

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Проректор з навчально-методичної роботи

Карпа І.М. АНДРУШКО



Культурна дипломатія
робоча програма навчальної дисципліни

Галузь знань
Спеціальність

29 «Міжнародні відносини»
291 «Міжнародні відносини, суспільні комунікації та
регіональні студії»

Освітній рівень
Освітня програма

другий (магістерський)
«Міжнародні відносини»

Статус дисципліни
Мова викладання, навчання та оцінювання

обов'язкова
англійська

Завідувач кафедри

міжнародних економічних відносин

Ірина ОТЕНКО

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Simon Kuznets Kharkiv National University of Economics

"APPROVE"

Vice-Rector for Educational and Methodical Work

Karina NEMASHKALO



CULTURAL DIPLOMACY
working program of the academic discipline

Field of knowledge	<i>29 «International relations»</i>
Specialty	<i>291 «International relations, public communications and regional studies»</i>
Level of education	<i>Second (master's)</i>
Education Program	<i>«International relations»</i>

Status of the discipline	<i>basic</i>
Language of instruction, teaching and assessment	<i>English</i>

Head of Department of

International Economic Relations

Iryna OTENKO

Kharkiv
2022

APPROVED

at a meeting of the *Department of International Economic Relations*

Protocol № 1 dated *August 31, 2022*

Developer:

Yevdokimova-Lysohor Lesia, candidate of pedagogical sciences, Associate Professor of the Department of International Economic Relations

**Update and re-approval sheet
in the working program of the educational discipline**

Academic year	Date of the department - developer of WPD meeting	Protocol number	Signature of the head of the department

Academic discipline abstract

The formation of Ukraine as a European state contributes to the intensive development of interstate relations with other countries. One of the most important state policy areas is cultural diplomacy, which will allow the economy to develop effectively, to open up prospects in the social and cultural direction, to spread the positive image of the Ukrainian state in the world, to popularize tangible and intangible cultural heritage. In view of this, the need for specialists who, in their professional activities, will be knowledgeable about the content and directions of cultural diplomacy, will have the skills to organize, establish and conduct international meetings and negotiations, analyze the peculiarities of the countries and regions development, forecast international relations, etc. The study of the following topics is aimed at forming and presenting a positive image, defending the national interests of the state and ensuring its further development in the international scene.

Purpose of the academic discipline: mastering the theoretical foundations and practical skills of cultural diplomacy

Characteristics of the academic discipline

Year	1M
Semester	1
Number of ECTS credits	5
Form of final control	Credit

Structural and logical scheme of the academic discipline

Prerequisites	Postrequisites
International Relations Theory	World analytical and expert centers for the international relations study
Public diplomacy	

Competences and learning outcomes of the academic discipline

Learning outcomes	Competences
LO1. To know and understand the nature, sources and directions of the international relations evolution, international politics, states foreign policy, the state of international relations theoretical studies and world politics.	BC4. Ability to communicate in a foreign language. BC6. Ability to work in an international context. SC5. Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and informational. SC8. Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents. SC10. Ability to self-study, maintain an appropriate knowledge level, readiness to acquire new knowledge level, increase one's expertise and qualification level.

LO2. Understand and analyze global processes critically and their impact on international relations.	BC4. Ability to communicate in a foreign language. BC5. Ability to generate new ideas (creativity). SC10. Ability to self-study, maintain an appropriate knowledge level, readiness to acquire new knowledge level, increase one's expertise and qualification level.
LO3. Apply modern scientific approaches, methodologies and methods for solving problems of international relations and foreign policy.	BC4. Ability to communicate in a foreign language. BC5. Ability to generate new ideas (creativity). SC8. Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents.
LO4. Analyze and evaluate the problems of international and national security, international and internationalized conflicts, approaches, methods and mechanisms of ensuring security in the international space and in the states foreign policy.	SC 4. Ability to analyze global processes and their impact on international and social relations, political and social systems. SC8. Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents. SC10. Ability to self-study, maintain an appropriate knowledge level, readiness to acquire new knowledge level, increase one's expertise and qualification level.
LO5. Collect, process and analyze information about the state of international relations, world politics and foreign policy of states.	BC4. Ability to communicate in a foreign language.
LO6. Identify, assess and forecast political, diplomatic, security, social and other risks in the field of international relations and global development.	BC5. Ability to generate new ideas (creativity). BC6. Ability to work in an international context. SC10. Ability to self-study, maintain an appropriate knowledge level, readiness to acquire new knowledge level, increase one's expertise and qualification level.
LO7. Assess and analyze international and foreign policy problems and situations, propose approaches to solving such problems.	BC2. Ability to learn and master modern knowledge. BC6. Ability to work in an international context. BC7. Ability to work in a team. SC5. Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and informational.
LO8. Communicate freely in national and foreign languages orally and in writing, on professional and scientific issues.	BC2. Ability to learn and master modern knowledge. BC5. Ability to generate new ideas (creativity). SC10. Ability to self-study, maintain an appropriate knowledge level, readiness to acquire new knowledge level, increase one's expertise and qualification level.
LO9. Prepare analytical reports, reports and other documents on the state of international relations, foreign policy,	BC4. Ability to communicate in a foreign language. SC 4. Ability to analyze global processes and their impact on international and social relations, political and social systems.

