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GÜZEL SANATLAR TEMELİNDE KORE'NİN KAMU DİPLOMASİSİNİN YUMUŞAK GÜCÜNÜN FELSEFİ YÖNÜ

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Nelya Potapova
Phd, Assoc. Prof., University of World Economy and Diplomacy (Uzbekistan)
ORCID: 0000-0002-9371-8235
nelya260946@gmail.com

ÖZ

Makale, güzel sanatlar alanında Kore'nin resmi politikasını tanımlamaktadır. Bu makalede Koreli kamu diplomasisinin, sanat sergileri, sanat galerileri, çağdaş sanat müzelerinin inşası ile finance edilmesi, Koreli yerli sanatçıların tanıtımı, bu kanallar aracılığıyla pratik uygulaması gösterilmektedir. Sibernetik, kuantum teorisi, dizgi kuramı temelinde felsefi yönüne özellikle dikkat edilmekte, bu teorileri felsefi bir paradigmaya dönüştürmek için bir girişimde bulunulmaktadır. Gösteriler, bilgisayarlaşmanın sanat ve toplum üzerindeki etkisi üzerine düşünmektedir.

Anahtar Kelimeler: *Kamu Diplomasisi, Iş Diplomasi, Bienal, Sanat Galerisi, Sanat Müzesi, Sibernetik Teori, Kuantum Teorisi, Hologram, Bilgisayarlaşma. Dijital Sanat, Kurulum*

PHILOSOPHICAL ASPECT OF SOFT POWER OF PUBLIC DIPLOMACY OF KOREA ON THE BASIS OF FINE ARTS

ABSTRACT

The article defines the official policy of Korea in the field of fine arts.This article demonstrates the practical implementation of Korean public diplomacy through such channels as financing, promotion of Korean domestic artists, through the organization of art exhibitions, art galleries, and the construction of museums of contemporary art.Particular attention is paid to the philosophical aspect on the basis of cybernetics, quantum theory, string theory, an attempt is made to translate these theories into a philosophical paradigm. Demonstrations reflect on the impact of computerization on art and society.

Keywords: *Public Diplomacy, Business Diplomacy, Biennale, Art Gallery, Art Museum, Cybernetic Theory, Quantum Theory, Hologram, Computerization. Digital Art, Installation.*

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INTRODUCTION

The South Korea today is a dynamically developing country that relies on export production, the latest technologies and public diplomacy, one of the tasks of which is the popularization of its fine arts. It is no accident that Korea was elected a member of the Executive Board of UNESCO for the period 2015-2019, the World Heritage Committee from 2013 to 2017 and the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage for the period 2014 - 2018. (http://www.mofa.go.kr/, 2018)

In this regard in 2015 Korea passed a law on public diplomacy. And the current Foreign Minister of the Korea Kang Kyung Whasaidthat the Korean Committee on Public Diplomacy had completed the first basic plan of the Republic for public diplomacy. It will operate from now until 2021.

Current projects of public diplomacy worth 410 billion won, presented by 15 metropolitan councils and nine central administrative authorities. These projects exclude official development assistance (ODA) and other foreign projects in the field of investment and economic cooperation. (Rachel Lee, 2017)

According to the ministry the plan for implementing public diplomacy consists of 49 tasks in six areas including infrastructure, politics, knowledge and culture. It contains about 320 cultural projects, 200 knowledge-related projects and 190 projects focused on politics. An active participation in public diplomacy of the private sector is envisaged, which will contribute to the strengthening of networks of professionals in the field of art.

And in the aspect of fine arts, events are held consistently and systematically. Theses "Dissemination of culture is an instrument of economic policy" of Korea(Judith H. Dobrzynski, 2016a) and "public diplomacy - business diplomacy" (Michael B. Goodman, 2006, Pamela H.,1998) are really implemented in practice. In this context Korea implements its projects including in the field of art representing the country on the international arena demonstrating elements of its national culture.

