

[Articles]

**Of Korean Dramas, Filipino Soap Operas and Philippine Television: The Perceptions of the Culture Industry Practitioners**

Pages: 1–28

*Florinda de Fiesta-Mateo*

Abstract: The Philippines is one of the countries where the expansive effect of the Korean wave is felt. Among the various Korean cultural products, the Korean television dramas enjoy the greatest popularity among the Filipinos. This paper presents the findings of a study on the perceptions of the Korean cultural products, particularly the Korean television dramas, of Filipino practitioners in the culture industry. Cultural convergence, as a result of globalization and the breakneck pace with which technology develops, provides an explanation for the positive reception of these television dramas. Other factors such as economic and technological factors account for the good production values of the Korean dramas, acknowledged by the Filipino culture industry practitioners as the edge of these imported dramas over the locally-produced ones.

**Beyond Bilateral Cooperation: The Vietnam-Korea Relationship in the Asia-Pacific Century**

Pages: 29–56

*Pham Quang Minh*

Abstract: In 2012 the Socialist Republic of Vietnam and the Republic of Korea celebrate the 20th anniversary of their diplomatic relationship. Having had to overcome the heavy legacy of the Vietnam War, ideological differences and emerging obstacles, Vietnam and South Korea made a historic decision to establish diplomatic relations on December 22, 1992. Since then, Vietnam-South Korea relations have developed rapidly, “explosively”, and beyond any imagination. The question is ‘how were these two countries were able to develop their relationship in such an eye-catching way, and register such impressive achievements over the last two decades?’. The main objective of this paper is to analyse the dynamics of expanding Vietnam-South Korea cooperation as it relates to East Asian and Pacific regionalism. In order to do so, I shall first survey the background of Vietnam-South Korea cooperation from an historical perspective. Second, I will try to compare the respective roles of Vietnam and South Korea in the newly emerging East Asian security environment. The third part of this paper will examine the dynamics of Vietnamese foreign policy toward the region through an analysis of important events that have occurred since 1986 and which illuminate Vietnam’s attitude toward, and

perception of, regional organisations. The paper concludes that Vietnam and South Korea, faced with similar security challenges in the new strategic environment, share the same point of view on building of an emerging Asia-Pacific security architecture in which each may play an active and constructive role.

### **The Strategic Importance of South Korea–ASEAN Relationship in a Changing Political Architecture of the Asia Pacific**

Pages: 57–76

*Aleksius Jemadu*

Abstract: South Korea's relationship with ASEAN does have strategic meaning. It is not just an additional element in its foreign policy. However, the strategic importance of such a relationship should be put in the context of the changing political architecture of the Asia Pacific in which South Korea seeks to play a bigger role as an industrial powerhouse. The contestation of power between the United States and China may serve as a constraining factor for such an endeavor.

### **The Impact of Culture on Industrial Action in Korean Enterprises in Vietnam**

Pages: 77–102

*Nguyen Hoang Anh*

Abstract: The paper aims to examine the impact of culture on industrial action in Korean companies in Vietnam. Based on a survey of 133 Korean FDI firms throughout Vietnam, we have found that industrial action occurs because of differences in working expectations, conflict recognition, communication, leadership and conflict resolution styles, which can be defined as cultural influences. We hypothesise that increasing the level of cross-cultural awareness could help to avoid industrial action.

### **Koreanising Globalisation: Nation-state Agency and the Case of Korea**

Pages: 103–126

*Jacqueline Willis*

Abstract: This paper juxtaposes North Korea's Juche (self-reliance) philosophy with South Korea's globalisation (Koreanisation) policy, known as 'Segyehwa'. It argues that North and South Korea's divergent views on globalisation clearly indicate that, rather than being fixed and immutable, globalisation is variable and reflective of the nation-state. Seeking to empirically test this hypothesis, focus is given to how the concepts of Juche and Segyehwa unfold in practice within the North and South.

## **Heroes During Times of Unrest in Korean History: From the Reference System between China and Vietnam**

Pages: 127–166

*Do Thu Ha and Trinh Dinh*

Abstract: In the process to study on the character typology in China and Vietnam' history, especially the distinguished heroes in historical unrest times and turning-point eras, there were many similarities and differences in characteristics of hero typology between Vietnam and China. To reach a common knowledge which is systematic in the whole region, it is necessary for us to build up a relationship and extension to other nations in East Asia that used to be under the influences of Chinese pictographic script. Among these, Korea is an important correlating point. After defining some essential concepts, the article analyses the important cases of the distinguished heroes in historical unrests and turning-point eras in Korea in comparison with the correlating system in the whole East Asia such as introduction on the emergence of the typical heroes, the detailed typology (Nation-founder heroes, Royal- guru heroes with their characteristics) and the hero patterns. It can be said that the article opens a new angle for historians and culturists to revise some very interesting phenomena in East Asia.

### **[Korean Studies Update]**

#### **Korea's 60-Years of Democracy and The New Direction of Korean Political Studies**

Pages: 167–182

*Yoon-Jae Chung*