

Course Syllabus

Cultural diplomacy and cultural boycott

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Course description

Public and cultural diplomacy are phenomena of increasing importance in contemporary international politics where symbolic topics, and non-state actors framing them, play major role. In general, public and cultural diplomacy are considered tools of “soft power”, a seemingly nonconflictual ground of cultivation of understanding through information and shared experience. However, the reality is more complex and mechanisms shaping the outcome of public and cultural diplomacy are very diverse. The impact of cultural diplomacy can be analyzed only through careful examination of motivations of each of the actors engaged in the process. The same is valid for cultural boycotts. This course deals with dynamics of promoting and inhibiting flows of culture in international relations, and motivations of a multitude of actors behind them.

Method of Instruction

Before each lecture, the participants are presented with a short text by the instructor presenting key concepts related to the week’s topic. Additional 2 academic papers on the matter will be provided. During the course, participants will choose 2 topics and write 2 short papers responding to instructor’s question while using data and arguments from the readings.

The course is concluded by an oral interview of each student with the tutor, examining the gained knowledge with focus on 3 topics selected by the student.

Course Objectives

- accumulate in-depth knowledge of the role of arts and culture in international relations
- learn about cultural boycotts of 20th and 21st century
- enhance independent thinking and ability to formulate arguments based on solid evidence
- appropriate academic writing skills

Course topics

1: Arts and culture in international relations – basic concepts

Nye, J.S. Jr. 2004. *Soft Power: The Means to Success in World Politics*. New York: Public Affairs. Introduction.

Paschalidis, G. 2009. Exporting National Culture: Histories of Cultural Institutes Abroad. *International Journal of Cultural Policy*. 15(3) 275-289.

Barghoorn, F.C. 1960. *The Soviet Cultural Offensive: The Role of Cultural Diplomacy in Soviet Foreign Policy*. Princeton: Princeton University Press. Introduction.

2: Arts and culture in international relations as bridgebuilders

Hocking, B. 2008. *Reconfiguring Public Diplomacy: From Competition to Collaboration*. [online] Netherlands Institute of International Relations 'Clingendael'. Available at: <http://www.clingendael.nl/publications/2008/20080700_cdsp_chapter_hocking.pdf> [Accessed 20 May 2010].

Pwono, D.M. 2009. Fostering a Cultural Diplomacy Policy Dialogue: The Quest for Stewardship and Cooperative Engagement. *The Journal of Arts Management, Law, and Society*. 39(4) 297-302.

Riordan, S. 2004a. *Dialogue-Based Public Diplomacy: A New Foreign-Policy Paradigm?* [online] Netherlands Institute of International Relations 'Clingendael'. Available at: <http://www.clingendael.nl/publications/2004/20041100_cli_paper_dip_issue95.pdf>, [Accessed 1 March 2011].

3: Arts, culture, and conflict in international relations

Anthony Smith, 2001. *Nationalism, Ideology, History (Key Concepts)*, pp. 49-56.

Jack David Eller. 1999. *From Culture to Ethnicity to Conflict: An Anthropological Perspective on Ethnic Conflict* (Michigan: University of Michigan Press), Introduction.

John Morgan O'Connell and Salwa El-Shawan Castelo-Branco (ed.). 2010. *Music and Conflict*. Chicago: University of Illinois Press.

4: Propaganda and censorship

Barghoorn, F.C. 1960. *The Soviet Cultural Offensive: The Role of Cultural Diplomacy in Soviet Foreign Policy*. Princeton: Princeton University Press. Introduction.

Keane, M. 2010. Keeping Up with the Neighbors: China's Soft Power Ambitions. *Cinema Journal*. 49(3) 130-135.

5: National identity and cultural diplomacy – the case of Israel

Skinner, H. and Kubacki, K. 2007. Unraveling the Complex Relationship between Nationhood, National and Cultural Identity, and Place Branding. *Place Branding and Public Diplomacy*. 3(4) 305-316.

R. D. Harkham. Understanding Israel's Public Diplomacy Strengths and Weaknesses. *Israel Journal of Foreign Affairs* 5(3), 103 – 113.

Attias, S. 2012. Israel's New Peer-to-Peer Diplomacy. *The Hague Journal of Diplomacy* 7 (2012) 473-482.

Panek Jurkova, J. 2015. Strategies of Israeli Musicians as National Representatives. *Urban People* 17 (2), 339-352.

6: The battle over framing – cultural diplomacy and cultural boycotts

R. D. Benford and D. A. Snow. Framing Processes and Social Movements: An overview and assessment. *Annual Review of Sociology* 26(2000), 611-639.

E. Retting and E. Avraham. The Role of Intergovernmental Organizations in the "Battle over Framing": The case of the Israeli-West Bank separation barrier. *The International Journal of Press/Politics* 21(1), 2015.

7: Citizens diplomacy and boycotts as transnational movements

M. E. Keck and K. Sikkink. *Activists beyond Borders: Advocacy Networks in International Politics*. Ithaca: Cornell University Press, 2014.

M. Castells. *Networks of Outrage and Hope: Social Movements in the Internet Age*. Boston: Polity, 2015.

S. Tarrow. *The New Transnational Activism*. Cambridge: Cambridge University Press, 2005.

8 and 9: What is the difference? Motivations, strategies, and goals of cultural boycotts – Israel vs. South Africa

L. J. Haricombe. Combining Qualitative and Quantitative Methodologies to Study the Effects of an Academic Boycott on Academics in South Africa. *The Library Quarterly: Information, Community, Policy* 63(4), 508-527.

M. C. Beaubien. The Cultural Boycott of South Africa. *Africa Today* 29(4), 5-16.

M. Gerstenfeld. The Academic Boycott Against Israel. *Jewish Political Studies Review*. 15(3-4), 9-70.

M. Hallward. *Transnational Activism and the Israeli-Palestinian Conflict*. New York: Palgrave Macmillan, 2013.

Hirsh, David. 2017. *Contemporary Left Antisemitism*. London: Routledge.

A. J. Sarna. *Boycott and Blacklist: A History of Arab Economic Warfare Against Israel*. Totowa: Rowman and Littlefield, 1986.