Research on chinese college students' perception of korean image

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───────────── **[요약]** ─────────────

  This paper mainly studies the national impression of college students on South Korea, selects students from some key universities as the target population, and conducts an in-depth investigation from the overall impression of South Korea, diplomatic image, food culture, language culture, tourism, entertainment circle and other aspects.

  Through a questionnaire survey of Chinese college students, this paper studies the image of South Korea in the eyes of contemporary Chinese college students, including the following aspects: First, Research the current Chinese college students' perception of the overall image of South Korea; Second, it studies the current Chinese college students' perception of the image of South Korea in the diplomatic, language, food, tourism and entertainment circles, and analyzes the internal dimensions of the image of South Korea in the minds of Chinese college students; Third, it studies the current Chinese college students' cognition of the overall image of South Koreans, and analyzes the internal dimensions of the image of South Koreans in the minds of Chinese college students; Fourth, to investigate the evaluation of Chinese college students on the image of South Korea.

  The survey results are analyzed from the perspectives of all subjects and gender differences, combined with the theories of communication and intercultural communication, and suggestions and prospects for the future development of the national image are made.

  주제어: the republic of korea, Country impression, National development, cross-cultural communication

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Ⅰ. Introduction

1. Research background

Since the establishment of diplomatic ties in 1992, the two countries have enjoyed a good momentum in strengthening cooperation in all aspects. Politically, the strategic mutual trust between China and the ROK has been growing; Economically, the economic and trade relations between the two countries have been developing in depth, and the total volume, structure and integration of economic and trade have achieved leapfrog development; The cultural exchanges between China and South Korea are increasingly frequent. Korean movies, songs, variety shows, food and clothing have set off an upsurge in China. Korean culture is almost well-known, while Chinese music, food and books also occupy an important market in South Korea. With the development of the times, exchanges between countries around the world are increasing, and multiculturalism has also penetrated into people's daily life. However, at the same time of friendly exchanges between China and South Korea, some historical problems, ethnic problems and cultural conflicts still exist.

The majority of Chinese college students are the post-80s, post-90s and post-00s. They are in an important period in their lives. Influenced by their environment, contacts and channels of receiving information, their cognitive level and emotional characteristics of the world are different from other groups. They have a more unique perspective. The views of Chinese college students on South Korea may directly affect the development of China South Korea relations, So their opinions are very important. What kind of national image does Korea present to Chinese college students; What is their understanding of South Korea and its people; High or low liking for South Korea and South Koreans; I hope to answer these questions by investigating what factors affect their understanding and feelings about South Korea.

2. Research significance

In a practical sense, at present, both China and South Korea believe that the other side plays an important role in stabilizing the situation in Northeast Asia. In addition,

the two sides rely on each other in economy and trade, share the intimacy of the Confucian cultural circle in culture, and are geographically close relatives. Stabilizing the relationship between the two countries is very important to each other. At present, Chinese college students are the mainstay of China's construction in the next decade or even decades. Studying the image of South Korea in the eyes of Chinese college students has forward-looking significance for the future trend of China South Korea civil and government exchanges, and has realistic enlightenment on how to effectively build China's national image.

3. Research ideas

This survey conducted a questionnaire survey on Chinese college students to study the image of Korea in the minds of contemporary Chinese college students, including the following aspects: First, study the overall image of Korea of current Chinese college students; Second, it studies the current Chinese college students' perception of the image of South Korea in the diplomatic, language, food, tourism and entertainment circles, and analyzes the internal dimensions of the image of South Korea in the minds of Chinese college students; Third, it studies the current Chinese college students' cognition of the overall image of South Koreans, and analyzes the internal dimensions of the image of South Koreans in the minds of Chinese college students; Fourth, to investigate the evaluation o f Chinese college students on the image of South Korea.

4. Image of South Korea

It is a fact recognized by the international community that soft power plays an increasingly important role in the process of national development. Core factors such as culture and values have become important weights in national competition. As an important part of soft power, the issue of national image has become the object of great powers' competition. National image is the overall impression and evaluation of other countries on a country, so it is very important to create a good national image, which directly affects the realization of national interests. While developing its

economy after World War II, South Korea has increasingly recognized the importance of its national image. Once the image of a peaceful backward country was changed, South Korea became active in the international community. From the s to the present, South Korea's public foreign policy has made ideal achievements. Although the split state of the Korean Peninsula and the hostile relationship with the DPRK cast a shadow on the national image of the ROK, it is not the biggest obstacle for the ROK[4]. The culture of Korea has reached every inch of the land, and its enterprises enjoy a high reputation in the international community. These have brought about great changes in Korea. The dynamic, dynamic and friendly Korea has been accepted by the world.

