

East Asian Digital Diplomacy & Cross-Border Cultural Influence: Key Trends a

Digital Diplomacy · Answer Key · 10 Questions

1. Which Japanese government initiative actively promotes the nation's cultural products like anime and manga internationally to enhance its global image?

- A) Rising Sun Project
- B) Sakura Initiative
- C) Cool Japan Policy**
- D) Dragon Cultural Exchange

2. In recent years, which East Asian country's Ministry of Foreign Affairs has actively invited international online influencers to visit and promote the nation as part of its digital diplomacy efforts?

- A) South Korea
- B) China
- C) Taiwan**
- D) Japan

3. What is the informal name given to a prominent, largely youth-led, grassroots cyber-nationalist movement in China known for its pro-China narratives on social media?

- A) Red Guard 2.0
- B) Iron Fans Brigade
- C) Little Pink**
- D) Great Firewall Guardians

4. Despite the global popularity of K-pop, what kind of sentiment has emerged in some Southeast Asian countries, often linked to concerns about cultural imperialism?

- A) Hallyu Wave
- B) K-Fever
- C) Anti-Hallyu Sentiment**
- D) Pop Culture Alliance

5. What is a key concern regarding the TikTok platform in the context of international relations, particularly highlighted in discussions between the United States and China?

- A) Its potential for promoting global peace efforts
- B) Its role in facilitating unrestricted data flow
- C) Its perceived vulnerability to influence by the Chinese government**
- D) Its ability to foster unbiased international news sharing

6. A recent study on digital diplomacy between South Korea and Japan revealed that while the Korea-US dyad reproduces an alliance, the Korea-Japan dyad often reinforces what type of relationship on platforms like Twitter?

- A) A collaborative one
- B) An adversarial one**
- C) A neutral one
- D) A dependent one

7. In what area have South Korea and Japan recently identified a significant lack of binding rules, despite their deeply linked advanced digital economies and supply chains?

- A) Online gaming regulations
- B) Digital trade agreements**
- C) Cybersecurity defense protocols
- D) Artificial intelligence ethics standards

8. Chinese internet memes are sometimes used by citizens to express political opinions in a humorous way to circumvent what online constraint?

- A) Lack of internet access
- B) High data costs
- C) Strict censorship**
- D) Language barriers

9. In January 2026, South Korean President Lee Jae-myung raised the issue of cultural exchange, specifically regarding K-pop, during talks with Chinese President Xi Jinping. What was the aim related to China's unofficial restrictions?

- A) To expand China's own K-pop industry
- B) To formalize the ban on K-pop
- C) To discuss the gradual expansion of cultural exchanges and possible lifting of restrictions**
- D) To promote a new joint K-pop group

10. While Japanese anime and manga contribute significantly to Japan's soft power, what factor has been noted as undermining its ability to fully reshape its international reputation, especially with China and South Korea?

- A) Lack of diverse genres in anime
- B) Over-reliance on CGI animation
- C) Historical issues and past actions**
- D) Decreasing global viewership