department of International Relations, Chung-Ang University, visiting scholar in the College of Law, Keio University (Japan), and the Institute of Security and International Studies, Chulalongkorn University (Thailand). He has served in several governmental advisory organizations, including the Evaluation Committee of the Prime Minister's Office, Evaluation Committee of the Ministry of Foreign Affairs and Trade, and Policy Advisory Committee of the Ministry of Unification. He graduated from Yonsei University (BA in Political Science) and the University of Colorado, Boulder (MA in Political Science). In 1995, he received his PhD degree from Northwestern University.

Free & open to the public

M | **LSA** NAM CENTER
FOR KOREAN STUDIES
UNIVERSITY OF MICHIGAN

ii.umich.edu/ncks
ncks.info@umich.edu
734.764.1825

SANG YONG NAM

MEMORIAL LECTURE

New Thinking on Korea's Public Diplomacy:
Toward Public Diplomacy V 3.0

Dr. Hyun-seok Yu
President, Korea Foundation

Wednesday March 25, 2015 | 4:00 pm
Rackham Amphitheatre | 4th Floor
University of Michigan
915 E. Washington St., Ann Arbor MI



ABOUT ELDER SANG-YONG NAM AND THE SANG-YONG NAM AWARD



A native of Daejeon, Korea, Sang-Yong Nam arrived at the University of Michigan from Korea in 1964 with only \$4 in his pocket as a graduate student in the College of Architecture and Design. He found few books about Korea in the U-M library and a lack of Korean art in the U-M Museum of Art. It became his dream to correct this disparity and make U-M a premier center for Korean studies. Over the years, Elder Nam, president and CEO of Nam Building Management Co. in Ann Arbor, became the largest benefactor of the Nam Center for Korean Studies at the International Institute, pledging more than \$4 million and making it one of the top programs in the country. In August 2010, the Center was named in his honor. He also gave generously to the U-M Asia Library, Museum of Art, and College of Architecture and Urban Planning. He was a member of the U-M Alumni Association and received the Distinguished Alumni Service Award in 2010. Elder Nam, 77, passed away in his home in Ann Arbor on March 29, 2011, surrounded by his wife Moon-Sook Nam, sons Andrew and Anthony, and their families. The Sang-Yong Nam Award is to commemorate the “four Ds” Desire, Dream, Drive, and Determination that marked his remarkable life and now comprise a legacy that continues to inspire young people in Ann Arbor and beyond.

2015 SANG-YONG NAM AWARD RECIPIENTS SAE YEON (SAM) YOO & SARA STEARNS

The Nam Center congratulates graduating seniors Sara Stearns and Sae Yeon (Sam) Yoo, co-recipients of the 2015 Sang-Yong Nam Award. As Nam Center Undergraduate Fellows, double majors with minor concentrations, and students who spent two summers working or studying in Korea, both students represent the dynamism of Korean studies at the undergraduate level at U-M. Sara is majoring in Asian Languages and Cultures and Economics, and Sam is finishing up his BBA in Finance and his BA in Political Science. In addition to their academic achievements, Sara and Sam are both actively involved in Korea-related activities on campus, as well as serving on executives of many student organizations that range. Sara has distinguished herself with her passion for languages, recognized for her Korean proficiency with study-abroad opportunities in Korea. Sam’s private sector experience is notable, working as an interpreter and attaché for various international events in Daegu, as well as interning at Christie’s Auction House in New York last summer.

PROGRAM

- 4:00pm **Sang-Yong Nam Award Ceremony**
Opening Remarks
Nojin Kwak - Director, Nam Center for Korean Studies
Welcoming Remarks
Andrew Martin - Dean, College of Literature, Science, and the Arts
Sang-Yong Nam Award Presentation
David Chung - Professor, Stamps School of Art and Design
Youngju Ryu - Associate Professor, Department of Asian Languages and Cultures
Special Remarks
Andrew Nam - Nam Family
- 4:30pm **Sang-Yong Nam Memorial Lecture**
Lecture by Dr. Hyun-seok Yu
Q & A

NEW THINKING ON KOREA'S PUBLIC DIPLOMACY: Toward Public Diplomacy V 3.0

Recently, public diplomacy has become the buzzword of Korea's diplomatic community. Why is Korea suddenly making such concerted efforts to advance its public diplomacy? Does Korea possess the soft power assets to assure the success of its public diplomacy goals? What might be the desired direction for Korea's public diplomacy efforts? This lecture offers answers for the questions about a new, though not unheard of, diplomatic strategy in Korea.