II. Questionnaire design and implementation

1. Design of questionnaire

On the basis of the above theories, this paper investigates the national impression of South Korea of Chinese college students by means of questionnaires. The questionnaire design consists of four parts. The first part is the basic information of Chinese college students, with 3 questions in total; The second part is the investigation of the elements of the national image of South Korea and the overall image of South Korea, with a total of 14 topics; The third part is a survey of Willingness to go to South Korea, a total of 1 sub topic; The fourth part is the investigation of information channels, a total of 1 topic; Please refer to the following table for the number and types of specific questions :

<Table 1> Composition of the questionnaire

Question classification	Question number	Question types
The basic information	3	single choice/Fill in the blanks
The first impression	3	multiple choice
language	1	multiple choice
food	1	multiple choice
The entertainment circle	3	single choice/multiple choice
foreign	2	single choice/multiple choice
tourism	2	single choice
Image of Koreans	2	multiple choice
How much you like Korea	2	single choice
Access to information	2	multiple choice

This survey was conducted in several key universities in China. A total of 165 questionnaires were distributed and 158 valid questionnaires were collected, including 75 male students and 83 female students, aged between 18 and 30 years old, and all of them were of Chinese nationality. In addition, the basic information was collected from gender, education background, age, hometown and other aspects. The "other" option was set in some questions of the questionnaire, but the survey results were not outstanding, so it will not be discussed in depth in the following.

2. The implementation of the questionnaire

After the formal questionnaire was designed, the survey was carried out, which was divided into three steps: the first step was to pre-test the questionnaire. The purpose of the pre-test is to understand the language used in the questionnaire and whether the arrangement of questions is appropriate, and to modify the questions after finding them. In early October 2022, a total of 6 questionnaires were pre-tested, and the survey objects were 2 students from universities in different regions, and the ratio of males and females was basically the same. Through the analysis of the pre-test results, the language, content and structure of the questionnaire were adjusted, and the formal questionnaire was finally completed. The second step is the formal implementation of questionnaire survey. Due to the cause of the outbreak of the new

champions league university school closure, the unified questionnaire online distribution, in different universities commissioned two undergraduate students, graduate students fill in the blanks according to the online questionnaires and recycling, male to female ratio is consistent as far as possible, the questionnaire in colleges everywhere in the same way, in essentially the same time out 165 copies. The third step is to sort out and classify the collected questionnaires and eliminate the invalid ones[5]. A total of 165 questionnaires were distributed, 160 were recovered and 158 were valid.

3. Data validity analysis

1) Reliability analysis

Reliability analysis, also known as reliability analysis, uses Krumbach Alpha coefficient to conduct reliability test and analyze the consistency of data. The results of reliability analysis are shown in the table. According to the contents of the questionnaire, the nine scale questions were divided into four dimensions, namely, the impression of Korea, the entertainment circle, the diplomacy and the willingness to go to Korea.

<Table 2> Reliability analysis of the questionnaire

Item total statistics						
The dimension	Measurement index	The corrected item is related to the total	Squared multiple correlation	Clonebach Alpha after deleting the item	Clonbach Alpha	Based on standardized Clonbach Alpha
South Korea's impression	CE1	.555	.309	.870.	.808	.810
	CE2	.555	.309	.872.		
The entertainment circle	CE3	.493	.339	.870	.724	.727
	CE4	.495	.342	.872		
	CE5	.554	.385	.870		
Foreign	CE6	.518	.385	.871	.751	.751
	CE7	.542	.376	.869		
Willingness to go to Korea	CE8	.602	.457	.868	.804	.805
	CE9	.522	.447	.870		
Total table	CE1-CE9				.861	.871

In reliability analysis, an Alpha value greater than or equal to 0.9 indicates excellent reliability of the questionnaire; an Alpha value between 0.8 and 0.9 indicates excellent reliability of the questionnaire; an Alpha value between 0.7 and 0.8 indicates good reliability of the questionnaire; an Alpha value between 0.6 and 0.7 indicates average reliability. An Alpha value between 0.5 and 0.6 indicates that the questionnaire is slightly unsuitable for use; an Alpha value below 0.5 indicates that the questionnaire is unsuitable for use. For details, see Table 2 In the reliability analysis of the survey data, the final result is 0.871, indicating that the questionnaire has very good reliability, and the Clonbach Alpha value of the related nine test items is above 0.7, indicating that there is internal consistency among the influencing factors of college students' impression on South Korea, and the reliability of the questionnaire is good and meets the standard.

2) Validity analysis

As a measurement tool, the quality of the questionnaire plays a decisive role in the applicability and authenticity of the data analysis results. Therefore, the validity analysis of the questionnaire was conducted before the data analysis to ensure the feasibility and validity of the questionnaire data analysis. The validity analysis results are shown in the following table.

