



SECTORAL
DIPLOMATIC
CHANNELS

CULTURE AND ART DIPLOMACY

Development of Sectoral Diplomacy



TASAM

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CULTURE AND ART DIPLOMACY

“Development of Sectoral Diplomacy”

Culture and art are one of the most important factors of public diplomacy. Cultural diplomacy can be defined as influencing interlocutor groups by the way of sharing ideas, life styles, esthetic comprehensions and pleasures. Cultural diplomacy is one of the triggers of social change and transformation in the same time besides common communication tool among societies. In the result of culture diplomacy, prestige of countries increases; and presentation of countries actualizes from the most economic ways. And that provides concrete incomes such as tourism and exportation increase.

There can be mentioned from two basic factors for culture diplomacy. First of them is highly distilled and developed cultural saving. And second is having a hard power saving in political, militarily and economic meaning behind this cultural saving. And gaining proper and proportional functioning by these two factors is the important case, here.

One of the first and striking instances of cultural saving to be efficient in all the world with hard power factors is French culture to meet a wide influence area in all the world in 19th century. Even if French authorities didn't aim such an influence in this period, French culture supported with hard power has rapidly spread also with the effect of “progressive” statements of the period; and has made the visibility of France more apparent in international area. In this period, talking in French, using French products, visiting France and even designing official institutions according to the French style have become the fashion.

After the Second World War there was experienced a challenge in which cultural factors were essentially efficient besides Capitalist and Communist ideologies in bipolar system developed basing the nuclear terror balance. In this period, it was seen the factors such as Hollywood, music sector, nourishing and wearing culture etc. transforming into the factors that were scratchily influencing international area with ideology.

Also in the recent period; public diplomacy in general, culture and art diplomacy in private have begun to be more influent in the international relations area. The most basic raison of that is democracy to become a rising norm in international relations area. The influence of wide public groups has increased on managements so traditional foreign policy mechanisms with democracy. And it is obliged to be considered interlocutor country publics and public opinions more in the official foreign policy processes.

Also the rise of interaction among societies because of developments in information, communication and transportation technologies has increased the importance of culture and art diplomacy more than ever.

Powerful countries of today have been commonly using tools such as language, literature, music, folklore, products of TV series and cinema, cuisine culture and fashion etc. for actualizing cultural diplomacy targets.

In this point, it is important to make consciously all of these tools meaningful parts of progressive policies in an integrated frame and in the same direction. Otherwise, studies progressing in a track will be ignored by studies in other areas; policies and products developing in culture and art diplomacy area won't have another function from making a complexity in the eyes of interlocutor groups.

It is supposed to take benefit from prior persons in art world as culture diplomats. Furthermore it isn't supposed to limit this benefit only with artists grown by the country's own. It is also supposed to benefit from persons who grew in other countries but have done or can make useful works for the presentation of a country in terms of culture and art. The participations or supports of foreign representatives of countries to exhibitions, expositions and art activities will be majorly efficient.

It is supposed to be considered the fact that there has been founded a close relation between beliefs and culture diplomacy. The activities, which will be maintained in Turkic world in context of Turkic and Islamic culture; in Islamic world in context of Islamic representation; in countries from old Ottoman in the context of Ottoman culture; in Christian and Jewish countries in the context of heavenly religions, have been carrying a great importance according to culture diplomacy.

It is important to be considered and to develop institutions founded for maintaining cultural diplomacy. Institutions such as TIKA, Prime Ministry Office of Public Diplomacy, TURKSOY, Yunus Emre Institute that have been recently founded in the priority of our country or only by our country should be more influent by advantaging from the savings of similar worldwide institutions such as British Council, Servantes Institute etc.

In this context, we hope **the Studies of Culture and Art Diplomacy**, which will be held in the content of **Civil Global 2015-2023-2053** "Development Program of Global Civil Diplomacy", will provide multilateral profits and important contributions on the development of cooperation opportunities in the national and international area by the proactive approaches.

Main Theme

“Development of Sectoral Diplomacy”

Sub Themes

Historical Perspective: Culture, Art and Diplomacy

Communication, Transportation and Culture Diplomacy

Non-State Actors, Non-Governmental Organizations and Culture Diplomacy

Art Diplomats

Culture Diplomats

New Approaches in Diplomacy and Culture & Art Diplomacy

Institutions in Culture Diplomacy:

- **Yunus Emre Institute**
- **Prime Ministry Office of Public Diplomacy**
- **TURKSOY**
- **New Institutional Models**

The USA and Europe of Continent in Culture Diplomacy

Rising Powers in Culture Diplomacy; China, India, Russia, Brazil etc.

Culture and Art Diplomacy Perspectives for Turkey;

- **International Exhibitions, Museums**
- **Turkey Years**
- **Cinema and TV**
- **Reference Values Institutions Persons**
- **Historical Culture Heritages Silk Road etc.**