

CULTURAL DIPLOMACY:

THE EXECUTIVE SUMMARY

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WHY IT MATTERS?

Emerging from financial crisis, world faces growing social inequality, mass immigration, diverse populations, extremism, radicalization, and various forms of threats. Disruptive strategies, expansion of technology and digital communication are transforming societies – changing lifestyles and consumer behavior, which is affecting the balance of economic power, stability, and world order. In such changing and volatile environment, the role of culture is more important than ever.



CULTURE: A DRIVING FORCE

Even from political point of view, there is a growing acknowledgment that culture is an indispensable force to achieve strategic objectives of prosperity, solidarity and security. And as for economics, cultural sector is already a dynamic factor of economic activities and employment – especially in North America and Europe.



CULTURAL ACTIVITIES FACILITATE:

Promotion of:

- Understanding
- Tolerance
- Social Inclusion
- Diversity

Innovation For:

- Future Sustainability
- Collaborative Growth
- Product Competitiveness

Health / Wellness:

- Reduction of Physical & Mental Poverty
- Reduction of Social Anxiety
- Increase Level of Happiness
- Provide a Sense of Belonging

Economic Growth:

- Contributes Directly to Jobs
- Growth and External Trade
- Entrepreneurial Opportunities
- National Competitive Advantage

CULTURE IS DYNAMIC:



It Is Unique:

Since different group interpreter, feel, think, and act differently, their cultures stay unique. No culture is superior to the other, they are simply different.



It Is Transmittable:

Culture has been recorded, taught, and passed on through various forms. Regardless of time, since culture needs to be expressed and communicated, it facilitates the creation of arts including but not limited to creative arts, drawing, music, writing and poetry.



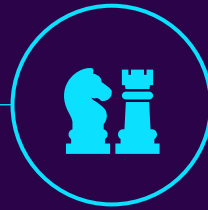
It Influences Behavior:

My Studies show the key to a successful collaboration, co-operation, communication or even negotiation is how urgently parties understand the reasons for the differences in point of views, which has roots in their counterpart's culture.

CULTURAL DIPLOMACY: WHERE IS IT STANDING?



It is a segment of Public Diplomacy



It overshadowed International Relations and Public Diplomacy



It is an energetic and inventive scholarly field of research, and has effectively settled itself as an independent hypothesis and practice.



CULTURAL DIPLOMACY: MY DEFINITION

The art of initiating dialogue through exchange of ideas and creations to soften dispute, political disagreement and military conflict – an artistry to reinforce mutual understanding, foster socio-economic collaboration and ties to advance regional and national interests. (Dorbayani, p21, 2019)

CULTURAL DIPLOMACY: THE PURPOSE

In my view, ultimately, the main objective of Cultural Diplomacy is to advance mutual understanding.

This can be between individuals, across smaller societies, local communities, diverse group at both regional or national levels, or even across the borders and at international level.



BENEFITS OF CULTURAL DIPLOMACY:

It can quicken the acknowledgment of:



- ❖ Worldwide intercultural discourse
- ❖ Global intercultural dialogue
- ❖ World peace and harmony



- ❖ Association and collaboration
- ❖ Mutual respect and understanding



- ❖ Justice
- ❖ The assurance of human rights

WHO IS A CULTURAL DIPLOMAT?

I define a Cultural Diplomat as:

A contributor of artistic or creative industry, who on top of their creative partisanship can be sensitive in dealing with people from different backgrounds. An individual who can achieve peaceful resolutions or facilitate discussion and dialogue through cross-cultures or cultural exchange. A cultural figure who does not take sides in a conflict, but fosters collaborations and ties to advance mutual and national interests by helping all parties to resolve their differences free from violence. (Dorbayani, P. 83. 2019)



THE KEY QUALITIES OF A CULTURAL DIPLOMAT:



Openness

Willing to learn about the world, its people and their cultures.



Fairness

Knowing that no culture is superior to another, they are just different.