<Table 3> Validity analysis of the questionnaire

The dimension	Question number	KMO	The approximate chi-square	Sig
South Korea's impression	2	.815	433.330	.000
The entertainment circle	3	.778	242.638	.000
Foreign	2	.747	194.174	.000
Willingness to go to Korea	2	.785	414.921	.000
Total table	9	.872	1820.611	.000

As shown in the table, the closer the KMO value is to 1, the stronger the correlation between variables. In this questionnaire, the KMO value is 0.872, and the Sig value is 0.000, which is less than the significant level, indicating that there is a correlation between the original variables, so this questionnaire is very reliable.

III. Basic analysis of questionnaire data results

Based on the statistical method of percentage system, this paper uses spss data analysis tool to carry out descriptive statistical analysis on the statistical results of all the staff, and make relevant analysis on boys and girls, liberal arts and science students, and then draw corresponding conclusions.

1. Descriptive statistical analysis of sample basic information

1) Sex structure analysis

A total of 158 valid samples were collected in the questionnaire survey. As can be seen from Table 1, the number of investigated students is 158, among which 75 are boys, accounting for 47.5%, and 83 are girls, accounting for 52.5%. There is little difference in the sample size between boys and girls, which can be better for the following data research.

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<Table 4> Sex ratio distribution

What's your gender?					
		Frequency	The percentage	Effective percentage	Cumulative percentage
	Female	83	52.5	52.5	52.5
Effective	Male	75	47.5	47.5	100.0
	Total	158	100.0	100.0	

2) Analysis of grade structure

In this survey, 10 students are junior college students, accounting for 6.3% of the total sample; There were 87 undergraduates, accounting for 55.1% of the total sample. There were 56 postgraduates, accounting for 35.4% of the total sample. There are 2 doctoral students, accounting for 1.3% of the total sample. As shown in Table 2 below, undergraduate and postgraduate students account for the vast majority of the sample, accounting for 90.5%. This interval can represent the general educational background of Chinese college students, which is more representative and can be better for the following research.

<Table 5> educational background

		Frequency	The percentage	Effective percentage	Cumulative percentage
	What is your educational background?				
Effective	Specialized subject	10	6.3	6.3	6.3
	undergraduates	87	55.1	55.1	61.4
	A graduate student	56	35.4	35.4	96.8
	A PhD student	2	1.3	1.3	98.1
	Other	3	1.9	1.9	100.0
	Total	158	100.0	100.0	

2. Descriptive statistical analysis of sample results

1) Analysis of contact with Koreans

<Table 6> Contact with Koreans

		Frequency	The percentage	Effective percentage	Cumulative percentage
	What's your contact with the Koreans?				
Effective	Never come into contact with	83	52.5	52.5	52.5
	A greeting	49	31.0	31.0	83.5
	Classmate/colleague relationship	23	14.6	14.6	98.1
	A close friend	3	1.9	1.9	100.0
	Total	158	100.0	100.0	

Among 158 students in this survey, 83 students have never contacted with Koreans, accounting for 52.5% of the total sample; 49 students have a nodding acquaintance with Koreans, accounting for 31% of the total sample; There were 23 students who were classmates with Koreans, accounting for 14.6% of the total sample. Three people, or 1.9 percent of the total sample, were close friends with Koreans. Overall, nearly half of the students surveyed had direct contact with Koreans, but fewer had in-depth exchanges.
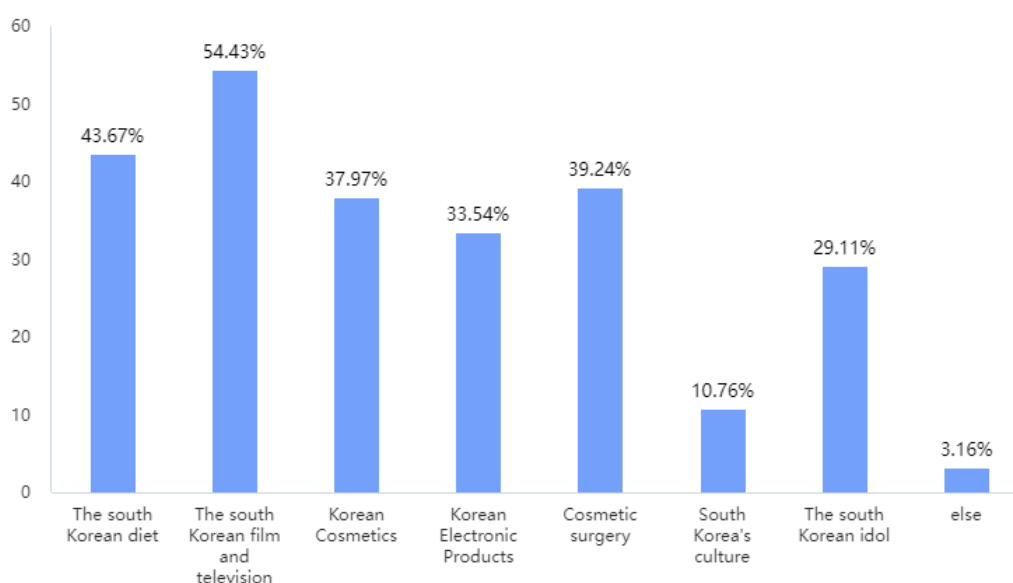
2) The students' first impression of Korea

