



Future of cultural diplomacy in the information age

How to adapt to a new information era?

- 1. To Develop Cultural Identity in an Era of Globalization*
- 2. To Drive Cultural Diplomacy into Cyberspace*
- 3. To have precisely defined identity*
- 4. To understand the culture of the target audience*
- 5. To provide tactility*
- 6. To build relations*
- 7. To engage diasporas in the process*