

International Relations Program
Fall 17/

Course title: Cultural Diplomacy in the 21st Century

Language of instruction: English

Professor: Dr. Hannah Abdullah

Professor's contact and office hours: hannah_abdullah@icloud.com

Course contact hours: 45

Recommended credit: 3 US credits-6 ECTS credits

Course prerequisites: There are no prerequisites for this course

Language requirements: Very good knowledge of English

Course focus and approach:

Drawing on approaches from International Relations, Political Science, Sociology, and Cultural Studies, this course provides an in-depth overview of the theory and practice of cultural diplomacy in today's globalized world.

Course description:

There is growing political and academic recognition of the significance of cultural diplomacy as a form of 'soft power'. This course provides an in-depth overview of the theory and practice of cultural diplomacy in today's globalized world. Following a historical excursion that surveys the institutionalization of cultural diplomacy during the colonial period and the Cold War, current practices in the field are analyzed by looking at varying institutional arrangements, agendas, and programs in key countries, including the US, European Union (EU) member states, and emerging powers such as China and the United Arab Emirates (UAE). Through the study of UNESCO and EU initiatives, the course also examines how cultural diplomacy is conducted in multilateral forums. By focusing on concrete examples and case studies, students are invited to reflect on ongoing and new issues in the field of cultural diplomacy – including, its growing importance in international development and conflict, questions of how cultural initiatives can advance regional and national integration, the impact of new technologies, and evaluation studies.

Learning objectives:

Students will:

- gain a multi-disciplinary perspective on the theory and practice of cultural diplomacy in different national and regional contexts
- acquire knowledge of the history of cultural diplomacy as a distinct field of political and cultural practice
- gain an overview of the structure and workings of the most important institutions in global cultural diplomacy today
- develop an understanding of pressing issues and innovations in contemporary international cultural politics
- be able to discuss the course material in the context of global events and developments
- develop effective analytical and writing skills to think critically about and conduct research in the field of cultural diplomacy and international cultural politics

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Course workload:

Students are expected to read and take notes on the required reading for each week, participate in class discussions and group work, give one in-class presentation, and submit one final essay.

Teaching methodology:

The course teaching will follow an interactive format, based on short introductory lectures, student presentations, case studies, and group work. We will typically begin with a 30-45 minute interactive lecture, followed by a seminar in which students will be given a range of tasks to perform in order to consolidate their understanding of the course content, including discussions, role-plays, and student presentations. Students must read the required reading prior to class, which will be made available on Aula Global. Further readings are provided for students who wish to deepen their understanding of the course content.

Assessment criteria:

Assessment will be based on in-class participation (20%), one student presentation (30%), and a final essay of 4,500-5000 words (50%). The essay question will be formulated with the assistance of the professor.

Absence policy:

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student's final grade as follows:

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Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10 point scale)
Four (4) absences	2 points subtracted from final grade (on a 10 point scale)
Five (5) absences or more	The student receives an INCOMPLETE ("NO PRESENTAT") for the course

The PEHE/HESP attendance policy **does not distinguish between justified or unjustified absences**. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case by case basis by the Academic Director of the program.

Classroom norms:

- No food or drink is permitted in class
- No mobile phones or other electronic devices are permitted in class with the only exception of laptops (only when used for class purposes)
- Students will have a ten-minute break after the first hour of each session

Weekly schedule

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INITIAL SESSION: Cultural Diplomacy: between ‘soft power’ and ‘cultural relations’

Key terms & concepts: cultural diplomacy, ‘soft power’, cultural relations, state interests, supra-national interests, non-state actors, instrumentalization

Required reading:

- Gienow-Hecht, Jessica C.E. and Mark C. Donfried (2010), ‘The Model of Cultural Diplomacy: Power, Distance, and the Promise of Civil Society’, in: Gienow-Hecht and Donfried (eds.), *Searching for a Cultural Diplomacy*. New York: Berghahn Books, 13-29.
- Bound, Kirsten and Rachel Briggs et al. (2007) ‘Culture is an Essential Component of International Relations’, in: Bound and Briggs et al., *Cultural Diplomacy*. London: Demos, 21-31.
- Nye, Joseph S. (2008) ‘Public Diplomacy and Soft Power’, *ANNALS of the American Academy of Political and Social Science*, vol. 616:1, 94-109.