<Table 7> The first impression of the surveyed students on Korea

	Mean value	The standard deviation	The variance	N	The percentage
The south Korean diet	.44	.498	.248	69	43.7
Korean Cosmetics	.38	.487	.237	60	38
The south Korean film and television	.54	.500	.250	86	54.4
Cosmetic surgery	.39	.490	.240	62	39.2
Korean Electronic Products	.34	.474	.224	53	33.5

The south Korean idol	.29	.456	.208	46	29.1
South Korea's culture	.11	.311	.097	17	10.8
Else	.03	.176	.031	5	3.2
Number of active cases (columns)				158	

[Figure 1] Histogram of the students' first impression of South Korea

As can be seen from the bar chart below, the top three first impressions about Korea are Korean movies and television, Korean food and Korean beauty. 55.7 percent chose Korean movies and television, while 41.61 percent chose Korean food and plastic surgery. The last four are South Korean cosmetics, South Korean electronic products and South Korean love beans, indicating that Chinese college students pay more attention to South Korean dramas and variety shows, and they are also deeply impressed by South Korean food, plastic surgery, clothing and cosmetics.
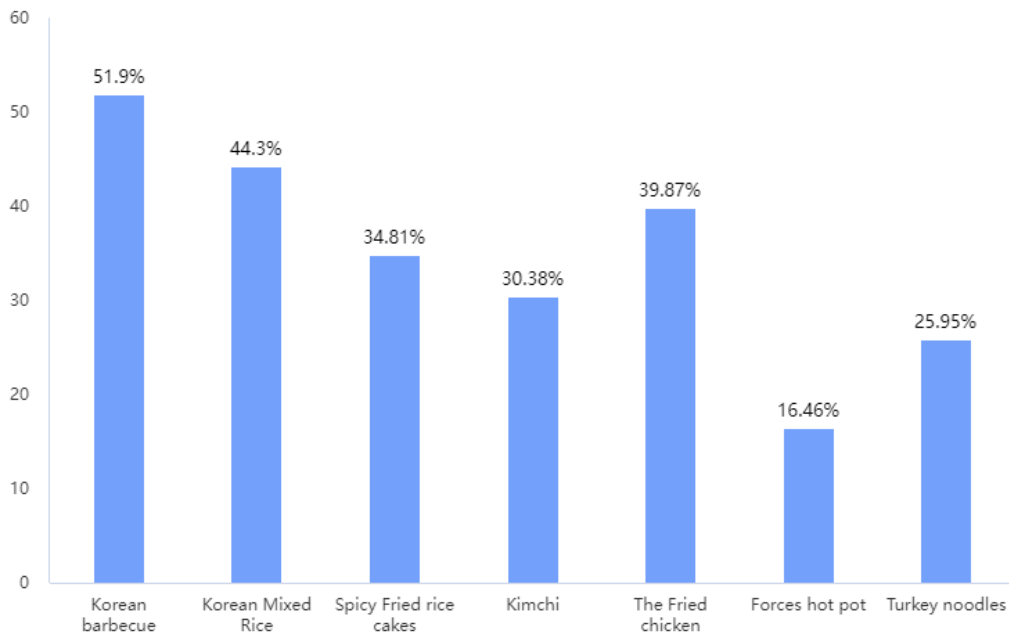
3) The students were asked about their impressions of Korean food

The statistical results show that Korean barbecue, Korean bibimbap and fried

chicken are the most popular among Chinese college students, accounting for 51.9%, 44.3% and 39.87% respectively, followed by spicy fried rice cake, Korean kimchi, Turkey noodles and army hot pot are also favored by many college students. With the friendly trade between China and South Korea, more and more Korean businessmen come to China, and the Korean food industry is also on the rise. Because the ingredients and tastes of Korean food are similar to those of China, Korean food has a high recognition rate in China, especially among young people. Typical Korean dishes such as fried chicken, grilled meat and bibimbap are very popular.