THE SCIENTIFIC AND THEORETICAL BASIS OF MODERN PUBLIC DIPLOMACY

If we talk about the scientific and theoretical approach, modern public diplomacy is represented by two directions - neo-liberalism and constructivism. Neo-liberalism is known to be Joseph Nye and the basic concept is that the transfer of social behavior, the norms of international law from state to state, can harmonize international relations or make them more predictable. If the state does not have attractive values then public diplomacy is not capable of influencing foreign.

Constructivism, represented by E. Gullion, essentially says that each of the states has its own perception of the world, different from other cultures and

values, and in this diversity lies the foundation for creating a stable peace and relations. The basic condition is the desire to understand "others" without denying their right to their own identity. (The Edward R. Murrow Center for Public Diplomacy, 2018) In particular Gullion's concept was: "Public diplomacy…deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as diplomats and foreign correspondents; and the process of intercultural communications". (Nicholas, J. Cull, 2006)

An extensive interpretation of public diplomacy from the position of strategic communication is given by the American expert R. Zaharna. She first proposed to consider public diplomacy as a means of so-called dialogue propaganda. Unlike traditional propaganda, new propaganda public diplomacy is understanding (dialogue), information and influence. The main goal of such public diplomacy is short-term political campaigns aimed at information support and promotion of foreign policy tasks in other countries or improvement of the state's political image.(Zaharna, R. S., 2009: 86-100) And realization is achieved through programs of public diplomacy.(Van Ham, P. 2008: 616,128.Bobrov, A.N. 2018)

Objects of public diplomacy are usually values domestic and foreign policy of the country and add culture. If these objects are attractive and acceptable to a foreign audience then it is possible to create favorable conditions for their promotion abroad. Otherwise attempts to show oneself and open up to the world may not work. (Mkrtumyan, M.G., 2016:576-578)

The role of public diplomacy in promoting the image of the nation, helping the state form long-term relations with other countries on the basis of trust between peoples, promoting understanding and justifying the policy pursued by the state. (Yun Young, Cho, 2012a)

THE ANALYTICAL LENS: PUBLIC DIPLOMACY OF KOREA ON THE BASIS OF FINE ARTS

If you look at the nation's image, then you cannot do without art. Until recently, Korea's art was isolated to some extent, it was more known in the Asian continent, and it was believed that Korean fine arts do not have their own face, as it is borrowed from Chinese and Japanese styles. But the new state policy has developed a new strategy that was aimed at providing an opportunity for a deeper and more detailed study of the specifics of Korean fine arts. (Cho Sun, Mie,2010:352,Henrik Hjort, Sorensen,1989:36, Laurel, Kendall,Jongsung, Yang,Yul,Soo Yoon, 2015: 160, Francis,Mullany,2006: 414) As a result of which the research of the past years was raised and restored, new scientific research was carried out. The policy of South Korea

regarding the development of public diplomacy does not stand still, it is constantly in a dynamic state.

"Informing foreigners about the geographical facts of the country is not enough": - writes Yun Young Cho: - "South Korea should more effectively introduce the modern culture of the country and publish its current events. Accessibility must be improved for the peoples of foreign countries. South Korea should not simply offer basic information, but explain what is happening and make similar explanations in relevant other countries."(Yun, Young Cho,2012b).This was said in 2012 and, over the years, there have been tremendous shifts in Korea's fine arts.

Exhibitions, biennales, fairs, museums and other events were organized with the financial support of various foundations, such as the Korea Foundation, the Korean Foundation for Advantages' Study of Benefits and Other Funds and Individuals. It can be said that Korean art has become more popular. (Judith, H. Dobrzynski.2016 b).

Modern South Korean artists demonstrate themselves, using a combination of identity of the national style with the latest technologies, as well as a combination of national style and modern trends of European art.

Public diplomacy is also used at modern art exhibitions "Kiaf", which represents a ramified infrastructure with a large number of private galleries, art centers, public and private museums.

