



Cultural diplomacy in the information age

History of cultural diplomacy

- ▶ 1930s - France and Germany focused on “cultural expansion”
- ▶ 1934 - the UK established the *British Council* for Relations with other countries
- ▶ 1938 - the USA created the *Interdepartmental Committee on Cooperation with the Other American Republics* and set up the *Division of Cultural Relations* in the Department State
- ▶ Cold war - US exchange programs for students and artists
- ▶ 1980s - culture has been considered as efficient tools of diplomacy
- ▶ the Information Age - the importance of the international cultural agenda

Information age

What is information age?

- ▶ Computers everywhere
- ▶ Internet has a significant influence on our lives
- ▶ Communication through Social Networking Services

Cultural Diplomacy in an Information Age

- ▶ the ability to attract one's culture and ideology or the agenda of political choices with sharing intelligence and capabilities with others through information technology
- ▶ Using IT in Cultural diplomacy → shaping cultures → strengthening soft power
- ▶ Thus informatization and globalization create new cultures such as a real-time revolution and new digital competitive landscape in cyberspace.
- ▶ The presence of the Internet in the information age provides for youth to interact globally on issues of mutual interests
- ▶ The Internet's ability to open new doors and create new understanding forms new types of behaviors, patterns and culture.