

## Joint MA in Political Science: Integration and Governance

### Module: International Relations

#### Course: International Cultural Relations

<b>Course Title</b>	International Cultural Relations		
<b>Course Number</b>			
<b>Module</b>	International Relations		
<b>Type of Courses</b>	Specialization Course I/II		
<b>ECTS credits</b>	6		
<b>Number of teaching hours</b>	30		
<b>Lecturers</b>	Prof. Sarina Bakić, Ph. D.		
<b>Assistant lecturers</b>			
<b>Department</b>	Faculty of Political Science, Department of Political Science UNSA		
<b>Curricula</b>	euroPS	Political Science	
<b>mandatory/elective</b>	<u>elective</u>	elective	
<b>Entry level criteria</b>	-		
<b>Recommended for semester</b>	3		
<b>Course description</b>	<p>The course aims to acquaint students with the importance of cultural diplomacy. During this course, we will analyze and systematize the theoretical foundations of cultural diplomacy. Based on the specific theoretical frames, students will be able to identify, systematize, and classify major elements of cultural diplomacy bearing in mind key values that countries disseminate among each other and on the global scale. Elaboration of cultural diplomacy theories and main historical aspects of international cultural relations will create a base for understanding core aspects of cultural diplomacy. At the same time, this course aims to strengthen sensibility towards various trends in culture, science and technology as important factors in international relations. At the same, this course should awaken a critical approach towards foreign policy strategies of their countries as well. Specific parts of lectures will elaborate the role of art in the international cultural relation together with popular culture today and its influences on contemporary international relations as well.</p>		

<b>Intended learning outcomes</b>	<p>After the successful completion of classes, students will develop the following knowledge, skills, and competencies:</p> <ul style="list-style-type: none"> <li>● Students will understand the importance of culture in international relations</li> <li>● Students will understand the basic principles of cultural diplomacy,</li> <li>● Students will understand the theoretical foundations of ‘soft power’ and international cultural relations</li> <li>● Students will analyze and understand political and social influence of popular culture,</li> <li>● Students will analyze and understand the power of art related to social movements and peace building,</li> <li>● Students will understand the importance of ‘state branding’ for foreign policy and various aspects of international cultural relations,</li> <li>● Students will be able to prepare and create their own diplomatic cultural actions.</li> </ul>												
<b>Contribution of this course to the learning outcomes of the module (or program)</b>	<b>Further development of cultural diplomacy as an innovative discipline in international relations.</b>												
<b>Expected prerequisite knowledge</b>	Fundamental knowledge on culture and diplomacy.												
<b>Assessment methods</b>	<table border="1"> <thead> <tr> <th data-bbox="596 936 1203 987">Activity</th> <th data-bbox="1203 936 1362 987">Percentage</th> </tr> </thead> <tbody> <tr> <td data-bbox="596 987 1203 1039">Research paper on cultural diplomacy.</td> <td data-bbox="1203 987 1362 1039">30%</td> </tr> <tr> <td data-bbox="596 1039 1203 1090">Students will present their papers.</td> <td data-bbox="1203 1039 1362 1090">20 %</td> </tr> <tr> <td data-bbox="596 1090 1203 1142">Conception of diplomatic cultural actions.</td> <td data-bbox="1203 1090 1362 1142">30%</td> </tr> <tr> <td data-bbox="596 1142 1203 1216">Students will present created diplomatic cultural actions.</td> <td data-bbox="1203 1142 1362 1216">20%</td> </tr> <tr> <td data-bbox="596 1216 1203 1267"><b>Total</b></td> <td data-bbox="1203 1216 1362 1267"><b>100 %</b></td> </tr> </tbody> </table>	Activity	Percentage	Research paper on cultural diplomacy.	30%	Students will present their papers.	20 %	Conception of diplomatic cultural actions.	30%	Students will present created diplomatic cultural actions.	20%	<b>Total</b>	<b>100 %</b>
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<b>Specific requirements</b>													
<b>Pre-Conditions for examination</b>	Submitted: <ul style="list-style-type: none"> <li>● Research paper and diplomatic cultural action,</li> <li>● Presentations that will encourage and extend students’ creativity.</li> </ul>												

