

# Culture in foreign affairs and contemporary cultural diplomacy.

Katarzyna Rybka-Iwańska

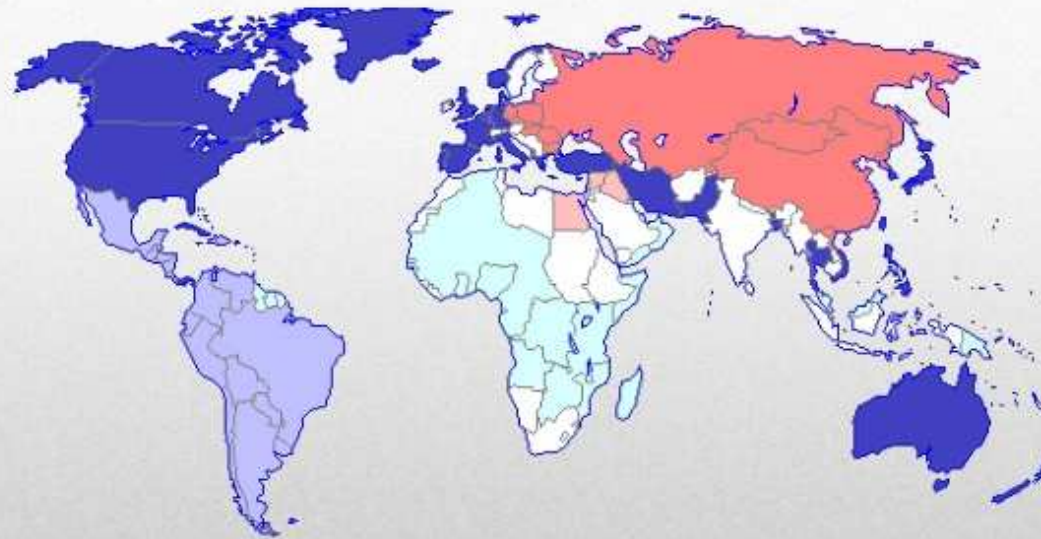
Course on Public Diplomacy 2017



# Culture in international relations

- Networks again! Culture occurs everywhere, where communities occur – and where these communities interact.
- Closely linked with identity and awareness of common language, ethnicity, history, religion – and even of common landscapes. Needs symbols.
- Civilisations – we vs. others; the temptation to seek the superiority of certain civilisations/cultures over others

# Cold War world



**Cold War Map – World**

Source:  
[https://www.google.pl/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiROM6oocnSAhVD\\_ywKHekpCpsQjRwIBw&url=https%3A%2F%2Fwww.slideshare.net%2Fhistoryhokie%2Frc-4&bvm=bv.149093890,d.bGg&psig=AFQjCNE2AJs\\_3O31wevZleOt\\_sw3Ss72Zg&ust=1489143134404344](https://www.google.pl/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiROM6oocnSAhVD_ywKHekpCpsQjRwIBw&url=https%3A%2F%2Fwww.slideshare.net%2Fhistoryhokie%2Frc-4&bvm=bv.149093890,d.bGg&psig=AFQjCNE2AJs_3O31wevZleOt_sw3Ss72Zg&ust=1489143134404344)

### 3 important readings that have framed the international discourse on cultures and civilisations for some 20 years after the cold war