〈Table 8〉 Favorite Korean food of the surveyed students

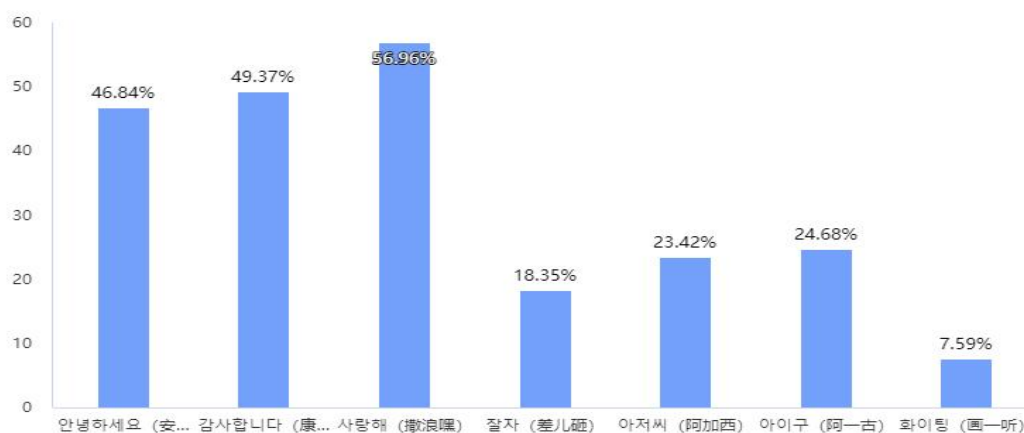|	N	Mean value	The standard deviation
Korean barbecue	82	.52	.501
Korean Mixed Rice	70	.44	.498
The Fried chicken	63	.40	.491
Spicy Fried rice cakes	55	.35	.478
Kimchi	48	.30	.461
Turkey surface	41	.26	.440
Forces hot pot	26	.16	.372
Number of active cases (columns)	158		

[Figure 2] The favorite Korean food of the surveyed students

4) The students were surveyed about their language impression of Korea

According to the survey data show that 56.95% of all the subjects chose "사 랑 해", 49.37% chose "감 사 합 니 다", 46.84% chose "안 녕 하 세 요", 24.68% of people chose "아 이 구", refueling words "화 이 팅" choose the least people. Therefore, in recent years, with the introduction of Korean dramas, "are you from the stars", "descendants of the sun", "please answer 1988" sought after by young people, such as "사 랑 해" is a word often appear in han drama, viewers are exposed, for Korean "hello", "thank you", such as commonly used oral English also to have certain perception, most subjects haven't been to Korea, So "화 이 팅" such common refueling for subjects is relatively unpopular.

<Table 9> Korean language most familiar to the surveyed students

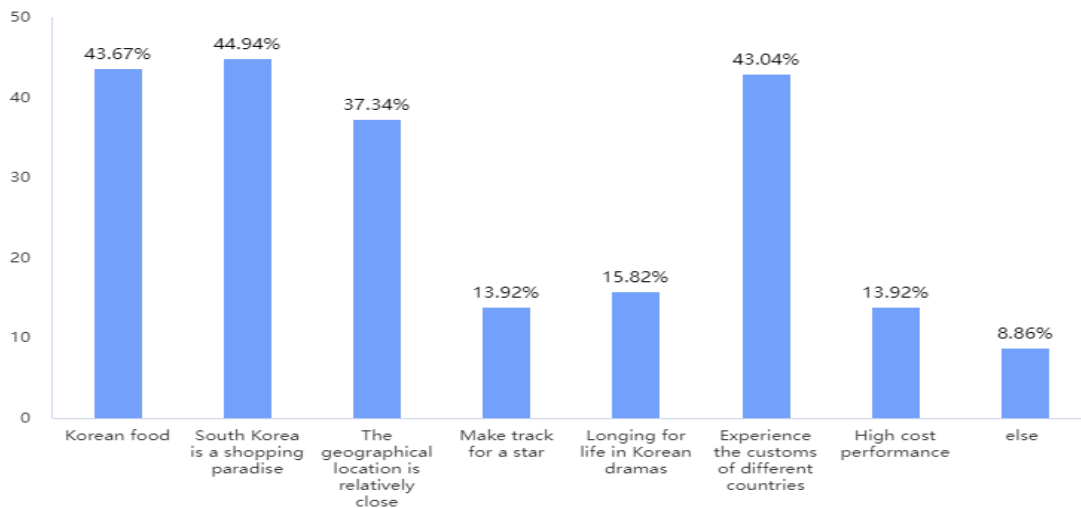|	N	Mean value	The standard deviation
사랑해	90	.57	.497
감사합니다	78	.49	.502
안녕하세요	74	.47	.501
아이구	39	.25	.433
아저씨	37	.23	.425
잘자	29	.18	.388
화이팅	12	.08	.266
Number of active cases (columns)	158		

[Figure 3] The most familiar Korean language histogram of the surveyed students

5) Factors influencing travel to South Korea

In order to investigate the influencing factors of Chinese college students' traveling to South Korea, a question was designed in the questionnaire to ask the students' reasons for traveling to South Korea, and then the influencing factors of the students' traveling to South Korea were analyzed through the frequency of multiple choice variables. By analyzing the data, it can be concluded that:

