

韓國 Korea

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各位亞洲區文化部長及代表、各位先生女士：

Honorable cultural ministers and representatives from all of Asia, ladies and gentlemen,

早上好。今早可與大家聚首一堂，向各位介紹韓國政府文化政策背後理念，以及代表韓國文化體育觀光部長劉震龍先生發言，我感到非常榮幸和萬分喜悅。現今韓國在文化領域所著重的，用一句話來形容，就是要文化興盛。今天，我想跟大家談談如何使文化興盛、文化興盛的意義和韓國政府未來採取的措施，而非僅僅闡釋政府的文學政策。

Good morning. It is my great honor and joy to be here with you this morning, to introduce the concept behind the policies of Korean government on culture, and on behalf of Minister of Culture, Sports and Tourism Mr. Yoo Jinryong. The key word in the cultural area of Korea nowadays is Culture Enrichment. Today I would like to share the view with you on Culture Enrichment, its significance and the Korean government's initiatives for the future, rather than elaborating solely the government literature policy.

在此，我會提出四大要點。第一：興盛文化的措施，即是說推廣文化興盛的概念；然後告訴大家為何文化興盛非常重要。第三，我會跟大家討論文化價值，以及文化價值跟文化興盛的關係。最後，我會建議一些使文化興盛的方法。

There are four main points that I would like to make here. Let's start with number one. Culture Enrichment initiatives, that is to say, the promotion of the concept of Culture Enrichment, then I would like to show you why it is important. Third, I will discuss the value of culture, and how it relates to Culture Enrichment, and finally, I would like to suggest some ways to achieve it.

第一個要點是有關推廣文化興盛的概念。我們新選出來並於二月履任的朴槿惠總

The first is the promotion of the concept of Culture Enrichment. President Park Geun-hye was newly elected



統，是韓國的首位女總統，她曾多次強調必須興盛我國文化。她在就職演說中開宗明義指出，文化興盛對國民幸福締造幸福、經濟振興和達致世界和平非常重要。朴總統亦曾在國際會議上，指出文化興盛十分重要。明顯可見，韓國現正努力通過文化建立互相了解的關係。

第二個要點是為何文化興盛非常重要。現時韓國經濟持續增長，貿易額逾萬億元，並加入了韓國人所稱的「2050 club」。要成為「2050 club」會員的國家，其人均收入必須為2萬美元，人口須超過5,000萬。不過，在經濟合作及發展組織眾成員國中，我們的幸福感排名頗低。此外，社會出現兩極化，這是負面因素之一。撇開這些不說，縱使韓國不斷為化解全球問題作出貢獻，但韓國國際上的知名度偏低。多元文化家庭的數目正在增加，很多外國年輕女子到韓國來做過埠新娘，而其他年輕男女則到韓國尋找工作。不過，韓國人對待外國人，在某程度上，仍抱持一些固有的觀念，他們對多元文化家庭頗為抗拒，而把他們融入韓國社會的工夫亦做得不夠。如要更有效地解決上述種種問題，我們必須使文化興盛。

and inaugurated this February as the first female president of the Republic of Korea, and she emphasized Culture Enrichment many times. Beginning in her inaugural speech, she said Culture Enrichment is important for creating happiness, promoting economic growth and achieving world peace. The president has addressed the importance of Culture Enrichment in international conferences. It is clear that Korea is endeavoring to create mutual understanding through culture.

The second is the importance of Culture Enrichment. The current economy has continued to grow marking trillions of dollars in trade and joining what Koreans have dubbed as 2050 club, those nations with 20,000 USD per capita income and a population of over 50 million people. But it is ranked relatively low in terms of feeling happy, among OECD members. In addition, polarization is one of the negative factors of the society. On top of that, while Korean's contribution to solving global issues is on the rise, there is still a lack of awareness of Korea around the world. The number of multi-cultural families is increasing. Many young women from other countries are coming to Korea as brides, while other young men and women are seeking jobs. But Koreans still somewhat, have some typical thinking regarding foreigners. There is negative thought towards multi-cultural families and not enough has been done to integrate them into Korean society. All of these problems can be more effectively alleviated through Culture Enrichment.

The third is the value of culture and how it relates to Culture Enrichment. It is through culture that a community shares its values on how best to live, on what attitudes are most important. It is not just about art. It is much more than that. It is about promoting the values of a society based on the shared views. The value of culture has four main branches in the concept: creating happiness, revitalizing the economy, enhancing prestige and opening hearts.

第三點要談的是文化價值和如何使文化價值跟文化豐盛扯上關係。通過文化，我們可讓人知道某個社會對追求美好生活的標準，以及所珍視的生活態度。其實，文化興盛並非僅僅關於藝術，而是比藝術更多的事情。文化興盛就是在共同願景下，推廣社會的價值觀。文化價值在概念上可分為四大範疇：創造幸福、振興經濟、提高聲望和開放心靈。

文化是促進經濟健康發展和使人民幸福的核心要素，是愉快生活的基礎。文化是創意之源、想像之始和展開正面情緒的元素。文化令人開放心靈，是我們學習如何與人溝通的過程，並且要明白文化是多元的。通過文化，我們可提高聲望，進行思想交流，與人互相往來，以及通過相互了解與世界各地合作，從而提升韓國的地位。為此作出貢獻的人都站在最前線，從各方面去推廣大韓文化，而非單言藝術。跟朴總統一樣，韓國人民身體力行推廣文化。文化興盛就是要廣泛宣揚文化，使之成為經濟和政治發展的支柱，進而提升人民的幸福感。

第四點是達致文化興盛。讓人民幸福是為政者的首要任務。人民幸福，施政就可以水到渠成。第一步是消除影響幸福的負面因素。人們可參與多個與興盛文化有關的



Culture is the centerpiece of healthy economy development and people's happiness. It is the groundwork for living with joy. Culture is the starting point of creativity, imagination and positive emotions. Culture has open hearts. It is the process of learning how to communicate with others. It is about appreciating diversity. Culture helps in enhancing prestige. It is about exchanging ideas and people and cooperating with the world through mutual understanding. It can take Korea to the next level. The contributors here are on the frontline, from promoting Korean culture in all its aspects, not simply art. The people themselves promote culture just as President Park does. Culture Enrichment is about spreading culture widely so that it can act as the pillar for economy and political development, and so that it can increase happiness.