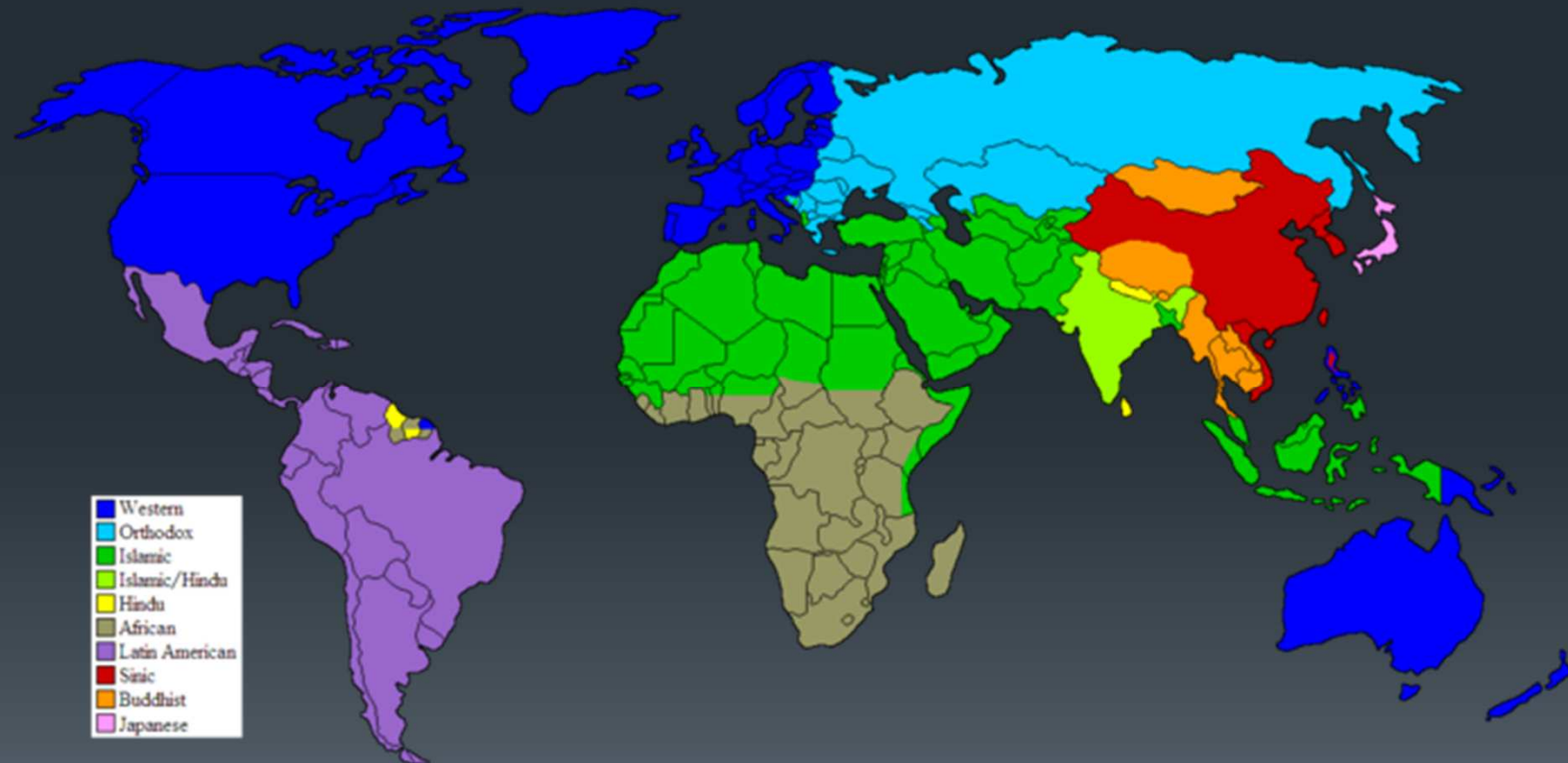
- Francis Fukuyama, *The End of History and The Last Man* (1992)
  - Samuel Huntington, *The Clash of Civilisations* (1996)
  - Benjamin Barber, *Jihad vs. McWorld* (1996)
- Globalisation facing the multicultural world, where societies and cultures interact 24/7,
- The power (hegemony?) of transnational capitalism, market economy and liberalism: the liberal idea (Fukuyama)



# Francis Fukuyama and the wishful thinking?

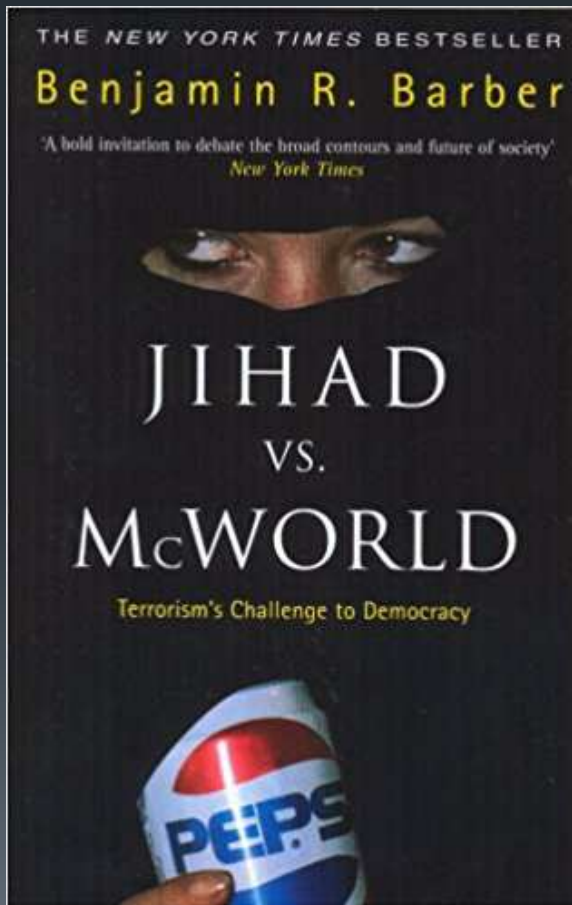
*What we may be witnessing is not the end of the Cold War but the end of history as such; that is, the end point of man's ideological evolution and the universalization of Western liberal democracy.*

# Samuel Huntington and the world of civilisations



Source: [https://en.wikipedia.org/wiki/Clash\\_of\\_Civilizations](https://en.wikipedia.org/wiki/Clash_of_Civilizations)

# Benjamin Barber and the world of liberalism vs. traditionalism?



The struggle between „McWorld” (globalisation and the corporate control of the political process) and „Jihad” (tradition and traditional values in the form of extreme nationalism or religious orthodoxy and theocracy).