<Table 10> Factors influencing travel to South Korea

	N	Mean value	The standard deviation
South Korea is a shopping paradise	71	.45	.499
Korean food	69	.44	.498
Experience the customs of different countries	68	.43	.497
The geographical location is relatively close	59	.37	.485
Longing for life in Korean dramas	25	.16	.366
High cost performance	22	.14	.347
Make track for a star	22	.14	.347
Else	14	.09	.285
Number of active cases (columns)	158		

[Figure 4] Histogram of the influencing factors of the surveyed students' travel to South Korea

SPSS was used to conduct frequency analysis of multiple selected variables on the data to obtain the sample number, mean, standard deviation, percentage and other data of influencing factors of students' choice to travel to South Korea. The specific data are shown in Figure 14 and Table 50. The analysis results show that, South Korea is a shopping paradise, Korean food, experience the local conditions and customs of different countries and close geographical location are the main reasons why people choose to travel to South Korea, accounting for 44.94%, 43.67% and 43.04% respectively, followed by 15.82% of people choose to travel to South Korea because of their yearning for the life in South Korean dramas. Few people travel to South Korea because of the two factors of star-chasing and cost performance. Because of the effect of Korean culture of South Korea, South Korea's "Obama", Korean cuisine has great attraction for young Chinese, at the same time, and because South Korea duty free price higher reason, most people will choose to travel to South Korea, because these factors to soak up Korean dramas in South Korea, to experience the local conditions and customs of different countries.

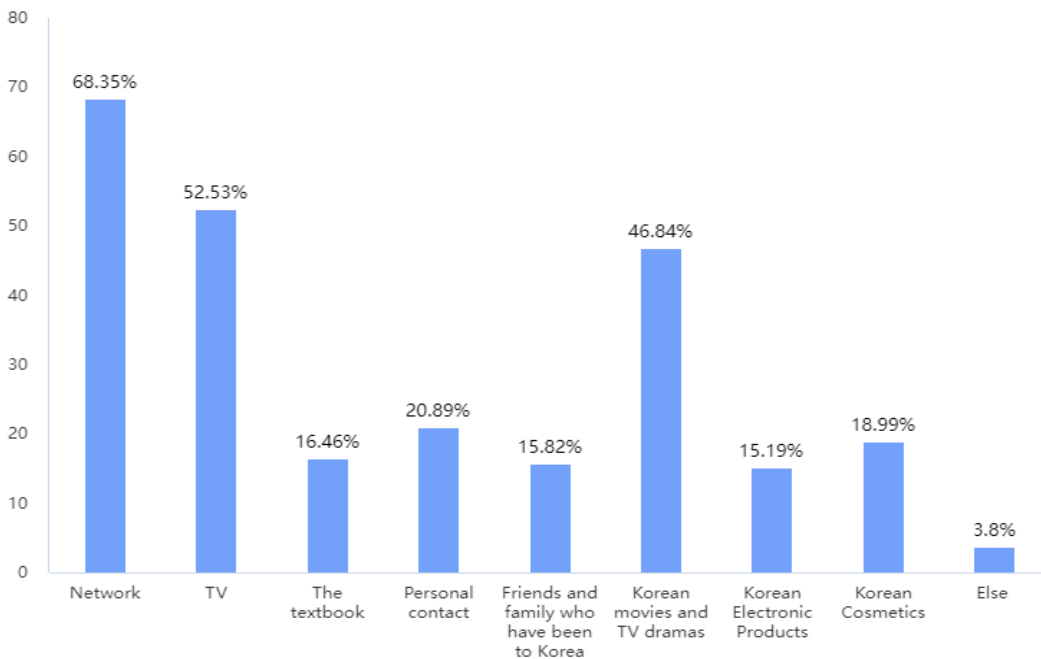### 6) The information acquisition channels of the investigated students

In order to investigate the sources of the image of South Korea formed by Chinese college students, a question about information channels was designed in the questionnaire to ask the surveyed students about the main sources of their impressions of South Korea, and then the information channels of the image of South Korea formed by the surveyed students were influenced by the frequency analysis of multiple choice variables. By analyzing the data, it can be concluded that:

<Table 11> Information acquisition channels of the investigated students

	N	Mean value	The standard deviation
Network	108	.68	.467
TV	83	.53	.501
Korean movies and TV dramas	74	.47	.501
Personal contact	33	.21	.408
Korean Cosmetics	30	.19	.393
The textbook	26	.16	.372

Friends and family who have been to Korea	25	.16	.366
Korean Electronic Products	24	.15	.360
Else	6	.04	.192
Number of active cases (columns)	158		

SPSS was used to conduct multi-choice variable frequency analysis on the data, and the sample number, mean, standard deviation, percentage and other data of the information channels selected by the surveyed students to obtain the image of South Korea were obtained. The specific data are shown in Figure 14 and Table 50. 68.35% of the students chose the network, ranking first in the percentage of information channels forming the image of South Korea. From high to low, the top three channels for influencing students to form Korean image information are the Internet, TV and Korean movies and TV series, and the last five are personal contact, Korean cosmetics, textbooks, friends and relatives who have been to Korea, and Korean electronic products. This shows that the Internet, TV, two mass media belonging to the news media and Korean movies and TV plays an important role in the construction of the image of South Korea for the students surveyed to spread the main image of South Korea. Textbooks, cosmetics and electronic products all contribute to the image of Korea in the minds of the students surveyed.