The art market is of great importance in public diplomacy in art becomes a part of business. Korean artists are exhibited at foreign exhibitions in Miami, New York, Spain, Italy, are in demand, and indeed, their work is sold.(Gwangju Biennale Foundation,2017)

The Internet project "Korean Art Project with Art Museums", presents contemporary well-known young artists with their exhibitions, there also presents news in the field of art, as well as places where exhibitions are held in Korea. (Korean Artist project with Korean Art Museums,2017)

Social networks of facebook, instagram and kakao talk are represented as a platform where artists can exhibit their works independently to a wider audience and put up for sale through groups.

The Space Sarubia project is an alternative space for experimental art in the genres of fine arts, architecture, music, dance and cinema. The gallery devotes itself to innovations in new concepts, practices and incubation of talents of unknown artists who are selected through an open process, on a competitive basis for filing applications.

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Some Aspects Of The Computerization Of Korean Society And Its Impact On The Art Of Korea

Currently, Korea is one of the three leaders in the use of ICT, as well as through government programs such as the National Information System (NBIS), the National Information Super Chemistry, the Korean Information Infrastructure (KII), which link the overall computerization and development of information technologies with the economic growth of the country. As a result of the implementation of these programs in 2000, all schools in the country were connected to the Internet. Since 2001, Internet access for schools has become free.(Tkacheva, N.V., 2003)

According to statistics, Korea ranked first in the ICT Development Index (IDI), published by the International Telecommunication Union in 2015 and 2016. Statistics of Korea's computerization during this period in domestic consumption testifies to the almost universal computerization of this country. Households using a computer.

[Computer proficiency level] (Unit:%) (Korea Internet & Security Agency,2018)

With Computer	Without Computer
Total household 75.3	24.7
Householder's age	
20 and under 90.4	9.6
30 95.6	4.4
40 95.3	4.7
50 84.2	15.8
60+ 38.9	61.1

For the Korean society, computer and information technologies are not only a brand, but also a national treasure. And art is organically intertwined in this rapid process. Korean society is very adaptable to the influence of computerization.

Universal computerization, for today makes us think about what it can lead to not only in Korean society, but throughout the world. There are many questions connected with how our life will change in the process of development of computerization. The question of whether it is necessary or not is not needed, since universal computerization, as well as globalization, is an irreversible process that is beyond doubt. But it is obvious that the computer dramatically changes the content of society's life. Now there are many disputes and fears that computerization can lead to negative consequences from the moral and physiological aspects of human development. But, in all probability, medicine will develop methods to avoid the negative effects of computerization for society. As for the scientific and technical side of the problem, here the answer clearly stands for computerization and information technology.

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A very important point is what happens to contemporary art. There is such a term as installation.(Mironova. T.,2018) This is when modern technologies are used, in particular, to provide a more efficient perception of the image or composition.(Buddha I installed on SeMA Warehouses,2018)

In Korea, the installation is actively used at various exhibitions and biennale. (Korean Art,2018). To date, the concept of fine art has expanded, since art is such a phenomenon that the scale of fine art, sculpture, architecture is very conditional, and with the advent of high technology frames have become even vaguer. Wall painting, organically executed by an artist or sculptor, in a beautiful castle, modernist and postmodern exhibitions, using in their works special effects in the form of glare, stands or a pile of garbage, personifying the global problem of environmental pollution, etc.

The installations that are so actively practiced in art are a kind of preparation for the perception of the future, the transition from the mechanical and electrical world to the electronic world. There is also a new direction - digital art. (What is Digital art?,2018) There are many parallels with traditional art and in the art community a lot of controversy. There are representatives who recognize this direction and promote it, but there are also opponents. In my opinion, drawing with a computer will be a common practice. Computerization in this respect surpasses the canvas and brush, as the progress of society is moving in this direction. Moreover, just these computers, will create an opportunity to understand, imagine and explain the future and in general the nature of things. Only this is still a matter of time. This does not mean that traditional art will exhaust itself, it will simply be partially replaced by a computer. And the very concept of art, of course, will remain.

