

SIGNIFICANCE AND TERMS OF 'RED ECONOMY'

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The reality of the World Cup fever and the necessity of its analysis

By hosting the World Cup, Korean people's strength and emotion exploded.

Korean people took an opportunity presented by hosting the World Cup tournament and used it to show an explosion of strength and emotion. This explosion of strength and emotion has taken three distinct forms: Passion, self-motivated solidarity, and harmonized order. One group of people who best represents the expression of Korean people's fiery passion has to be the 'Red Devils'. They have been a source of inspiration for entire Korean people and they also motivated millions of people to pour out into major streets of Korea to cheer for team Korea.

Korean citizens also showed an unforced and organized, yet not standardized, spirit of solidarity throughout the World Cup. As a host of World Cup, rather than being hostile to other countries, Korea showed high level of orderly spirit that is based on harmony that transcended race, religion and nationality. Some people were worried about anti-American sentiments and destructive activities prior to the World Cup, but such incidents were very few and far between.

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What is the true nature of the 'Red fever'? The 'Red fever' is essentially a fusion of the 'Red' devils and World Cup 'fever'. By using a same logic, Korean spirit that is created by this 'Red fever' can be called the 'Red Spirit'. This type of enthusiastic spirit does not disappear immediately, but tends to fade right after the end of a major event (World Cup in this case). Therefore, Korea need to channel all this positive and potent energy created by the 'Red Spirit' into enhanced productivity, and advanced development of the nation. This channeling of energy can be achieved by combining various aspects of society with the 'Red Spirit'. For example, a development model based on the 'Red Economy', 'Red Politics', and 'Red Culture' can imbue unique concepts that will contribute towards the advancement of Korea as a nation. Especially, the 'Red Economy' represents a combination of the 'Red Spirit' and development of the Korean economy in general.

Nature and significance of the 'Red Spirit'

An emotional trait that best represents Koreans is known as 'Han'. 'Han' is a complex mixture of both negative and positive emotions. While bitterness, resentment, hatred, and regret show negative and sometimes passive nature of 'Han',

it can also be something very positive and active, such as perseverance, passion, cooperation and tolerance. Obviously, 'Red Spirit' is based on both positive and active traits of 'Han', which emphasize creative and progressive nature of Korean people. Therefore, the 'Red Spirit' can also be called 'Creative Challenge Spirit'.

Given an opportunity, the 'Red Spirit' ignites the hidden strengths within each and every Korean people and make them explode. This explosion of strength was shown in three different facets of history: resistance of either an invasion by foreign nation or social injustice within, overcoming national crisis, and a pioneering spirit that is both active and progressive. Throughout the history, Korean people fought against invasion of Mongolia, resisted Japanese reign, and resisted against a dictatorship of their own government. When a national crisis has occurred, such as recent IMF crisis, everyone in Korea united as one to overcome each crisis with aplomb. Also, "New Villiage Movement" in the 60's and 70's showed a strong sense of Koreans' 'CAN-DOism' by successfully taking on the challenge of developing rural areas in order to increase the standard of living.

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Nevertheless, the expression of 'Red Spirit' cannot always take a positive form. If 'Red Spirit' becomes overheated, it can transform into an overzealous and hot-headed emotion that can have detrimental effects in society. Examples of such negativities are excessive regionalism and constant feud between the labor union and management. Fortunately, expression of the 'Red Spirit' mostly has been positive so far.

With the 2002 World Cup, 'Red Spirit' has undergone a drastic transformation. On top of Korean people's traditional spirit and strength, advanced spirit of order and harmony, and spirit of globalization were added. In other words, this new 'Red Spirit' represents an upgrade from 20th century's 'CAN-DO Spirit' for the new millenium.

There are several social changes that helped this transformation of the 'Red Spirit'. Korean economy has been constantly growing since the latter half of 20th century and this helped to stabilize people's income and their piece of mind. At the same time, a generous and harmonizing spirit based on an understanding of today's global society that respects individuality and cooperation was formed.

Emergence of this 'Red Spirit' confirms Korean people's spiritual and potential power and allows a development that closely matches global trend. Also, the 'Red spirit' can become a foundation for the creation of new and advance political, social and economical culture.

'Red Spirit', 'Red Economy', and Development of a country

The 'Red Economy' means an advanced economy that harnesses intrinsic power of the 'Red Spirit' and maintains a constant growth. Since 1960's Korean people's spirit and potential power were shown in the form of 'compressed economy'. On the other hand, the 21st century 'Red Economy' that is based on the 'Red Spirit,' is both advanced and sustainable.

The 'Red Economy' harnesses intrinsic power of the 'Red Spirit'.

There are three main aspects that constitutes the 'Red Economy': Competition and cooperation, creation and leadership, and reconciliation and harmony. Competition and cooperation represent a movement from 'distrustful economy' to a 'trustworthy economy'. This movement is based on the market economy with an emphasis on both competition and community-based cooperation. In other words, a 'trustworthy economy' represents an economic system that links various economic bodies, regions or individual members based on trust.

Creation and leadership represent a movement from 'chasing economy' to 'leading economy'. In today's high-tech economy driven by IT, BT, NT industries, Korea must find a way to utilize individual citizen's skills and entire nation's strong organizational nature and speed.

Reconciliation and harmony represent a movement from 'antagonistic economy' to 'friendly economy'. Each Korean citizen has to realize he/she is a member of a global society and its economy. In order to fulfill this worldly vision, a tension between regions, social classes and labour and management must be minimized. Furthermore, environment and every living beings within it must be protected and treated with a respect so economy can grow with nature.

There is one significant condition that must be satisfied in order to transform the current economy to the 'Red Economy'. But first, backgrounds and problems that are caused by an explosion of World Cup fever has to be explained.

General public tends to yearn for a hero or a star who can fulfill their wishes or desire. This yearning gets even stronger during a turbulent time. In today's society, there is an absence of leadership that can bring out potential power of every citizen and fulfill their political, economical and social needs. Society's dissatisfaction that stems from a lack of leadership is usually expressed by various outlets, such as sports. Through these outlets, general public experiences a 'substitutional satisfaction' which is certainly far from genuine and generally not healthy.

a strong leadership is needed in order to transform the 'Red Spirit' into the 'Red Economy'.

Therefore, in order to transform the 'Red Spirit' into the 'Red Economy' and to use it to advance Korea as one of the leading nations of 21st century, a strong leadership is needed. This leadership must present a solid plan and vision to improve economy of a nation that can obtain an agreement and participation from vast majority of Korean citizens. Also, numerous events or opportunities have to be provided to citizens by the leadership in order to gather all the constructive energy from each and every Korean citizens.

There are several actions that are need to be taken. As mentioned above, a recovery of strong leadership is the most important issue that needs to be addressed. Political, economical, social, and cultural leaders must have a high moral and ethical standards and must be accountable for their actions. By maintaining such standards, leaders of various facets of society can regain the trust from general public.

Finally, visible mid and long term goals and vision based on the inputs from Korean public have to be made, such as becoming top five countries in the world in terms of economic power. Along with the goals and vision, a smart and efficient strategy is needed in order to become a successful economy. **VIP**