[Figure 5] Histogram of information acquisition channels of surveyed students

Ⅳ. Correlation analysis based on gender background

1. First impressions of Korea

Based on the gender survey of the students, the questionnaire designed a single choice, asking students to answer what is the first impression of Korea. The correlation analysis between students' gender and their first impression of Korea was conducted to find out whether there is a correlation between male and female gender and their impression of Korea.

<Table 12> First impression and gender related cross table

X\Y	Female	Male
Korean food	40(48.19%)	29(38.67%)
The south Korean film and television	55(66.27%)	31(41.33%)
Korean Cosmetics	34(40.96%)	26(34.67%)
Korean Electronic Products	21(25.30%)	32(42.67%)
Cosmetic surgery	39(46.99%)	23(30.67%)
Korean culture	8(9.64%)	9(12%)
The south Korean idol	35(42.17%)	11(14.67%)
Subtotal	83	75

2. The correlation between first impressions and gender

1) Korean food

After on gender and impression of South Korea's first impression of each dimension variable correlation analysis, get the table, it is concluded that gender differences with South Korea's first impression of Korea diet variable correlation coefficient is 0.096,

the significance test p value is 0.231, the gender differences of students with the first impression of Korea Korean diet showed a negative correlation, Combined with the percentage of each dimension of Korean impression in the survey results, it can be seen that Chinese college students' love for Korean food has nothing to do with gender and both male and female students are very fond of Korean food.

<Table 13> Correlation Analysis of Korean food and Gender

correlation			
		Gender	Korean food
	Pearson correlation	1	-.096
Gender	Sig. (two-tailed)		.231
	Number of cases	158	158
	Pearson correlation	-.096	1
Korean food	Sig. (two-tailed)	.231	
	Number of cases	158	158

2) The south Korean film and television

After on gender and impression of South Korea's first impression of each dimension variable correlation analysis, get the table, it is concluded that gender differences with the first impression of Korea, the south Korean film variable correlation coefficient for -.250, the significance test p value is 0.002, the gender differences of students with a first impression of Korea in South Korea film showed a negative correlation, It can be seen that Chinese college students' love for Korean movies and television is related to gender, and female students are more interested in Korean movies and television.

<Table 14> Correlation Analysis of Korean Film and Television Dramas and Gender

correlation			
		Gender	The south Korean film and television
Gender	Pearson correlation	1	-.250**
	Sig. (two-tailed)		.002
	Number of cases	158	158
The south Korean film and television	Pearson correlation	-.250**	1
	Sig. (two-tailed)	.002	
	Number of cases	158	158
**. At the 0.01 level (two-tailed), the association was significant.			

3) Korean Electronic Products

After on gender and impression of South Korea's first impression of each dimension variable correlation analysis, get the table, it is concluded that gender differences with the first impression of Korea, the south Korean film variable correlation coefficient for. 184, the significance test p value is 0.021, the gender differences of students with a first impression of Korea in South Korea electronic products were positively correlated, It can be seen that Chinese college students' love for Korean electronic products is related to gender, and male students are more interested in Korean electronic products.

<Table 15> Correlation Analysis between Korean Electronic Products and Gender

correlation			
		Gender	Korean Electronic Products
Gender	Pearson correlation	1	.184*
	Sig. (two-tailed)		.021
	Number of cases	158	158
Korean Electronic Products	Pearson correlation	.184*	1
	Sig. (two-tailed)	.021	
	Number of cases	158	158
*. At the 0.05 level (two-tailed), the association was significant.			

4) Cosmetic surgery

After on gender and impression of South Korea's first impression of each dimension variable correlation analysis, get the table, it is concluded that gender differences with the first impression of Korea, the south Korean film variable correlation coefficient for – 167, the significance test p value is .036, the gender differences of students with a first impression of Korea in South Korea was found to be inversely associated with the electronic products, The image of Korean plastic surgery in the eyes of college students is related to gender, and female students are more interested in plastic surgery.

< Table 16> Correlation analysis between plastic surgery and gender

correlation			
		Gender	Cosmetic surgery
Gender	Pearson correlation	1	–.167*
	Sig. (two-tailed)		.036
	Number of cases	158	158
Cosmetic surgery	Pearson correlation	–.167*	1
	Sig. (two-tailed)	.036	
	Number of cases	158	158
*. At the 0.05 level (two-tailed), the association was significant.			

