

By Dr. Professor Zenebe Kinfu Tafesse

Peoples' friendship University of Russia

CULTURAL DIPLOMACY: THROUGH MASS COUMUNICATION, EDUCATION AND CULTURAL EXCHANGES

KEY: Cultural diplomacy, Mass communications, education, inter-cultural communication, the role of diplomacy, stereotype

ABSTRACT: Diplomacy is a powerful tool for helping to change the life of peoples' to understand each other's, to take perception of global and countries moving to development. This paper discusses the role of diplomacy and the one of main parts is about cultural diplomacy, in the system of mass communications and education in the context of "ones provide greater potential in helping to reverse some of the strong negative held views about each other."

INTRODUCTION: Cultural diplomacy is a powerful tool for helping to change peoples' perceptions of each other's cultures. Mass communications and education play an important and vital part in public or cultural diplomacy particularly because a face-to-face contact between peoples of cultures and different countries helps to diminish stereotypes and ultimately facilitates inter-cultural communication.

The question of identity is directly related to international relations, specifically to cultural diplomacy. According to the Institute of Cultural Diplomacy, cultural diplomacy may be defined as "the exchange of ideas, information, values, systems, traditions, beliefs and other aspects of culture, with the intention of fostering mutual understanding." Indeed, every culture is a system of behaviors and attitudes that shape and justify the nature of collective and individual identity. But, identity can also be shaped by participating in cultural diverse of societies; this social and political participation was defined by the United Nations' 1948 Universal Declaration of Human Rights, Article 27 that states that: „Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts, and to share in scientific advancement and its benefits.“

In another way according to Cultural Diplomacy Dictionary Edited by Dr. Kishore Chakraborty; **Cultural Democracy (CD):** A populist bottom-up approach to providing society with access to culture. CD can be defined as a philosophy of practice that recognizes and respects the existence of diverse cultural paradigms and is a more radical framework of cultural development. Democratization of culture is considered a more inclusive and broader conception of culture, in which all sectors of society are able to participate and exhibit their ethnic and cultural

differences. The private commercial sector also plays a significant role alongside with the government.

Because Cultural Democratization that is a domestic cultural policy that explains the way in which culture is developed and defined. It is often considered an elitist top-down approach to providing society with access to high culture. The strong sense of government involvement in Cultural Democracy is seen to promote a single cohesive sociological culture, and usually involves increased government funding and subsidies for high culture. Another way in which governments promote the arts and increase local participation in cultural events is by lowering ticket prices for exhibitions and museums.

Cultural Diplomacy although there is no set or commonly agreed upon definition of cultural diplomacy, it may be best described as the means through which countries promote their cultural and political values to the rest of the world. The essential idea is to allow people access to different cultures and perspectives, and in this way, foster mutual understanding and dialogue. Cultural diplomacy is practiced by a range of actors including national governments, public and private sector institutions, and civil society.

Definition of “Cultural Diplomacy may best be described as a course of actions, which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance sociocultural cooperation or promote national interests; CD can be practiced by either in the public sector, private sector or civil society.” (See www.culturaldiplomacy.org) There are two main forms of cultural diplomacy: positive and negative. Positive cultural diplomacy involves the power of persuasion, when a state actively supports cultural exchange and the use of soft power initiatives to strengthen intercultural relations as well as promote national interests. On the other hand, the restriction or limiting of cultural interactions by the state to protect its national image or interests, characterizes as negative cultural diplomacy.

Culture provides human beings with a sense of identity, cultural belonging, and a bond between the individual and the society. Every culture has distinct facets and reflects many aspects and features of the community itself. According to the anthropologist Edward Hall, there are two different kinds of communication styles that can represent cultural differences between societies (Hall, 1976). “High context” and “low context” cultures are labels that emphasize the level of personal interaction and identity. Although every individual generally uses both of the communication contexts depending on the occasions and circumstances, more or

less implied meanings of words might be used. High-context cultures are usually common in eastern countries where people generally use less explicit communication, but put more emphasis on nonverbal elements, such as voice tone, facial expressions, and gestures. In fact, “most of the information is either in the physical context or initialized in the person” (Hall, 1976, p. 91). In high-context cultures, thinking is deductive and proceeds from general to specific. In addition, high-context cultures are characterized by a strong sense of identity, tradition and history. Finally, in high-context cultures, time is flexible and the process is more important than the product.

By contrast, low-context cultures are defined by the mass of information explicitly used. Communication is of short duration and accessible; thus, emphasis is placed on the importance on the verbal communication rather than on body language. In terms of interpersonal relationships, low-context cultures tend to have fragile bonds with people and values; in low-context cultures, people prefer to organize their time precisely and focus on the product.

Of Course the role of Mass communication system are in a world that seems quick to unravel connections, but in this time how culture affects balance in its daring to grow where growth is feared. Means whether those limitations are the edges that could be defined as possibility — to take limitations and to redefine them as possibility.

But all time the chance to discuss possibility to a global community is a true gift for mass media. Media as Maker — to make, to create, to build. In fulfilling my role as maker, journalist creating a bridge to this talk, using our connecting roles as makers of culture who embody the redefining of edges. The borders of a nation, the definition of language — both are territories that embody culture. but, Both language and geography exist in layers that embody difference.