A computer or other gadgets, in this case, do not matter, it is a kind of guide to the future not only of science, but of the whole life of human society. These devices, based on computer programming, will radically change our understanding of the world and life on Earth and the existence of even Galaxies. Art is what will remain, unlike other skills and professions, at the same time it will provide an opportunity to visualize the essence of things, so that humanity will understand how this world is changing and will appreciate the new and old achievements. (The Next Rembrandt, 2018) Because the new generations will admire the technique of drawing by hand in tens of years. Of course, the perception of the world will be different.

Computational technologies are indispensable in science, economics, politics, as well as in medicine, agriculture, education, space, business, that is, in all spheres of human life and art is no exception. Although many artists are negative about the active use of computer in painting, nevertheless, the replacement of fine art in computer drawing is obvious. And not only the picture has it threatened to completely replace human activities with artificial ones. It is important to consider that artificial intelligence, which

completely replaces a person, can lead to a catastrophe, which Stephen Hawking himself warned. (Stephen, Hawking, 2018)

The the need for computerization to explain the nature of the universe or how art will help us change our perception of the world

Cybernetics is now one of the most popular branches of science. According to the definition: "cybernetics is the science of the general laws governing the processes of control and information transfer in complex control systems, be they machines, living organisms or society".(Encyclopedia of Cybernetics, (ed.)Glushkov, V.M.,1974)

Indeed, everything that exists in nature and society is a system, human society is a system, scientific knowledge is a system, and all these systems exist. All phenomena in nature and society are already considered through the prism of systemic. Moreover, society creates a system for managing people and, thus, develops. Another question is whether these systems created by a person or society are effective or progressive, but their presence is difficult to deny. Machines created by man are also a kind of system. Computers - the system, the latest technologies, communication, everything - the system.

Modern philosophical studies of physical and mathematical theories are making a new round of popularity and rethinking the development of society and the whole universe. It is no coincidence that today these programs and documentaries created on the Discovery Channel, the BBC (The Secrets of Quantum Physics 2of2 Let There be Life - Watch Documentary (BBC Four),2018), through space and time with Morgan (The Universe 6 Season HD God and the Universe,2018, Great in small (Great in the small. Cybernetics in painting,2018), Cybernetics in Painting (Discovery: Beyond Science: Cybernetic Reason, Discovery,2018) and others have a tremendous success.

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The object of cybernetics is all managed systems. Systems that cannot be controlled, in principle, are not objects of study of cybernetics. Quantum theory, string theory, the theory of the existence of black holes is precisely engaged in the study of systems that cannot be controlled, but the conclusion that the whole world is a hologram,(History of the development of high-energy theoretical physics, Bohr, Niels Henrik David; The dispute between Albert and Niels, The Quantum Conspiracy: What Popularizers of QM Don't Want You to Know,Richard Feynman on Quantum Mechanics Part 1 - Photons Corpuscles of Light,Quantum physics and human consciousness / Anthropic principle of participation, Quantum is simply about sciencescientific knowledge for humanities and office workers, 2018) leads to the conclusion that computerization is inevitable.[1]