<p>public communications and regional studies.</p>	<p>SC5. Ability to analyze and forecast international relations in various contexts, including political, security, legal, economic, social, cultural and informational.</p> <p>SC12. Ability to thematize the non-governmental component of international relations through the activities of political parties, public organizations and associations at the regional level.</p>
<p>LO11. To carry out professional oral and written translation from/to a foreign language, in particular, on the professional subject of international cooperation, foreign and world politics.</p>	<p>BC2. Ability to learn and master modern knowledge.</p> <p>BC4. Ability to communicate in a foreign language.</p> <p>BC5. Ability to generate new ideas (creativity).</p> <p>SC8. Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents.</p>
<p>LO12. Formulate modeling tasks, create and research models of objects and processes of international relations, foreign policy, public communications and regional studies</p>	<p>BC4. Ability to communicate in a foreign language.</p> <p>BC6. Ability to work in an international context.</p>
<p>LO13. Participate in professional discussions in the field of international relations, foreign policy, public communications and regional studies, respect opponents and their points of view, convey information, ideas, problems, solutions and own experience on professional issues to specialists and the general public.</p>	<p>BC2. Ability to learn and master modern knowledge.</p> <p>BC4. Ability to communicate in a foreign language.</p> <p>BC7. Ability to work in a team.</p> <p>SC8. Ability to organize and conduct international meetings and negotiations, develop, analyze and evaluate diplomatic and international documents.</p> <p>SC12. Ability to thematize the non-governmental component of international relations through the activities of political parties, public organizations and associations at the regional level.</p>
<p>LO14. Evaluate the results of one's own work and be responsible for personal professional development.</p>	<p>BC5. Ability to generate new ideas (creativity).</p> <p>SC 4. Ability to analyze global processes and their impact on international and social relations, political and social systems.</p> <p>SC10. Ability to self-study, maintain an appropriate knowledge level, readiness to acquire new knowledge level, increase one's expertise and qualification level.</p>
<p>LO15 Plan and carry out research on the problems of international relations, public communications and regional studies using modern scientific methods, collect and analyze the necessary information, argue the conclusions, present the results.</p>	<p>BC7. Ability to work in a team.</p> <p>SC 4. Ability to analyze global processes and their impact on international and social relations, political and social systems.</p> <p>SC12. Ability to thematize the non-governmental component of international relations through the activities of political parties, public organizations and associations at the regional level.</p>

Curriculum

Content module 1. Theoretical foundations of cultural diplomacy

Topic 1. Cultural diplomacy as a direction of foreign policy

- 1.1. . Cultural diplomacy as an academic discipline.
- 1.2. The place of the discipline in the system of scientific knowledge and its relationship with humanities.
- 1.3. Object, subject, purpose and objectives of the discipline. Categories of the discipline. The essence, structure, functions of cultural diplomacy.
- 1.4. Formation of cultural diplomacy and its place in the professional activity of the future specialist.

Topic 2. Cultural diplomacy models of the countries in the world

- 2.1. Cultural diplomacy of France
- 2.2. Cultural diplomacy of Great Britain
- 2.3. Cultural diplomacy of Germany
- 2.4. China's cultural diplomacy

Topic 3. Historical preconditions for the development of cultural diplomacy in Ukraine

- 3.1. Postcolonialism: an emerging epistemology in International Relations
International Relations theory and coloniality. Coloniality of power, epistemology and representation. International Relations and Cultural Diplomacy
- 3.2. Cultural diplomacy of the post-Soviet period. Propaganda of Russian values in the Ukrainian cultural space
- 3.3. Cultural projects of the UNR diplomatic service. The development period of cultural diplomacy of Ukraine