Further reading

- Zamorano, Mariano Martín (2016) ‘Reframing Cultural Diplomacy: The Instrumentalization of Culture under the Soft Power Theory’, *Culture Unbound*, vol. 8, 166-186

WEEK 1: The Legacy of Colonialism and Cultural Nationalism

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Key terms & concepts: colonial expansion, cultural nationalism, ‘mission civilisatrice’, geopolitical rivalries, cultural propaganda, institutionalization

Required reading:

- Paschalidis, Gregory (2009), ‘Exporting National Culture: Histories of Cultural Institutes Abroad’, *International Journal of Cultural Policy*, 15:3, 275-289.
- Mulcahy, Kevin V. (2017) ‘Exporting Civilization: French Cultural Diplomacy’ in: Mulcahy, *Public Culture, Cultural Identity, Cultural Policy: Comparative Perspectives*. London: Palgrave Macmillan, 33-62.
- Dueck, Jennifer (2010), ‘International Rivalry and Culture in Syria and Lebanon under the French Mandate’, in: Gienow-Hecht and Donfried (eds.), *Searching for a Cultural Diplomacy*. New York: Berghahn Books, 137-161.

WEEK 2: US Cultural Diplomacy: from the Cold War to the Post-9/11 era

Key terms & concepts: Cold War, cultural propaganda, United States Intelligence Agency (USIA), cultural and educational exchange programs, anti-American sentiments, war on terror, ‘clash of civilizations’

Required reading:

- Glade, William (2009) ‘Issues in the Genesis and Organization of Cultural Diplomacy: A Brief Critical History’, *The Journal of Arts Management, Law, and Society*, 39:4, 240-259.
- Snow, Nancy (2008) ‘International Exchanges and the US Image’, *ANNALS of the American Academy of Political and Social Science*, vol. 616:1, 198-222.

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- Finn, Helena K. (2003) 'The Case for Cultural Diplomacy: Engaging Foreign Audiences', *Foreign Affairs*, vol. 82:6, 15-20.
- Huntington, Samuel (1993) 'The Clash of Civilizations?', *Foreign Affairs*, 72:3, 22-49 [read pp. 22-29].

Further reading:

- Schneider, Cynthia P. (2005) 'Culture Communicates: US Diplomacy that works', in: Jan Melissen (ed.), *The New Public Diplomacy. Soft Power in International Relations*. New York: Palgrave, 147-168.
- Bellamy, Carol and Adam Weinberg (2008) 'Educational and Cultural Exchanges to Restore America's Image', *The Washington Quarterly*, 31:3, 55-68.

WEEK 3: European National Institutes of Culture & EU Multilateral Cultural Diplomacy

Key terms & concepts: European national institutes of culture, multilateral cultural diplomacy, culture in EU external relations, EUNIC (European Union National Institutes for Culture), collaboration vs. competition

Required reading:

- Mission statements of key European National Institutes of Culture:
 - British Council, see <https://www.britishcouncil.org/organisation>
 - French Institute/Alliance Française, see <http://www.institutfrancais.com/en/about-us> ; <https://www.alliancefr.org/en/home-1>
 - Goethe-Institut, see <https://www.goethe.de/ins/de/en/uun/auf.html>
 - Italian Cultural Institute, see http://www.iicnewyork.esteri.it/iic_newyork/en/istituto/chi_siamo/
 - Instituto Cervantes, see http://www.cervantes.es/sobre_instituto_cervantes/informacion.htm (ES) http://nyork.cervantes.es/en/about_us_spanish.htm (EN)
- Fischer, Rod (2007) *A Cultural Dimension to the EU's External Policies: From Policy Statements to Practice and Potential*. Amsterdam: Boekman Studies, 26-41.
- Fischer, Ali (2013) 'A Network Perspective on Public Diplomacy in Europe: EUNIC', in: Jan Melissen and Mai'a Ka. David Cross (eds.) *European Public Diplomacy. Soft Power at Work*. New York: Palgrave Macmillan, 137-156.