[1] Quantum theory combined with the theory of relativity formed the basis for the development of physics throughout the twentieth century. It describes the relationship between matter and energy at the level of elementary or subatomic particles, as well as the behavior of these particles. According to this theory, all radiant energy is emitted and absorbed in the form of a multitude of tiny "particles" or quanta. This violates the old traditional idea that there is an unbridgeable difference between the energy (wave effect) and matter (having a fixed volume). In 1900, Max Planck suggested that energy is radiated and absorbed not by a continuous stream, but by separate parts, quanta. He calculated the energy of a quantum. Using this formula, Albert Einstein established the quantum nature of light, and in 1905, explained the photoelectric effect in terms of this theory. In 1913, Niels Bohr used a quantum theory to explain the structure of an atom and the relationship between the levels of electron energy in an atom and the frequency of radiation emitted or absorbed by an atom. Thanks to the quantum theory, it turned out that light can behave like a particle, and like a wave. If, for example, the luminous flux is passed through the holes and observe whether it will penetrate as a particle or as a wave through obstacles. It turned out that the light stream passes through cracks and obstacles and behaves like a wave. The phenomenon, when waves of light bypass obstacles, is called diffraction. The discovery, made by Jung, was called a particle wave dualism, i.e. when light can behave like a particle and as a wave. Which in turn led to a completely different perception of reality. It turned out that everything is inherent in waves and particles. Under certain circumstances, the electron behaves as a particle. But if you put a control device, then the light will behave like a wave. An electron is a spin. He appears only when he is watched. From which it was concluded that the observer affects the processes. And everything in this world depends on our perception. There is the Heisenberg uncertainty principle. It is impossible to determine the position of an electron. It is said that an electron has the principle of uncertainty. Everything that happens in quantum physics, all this is by chance. Einstein was opposed to quantum theory. The whole theory comes to the conclusion that Life is an accident. The principle of entanglement of Einstein Podolsky and Rosen, known as the EPR paradox. Einstein, Podolsky and Rosen asserted that the randomness that we observe in experiments is our break with the theory of nature. In the terminology of field theories, this idea is known as the Theory of Hidden Parameters. Quantum mechanics explains the behavior of small particles and does not fit into the theory of relativity. To obtain a general theory of physics, resorted to string theory. Elementary particles in the interaction form field oscillations, standing waves, very similar to the vibrations of a string consisting of tachyons. This theory was obtained with the help of only mathematical abstraction. But its lack - it is impossible to conduct an experiment and observe. The scales are very small, and fine particles can be observed in the 11 dimensional measurement of twisted strings inside. It is almost impossible to untwist, at least in four dimensions.

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If the whole world is a hologram (Is The Universe A Hologram?,2018), then the mission of the fine arts will be that it will demonstrate to mankind the genesis of the perception of the picture of the world in flowers in the literal sense of the word. Artists already intuitively or unconsciously started this activity. (Freud,Z. 1923., Jung, K., 1929:96) This is enough to look at the works of modern artists of the postmodern direction, then the understanding of the hologram appears in all its glory. (Computer holography: 3D digital art based on high-definition CGH,2018)

The hologram has a concept of physical and technical, in a technical sense, which we can consider on bank stamps, communications, in museums.

In this sense, the hologram is already actively used in practice. In April 2017, the two largest operators Verizon (USA) and Korea Telecom (South Korea) made the first international holographic challenge using 5G technology. When called, holograms of the interlocutor are formed, which completely convey emotions and gestures of the user. During the test, the interlocutor's hologram was reflected on the screen of the experimental device.

In May 2017, scientists from the Munich University of Technology developed a method for obtaining three-dimensional holograms using a Wi-Fi router. The method described in the study allows you to create copies of premises, displaying objects around them.

With the help of holography, you can broadcast a lecturer from the other end of the world. For example, in 2015, Nobel Prize winner and Stanford University physics professor Karl Wieman spoke at Nanyang University of Technology (Singapore) without leaving the US. (When holograms enter everyday life,2017)

In February 2017, Barbie introduced a holographic bot doll, which responds to voice commands. The toy can answer questions about the weather, repeat the phrases and wake up.

Theoretical explanation is given by physicists who claim that the whole world is a hologram, all information about the past is fixed in this hologram, but we cannot see it because our eye is not able to catch it. The hologram is located in a two-dimensional dimension, and our perception is three-dimensional. Technically, a hologram can be viewed with the help of special equipment. Scientists came to the conclusion that elementary particles are able to interact with each other regardless of distance, not because they exchange some mysterious signals, but because their separation is an illusion. If the separation of particles is an illusion, then at a deeper level all objects in the world are infinitely interconnected. The universe as a hologram means that we are not. The theory that the universe is a hologram is based on the assumption that space and time in the universe are not continuous.

