

CULTURAL DIPLOMACY: THE PORTFOLIO

In Conjunction with The PhD Dissertation:

Cultural Diplomacy: The Role of Music and Creative Industry in Establishing Dialogue and Understanding for Social Impact.

A Cross-disciplinary Critique.



University of
Salford
MANCHESTER

DORBAYANI S.M.

ORCID: [0000-0002-8362-1034](https://orcid.org/0000-0002-8362-1034)

ABOUT PORTFOLIO:

This PhD portfolio of commercially available publications and releases exemplifies aspects of my practice as I have navigated through the roles of executive consultant, adviser, international songwriter and cultural diplomat over the past two decades. The five putouts (projects) explored are drawn from a large catalogue of more than 20 publications and over 100 credited original musical releases.

The commentary explores my methodology, including my unique technique, tactic and strategies in creating cultural and artistic products for social impact and Cultural Diplomacy. The outputs, which have been reviewed in both terms of publications and songs, received national and international recognitions, won international awards and they contributed significantly to not only the success of the causes, people, and organizations I collaborated with, but also to the expansion of original knowledge and practice on the subject matter.

My motivation behind the development of the submission is to showcase analytic details on how Cultural Diplomacy can be achieved at local, national and even international levels by creators of cultural products, and that how music and creative industry can facilitate economic growth, health, understanding and dialogue, and aim at social impact effectively.

Furthermore, my submission demonstrates the role of a Cultural Diplomat outside the political and governmental institutions, and it provides new arguments that Cultural Diplomacy cannot and shall not be limited to those holding governmental offices or positions.

My cross-disciplinary critique, includes inputs from various forms of sciences, including: Political Theories, Public Policies, Social-economics, Anthropology, Arts and Culture, Business Strategies, and my own Practice and Published Works.

The critique also provides new and original definitions, methodologies and processes to the practice and adds new knowledge to the field of study as never shared or discussed before.

Culture lies at the heart of human development and civilization. Long before countries develop economic or trade ties; the art, literature and music united the nations. Centuries of creativity, migratory flows and exchanges enriched common values around the globe. Cultural cross-over forged common understanding and rules, which often have established peace, stability, prosperity and solidarity.

Today, cultural exchanges are as vibrant as ever. The advanced communication tools enabled cultural activities to grow wider, hence the demand for cultural goods is also spreading at unprecedented speed. Thanks to globalization, the exposure to more diverse cultures has increased, which heightened our curiosity, creativity and imaginations and improved our capacity to exchange with and benefit from other cultures – appreciating their contribution to the diversity of our societies.

While culture often points at fine arts, including a variety of works of art, literature, cultural goods and services, it also has an anthropological concept based on meanings, beliefs, values, and traditions, which are expressed in language, arts, religion and myths. Therefore, it not only plays a strategic role in human development, but also has a fundamental role in understanding the complex fabric of the identities, traditions, and habits of individuals and communities.

Culture is a genuine example of "soft power", generated from norms and values such as human dignity, solidarity, tolerance, freedom of expression, respect for diversity, intercultural dialogue and values which, if upheld well, can be beneficial for humanity. Some current and former diplomats, academicians and writers try to make a distinction between cultural relations that grow naturally and organically, without government intervention, by preserving the term Cultural Diplomacy only 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 exchange, but the artists, writers, performers and their entire industry. Those voices, creative minds, contributors and performers are in fact the true savior and real cultural diplomats.

A BRIEF ON THE OUTPUTS / PROJECTS:

The following outputs are discussed and shared in my dissertation, '*Cultural Diplomacy: The Role of Music and Creative Industry in Establishing Dialogue and Understanding for Social Impact*', which is digitally available from University of Salford's Research Repository:

- ❖ Output / Project 1: It refers to my publication: **Cultural Diplomacy: No Bullet, No Blood** – an award-winning book on the Role of Arts and Culture for Social Impact. This includes literature reviews, secondary data / statistic on the role of culture and creative industry and their impacts on humanity in countries such as Canada, United States and England among others.
- ❖ Output / Project 2: It shares insights from my other publication: **Message Song: Delivering Important and Powerful Message Through Lyrics and Music** – an award-winning book on how to write and develop meaningful message songs for social impact. The practice-based methodology that I revealed in this material, will be discussed throughout my three musical project samples. I will also describe how the academic business/project management models or analysis could assist me to build up my own methodology for writing and delivering message songs.
- ❖ Output / Project 3: Is about one of the biggest musical projects for humanity in the world. **Walk in Style** – a message song to victims of bullying. This includes a brief study, my conducted research, facts /attained results – including testimonials.
- ❖ Output / Project 4: Is yet another major musical project related to the resent events. **Hopes in Chain** – a message song on 'Black Lives Matter' movement. This also consist of a brief study, literature reviews, conducted research, facts /attained results – including testimonials.
- ❖ Output / Project 5: It shares **To Whom It May Concern** – a message song which Highlights the UN's International Day of Equality and Social Justice. This project also shares an insight into the UN's named day, background research, facts /attained results – including testimonials.

THE LIST OF CONTENT:

The files in the portfolio are:

1. Cultural Diplomacy: The Portfolio Doc. (in conjunction with the PhD Dissertation)
2. PowerPoint Presentation in PDF on Project 1: Cultural Diplomacy (The Executive Summary)
3. PowerPoint Presentation in PDF on Project 2: Message Song (The Executive Summary)
4. Infographic Presentation in PDF on Project 3: Walk in Style + Audio/Video Links
5. Infographic Presentation in PDF on Project 4: Hopes in Chain + Audio/Video Links
6. Infographic Presentation in PDF on Project 5: To Whom It May Concern + Audio/Video Links
7. Walk in Style: Be A Victor, Not A Victim (An Extension Document to Project 3)
8. Hope in Chain: A Contribution to Teaching History (An Extension Document to Project 4)
9. To Whom It May Concern: A Letter Song to Humanity (An Extension Document to Project 5)
10. Scores of the Projects 3, 4 and 5 (including the Spanish Edition on Project 3)
11. Lyrics of the Projects 3, 4, and 5
12. Some FM Radio Commentaries / Reviews