

## Master's Degree in Cultural Diplomacy

(Berlin, January 2011)

Dear Friends & Colleagues,

On behalf of the Institute for Cultural Diplomacy (ICD) I am writing to bring to your attention two upcoming programs being hosted by the ICD in September 2010, and to raise awareness of our forthcoming Masters Degree in Cultural Diplomacy in association with the Dubrovnik International University.

The September Session of the ICD Academy for Cultural Diplomacy will be entitled "**Assessing the Societal, Political and Economic Benefits of Arts & Culture**" and will take place in Berlin from 7th – 12th September 2010. Further information can be found on our website under [http://www.culturaldiplomacy.org/academy/index.php?en\\_academy](http://www.culturaldiplomacy.org/academy/index.php?en_academy)

The forthcoming Weeklong Seminar for the ICD program "Europe Meets Latin America: A Forum for Young Leaders" is entitled "**Emphasising Commonalities or Differences: New Perspectives on European-Latin American Relations**" and will take place in Berlin from 12th – 17th September. Further details about the program can be found under [http://www.culturaldiplomacy.org/youngleadersforums/index.php?en\\_forums\\_emla\\_about](http://www.culturaldiplomacy.org/youngleadersforums/index.php?en_forums_emla_about)

We are currently accepting applications to attend these programs and I would therefore be grateful if you could share the announcement within your network and forward the information below on to anyone who you feel may be interested in attending. We would also be delighted to having you involved and to welcome you to Berlin in July. Thank you in advance for your cooperation and support in raising awareness of our upcoming event.

I am pleased to announce that you can now follow the ICD, and connect with our global network, online. The ICD Facebook group allows you to communicate with likeminded individuals across the world, and by following us on Twitter you will be the first to know about our new programs, as well as the latest developments in the field of Cultural Diplomacy. If you do not wish to receive emails from the ICD in future, please send us an email to [info@culturaldiplomacy.org](mailto:info@culturaldiplomacy.org) indicating this (Please do not reply to this e-mail).

## The ICD Academy for Cultural Diplomacy

The ICD Academy organises Weeklong Sessions which are taking place in Berlin throughout the year. Each Academy Session will explore the history and development of the field of cultural diplomacy and will provide a platform for discussions on a diverse range of related issues including immigration and integration, language and identity, citizenship, and the role of civil society in building bridges between

cultural communities.

## The September Session of the ICD Academy for Cultural Diplomacy

*"Assessing the Societal, Political and Economic Benefits of Arts & Culture"*

(Berlin, 7th – 12th September)

In addition to looking at the history and development of the field of cultural diplomacy and its contemporary application across the world, the forthcoming Academy Session will focus on the societal, economic, and political benefits of arts and culture. In particular, it will consider how artistic and other cultural initiatives can support foreign policy objectives, strengthen cross-cultural understanding, and improve tourism and foreign investment.

## The Participants

The Program is open to applications from academics, diplomatic and political representatives, civil society practitioners, journalists, young professionals and students, stakeholders from the private sector and other individuals with an interest in international relations, cultural studies, and global politics.

## Europe Meets Latin America: A Forum for Young Leaders

"Europe Meets Latin America: A Forum for Young Leaders" (EMLA) is an active network of young people from across the world who conduct activity to support and strengthen relations between Europe and Latin America. The program has been developed in recognition of existing links between the two regions and to explore relations of increasing geo-strategic, economic, social and political importance to both sides.

**The next EMLA Weeklong Seminar will take place in Berlin from 12th-17th September and will focus on the following theme:**

*"Emphasising Commonalities or Differences: New Perspectives on European-Latin American Relations"*

The strong cultural and historical links between Europe and Latin America play an important role in determining the nature of contemporary relations between the two regions, and between individual countries within the regions. Recently, however, scholars and key stakeholders have emphasised the importance of treating the two regions as distinct entities, and highlighting the differences between the two. Doing so, it is argued, allows for a more pragmatic, forward thinking approach to foreign policies and regional agreements. In addition to looking at this history and development of cultural diplomacy and its application in bi-regional relations, the forthcoming EMLA Weeklong Seminar

will consider these two approaches and the extent to which they might offer different perspectives on the future of European-Latin American relations.