Dignity

Treating everyone with respect and consider them as an individual. Conducting affairs with integrity, projecting self-respect and appreciating gravity of an occasion or situation.



Tactfulness

Remaining polite. Verbally fluent and concise. Paying attention, speaking only when necessary, and keeping comments brief.

THE SKILLSETS OF A CULTURAL DIPLOMAT:

Soft Skills:

This includes people, social, and communication skills; positive attitudes; professional career attributes; social and emotional intelligence; socio-economics and political awareness.

Public Advocacy:

Ability to act to influence social, political, and economic systems through dialogue and cultural exchange. Identifying important causes and policies which benefit the public or a particular group and supporting them by implementing cultural tools and applications.

Organizational Skills:

Facilitating local, national and international relations. Prioritizing and ordering tasks effectively and efficiently. Applying a systematic approach to achieving objectives with appropriate use of resources.



THE SKILLSETS OF A CULTURAL DIPLOMAT:

Leadership:

To assume responsibility and persist to realize the goal. To positively influence group's activity, direction and opinion and motivate others to participate in the cause and to contribute collaboratively.

Negotiation:

As an adviser and Cultural Diplomacy advocate, I attended and conducted numerous international negotiations and what I experienced was that effective negotiators are highly adaptable. They do not stick to static strategies all the time. Skillful negotiators are highly vigilant throughout the process of negotiation – from beginning to the end, and they are constantly absorbing information on their counterparts.

Knowledge on History:

Knowing history on its own does not provide you with a single policy, nor motives for prescriptions in a given current circumstance; however, it does illuminate choices for decisions. Remember, you can predict the future behavior by studying the past.



CONCLUSION:

Cultural Diplomacy and application of cultural medium, can create trust between people and among nations, provide a positive common ground for cooperation despite of political differences – creating a platform for individuals and groups to interact and can pave new opportunities to resume diplomatic relations, where and when they have been constrained or cut.

Many current and former diplomats, academicians, and writers try to make a distinction between cultural relations that grow naturally and organically, without government interventions, by preserving the term Cultural Diplomacy only exclusive for those formal diplomats serving national governments. The problem with making such distinction is that eventually it is not the politicians or political diplomats in the office who are creating the medium for Cultural Diplomacy or Cultural Exchange, but artists, writers, performers, and their entire industry. Those voices, creative minds, contributors and performs are in fact the true savior and real cultural diplomats. Cultural Diplomacy can and should be practiced by its creators. This endeavor should not be limited to and at discursion of governmental agencies even at international level and across borders.

To find out more about this topic, consult my publication or refer to my critique (Cultural Diplomacy), which is available from University of Salford's research repository.



REFERENCES:

This presentation is an extract from the book:

Cultural Diplomacy: No Bullet, No Blood

A Transformative Force to Advance Understanding and Dialogue

Author: Mosi Dorbayani

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Dorbayani, M. (2019), 'Cultural Diplomacy', p.21, WAALM Publication, ISBN: 978-0994084286

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Winner of 2020 Hermes Platinum Award, USA

BEST BOOK IN PUBLIC DIPLOMACY

ABOUT AUTHOR:

Mosi Dorbayani, is a Canadian entrepreneur, author, coach and executive consultant in international management and strategic leadership. He is author of numerous publications and is a well-published international songwriter. His passion for personnel / talent development has enhanced many organizations, and provided them with practical insights to face challenges of their constantly changing environment.

As an Economist, he created, developed and applied 'Coadunate Economic Model' - a strategic concept and practice that catalyzes Business Economics, Talent Management, Cross-cultures (arts & creative industry) and Philanthropy to impact Socioeconomic in an emerging multi-polar world.

Educated at Harvard, Aston, and Salford Universities, Mosi is specialized in Cultural Diplomacy, Management, Entrepreneurial Strategies, HR Development, Business Economics, Commercial / Contract Law, and is certified in Public Financial Management by International Monetary Fund - IMF, and is a Chartered Professional in Human Resources - CPHR.

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