Content module 2. Cultural diplomacy of foreign diplomatic missions

Topic 4. Cultural diplomacy of Ukraine, actions of the government and non-governmental organizations

- 4.1. Directorate for Public Diplomacy and Communications of Ukraine. The formation period of cultural diplomacy of Ukraine
- 4.2. Tools of public diplomacy of the Ministry of Foreign Affairs of Ukraine. Humanistic orientations of the state's internal and external policy
- 4.3. Functions and activities of the Ukrainian Institute. Ukrainian cultural institutions

Topic 5. Cultural and public diplomacy of the Republic of Poland

- 5.1. Department of Public and Cultural Diplomacy of the Republic of Poland
- 5.2. Activities of diplomatic institutions and Polish institutes
- 5.3. "Soft power" tools in the cultural diplomacy of the Republic of Poland

Topic 6. Cultural diplomacy in the activities of the Embassy of Ukraine in Hungary

6.1. Historical background of Ukrainian-Hungarian diplomatic relations
6.2. Activities of cultural centers of Hungary. Interstate organizations of the cultural sector

6.3. Forms and areas of scientific cooperation. Scientific organizations and foundations

Topic 7. Cultural diplomacy in the Middle East

7.1. Cultural heritage in the Middle East (Lebanon, Syria, Palestine, Jordan)

7.2. Cultural features of diplomatic work in the Middle East countries. National peculiarities of the rules of etiquette and protocol of the Middle East countries

7.3. Cultural events of Ukrainian diplomats in the Middle East

Topic 8. Cultural diplomacy of Ukraine in Switzerland

8.1. Cultural features of interaction in business. Formality, hierarchy and status of Swiss business interaction.

8.2. "Information and communication technologies" project. Reform "Decentralization of Ukraine". The project "Diya/Action. Digital state»

8.3. The main stages of the educational space formation in Switzerland: problems and prospects. Scientific forums. "Digital Education" project. Ukrainian studies in Switzerland

8.4. Cultural projects Switzerland - Ukraine. Culture of the nation as a socio-economic factor

Topic 9. Cultural and public diplomacy in the activities

of the Embassy of Ukraine in Japan

9.1. The culture role and rituals in business relations of the East.

9.2. Cultural projects. Ukrainian cultural projects in Japan (art, music, folk art and fashion industry)

9.3. Cultural centers and institutions of Japan. Ukrainian-Japanese center as cooperation in social, economic, academic and cultural aspects

9.4. Bilateral cultural relations between Ukraine and Japan, main areas of cooperation

Topic 10. The hard and soft power of American cultural diplomacy

10.1. Cultural features in relations with the USA representatives

10.2. Economic aspects of state management in the field of culture. Systems of state management activity in cultural cooperation.

10.3. Cultural projects Ukraine – the USA.

The list of practical classes, as well as questions and tasks for individual work, is given in the table «Rating plan of academic discipline».

Teaching and learning methods

Teaching methods aimed at activating and stimulating the educational and cognitive activities of higher education students are used: problematic lectures, practical exercises of a problematic nature (topic: "Propagation of Russian values in the Ukrainian cultural space", topic: "Economic aspects of state management in the culture sphere. Systems of state management activity in cultural cooperation"), oral survey, discussions, work in small groups (topic: "Ukrainian cultural projects in Japan", topic: "Cultural events of Ukrainian diplomats in the Middle East", topic: "Diplomatic institutions and Polish institutes"), presentations (topic: «International

Relations theory and coloniality. Coloniality of power, epistemology and representation. International Relations and Cultural Diplomacy», topic: "Cultural events of Ukrainian diplomats in the Middle East", topic: "Cultural projects. Ukrainian cultural projects in Japan"), individual work while completing tasks and preparing for classes.

During lectures and practical classes, the following teaching methods are used: explanatory and illustrative, problem-based teaching, partially research-based, research teaching.

Procedure for evaluating of learning outcomes

Assessment of learning outcomes of the discipline " Cultural diplomacy " is carried out on a cumulative (100-point) assessment system.

The assessment is carried out by the following types of control:

current control, which is carried out during the semester, during lectures, practical classes and is estimated by the amount of points scored (maximum amount - 100 points);

knowledge control is carried out in the form of a written test as an intermediate miniexam at the initiative of the teacher, taking into account the current control for the relevant content module and aims at *integrated* assessment of student learning outcomes after studying the material from the logically completed part of the discipline - content module.

