

amount of tourists visiting the country or foreign direct investment. It's also a way of (re)define the national identity and can even be seen as dream picture of what the country want's to be in the future. So it's also about nationalism in sense, and also about the idea that states have become like corporations fighting over a market share with other countries, so a country has a find an identity that's at the same time okay with it's citizens and also profitable. There's also a question of it working as guideline for foreign policy and also a quest to gain more soft power. And I'm going to the focus on these ideas in non-western context, meaning I'm going to look into South-Korea and Japan."

>

> sincerely

> Andrew Logie

Subject: Re: Available literature on soft power and nation branding?

Posted by [Jim Hoare](#) on Sat, 29 Sep 2012 18:11:49 GMT

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The yearbook, Korea: Politics, Economy and Society 2011, published by Brill, has a paper has a paper (pp. 91-117) by Alena Schmuck, on 'Nation-branding in South Korea: A modern continuation of the developmental state?' It has an extensive bibliography. Ms Schmuck is at the University of Vienna, e-mail alena.schmuck@univie.ac.at

Jim Hoare

From: koreanstudies-bounces@koreaweb.ws
[mailto:koreanstudies-bounces@koreaweb.ws] On Behalf Of Andrew
Sent: 29 September 2012 08:48
To: Korean Studies Discussion List
Subject: [KS] Available literature on soft power and nation branding?

Dear all,

This is on behalf on an undergraduate political science major.

Could anyone suggest literature on the topic of nation branding, which ROK puts so much effort into?

"So I'm probably going to focus on the idea that a nation brand is not only

a way to increase the amount of tourists visiting the country or foreign direct investment. It's also a way of (re)define the national identity and can even be seen as dream picture of what the country want's to be in the future. So it's also about nationalism in sense, and also about the idea that states have become like corporations fighting over a market share with other countries, so a country has a find an identity that's at the same time okay with it's citizens and also profitable. There's also a question of it working as guideline for foreign policy and also a quest to gain more soft power. And I'm going to the focus on these ideas in non-western context, meaning I'm going to look into South-Korea and Japan."

sincerely

Andrew Logie