Source: <http://www.theapricity.com/forum/showthread.php?24159-Jihad-vs-McWorld>  
<https://www.amazon.co.uk/Jihad-Vs-McWorld-Benjamin-Barber/dp/0552163848>



# Culture in international relations

The post cold war world and the issue of civilisational politics

- The relative decline of the West
- The rise of Asian economies, including the readiness of China to lead the world
- The demographic explosion in a big number of various developing countries
- The impact of globalisation, i.e. tremendous international flows in terms of capital, information, people – but also an immense increase of economic and social inequalities





## Cultural diplomacy defined

- The exchange of ideas, information, art and other aspects of culture among nations and their peoples to foster mutual understanding

CAN:

- be helpful in bridging differences and in opening new avenues of communication
- soften, clarify, complicate, and provide expanded opportunities for connection
- create fertile ground for traditional diplomacy
- maintain links when official relations are imperilled
- remind citizens of various countries that they have things in common with, sometimes despite official policies

CANNOT change outcomes where policies are entrenched

*Patricia M. Goff*



# Cultural diplomacy defined

- A two way street
- Operates in the long term
- Does not explain or compensate for unpopular policies
- Can increase understanding between different peoples and cultures
- Can divert or entertain while communicating aspects of culture
- Can open doors between diplomats and their host countries, even when relations are strained
- Cannot be effectively measured; it makes a qualitative, not quantitative, difference in relations between nations and peoples
- Works best when it caters to the interests of a host country or region
- Needs to be creative and flexible.

*Cynthia P. Schneider*



# Cultural diplomacy defined

The lesser politics, the better cultural diplomacy

BUT: cultural diplomacy can only take place when formal diplomats, serving states and/or governments, try to shape and channel this natural flow to advance national interests

- Equality, reciprocity, respect, delicacy – cultural diplomacy is conducted in various cultures
- High culture vs. popular culture
- The tone needs to change: less about winning arguments, more about engagement

Source: [www.culturaldiplomacy.org](http://www.culturaldiplomacy.org)  
*Mark Leonard*



## The principles of cultural diplomacy

Cultural diplomacy, when learned and applied at all levels, possesses the unique ability to influence the “Global Public Opinion” and ideology of individuals, communities, cultures or nations, which can accelerate the realization of the following 5 principles :

- Respect and recognition of cultural diversity and heritage
- Global intercultural dialogue
- Justice, equality and interdependence
- The protection of international human rights
- Global peace and stability

Source: [www.culturaldiplomacy.org](http://www.culturaldiplomacy.org)



## Examples – sky is the limit

- Artist exchanges between Cuban and American filharmonic musicians despite the freezed diplomatic relations
- The cooperation between Vatican and the Victoria and Albert Museum in London, corresponding with the papal visit to the UK
- The activities of the *Institut du monde arabe* in Paris that presents the richness of Arab history and culture to the French nation (funded by France and Arab states)
- International Chopin Piano Competition in Poland
- Ping-Pong diplomacy between the US and China
- „We are the world” – USA for Africa
- The EU Erasmus Programme

*Patricia M. Goff*

Katarzyna Rybka-Iwańska



Source: <https://www.youtube.com/watch?v=xm-iuldp4vg>



**Ambassador James B. Smith**  
US Ambassador to the Kingdom of Saudi Arabia

Source: <https://www.youtube.com/watch?v=phUV38IEKc8>



## These two examples prove that...

... public and cultural diplomacy is not simply delivering a message to an audience – it is about getting a result. And to get a result, you need to take account of the fact that the listener's views and experience matter as much as the message that the speaker is sending.

→ promote mutuality in relations – understand the concerns of the target audience and build on areas of mutuality.

*Mark Leonard*





## Summarising questions to students:

- Who takes part in cultural diplomacy?
- Who are the audiences in cultural diplomacy?
- What are the main fields cultural diplomacy is conducted within?
- What are the desired effects of cultural diplomacy?
- Can culture (in a broad sense) bring any fruit for country's security?
- Delicacy or boldness – what are the virtues of cultural diplomats?

## Literature used for the presentation and further reading:

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- Kissinger Henry, *World Order*, Penguin Books Limited, 2014
- Slaughter Anne-Marie *The Chessboard & The Web. Strategies of Connection in a networked world*, 2017



Thank you very much for your  
attention!

Let's stay in touch:

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