

from generational gaps and differences. Millennials want to cultivate themselves, but the environment discourages them, and this hinders a new leadership from appearing. The older generation says young people do not understand the society they belong to. But in most cases, it is rather the older generation that fails to properly understand a changing society. What is most important is leadership and teamwork that can join change and revolution.

— **Umar SHAVUROV** In my opinion, “incessant conflicts” are the main trend. Conflicts do not only belong to the past. Countries and histories have evolved through conflicts. The conflicts thought to appear only in the past are occurring now and will arise in the future. Those who call themselves “leaders” are only interested in passing responsibility on to others. When leaders have a positive influence on other societies beyond their own, and when they realize this and have a sense of responsibility about it, true leadership will be exercised. Conflicts can work as an energy that promote the progress.

The definition of leadership keeps changing and evolving as society does. A paradox pops up naturally in this process. The past leaderships were not wrong, but a leadership suitable for the present and the future is more important. Horizontal relationships and non-authoritative attitudes should be the basis. Leaders also need to have a participatory attitude. Various studies are underway on the practice of leadership and plans for this. To lead community members who have different religious, ethnic, cultural and linguistic backgrounds, different forms of leadership should be planned and practiced. Leaders should ask questions incessantly of themselves and members of their communities. Only through questions and doubts, will we arrive at the “goal.”

— **Adam MALATY-UHR** Practicing leadership can be defined in various ways. Empowering and motivating community members can be seen as proper leadership. Increasing burdens in the name of empowerment does not work. “Support” and “help” are necessary. Although there are some “questions” humans cannot answer, leaders should not be afraid

of answering questions. “Challenge” and “participation” are the strongest weapons to overcome fear and difficulty, and this is the only way to newness.

— **KIM Duyeon** Leadership is invisible. But this does not necessarily mean it does not exist. Making change and exercising influence is what leadership is about. Leaders of a community should motivate its members with support, and encourage them to make full use of and develop their ideas. Influence always changes. Leaders should think of this change all the time. Not stopping at “thinking,” they need a step leading to “practice” through communication and dialogue. It is the role of leaders to make this step.

— **Ami VALDEMORO** Leadership needs training. Leaders should train their minds and strengthen their will. They should continue mind training and learn new frameworks. Too many things stop at the stage of “the potential.” Ceaseless pressure and challenge will follow young people who make efforts to realize their new ideas but they should never stop trying. This will be challenging in countries with big regulations but the youth should continue to try and learn to accept these challenges. When they go through the challenges, they will find people who will support them, as they have found before.

— **Adam MALATY-UHR** When I was a student, I had so many difficulties. I was always anxious and lacked confidence. Before I was twenty, my father passed away and the hard times went on. And then I met some people who helped me with pleasure. I wanted to become an influential person to pay back what they gave me. Now I look back on what influences I have had upon my community members before taking actions.

— **Umar SHAVUROV** The collapse of the former Soviet Union had a great impact on me when I was a child. The state-centric society broke down in an instant, and the people of that society, including my family, were not capable of coping with the uncertain future. Most of them had no strength to overcome the difficulties and began to give up on their lives. My father was one of them. The incident became a big motivation for me.

## Asian Soft Power: Facing the Fourth Industrial Revolution



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— **PARK Enna** The world economy has reached a level at which technological development does not guarantee a proportionate increase in profit. To tide over this limitation, a new, unconventional approach to the industry is necessary. The ability to find connectivity between different things and creative thinking are cited as the competences required for the Fourth Industrial Revolution. Finding connectivity requires imaginative thinking and new concepts about things, which create many new fields of business. Newfangled electronics goods linked with computer technologies and customized shopping malls catering to the individual needs of drivers are representative examples of them. Many new businesses are created out of creativity. Taxi and lodging businesses were operated by the owners of cabs and lodging facilities previously, but it is possible now to operate such businesses without such assets, as seen in the case of Air BnB and Uber taxi. However, Asian soft power is deemed to be inferior to the Western model. Western countries have various

content, including the services above and Google’s auto-driving cars. Asian countries are said to have many technologies, but lack the ability to utilize them.

— **SUN Seung-hye** Asian countries are trying to find new direction of diplomacy based on information technologies. They have to explore a new future through in-depth discussions on cooperative projects within integrated networks. The cultural diplomacy of Asia should come up with an initiative to organize a virtual community based on e-culture. A joint project will help Asian countries better understand each other. Using and mixing various mediums, in addition to letters, to describe cultural heritages will produce various effects. The project will provide information about cultural heritage sites and culture. In addition to Internet education for the next generation, the project also offers inspiration for artists to create visual information and new images through the e-platform. With these attempts, the e-platform will expand its basis and the database on Asian arts.

Asian countries will open a silk road, based on the e-platform, through cultural diplomacy and business activities by the private sector.