5) The south Korean idol

After on gender and impression of South Korea's first impression of each dimension variable correlation analysis, get the table, it is concluded that gender differences with the first impression of Korea, the south Korean film variable correlation coefficient for –.302, the significance test p value is 0.000, the gender differences of students with a first impression of Korea in South Korea was found to be inversely associated with the electronic products, The image of South Korean love beans in the eyes of college students is related to gender, and female students are more interested in South Korean idols and stars.

After the correlation analysis between students' first impression of Korea and gender differences, it can be seen that there is a correlation between students' gender differences and some impression variables in their first impression of Korea. It can be seen that in national image communication, it is very efficient and necessary to formulate different communication strategies according to gender differences.

<Table 17> Correlation Analysis between Korean Idol and Gender

correlation			
		Gender	The south Korean idol
Gender	Pearson correlation	1	-.302**
	Sig. (two-tailed)		.000
	Number of cases	158	158
The south Korean idol	Pearson correlation	-.302**	1
	Sig. (two-tailed)	.000	
	Number of cases	158	158
**. At the 0.01 level (two-tailed), the association was significant.			

Ⅴ. Conclusions and Recommendations

1. Conclusions

1) The overall image of Korea in the minds of students was surveyed

First, my first impression of Korea. Through investigation and study, students surveyed for south Korean cuisine, TV dramas, variety show, cosmetic, clothing and cosmetics focus is more, in addition to the familiar to the public, cosmetics, etc. "Korean wave", the content of students surveyed think of more electronic products, and South Korea Han Guoai beans and other elements, but the ratio of the mentioned less "Korean wave", This shows that the Korean Wave is still less influential than the Korean Wave.

Second, the impression of Korea in different dimensions. At present, the surveyed students' impressions of Korea in different dimensions are as follows: in terms of diplomacy, the surveyed students' evaluation of South Korea's foreign policy mainly comes from China-South Korea relations, and their recognition of foreign policy is not high. In terms of the entertainment industry, 30% of the surveyed students had the experience of following Korean entertainers, and the vast majority of them believed that they had a good understanding of the Korean entertainment industry, indicating that the surveyed students generally pay great attention to the Korean entertainment industry. In terms of willingness to go to South Korea, more than 80% of the surveyed students choose to travel to South Korea. It can be explained that the surveyed students are still very yearning for South Korea; In terms of the evaluation of Koreans, the proportion of students who choose "fashionable appearance and decent appearance" and "pay attention to etiquette" is the highest, and 30 percent of students choose negative evaluation, indicating that the positive impression of Koreans is better than the negative impression.

2) The overall image of Korea in the minds of students was surveyed

The study found that the top three channels for students to get information about South Korea's image were the Internet, television and movies and TV dramas. This shows that mass media, such as television and the Internet, which are biased towards news media, play an important role in the construction of a positive image of South Korea, and Korean movies and TV dramas can also spread the image of South Korea to the students surveyed. At the same time, Korean food, cosmetics, electronic products and other channels also constructed the image of Korea in the minds of the surveyed students.

Among the most reliable sources of information about South Korea, the surveyed students obtain information through mobile phones and computers the most frequently in their daily life, and it is far more than newspapers, radio, magazines and other channels, indicating that in this era, new media has surpassed old media to become the main channel for contemporary college students to obtain information. It shows that with the development of The Times, new media develops rapidly and plays a very

important role in obtaining information in our daily life. Therefore, how to effectively use new media to build national image is also a problem that the country should consider in the future.

2. Some advice

First, to actively build a good national image, we should attach importance to and give play to the international communication ability of media, and shape and control the international discourse power in line with national interests. In South Korea's image, for example, the study found that in the understanding of South Korea's most reliable source of information, students surveyed in daily life to obtain information through the network has the highest frequency, and far more than newspapers, radio, magazines and other channels, indicating that in this day and age, now the new media has overtaken old media become the main channel of our access to information, Therefore, we should pay full attention to and give full play to the international communication ability of new media. The top three information channels for obtaining a positive image of South Korea were the Internet, television and movies and TV dramas. This shows that mass media, such as television and the Internet, which are biased towards news media, play an important role in the construction of a positive image of South Korea, and Korean movies and TV dramas can also spread the image of South Korea to the students surveyed. At the same time, Korean food, cosmetics, electronic products and other channels also constructed the image of Korea in the minds of the surveyed students. It can be seen that Korea has created a national image of "romantic Korea" and "dynamic Korea" with its unique film and television works, pop music, food culture and commodities.

Second, in order to promote people-to-people exchanges and good interactions between China and South Korea and countries through public perception research on national image, it is not enough to only conduct research on "Korean image of Chinese college students". It is necessary to strengthen the research positioning of international audiences, especially mainstream social audiences in Western countries. The objects of international news reports and all international communications are international audiences.

In short, the national image construction should not only pay attention to the full use of new media communication, but also strengthen the investigation and research of international audiences, only in this way can we better establish and spread the national image.

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