



CULTURAL DIPLOMACY AS AN INSTRUMENT OF THE STATE'S "SOFT POWER"

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Abstract

Cultural diplomacy is a phenomenon that is increasingly mentioned in the foreign policy strategies of modern states and is becoming one of the leading tools in the implementation of foreign policy. Before exploring the effectiveness of using cultural diplomacy methods, it is considered appropriate to consider the definition and purpose of this phenomenon. Today it is not considered possible to assert that in scientific and political discourse there is a unified approach to defining the phenomenon of cultural diplomacy. Many of the studies, academic papers and regulations presented and analyzed in this chapter use a variety of terminology: "cultural diplomacy", "cultural policy", "external cultural policy", "external cultural activities", "soft power" and some others. Often the listed concepts are interchangeable and are used by some researchers and practitioners as synonyms.

Keywords: Cultural diplomacy, public diplomacy, soft power, culture, public.

Introduction

Cultural diplomacy is traditionally considered an integral part of a state's public diplomacy. Public diplomacy is the process by which states achieve their foreign policy goals and gain recognition for their interests by influencing public opinion in a foreign country¹. This concept was proposed by American academic Edmund Gullion in 1965. By 1977, the term had entered the political discourse of the United

¹ Cull, N.J. "Public Diplomacy" Before Gullion: The Evolution of a Phrase / N.J. Cull // Center on Public Diplomacy/ University of Southern California. URL: <https://www.uscpublicdiplomacy.org/blog/public-diplomacy-gullion-evolution-phrase>

States when it was introduced during a session of the US Congress.² The term "public diplomacy" was semantically close to the definition of "propaganda," but propaganda has a negative connotation, while public diplomacy is a rational instrument of foreign policy and is neutral in nature.³

Today, the term "public diplomacy" is actively used in the political discourse of modern states, incorporated into foreign policy concepts, and considered by politicians as one of the most effective means of promoting their interests in the international arena. As a concept, public diplomacy first took shape among American political scientists and, during its first decades, developed primarily in the United States. Consequently, as a theoretical approach, it has certain specificities. American political thought is characterized by the dominance of the descriptive approach to research over the normative⁴. This characteristic was described in detail by MGIMO professor E.Ya. Batalov: "One of the distinctive features of American political thought is that its creators, for the most part, never lived in an ivory tower and were closely connected to political practice. <...> They were oriented toward practice. They saw their task not as discovering 'eternal,' abstract laws of political existence, but as providing a justification for various practical goals⁵." This characteristic is manifested, among other things, in the fact that many key American political thinkers were not theorists (at least not only), but practitioners: Thomas Jefferson, Alexander Hamilton, Wilson, Henry Kissinger, and Zbuzezinski. This situation is reflected, among other things, in studies of public diplomacy.

Having examined the definition of public diplomacy, we should move on to cultural diplomacy itself. It is believed that the term itself emerged in the 1930s and was introduced into academic circulation by the American scholar F. Barghoorn. Initially, it had a distinctly propagandistic connotation, as it characterized Soviet policy.

² Tsaturyan, S.A. US Public Diplomacy in the New Information Century / S.A. Tsaturyan // USA–Canada. Economy, Politics, Culture. 2010. No. 8. P. 107 URL: <https://journals.urfu.ru/index.php/Izvestia3/article/view/990>

³ Shamugia, I.Sh. The concept of "public diplomacy" in the theory of international relations / I.Sh. Shamugia // Actual problems of modern international relations / 2017. Pp. 136 – 142. URL: <https://cyberleninka.ru/article/v/ponyatie-publichnaya-diplomatiya-v-teorii-mezhdunarodnyh-otnosheniy>

⁴ Alekseeva T.A. Contemporary political thought (XX–XXI centuries): Political theory and international relations. Moscow, Aspekt-Press, 2018, 623 p.

⁵ Batalov E.Ya. American political thought in the 20th century. Moscow, Progress-Traditsiya, 2014. 625 p.

According to his definition, cultural diplomacy is "the manipulation of cultural materials and personnel for propaganda purposes⁶."

Thus, the term initially had an ideological connotation, which was justified by the circumstances of the time – in the 1920s and 1930s, the Soviet leadership was keen to cultivate a positive image of the state in the West.

As already mentioned, cultural diplomacy is one of the most important elements of public diplomacy. For example, the American political scientist and academic Milton Cummings Jr. define cultural diplomacy as "the exchange of ideas, information, art, and other aspects of culture between nations and their populations with the goal of achieving better mutual understanding⁷."

At the same time, Joseph Nye, a renowned international relations theorist, recognizes culture as an important component of public diplomacy and the phenomenon he calls "soft power⁸." Nye defines US cultural diplomacy as an integral part of foreign policy strategy and sees its goal as "creating in the minds of people around the world an idealized understanding of the American way of life and American culture⁹."

In modern conditions, the understanding of cultural diplomacy is even broader, but quite practical. Thus, according to L. Bélanger, cultural diplomacy is "a foreign policy activity that includes cultural, educational, scientific, and technical partnerships¹⁰." J. L'Etang, meanwhile, describes cultural diplomacy as the activity of conducting long-term campaigns aimed at establishing emotional connections in order to gain the recognition of a foreign public¹¹. What these definitions have in common is that the main goal of cultural diplomacy is to introduce states and peoples to each other

⁶ Barghoorn F.C. The Soviet Cultural Offensive. The role of Cultural Diplomacy in Soviet Foreign Policy. Princeton, 1960. P. 353.

⁷ Cummings Jr., M. Cultural Diplomacy and the United States Government: A Survey / M. Cummings Jr. // National Arts Administration and Policy Publications Database URL: <https://www.americansforthearts.org/by-program/reports-and-data/legislation-policy/naappd/cultural-diplomacy-and-the-united-states-government-a-survey>

⁸ Nye J.S. Jr. Soft Power: The Means To Success In World Politics Public Affairs / J.S. Nye Jr. // 2005. - 130 p. URL: <https://www.twirpx.com/file/1526705/>

⁹ Nye J.S. Jr. Soft Power: The Means To Success In World Politics Public Affairs / J.S. Nye Jr. // 2005. - 130 p. URL: <https://www.twirpx.com/file/1526705/>

¹⁰ Belanger, L. Redefining Cultural Diplomacy: Cultural Security and Foreign Policy in Canada, Political Psychology, 1999, 20 (4), 677-699.

¹¹ L'Etang, J. Public Relations and Diplomacy in a Globalized World: The Problem of Public Communication. American Behavioral Scientist, 2009, 53 (4), 607-626.

through cultural elements, which facilitates cooperation and the development of international relations. Festivals, exhibitions, and concerts remain among the most popular forms of cultural diplomacy.

These events are carried out with the support of certain institutions designed to develop cultural relations, popularize culture, shape the country's image, disseminate information, and the like. The institutions traditionally responsible for and influencing the development of a country's foreign cultural policy include the Ministry of Foreign Affairs, the Ministry of Culture, and cultural centers. The most apt definition seems to be that developed by American political scientist and founder and president of the Institute of World Policy, John Lenczowski. Thus, cultural diplomacy is seen as a foreign policy tool designed and used not only to foster an atmosphere of mutual understanding between international actors, but also, ultimately, for practical purposes such as strengthening national security and protecting and promoting vital national interests.

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