Sometimes, by being an agent for the imagination, Culture fills a civilization with possibility. By igniting the layers that can't be explained, culture redefines, from within, our connection to the world. Deepening the impact of our sensory empowerment, our ability to imagine — which then feeds the brain into action. So we're giving ... Does art or mass media as apart of art change the world? Do people's reaction to mass media & art, change the world? The person who creates solar-powered Lamps for those without electricity, the person standing up to a line of tanks in protest, the person watching cat videos on the internet — what sort of culture shapes their thinking? This would imply that you are a receptive human being, and that you are doing something with what you receive. So culture nurtures

our reception — our own diplomacy for things we don't understand, to know where movement needs to happen and to balance the edges.

The answer is that the goal of the Culture diplomacy is to strengthen academic, professional, and cultural partnerships. The life exchange aim provides opportunities for educators, students, and communities to get first-hand knowledge and learn more about each other's countries and cultures so that they can go beyond the true relationship.

For a good result: Diplomacy and Communications must be:

- Improving peoples in community about the peoples, not only improved their perceptions about each other but also helped their respective communities to understand the issues in context,
- Overcoming Stereotypes most of the peoples possess stereotypes of each other. The Cultural Diplomacy must help the peoples to overcome these stereotypes,
- Increasing Understanding of Religions on all Sides,
- Building Trust,
- Building Relationships among peoples, Educators and Respective Communities,
- The exchange visits resulted in development of deep relationship at personal and community level,
- Achieving Academic Gains,
- Achieving Positive media Experiences,

Medias enjoyed the experience and transformed themselves as International systems.

But we must remember that what Ideology - a set of ideas or a view of the world that is selective and gives a particular version of reality. Sometimes seen as deliberately constructed by powerful groups in order to maintain power and control.

Off course in these areas of concern, we understand that what mass media has a political and a persuasive power over us. Radio, Internet, TV, the press and film can manipulate whole societies. Political propaganda, advertising and the so-called 'mind-bending' power of the media are long-standing causes of debate and concern, there has been a mistrust of so-called 'popular culture', which is thought to debase or degrade cultural traditions and standards. What the ongoing debate about the

future of public service broadcasting in the world. What exactly is 'quality' and cultural value in broadcast output?, and the most contentious issue concerns the effects of the mass media on social behavior, in particular violence and delinquency. The media have regularly been accused of 'causing' outbreaks of unrest in society.

In this cause culture can be defined as the beliefs, values, or other frameworks of reference by which we make sense of our experiences. It also concerns how we communicate these values and ideas, in the same time mass media are centrally involved in the production of modern culture, media production, media texts and media reception are like a series of interlinked circuits. What is produced is influenced by cultural values; how the texts are formed and represented are influenced in the same way and the readings of the texts are also subject to both abstract and particular cultural viewpoints, Because popular culture and media images dominate the age, they dominate our sense of reality. The world is now 'intertextual' (images, copies, simulations and so on are so global that there are no authentic originals any more) The result is that popular culture has replaced art and 'high' culture and the contrived and the simulated has replaced the reality of experience and history. How and what we consume has become more important than what and how we produce.

Conclusion: The mass communication and mass media have influence the development of modern life - they represent the emergence of large-scale systems of public communication, Culture provides human beings with a sense of identity, cultural belonging, and a bond between the individual and the society. Every culture has distinct facets and reflects many aspects and features of the community itself and Cultural diplomacy is a powerful tool for helping to change people's perceptions of each other's cultures.

Bibliography:

1. Cultural diplomacy through educational and cultural exchanges : the case of North Carolina –Pakistan school exchange project, by Jesse Lutabingwa, Appalachian State University, Boone, North Carolina, USA, Arshad Bashir, COMSATS, Institute of Information Technology, Islamabad, Pakistan
2. Cultural diplomacy dictionary edited by Dr. Kishore Chakraborty, p. 30-31
3. The Redefinition of our edges as cultural empowerment By Edwin Torres (Poet, Performer, Linguist) — edwin@brainlingo.com)
4. T Adams, 'The art of subtle diplomacy', Observer, 21 May 2006.
5. S Anholt and S Hildreth, Brand America: The mother of all brands (London: Cyan, 2004).
6. H Arero, 'Negotiated spaces: African and UK museums in the 21st century', ICOM
7. UK Newsletter, spring 2006.
8. R Arndt, The First Resort of Kings: American cultural diplomacy in the twentieth Century (Dulles, VA: Potomac Books, 2005).

9. P Askew, *British Library's International Dimension* (London: British Library, 2006).
10. P Aspden, 'Cultural exchange', *Financial Times Magazine*, 29/30 Oct 2005.
11. M Bailey, 'Royal Academy to open China show two months early', *The Art Newspaper*, Oct 2005.
12. FC Barghoorn, *The Soviet Cultural Offensive: The role of cultural diplomacy in Soviet*
13. *Foreign policy* (Princeton: Princeton University Press, 1960).
14. K Barysch, C Grant and M Leonard, *Embracing the Dragon: The EU's partnership With China* (London: Centre for European Reform, 2005).
15. B Benoit, 'Uproar as opera is dropped due to Islamist reprisal fears', *Financial Times*, 26 Sep 2006.
16. Botanic Gardens Conservation International, *Global Strategy for Plant Conservation*,
17. (London: Secretariat of the Convention on Biological Diversity, 2006).
18. British Council, *Making a World of Difference: Cultural relations in 2010* (London)