

# International Relations and Cultural Diplomacy

Summer Academy

25-31 August 2014

*Premises of the Olympic Academy, Olympia, Greece*



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FOUNDATION  
FOR CULTURE

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In an ever globalized world, multiple and complex necessities arise constantly. These concern not only the economic, but also the political and cultural domains. Nations and cultures come, inevitably, into closer contact. Culture, “a whole way of life”, is the organizing principle of societies. Of course, when we refer to societies, we are talking about groups of individuals, which brings us to the central key-term of communication. Communication is the precondition for a successful coexistence of peoples and, by extension, cultures and nations.



The Summer Academy 2014 in Olympia aims to bring students, researchers and practitioners from interdisciplinary fields and settings together to discuss and share theory, research and best practices and foster a dialogue on issues related to International Relations and Cultural Diplomacy. The courses will be held in the morning, while in the afternoon there will be practical exercises, group discussions, film viewing, etc. The general themes that will be covered are the following:

- **Soft and Hard power in International Relations: Different Schools of Thought**
- **The role of international legitimacy in Grand Strategy**
- **Objects and Means of Cultural Diplomacy**
- **Intercultural Strategic Public Diplomacy**
- **Interactions between Culture and Economics in International Relations**

#### **At the Summer Academy 2014 in Olympia:**

- We will give a broad introduction to issues and ideas concerning International Relations (IR) and Cultural Diplomacy (CD).
- We will think critically about the problems, conditions and opportunities for IR and CD around the world.
- Concepts and theories will be examined interdisciplinary, in light of diverse empirical experiences mainly from western democratic states and of extensive thought about policy-making.

## As a result:

- We will conceptually and theoretically come to a better understanding of what CD is and why it has come to play such an important role in foreign policy.
- We will sharpen the competences, which are indispensable for dealing with such issues.

The Summer Academy in Olympia is co-organized by the Hellenic Foundation for Culture and the Institute of International Relations, Athens.



The Hellenic Foundation for Culture was established in 1992 as the center for Greek external cultural and educational policy. It initiates intercultural dialogue through cultural and educational exchanges, generating interest for Greece abroad. It is involved worldwide, working with networks of culture, media and politics and focusing on multilateral cooperation.

The Institute of International Relations, which was founded in 1989, is the oldest academic Greek institution of its kind, coordinating research and educational work in the field of international relations and affiliated with the Department of International, European and Area Studies at Panteion University of Social and Political Sciences. The Institute of International Relations has since its inception been engaged in the study and analysis of themes in international and European politics on the domestic as well as the international level.



## **The Academy offers a full package, costing 500 euro, which covers:**

Accommodation (shared accommodation in a double occupancy room)  
Breakfast, Lunch and Dinner  
Transportation from Athens to Olympia and back  
Social Activities (Excursions etc.)  
Study Material

*All participants are expected to pay for their own travel to and from Athens.*

### **How to Apply**

Applicants should be (post-) graduate students working towards Masters or Ph.D degrees.  
Some advanced undergraduate students will be admitted as well. All applicants must be fluent in English.

### **Eligibility**

The Summer Academy invites students of social sciences, humanities and economics to participate upon sending a CV, a personal statement and a reference letter to the address: **deca@idis.gr**

### **Further Inquiries**

For further inquiries please contact  
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### **Application deadlines**

**Friday, 30th June 2014**



Places are limited and will be awarded on merit. Early applications are strongly encouraged.

Decisions will be mailed out till **July 4th, 2014**.

Admitted foreign students will be provided with all necessary documentation in support of a visa application, if this is needed.

Cultural diplomacy is indissolubly connected with international and intercultural relations. States have always wanted to project power beyond their borders and, accordingly, some cultures have tried to implement methods of cultural imperialism to achieve their political goals indirectly.

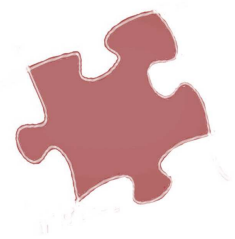
Every effort to influence foreign publics demands the mapping out of a (national) communication policy, a procedure par excellence political.

Public diplomacy, a term attributed to the former American diplomat Edward

Guillon in the 60s, constitutes the core of the above-mentioned policy. Diplomacy is the application of intelligence and tact to the conduct of official relations between the governments of independent states.

The possibility of a country succeeding in its goals does not ultimately depend on 'hard power', but usually on the political, economic, cultural framework, in which every country exists, namely on the so-called 'soft power'. According to Joseph Nye, who first coined the term, soft power means "the ability to persuade rather than coerce through elements of 'hard power', such as the threat of a strong military".

Cultural diplomacy may be best described as "an actor's attempt to manage the international environment through making its cultural resources and achievements known overseas and/or facilitating cultural transmission abroad" (Nicholas Cull 2009). Cultural diplomacy is an activity that attempts to by-pass the depictions of the commercial media, addressing itself directly to the peoples of foreign societies at an apparently non-political level.



It is accepted that cultural relations are an essential third dimension in relations between states. Willy Brandt in 1966 gave currency to the term “third pillar of foreign policy” (after politics and trade) to describe cultural relations. However, the general tendency in most democracies since 1945 has been to distance cultural relations from government direction. Hence, cultural diplomacy is practiced by the



public sector, private sector or civil society.

Finally as Mark Leonard suggests, the four purposes for public/ cultural diplomacy in the 21<sup>st</sup> century should be the following: increasing familiarity, increasing appreciation, engaging people and influencing their behavior.

## **Olympia, Greece**

In the green valley of Alfios, in western Peloponnese, flourished the ancient and much admired sanctuary of Greece, Olympia. The first famous monarch of the region, Pelops from Asia Minor, gave his name to the peninsula. Its close bond with Magna Graecia and the colonies further west echoes the passionate love of the river god Alpheus (Alfios) for the nymph Arethousa, who became a spring in Syracuse.

In the classical period, Olympia was known for the games held there-the Olympic Games. Every four years Greeks from all the city states gathered there to compete. The Games were a period of peace and reconciliation. Nowadays, the Olympic Spirit informs a grid of nations, states, peoples and individuals, as well as highlights the cultural, inter- and intrastate interactions from the fields of history to economy, from environment to sport, from international relations to culture.