Further reading:

- Fischer, Rod (2007) 'Annex 7: The European National Institutes of Culture (EUNIC)', in: Fischer, *A Cultural Dimension to the EU's External Policies: From Policy Statements to Practice and Potential*. Amsterdam: Boekman Studies, 146-151.
- Fischer, Rod (2007) *A Cultural Dimension to the EU's External Policies: From Policy Statements to Practice and Potential*. Amsterdam: Boekman Studies, 42-50.

WEEK 4: Culture as a Tool for European Union Integration

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Key terms & concepts: European cultural identity, ‘united in diversity’, shared cultural heritage, EU enlargement, soft conditionality

Required reading:

- Lähdesmäki, Tuuli (2012) ‘Rhetoric of Unity and Cultural Diversity in the Making of European Cultural Identity’, *International Journal of Cultural Policy*, 18:1, 59-75.
- Karaca, Banu (2010) ‘The Art of Integration: Probing the Role of Cultural Policy in the Making of Europe’, *International Journal of Cultural Policy*, 16:2, 121-137.
- Vos, Claske (2017) ‘European Integration through ‘Soft Conditionality’. The contribution of culture to EU Enlargement in Southeast Europe, *International Journal of Cultural Policy*, available at:
<http://www.tandfonline.com/doi/full/10.1080/10286632.2016.1276577?scroll=top&needAccess=true>

WEEK 5: Global Cultural Policy - The United Nations Educational, Scientific and Cultural Organization (UNESCO)

Key terms and concepts: idealism, norm creation, cultural heritage, economic development, intangible cultural heritage, participation

Required reading:

- Singh, J.P. (2011) ‘Introduction’ to: *United Nations Educational, Scientific and Cultural Organization: Creating Norms for A Complex World*. Routledge, London, 1-10.
- Singh, J.P. (2014) ‘Cultural Networks and UNESCO: Fostering Heritage Preservation Betwixt Idealism and Participation’, *Heritage & Society*, vol. 2:1, 18-31
- Aikawa, Noriko (2004) ‘An Historical Overview of the Preparation of the UNESCO International Convention for the Safeguarding of the Intangible Cultural Heritage’, *Museum International* 56:1/2, 137-149.

Further reading:

- Aikawa, Noriko (2000) ‘Intangible Cultural Heritage: New Safeguarding Approaches’, *World Culture Report 2000*, available at:
<http://unesdoc.unesco.org/images/0012/001210/121058e.pdf>

WEEK 6: The Growing Importance of Culture in International Development and Conflict

Key terms & concepts: expanded concept of cultural policy, strengthening of democratic structures and civil society, conflict prevention and intervention, peace and capacity building

Required reading:

- World Commission on Culture and Development (1995), ‘Rethinking Cultural Policies’, in: *Our Creative Diversity: A Report of the World Commission for Culture and Development*. Geneva: UNESCO, 229-253, available at:
<http://unesdoc.unesco.org/images/0010/001016/101651e.pdf>
- Helly, Damien (2013) ‘More Culture in Global Politics’, in: *Culture and Conflict. Challenges for Europe’s Foreign Policy*. EUNIC Yearbook 2012/2013, 23-27, available at:

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http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1103&context=gia_facpub

- Mader, Katarin (2013) 'The Positive Influence of Cultural Initiatives', in: *Culture and Conflict. Challenges for Europe's Foreign Policy*. EUNIC Yearbook 2012/2013, 50-54.

Further reading:

- Kiwan, Nadia and Ulrike Hanna Meinhof (2011) 'Mutual Support: North - South', in: Kiwan and Meinhof, *Cultural Globalization and Music. African Artists in Transnational Networks*, 153-175.