### **The Participants**

The Conference is open to applications from academics, diplomatic and political representatives, civil society practitioners, journalists, young professionals and students and other individuals with an interest in international relations, cultural studies, and global politics.

To apply to the Conference, please visit:

[http://www.culturaldiplomacy.org/youngleadersforums/index.php?en\\_forums\\_emla\\_application-form](http://www.culturaldiplomacy.org/youngleadersforums/index.php?en_forums_emla_application-form)

### **Participant Papers**

The Institute for Cultural Diplomacy encourages research and progressive thought into the fields of culture, globalization and international relations. In this regard, the ICD is welcoming participants of the Conference to submit papers on this subject. The papers can cover any topic within these fields, according to your own particular interests and passions. Participants can submit work that they have completed in the past for other purposes, ongoing research or a paper written specifically for the conference. Groups of students are also allowed to submit collaborative pieces of work.

Further information:

[http://www.culturaldiplomacy.org/youngleadersforums/index.php?en\\_forums\\_emla\\_about](http://www.culturaldiplomacy.org/youngleadersforums/index.php?en_forums_emla_about)

Enquiries: [emla@culturaldiplomacy.org](mailto:emla@culturaldiplomacy.org)

### **Speakers**

The speakers during the Seminar will include leading figures and experts on Europe and Latin America from international politics, academia, the diplomatic community, civil society and the private sector. These speakers will include a number of individuals from the ICD Advisory Board (for further information about the Advisory Board please click here).

### **Masters in Cultural Diplomacy**

From autumn 2011 the Institute for Cultural Diplomacy and the Dubrovnik School of Diplomacy at Dubrovnik University will offer a Masters Degree Program in Cultural Diplomacy. The first of its kind across the world, the program will combine the traditional academic components of international relations with a new focus on the role of soft power and cultural diplomacy in contemporary global affairs.

### **Changing Contexts**

The process of globalisation and the increasing interdependence of individual nation states have

many consequences for the conduct of national and foreign politics. We can identify, for example, global challenges such as climate change and global health pandemics that demand multi-lateral cooperation between all members of the international community. Furthermore, it can be seen that national issues such as crime and terrorism, financial regulation, immigration and integration, and development, can no longer be addressed by individual governments acting alone. To develop effective national policies in these areas, governments must work in a collaborative manner with their neighbours.

The increasing interdependence between nation states has required governments to rethink their approach to foreign policy. Military and economic power might have been traditionally been effective in pursuing short term goals, but the limitations of their use in addressing the challenges above are increasingly apparent. Within this context, the importance of multilateral cooperation based on dialogue, understanding and trust, and the value of soft power are increasingly under discussion. The MA in Cultural Diplomacy is based on the belief that the traditional approaches to International Relations are in need of revision.

### **The Program**

The MA in Cultural Diplomacy is a degree offered by the University of Dubrovnik's School of Diplomacy and the Institute for Cultural Diplomacy. The degree program lasts for 12 months and requires students to complete two taught semesters, one at each institution, and submit a dissertation before the end of the following summer.

The content of the degree program will combine the traditional components of IR studies, including theoretical and empirical analyses of the international system, the international political economy, international organisations, together with modules on new forms of foreign policy including public and cultural diplomacy, and the value of soft power and national brands.

### **Program Speakers**

The program speakers will consist of leading figures from academia, international politics and diplomacy, and civil society. Guest speakers from the ICD Advisory Board will offer students the unique opportunity to hear the views of former Heads of State and former Foreign and Defence Ministers, and to balance these with the views of leading academics and practitioners. The ICD Advisory Board can be seen here.

For any additional information please address any queries to [info@culturaldiplomacy.org](mailto:info@culturaldiplomacy.org)

With warm regards and gratitude,

Mark Donfried  
Director & Founder