The fourth is the achievement of Culture Enrichment. Happiness for the people is the administrators' first priority. Happiness will contribute to making policy work well. The first step is to eliminate the negative elements that decrease happiness. People can take part in numerous activities related to Culture Enrichment. Here are some examples. Gamcheon Culture Town located in Busan City, used to be a dilapidated village on hill. The villagers without taking other ways of redevelopment



活動。以下是一些例子。位於釜山的甘川文化村，昔日是一條破舊的村落，村民沒有為與高樓大廈看齊而尋想設法去重建該村；反之，他們集眾人之力，把該村打造成一個新社區以保留舊建築。現在該村已變成令人嚮往的民居房舍，是韓國著名的百年古老村落，遊人絡繹不絕。接受政府資助的「夢想樂團」，是專為居於偏遠地區屬低收入家庭的青少年學生而設的計劃。由於得到音樂界中人義務襄助，年輕人因而可藉着音樂與人互相溝通。此外，還有「文化與藝術計劃」，這是為長者、殘疾人士和居於偏遠人士而設。文化機構會提供協助，為他們安排文化活動。以上便是要說的一些例子。

達致文化興盛的第二步是通過想像和創意去增強我們的人文學科素質。創意經濟的核心就是創意和想像力。要有創意和想像力，我們必須適當地培訓學生在歷史、文學、哲學、文化、藝術和體育方面的知識。喬布斯說過，他相信文學和科學是不可分割的，是二合為一的。達文西既是藝術家，也是科學家。很多著名的科學家都是偉大的音樂家。因此，人文和科學必定有可結合之處，我們需要用心去感受，並把積極的情感融入進去。

with the high-rise apartment, rather gather together to create a new community preserving the old constructions. It has become a fascinating residential area dubbed as centenarian in Korea, attracting many tourists. Orchestra of Dream is a government-subsidized program, designed for our young students of low-income family in remote area. With the music volunteers' help, young people can communicate with each other through music. Culture and Art program is for the seniors, the handicapped, and people living in remote areas. Cultural Authorities help arrange them to enjoy cultural activities. These are some examples.

The second step of achieving Culture Enrichment is to foster the humanities with imagination and creativity. The centerpiece of the creative economy is creativity and imagination. These creativity and imagination come from a proper education of history, literature, philosophy, culture, arts and sports. Steve Jobs once said that he believes art and science are not separated. They are one. Leonardo Da Vinci was both an artist and scientist. Most respected scientists are great musicians too. There must be collaboration in technology and humanities. We need to feel with our heart and blend positive emotions with development.

The third step in achieving Culture Enrichment is sharing with others and showing concerns and respect for each other. We need to create a community where people help



達致文化興盛的第三步是與他人分享分擔、關懷別人和彼此尊重。我們需要建設一個人人互相幫忙、彼此尊重的社區，這是我們解決現今問題的最好方法。我們需要學習如何互相諒解和求同存異，另外，我們可以透過參加多種不同的活動去與人分享分擔和施予。捐贈的做法可以是貢獻才華和技術。韓國有很多種義務的工作。

在韓國，達致文化興盛的第四步是透過韓國文化去締造幸福。因此，營造韓流或打造韓流文化非常重要。我們需要利用這股文化隨時隨地與人互動。最後，我們希望鼓勵發展多元文化，並接受其他文化。同樣重要的是，我們希望使韓國成為一塊融合古今文化和西方與亞洲文藝科學的樂土。從另一個角度看，為私人機構提供協助亦同樣重要。我們需要積極鼓勵發展文化專業機構和舉辦文化活動。對發展中的經濟體系給予支援也是非常重要。在發展中國家推廣文化與藝術，以及與他們合作，是達致文化興盛的一種方法。

最後，我想跟大家說，在新紀元，我們的願望是經濟振興、國民幸福、文化興盛和國家和平統一。如缺乏興盛的文化，這個虛擬的循環活動便會停止。文化興盛還有一層更廣的意義，同樣可以透過溝通、信任、分享分擔和施予達致。多謝各位。



each other and care for each other. This is the best way to solve the problems we have today. We need to learn how to understand each other and appreciate diversity. Sharing and giving may be done through many kinds of activities. Donation can also mean donating talent and skills. There are many different types of voluntary works.

The fourth way for Korea to achieve Culture Enrichment is to create happiness through Korean culture. To this end, producing Korean wave or Hallyu content is important. We need to use such content to interact with others, anywhere and anytime. In the end, we would like to promote cultural diversity and support other culture. It is also important to create a land of modern and traditional culture as well as Western and Asian art and science. From another perspective, supporting the private sector is also important. We need to actively encourage the development of cultural professional organizations and events. Supporting developing economies is also a very important aspect. Promoting culture and art in developing countries and supporting and collaborating with them is a way to achieve Culture Enrichment.

At the end of the presentation, the new era of hope is about economy revival, happiness for the people, Culture Enrichment and peaceful reunification all together. Without Culture Enrichment, the virtual cycle would stop. Culture Enrichment has a rather broad connotation, and this also can be achieved through communication, trust, sharing and giving. Well, that's it from me. Thank you so much for listening.