WEEK 7: Nation Branding as Nation Building: China, Japan, and Qatar

Key terms & concepts: nation building, nation branding, pop-culture diplomacy, one-way projection, cultural diversity, legitimation, virtual enlargement

Required reading:

- Barr, Michael (2012) 'Nation Branding as Nation Building: China's Image Campaign', *East Asias*, 29:1, 81-94.
- Iwabuchi, Koichi (2015) 'Pop-culture Diplomacy in Japan: Soft Power, Nation Branding and the Question of "International Cultural Exchange"', *International Journal of Cultural Policy*, 21:4, 419-432.
- Eggeling, Kristin A. (2017) 'Cultural diplomacy in Qatar: Between "Virtual Enlargement", National Identity Construction and Elite Legitimation', *International Journal of Cultural Policy*, available at: <http://www.tandfonline.com/doi/full/10.1080/10286632.2017.1308505>

Further reading:

- Cooper, Andrew F. and Bessma Momani, 'The challenge of re-branding progressive countries in the Gulf and Middle East: Opportunities through new networked engagements versus constraints of embedded negative images', *Place Branding and Public Diplomacy*, vol. 5(2), 103-117.

WEEK 6: The Cultural Foreign Policy of Cities and Regions, the case of Barcelona and the Basque country

Key terms & concepts: paradiplomacy (vs. branding), internationalization, social legitimacy, global cities, nationalism, stateless nations

Required reading:

- Isar, Yudhishtir, Michael Hoelscher and Helmut K. Anheier (2012) 'Introduction' to *Cultures and Globalization: Cities, Cultural Policy and Governance*. Sage: London, 1-12.
- Mariano Martín Zamorano & Arturo Rodríguez Morató (2015) 'The Cultural Paradiplomacy of Barcelona Since the 1980s: Understanding Transformations in Local Cultural Paradiplomacy', *International Journal of Cultural Policy*, 21:5, 554-576.
- Lecours, André and Louis Moreno, 'Paradiplomacy and Stateless Nations: A reference to the Basque Country'. Working Paper (2006), available at: <http://digital.csic.es/bitstream/10261/1472/1/dt-0106.pdf>

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WEEK 9: Cultural Diplomacy in the Information Age

Key terms & concepts: ‘new public diplomacy’, information age, public participation, non-state actors

Required reading:

- Vickers, Rhiannon (2006) ‘The New Public Diplomacy: Britain and Canada compared’, *British Journal of Politics & International Relations*, vol. 6 (2), 182-194.
- Bound, Kirsten and Rachel Briggs et al. (2007) ‘Next Generation Cultural Diplomacy’, in: Bound and Briggs et al., *Cultural Diplomacy*. London: Demos, 65-80.
- Grincheva, Natalia, ‘Cultural Diplomacy 2.0: Challenges and Opportunities in Museum International Practices’, *Museum & Society*, 11:1, 39-49.

Further reading:

- Molema, Saskai, ‘Cultural Diplomacy in the Digital Age: How Social Media enhances Cultural Exchange between European Nations’. Working paper. Presented at the conference “The European Union and the Politicization of Europe” (27-28 November 2015), organized by Euroacademia and the Anglo American University Prague.

WEEK 10: Evaluation and Impact Studies of External Cultural Policies

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Key terms & concepts: evaluation, impact, comparability, quantitative and qualitative methods

Required reading:

- Memis, Sharon (2009) ‘The Impact of International Cultural Engagement: The British Council's Approach to Evaluation’, *The Journal of Arts Management, Law, and Society*, 39:4, 292-297.
- O’Hagan, John (2016) ‘European statistics on cultural participation and their international comparability’, *International Journal of Cultural Policy*, 22:2, 291-303.
- McAteer, Nick and James Rampton et.al. (2014) Ex-post Evaluation of the 2013 European Capitals of Culture. Final Report for the European Commission DG Education and Culture December 2014, Chapter 2.0, available at: https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/european-capitals-culture-evaluation-2014_en.pdf