Korea's public diplomacy is now in a transition phase, evolving beyond unilateral public relations activities. Although cultural assets, such as the so-called Korean Wave (Hallyu), serves as a valuable platform to promote awareness of Korea, the effectiveness of the Korean Wave becomes questionable as the goal of Korea's public diplomacy goes beyond simply introducing itself to foreign publics. In order to exert international influence and garner support for its foreign policy initiatives, it is imperative for Korea to strengthen its commitment to addressing global problems through upgraded public diplomacy activities.



Since May 2013, Dr. Hyun-seok Yu has served as the president of the Korea Foundation. Prior to joining the Foundation, he was a professor of international relations at the Department of Political Science and International Relations of Kyung Hee University in Korea. Dr. Yu has also served as professor at the Department of International Relations, Chung-Ang University, visiting scholar in the College of Law, Keio University (Japan), and the Institute of Security and International Studies, Chulalongkorn University (Thailand). He has served in several governmental advisory organizations, including the Evaluation Committee of the Prime Minister's Office, Evaluation Committee of the Ministry of Foreign Affairs and Trade, and Policy Advisory Committee of the Ministry of Unification. He graduated from Yonsei University (BA in Political Science) and the University of Colorado, Boulder (MA in Political Science). In 1995, he received his PhD degree from Northwestern University.

THE SANG-YONG NAM MEMORIAL LECTURE was established to remember Elder Sang-Yong Nam's dedication to Korean studies. The memorial lecture is held annually in the early spring and the Sang-Yong Nam Award is given to a graduating senior or recent graduate of the University of Michigan, whose academic achievement, citizenship, service to the community, and commitment to Korean studies exemplify the values to which Elder Sang-Yong Nam dedicated his life.

NAM CENTER FOR KOREAN STUDIES at the University of Michigan International Institute encourages economic, political, and cultural understanding of Korea in the U-M community and beyond. Through its student and faculty support and ambitious public programming, the Center seeks to increase the depth and breadth of resources devoted to Korean studies. The Nam Center provides a historical context for the campus community and public to better understand current social and political challenges in Korea. With a history spanning more than 5,000 years, Korea boasts one of the world's oldest cultures. The Nam Center works to raise interest and awareness about this fascinating and ancient civilization. The Center supports student and faculty research and recruitment, new curriculum development, and an active colloquium series at the university, bringing eminent Korean studies scholars from around the world to speak on diverse and complex issues. Additionally, the center provides funding for public programs such as art exhibitions, film festivals, lectures, and conferences.

This special lecture is made possible by the generous support of the Nam Family Gift and U.S. Department of Education Title VI grant.

www.i.umich.edu/ncks
(734) 764-1825
ncks.info@umch.edu

Suite 4661 SSWB, 1080 S. University Ave., Ann Arbor, MI 48109-1106



2015 SANG-YONG NAM AWARD WINNERS ACCEPTANCE SPEECH



SAEYEON(SAM) YOO

Thank you. Today, I am extremely honored to be receiving this award, especially in the presence of not only the Nam Family, but also Dean Martin and Dr. Yu of the Korea Foundation.

Firstly, I would like to sincerely thank the Nam Family, and express how disappointed I am to have never had the chance to meet Elder Nam. It seems odd to me, even rude of me, to have received so much from Elder Nam and not be given a chance to thank him for all of his generosity. So to be finally given this opportunity, to extend my heartfelt gratitude to his family, lifts a large burden from my heart.

I was born in Daegu, but I grew up in Melbourne, Australia. When I first moved there, a Korean community was practically non-existent. Even when I left, after 12 years of living there, public understanding of Korea was still shallow; even for the few that did know, their knowledge seldom went further than K-pop and dramas. So, when I arrived in Ann Arbor, a quaint idyllic college town, I was told, I did not expect anyone to really know anything about Korea, let alone be interested in Korean studies or even guess that I was Korean.