— **ZHANG Zheng** Culture and creativity are the locomotive of the world economy and social development. Many Asian countries have different intentions about the culture industry, but are implementing policies to promote it. Culture is the core element of soft power. China has a long and rich history, and adopted the culture industry as a key industry for promotion in its 13th five-year plan. The Chinese culture industry has made significant contributions to the social and economic development of China. With the “Internet plus” strategy, the culture industry is making efforts for globalization. Users of super apps such as WeChat and Tao Bao almost total 800 million a month. The culture industry of China has seen big growth over the last ten years. China and other countries can help each other in the following fields: strategic policy cooperation; industrial cooperation on goods, service and assets financial service on technology development, design, ads and exhibitions; and education for cultural production,

— **Ichiya NAKAMURA** The Japanese government is focusing on the value of culture, implementing a “Cool Japan” policy for the last ten years. Japanese pop culture has the characteristics of what people call “Otaku,” and has contributed to the dissemination of Japanese culture overseas without government support. The government is focusing its efforts on nurturing creativity on a long-term basis and enhancing expressiveness in education. After World War II, Japan concentrated on economic development, but is now on culture after a 20 year-long depression. Toyota, Honda and Sony were replaced by Pikachu, Dragon Ball and Sailor Moon as representative Japanese products. Japanese companies compete with Asian countries and cooperate with them at the same time to expand the Asian market. Japan has witnessed the achievements of its efforts to export its culture for the last few years, but the Fourth Industrial Revolution is bringing a change to the infrastructure of these exports. Japan is well aware

of the importance of the Internet of Things(IoT) or Artificial Intelligence(AI) and is exerting great efforts to develop such technologies for the future. The Japanese strategy for the future is to link pop culture with new technologies in such a way as integrating AI and robotics with cartoons and video games to produce new value. One of the goals is to present life-size Gundam and Atom at the Tokyo 2020 Olympic Games. The Fourth Industrial Revolution is both an opportunity and crisis for Asian countries. They should cooperate with each other to produce a strategy to strengthen their soft power.

— **PAIK Woo Yeal** In the 2010s, the Asian region has become a venue where the powerful countries, such as the U.S., China, Russia and Japan, and middle powers like South Korea, Australia and Southeast Asian countries are vying and cooperating with each other with their soft power. Also public diplomacy as an instrument for soft power is engaging many players in various ways and on various levels. With the advent of the Fourth Industrial Revolution, Asia is being seriously affected. The key of the revolution is a technology revolution based on a computer revolution in which machines and computers equipped with artificial intelligence and linked by the IoT create a new ecology. How does soft power change on the national and Asian regional level amid the Fourth Industrial Revolution and its subsequent political, economic, social and cultural changes? How does the ecology of soft power interact with hard power? Will and how will the policies for public diplomacy evolve amid the efforts of each country and politicians to increase and expand soft power? It is now urgently called on for South Korea and other Asian countries to provide alternative policies based on the understanding of public diplomacy and soft power. It is also necessary to conduct a study on how the Northeast and Southeast Asian countries could create the “Asian soft power.”

— **CHOI Sun Wook** Global political and economic power is shifting from the West to Asia, as Asian countries are more interested in a soft power that is based on attractiveness and cultural power. Soft

power promoting exchanges among people and non-profit organizations is dependent upon two technological infrastructures; digital technology and networks. The technological infrastructure is bringing the Fourth Industrial Revolution, which removes the divider between the real world and the technological world. It is not clear yet how the Fourth Industrial Revolution, which has been discussed in world economic forums for the last several years, will affect soft power. However, we can make a few projections about it. First, the Fourth Industrial Revolution will contribute to enhancing the soft power of culture, education, government and business activities. Second, it will expand the influence of soft power based on digital media over public diplomacy. The borderlines between countries are likely to be blurred, and the language barrier will be lowered, in particular. The public will have more access to positive or negative views about each country. Lastly, the gap between countries might be widened by the Fourth Industrial Revolution. Amid these prospects, the future vision of soft power depends on how the people of each country respect the culture of other Asian countries and on how to make them recognize that their lives affect other Asian people.

— **Barry WELSH** After the Fourth Industrial Revolution emerged as a hot issue at the Davos Forum in January 2016, many believe that the technological revolution is about to bring about huge and unprecedented changes. It is expected to fundamentally change everything from everyday life and work to personal exchanges. However, no one can expect how this change will happen and who will get benefits or sustain damages. The Fourth Industrial Revolution is tearing down physical, digital and biological divisions and is set to affect the human race, itself. We already see it with AI, drones, nanorobotics, 3D printing and bioengineering. South Korea started to note the Fourth Industrial Revolution after the go game between Alpha Go and Yi Se-dol, and a presidential election pledge containing the establishment of a presidential ad hoc committee. The South Korean government has various policies on the Fourth

Industrial Revolution, but not all agree with the policies, and controversies continue over whether the government is properly coping with the revolution.

— **Artine UTOMO** Indonesia, a younger country with half of the population under 50, has a population of some 250 million. As it has a large territory and many islands, there are wide gaps in development between regions. The gaps in connectivity are large between urban and rural areas. In the case of Jakarta, traffic jams are so severe that one cannot have a business meeting more than once a day; but IT-related motorbike and taxi services are enjoying a boom thanks to the traffic jams. There are IT companies which collect and distribute news across the country for commercial purposes. Many young Indonesian people are setting up venture businesses with creative ideas, and they are supported by active venture funding.

#### Keywords

Fourth Industrial Revolution, Soft power, Connectivity, Creativity, Public diplomacy



#### Policy Implications

- The importance of soft power is being emphasized in the face of the Fourth Industrial Revolution.
- Asian countries are said to have relatively weak soft power to utilize technologies, compared to Western countries.
- Asian countries should cooperate with each other to overcome this.
- Consideration should be given to those who suffer from the new environment with technological advances.