They supposedly consist of separate parts, points - as if from pixels, because of what you cannot increase the "scale of the image" of the universe, infinitely, penetrating deeper and deeper into the essence of things. Upon reaching some scale value, the universe turns out to be something like a digital image of very poor quality - fuzzy, blurry. (Our universe is a hologram. Is there a real reality?,2018) The fact that the hologram is the future, no doubt.

As for the morally ethical question, then, oddly enough, questions related to the universe and the role of art, the best answer is provided by Buddhism, although all other religions are treated about it in one way or another. The three basic concepts of Buddhism: emptiness, interdependence and the nature of reality. The void is 99 whole and twelve nines after the comma of the percent of the atom occupies empty space. Why do we uproot solid bodies, like solid ones? In fact, they are not hard. In the world there is a constant resistance to inertia. This feeling of hardness is created by forces of repulsion or attraction between atoms, similar to the forces acting between two magnets brought to each other.

Every substance exists only because of the force ... [which causes the vibrations of atomic particles and maintains the integrity of the microscopic solar system of the atom ...] We must assume that behind this power lies the conscious mind, which is the matrix of all matter - the idea of Max Planck, the founder of quantum physics.

What we see, feel, that is, what we consider a reality, in fact, is a projection of the mind. There is a difference between how we perceive reality and what it really is.(Dalai Lama about the nature of the mind.Buddhism and science, common ground,how consciousness creates matter. The quantum physics,2018) In general, the word religion in Latin is a link. The connection of man with God. Faith is a powerful source of imagination. Like art. Art realizes the imagination in the form of paintings. A computer can picture the processes that take place in reality of the universe. All this is connected with the psychology of man. Today there are already quantum approaches in psychology, it is enough to read such scientists as Stephen Wolinsky, Robert Anton Wilson, Christy L. Kennen and others. (Lipetsky, N.N., 2012: 328-333). All of them build the foundation from the views of K.G. Jung, Jung is based on Freud. (Jung, K., Freud, Z.,2016)

CONCLUSION

In conclusion, summing up the above, one can express the hope that the philosophy of art will not contradict mathematical and physical theories that are still at the level of theories, but with the help of a computer they will become practically feasible, because it can be demonstrated.

According to the International Telecommunication Union (ITU), a specialized UN unit in the field of ICT, researched the development of ICT in the countries of the world in the period from 2011 to 2012. The result

was a report "Measuring the Information Society 2013", containing a rating of 157 countries in the field of ICT. Ahead - the third consecutive year, South Korea.(Simirnov, 2014:24)

Public diplomacy of Korea's fine arts will have an advanced result, as Korean society is very prone to the great influence of the latest technologies, which in turn is also the result of Korea's domestic policy, and Korean artists actively use computerization in their work. Thanks to advances in combining computerization and art, Korea has the chance to take one of the leading positions in the world rating of the art market, art and public diplomacy. Already today, Korea, thanks to its indicators in these industries has a positive image in the world.

A country that prioritizes the development of computer and information technologies will develop both economically and culturally, as we see in the example of Korea. But there is one more point of future development, this is that computerization is an irreversible process, but it can replace literally everything, at the same time, in order to meet the realities of modern development, society, on the one hand, should promote the development of high technologies; on the other, develop creative thinking in future generations. This will make it possible to survive in a dangerous situation.

In this regard, the education system must radically change and it is already changing. The most popular professions are not economics, but those that are related to physics, mathematics, and, mathematics, as a science, not as part of the economy, artists, linguists, but not translators, as it will be done by a computer, but poets, musicians, composers, psychologists. Creative professions will determine the future. To master the skills of traditional art, digital art, now there are courses and all kinds of projects in this direction, but this will be introduced into the general policy of the education system. The process of drawing, creative thinking is the future not only of art, but of science in general, as this is one of the ways to survive in cyberspace.

And as one of the theoreticians of the creative economy John Howkins said: "you need to allow scientists to think creatively, because the creative can be applied in almost any area, so their number is infinite.". (Hokins, 2017)

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