Required Course Reading

Course reading pack prepared by Professor

- Aikawa, Noriko (2004) ‘An Historical Overview of the Preparation of the UNESCO International Convention for the Safeguarding of the Intangible Cultural Heritage’, *Museum International* 56:1-2, 137-149.
- Barr, Michael (2012) ‘Nation Branding as Nation Building: China’s Image Campaign’, *East Asias*, 29:1, 81-94.
- Bound, Kirsten and Rachel Briggs et al. (2007) ‘Culture is an Essential Component of International Relations’, in: Bound and Briggs et al., *Cultural Diplomacy*. London: Demos,

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- 21-31.
- Bound, Kirsten and Rachel Briggs et al. (2007) 'Next Generation Cultural Diplomacy', in: Bound and Briggs et al., *Cultural Diplomacy*. London: Demos, 65-80.
- Dueck, Jennifer (2010), 'International Rivalry and Culture in Syria and Lebanon under the French Mandate', in: Gienow-Hecht and Donfried (eds.), *Searching for a Cultural Diplomacy*. New York: Berghan Books, 137-161.
- Eggeling, Kristin A. (2017) 'Cultural diplomacy in Qatar: Between "Virtual Enlargement", National Identity Construction and Elite Legitimation', *International Journal of Cultural Policy*, available at: <http://www.tandfonline.com/doi/full/10.1080/10286632.2017.1308505>
- Finn, Helena K. (2003) 'The Case for Cultural Diplomacy: Engaging Foreign Audiences', *Foreign Affairs*, vol. 82:6, pp. 15-20.
- Fischer, Ali (2013) 'A Network Perspective on Public Diplomacy in Europe: EUNIC', in: Jan Melissen and Mai'a Ka. David Cross (eds.) *European Public Diplomacy. Soft Power at Work*. New York: Palgrave Macmillan, 137-156.
- Fischer, Rod (2007) *A Cultural Dimension to the EU's External Policies: From Policy Statements to Practice and Potential*. Amsterdam: Boekman Studies, 26-41.
- Gienow-Hecht, Jessica C.E. and Mark C. Donfried (2010), 'The Model of Cultural Diplomacy: Power, Distance, and the Promise of Civil Society', in: Gienow-Hecht and Donfried (eds.), *Searching for a Cultural Diplomacy*. New York: Berghan Books, 13-29.
- Glade, William (2009) 'Issues in the Genesis and Organization of Cultural Diplomacy: A Brief Critical History', *The Journal of Arts Management, Law, and Society*, 39:4, 240-259.
- Grincheva, Natalia, 'Cultural Diplomacy 2.0: Challenges and Opportunities in Museum International Practices', *Museum & Society*, 11:1, 39-49.
- Helly, Damien (2013) 'More Culture in Global Politics', in: *Culture and Conflict. Challenges for Europe's Foreign Policy*. EUNIC Yearbook 2012/2013, 23-27, available at: http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1103&context=gia_facpub
- Huntington, Samuel (1993) 'The Clash of Civilizations?', *Foreign Affairs*, 72:3, 22-49 [read pp. 22-29].
- Isar, Yudhishtir, Michael Hoelscher and Helmut K. Anheier (2012) 'Introduction' to: *Cultures and Globalization: Cities, Cultural Policy and Governance*. Sage: London, 1-12.
- Iwabuchi, Koichi (2015) 'Pop-culture Diplomacy in Japan: Soft Power, Nation Branding and the Question of "International Cultural Exchange"', *International Journal of Cultural Policy*, 21:4, 419-432.
- Karaca, Banu (2010) 'The Art of Integration: Probing the Role of Cultural Policy in the Making of Europe', *International Journal of Cultural Policy*, 16:2, 121-137.
- Lähdesmäki, Tuuli (2012) 'Rhetoric of Unity and Cultural Diversity in the Making of European Cultural Identity', *International Journal of Cultural Policy*, 18:1, 59-75.
- Lecours, André and Louis Moreno, 'Paradiplomacy and Stateless Nations: A reference to the Basque Country'. Working Paper (2006), available at: <http://digital.csic.es/bitstream/10261/1472/1/dt-0106.pdf>
- Mader, Katarin (2013) 'The Positive Influence of Cultural Initiatives', in: *Culture and Conflict. Challenges for Europe's Foreign Policy*. EUNIC Yearbook 2012/2013, 50-54, available at http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1103&context=gia_facpub
- McAteer, Nick and James Rampton et.al. (2014) Ex-post Evaluation of the 2013 European Capitals of Culture. Final Report for the European Commission DG Education and Culture December 2014, Chapter 2.0, available at: https://ec.europa.eu/programmes/creative-europe/sites/creative-europe/files/european-capitals-culture-evaluation-2014_en.pdf