Contrary to my beliefs, Ann Arbor had a flourishing Korean community. In fact, one of my stand-out memories of my freshmen year in Michigan was taking my friends to the annual Chusok party hosted by the Nam Center. My friends were obviously clueless about Korean culture, and I tried to take advantage of it by attempting to dress my male friends in female hanbok; I promised them that the dress was part of the culture.

In fact, to my surprise, Ann Arbor and around our campus, the students' knowledge of Korea extended far past Gangnam Style and Psy. In an age where Korea has become synonymous to that rotund, sunglass clad pop star, to have students and members of community be actively interested in looking beyond the humorous mask of Korea, and be interested in its culture, tradition and history is a true testament to not only Elder Nam's legacy, but also to the incredible work the Nam Center does to protect and strengthen that footprint Elder Nam has made in Michigan.

It is at this point that that I would like to personally thank everyone at the Nam Center. Especially Professor Kwak and Do-Hee. I know that having the calm and amiable Professor Kwak as, sometimes a father figure, sometimes a mentor has made my time in Michigan much more stable. And having the ability to walk into Do-Hee's office, to unload ideas for my student-club events or to simply have a laugh, has made even the coldest winters in Michigan enjoyable. Thank you. I cannot imagine what my time in Michigan would have been like without your support and guidance.

With that said, I will translate this award as the Nam Family's and the Nam Center's way of exhorting me continue on Elder Nam's legacy, for continued academic achievement, service to community and commitment to Korea. I will try my very best to uphold the high standard of excellence this award, and all of your expectations, asks of me.



SARA STEARNS

When I look back at my undergraduate experience over the past four years, it's clear to me now that I didn't really know what I was doing when I first came to the University of Michigan. All I really knew was that I was interested in learning more about the world around me and exploring topics I had never been able to study before. So I decided to major in asian studies, because this field represented something foreign and unfamiliar, something that I could really be passionate about studying. In particular, I chose Korean studies because it was a field that was hidden away in comparison to the

more popular Chinese and Japanese studies programs.

In my first two years as an undergraduate, I never really took the chance to explore Korean studies beyond the classroom setting. By chance, I came into contact with the Nam Center at the end of my sophomore year in an attempt to work out some study abroad logistics. The first person I ever met there was Do-Hee, who not only solved all my problems in a matter of minutes, but also told me about the opportunities I would have if I were to join the Nam Center Fellows program the following year.

Becoming involved with the Nam Center through the fellowship program was a turning point in my experience as a Korean studies major. Being surrounded by people who shared my interest in Korea, being able to see and experience Korean culture through events held at the Nam Center, and being able to attend and present at academic conferences devoted entirely to Korean studies... every opportunity the Nam Center has offered to me has gone far beyond my expectations of what it would mean to study Korea at this university. I have become more passionate about Korean studies because of the Nam Center. And beyond that, it is thanks to the staff and faculty here that I was able to develop a greater understanding not only of Korea but also of myself, to discover where my ambitions lie and what career paths I want to pursue. It is thanks to the Nam Center that I can graduate knowing that I am no longer that confused freshman with vague ambitions...

In the years I have been involved with the Nam Center, Mr. Nam's name has come up countless times. Unfortunately I was never able to meet Mr. Nam before he passed away, but I believe the values to which he dedicated his life are still prominent at the Nam Center. It's such an honor to be receiving an award in the name of the man who created the Center that has made such a difference in my life. So I would like to thank the Nam Family, the Nam Center, and everyone at the University who has made this journey possible for me. Thank you so much.





THIS BOOKLET IS PRESENTED TO THE NAM FAMILY IN COMMEMORATION OF THE FOURTH SANG-YONG NAM MEMORIAL LECTURE AND AWARD CEREMONY IN GRATITUDE FOR ELDER NAM AND THE NAM FAMILY'S CONTINUOUS SUPPORT OF KOREAN STUDIES AT THE UNIVERSITY OF MICHIGAN.