<b>Teaching methods</b>	Teaching activities and assessment methods together:					
	Assignment / Activity	Teaching activity	Workload	Assessment activity	Assessment criteria	Percentage of final grade
	Ex cathedra	Ex cathedra	30	Class attendance	List of class attendance (at least 80%)	Basic requirement
	Groupwork I	The general guidance for group work and literature in Moodle	40	Group work and discussions	Finished all weekly tasks for the first part of the research	30%
	Groupwork II	The general guidance for group work and literature in Moodle	40	Group work and discussions	Finished all tasks for the diplomatic cultural actions	30%
	Presentations of the groupwork I	The general guidance for presentation in Moodle	20	Presentation of the research papers	Finished presentation	20%
	Presentations of the Groupwork II	The general guidance for presentation in Moodle	20	Presentation of the diplomatic cultural actions	Finished presentation	20%
<b>Total</b>			<b>150 h<sup>1</sup></b>		<b>100 %</b>	
<b>Course content</b>	<ol style="list-style-type: none"> <li>1. Introduction to International Cultural Relations</li> <li>2. Theoretical Foundations of Cultural Diplomacy</li> <li>3. Key Globally Successful Cultural Diplomacy Initiatives</li> <li>4. Strategies Related to Demonstration of Values through Culture and Art</li> <li>5. Institutional Actors at the State Level</li> <li>6. Nongovernmental Actors in Cultural Diplomacy</li> <li>7. Historical Overview: 18, 19 centuries, Cold War, Contemporary Events</li> <li>8. The Impact of Culture and Globalization versus Cultural Hegemony</li> <li>9. International Organizations and Programs: UNESCO, scientific, education, art programs, festivals, international exhibitions such as EXPO, etc.</li> <li>10. Popular Culture and International Cultural Relations</li> <li>11. Comparative Analyses of Cultural Diplomacy (various states)</li> </ol>					
<b>List of contents/topics</b>	<i>Topic</i>			<i>Required reading</i>		
	<ol style="list-style-type: none"> <li>1. Introduction to International Cultural Relations</li> </ol>			<ul style="list-style-type: none"> <li>• Francois, Chaubet, Laurent Martin, Cultural Diplomacy and International Cultural Relations, Cambridge University Press, 2016.</li> </ul>		

<sup>1</sup> based on [EXCT-CP \* 25], here 6 are assumed

	<p>2. Theoretical Foundations of Cultural Diplomacy</p>	<ul style="list-style-type: none"> <li>● Bound, K., Briggs, R., Holden, J., Cultural Diplomacy, Demos, 2007.</li> </ul>
	<p>3. Key Globally Successful Cultural Diplomacy Initiatives</p>	<ul style="list-style-type: none"> <li>● Fransois, Chaubet, Laurent Martin, Cultural Diplomacy and International Cultural Relations, Cambridge University Press, 2016.</li> </ul>
	<p>4. Strategies Related to Demonstration of Values through Culture and Art</p>	<ul style="list-style-type: none"> <li>● Culture as Soft Power, Bridging Cultural Relations, Intellectual Cooperation and Cultural Diplomacy, Elisabet Carbó-Catalan and Diana Roig Sanz, De Gruyter, 2022.</li> </ul>
	<p>5. Institutional Actors at the State Level</p>	<ul style="list-style-type: none"> <li>● Bound, K., Briggs, R., Holden, J., Cultural Diplomacy, Demos, 2007.</li> </ul>
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	<p>10. Popular Culture and International Cultural Relations</p>	<ul style="list-style-type: none"> <li>● Federica Caso, Caitlin Hamilton, Popular Culture and World Politics: Theories, Methods, Pedagogies, E-international relations, Bristol, UK, 2015.</li> </ul>

	11. Comparative Analyses of Cultural Diplomacy (various states)	
<b>Mandatory literature</b>	<ul style="list-style-type: none"> <li>● Bound, K., Briggs, R., Holden, J., Cultural Diplomacy, Demos, 2007.</li> <li>● Francois, Chaubet, Laurent Martin, Cultural Diplomacy and International Cultural Relations, Cambridge University Press, 2016.</li> <li>● Culture as Soft Power, Bridging Cultural Relations, Intellectual Cooperation and Cultural Diplomacy, Elisabet Carbó-Catalan and Diana Roig Sanz, De Gruyter, 2022.</li> <li>● Federica Caso, Caitlin Hamilton, Popular Culture and World Politics: Theories, Methods, Pedagogies, E-international relations, Bristol, UK, 2015.</li> </ul>	
<b>Optional literature</b>	<ul style="list-style-type: none"> <li>● Joseph Nye, <i>Soft Power</i>, Oxford University Press, 2004;</li> <li>● Kishan R.S. <i>21st Century Diplomacy: A Practitioner's Guide</i>, Continuum international Publishing Group Inc., 2011.</li> <li>● Margaret J. Wyszomirski, Christopher Burgess, and Catherine Peila, „International Cultural Relations: A Multi-Country comparison“: <i>Arts International</i> (<a href="http://www.artsinternational.org">www.artsinternational.org</a>) and <i>Center for Arts and Culture</i> (<a href="http://www.culturalpolicy.org">www.culturalpolicy.org</a>), 2003; Cyntia P. Schneider: „Diplomacy that Works: Best Practices in Cultural Diplomacy“, <i>Center for Arts and Culture</i>, 2003, (<a href="http://www.culturalpolicy.org">www.culturalpolicy.org</a>);</li> <li>● P.M. Von Eschen, <i>Here, There, and Everywhere: The Foreign Politics of American Popular Culture</i>, University Press of New England, 2000;</li> <li>● Lary May, <i>The Big Tomorrow: Hollywood and the Politics of the American Way</i>, <i>The University of Chicago Press Books</i>, 2000.</li> <li>● Ed. Kadir Ayhan, <i>Korea's Soft Power and Public Diplomacy</i>, Hangang Network, University of Seoul, Seoul, Korea, 2017.</li> </ul>	
<b>Scheduled dates</b>	TBA	
<b>Additional Information</b> (supplementary issues, related topics, additional learning opportunities associated with the course)		