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- Memis, Sharon (2009) 'The Impact of International Cultural Engagement: The British Council's Approach to Evaluation', *The Journal of Arts Management, Law, and Society*, 39:4, 292-297.
- Mulcahy, Kevin V. (2017) 'Exporting Civilization: French Cultural Diplomacy' in: Mulcahy, *Public Culture, Cultural Identity, Cultural Policy: Comparative Perspectives*. London: Palgrave Macmillan, 33-62.
- Nye, Joseph S. (2008) 'Public Diplomacy and Soft Power', *ANNALS of the American Academy of Political and Social Science*, vol. 616:1, 94-109.
- O'Hagan, John (2016) 'European statistics on cultural participation and their international comparability', *International Journal of Cultural Policy*, 22:2, 291-303.
- Paschalidis, Gregory (2009), 'Exporting National Culture: Histories of Cultural Institutes Abroad', *International Journal of Cultural Policy*, 15:3, 275-289.
- Singh, J.P. (2014) 'Cultural Networks and UNESCO: Fostering Heritage Preservation Between Idealism and Participation', *Heritage & Society*, vol. 2:1, 18-31
- Singh, J.P. (2011) 'Introduction' to *United Nations Educational, Scientific and Cultural Organization: Creating Norms for A Complex World*. Routledge, London, 1-10.
- Snow, Nancy (2008) 'International Exchanges and the US Image', *ANNALS of the American Academy of Political and Social Science*, vol. 616:1, 198-222.
- Vickers, Rhiannon (2006) 'The New Public Diplomacy: Britain and Canada compared', *British Journal of Politics & International Relations*, vol. 6 (2), 182-194.
- Vos, Claske (2017) 'European Integration through 'Soft Conditionality'. The contribution of culture to EU Enlargement in Southeast Europe, *International Journal of Cultural Policy*, available at:
<http://www.tandfonline.com/doi/full/10.1080/10286632.2016.1276577?scroll=top&needAccess=true>
- World Commission on Culture and Development (1995), *Our Creative Diversity: A Report of the World Commission for Culture and Development*. Geneva: UNESCO, 229-253 (Chapter 9: Rethinking Cultural Policies), available at
<http://unesdoc.unesco.org/images/0010/001016/101651e.pdf>
- Zamorano, Mariano Martín (2016) 'Reframing Cultural Diplomacy: The Instrumentalization of Culture under the Soft Power Theory', *Culture Unbound*, vol. 8, 166-186.
- Zamorano, Mariano Martín and Arturo Rodríguez Morató (2015) 'The Cultural Paradiplomacy of Barcelona Since the 1980s: Understanding Transformations in Local Cultural Paradiplomacy', *International Journal of Cultural Policy*, 21:5, 554-576.

Further Course Reading

- Schneider, Cynthia P. (2005) 'Culture Communicates: US Diplomacy that works', in: Jan Melissen (ed.), *The New Public Diplomacy. Soft Power in International Relations*. New York: Palgrave, 147-168.
- Zamorano, Mariano Martín (2016) 'Reframing Cultural Diplomacy: The Instrumentalization of Culture under the Soft Power Theory', *Culture Unbound*, vol. 8, 166-186