The procedure for conducting current assessment of students' knowledge. Assessment of student knowledge during practical classes is carried out according to the following criteria:

active work in practical classes, homework check (oral examination, discussions): 61 points. Preparation of presentations using the PowerPoint program, the maximum score is given in the presence of at least 10 slides, which fully reveal the content of its topic, and the appropriate presentation of materials in the group. Maximum score for one presentation - 5 points (number of presentations - 3): 15 points. The maximum number of points for all homework is - **76 points**;

current test (two tests), the maximum score is 12 points (two tests). The test includes two questions (theoretical and practical) (maximum score for each task - 6 and 6 points) in total – **24 points**.

The general criteria by which the evaluation of extracurricular independent work of students is carried out are: study of lecture material and preparation for practical classes.

A final control of knowledge and competencies of students in the discipline is carried out on the basis of a semester credit, the aim of which is to test students' understanding of the program material in general, logic and relationships between individual sections, ability to creatively use accumulated knowledge, ability to formulate the attitude to a particular problem, disciplines, etc.

Practical tasks involve solving typical professional tasks of a specialist in the workplace and allow diagnosing the student's level of training and competence according to the discipline curriculum.

The result of the semester credit is evaluated in points (maximum number - 100 points, minimum number of credits - 60 points) and is affixed in the appropriate column of the examination "Academic effectiveness record".

A student should be **considered attested** if the sum of points obtained as a result of the final / semester test is equal to or exceeds 60. The minimum possible number of points for current and modular control during the semester is 60, 59 and less points - not credited.

The assessment forms and distribution of points are given in the table "Rating plan of

academic discipline".

Rating plan of academic discipline

Topic	Forms and types of training		Assessment forms	Max point
Topic 1.	<i>Classroom work</i>			
	Lecture	Lecture – discussion on issues: Object, subject, purpose and objectives of the academic discipline. Categories of the discipline	Active work in the class	
	Practical class	Practical class: Formation of Cultural diplomacy and its place in the professional activity of the future specialist.	Active work in the class	6
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for practical classes	Homework check	
Topic 2.	<i>Classroom work</i>			
	Lecture	Lecture: Cultural diplomacy models of the countries in the world	Active work in the class	
	Practical class	Practical class: A panel discussion on the cultural diplomacy of France, the cultural diplomacy of Great Britain, the cultural diplomacy of Germany and the cultural diplomacy of China	Homework check	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for practical classes and test control.	Homework check	
Topic 3.	<i>Classroom work</i>			
	Lecture	Lecture: Historical preconditions for the development of cultural diplomacy in Ukraine	Active work in the class	
	Practical class	Practical class: Postcolonialism: an emerging epistemology in International Relations, International Relations theory and coloniality. Coloniality of power, epistemology and representation. International Relations and Cultural Diplomacy	Presentation	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for practical classes	Homework check	
Topic	<i>Classroom work</i>			

4	Lecture	Lecture - discussion on issues: Cultural diplomacy of Ukraine, actions of the government and non-governmental organizations, Tools of public diplomacy of the Ministry of Foreign Affairs of Ukraine	Active work in the class	
	Practical class	Practical class: Directorate for Public Diplomacy and Communications of Ukraine. The formation period of cultural diplomacy of Ukraine. Tools of public diplomacy of the Ministry of Foreign Affairs of Ukraine. Humanistic orientations of the state's internal and external policy. Functions and activities of the Ukrainian Institute. Ukrainian cultural institutions	Homework check	5
	Individual work			
	Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material	Homework check	
Topic 5	Classroom work			
	Lecture	Lecture - discussion on issues: Cultural and public diplomacy of the Republic of Poland	Active work in the class	
	Practical class	Practical class: Department of Public and Cultural Diplomacy of the Republic of Poland. Activities of diplomatic institutions and Polish institutes "Soft power" tools in the cultural diplomacy of the Republic of Poland	Homework check	5
	Individual work			
Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material	Homework check		
Topic 6	Classroom work			
	Lecture	Lecture: Cultural diplomacy in the Embassy of Ukraine in Hungary	Active work in the class	
	Practical class	Practical class: Historical background of Ukrainian-Hungarian diplomatic relations. Activities of cultural centers of Hungary	Homework check	5
	Practical class	Practical class: Interstate organizations of the cultural sector Forms and areas of scientific cooperation. Scientific organizations and foundations	Homework check Control test	5 12

	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material	Homework check	
Topic 7.	<i>Classroom work</i>			
	Lecture	Lecture: Cultural diplomacy in the Middle East	Active work in the class	
	Practical class	Cultural heritage in the Middle East (Lebanon, Syria, Palestine, Jordan)	Homework check	5
	Practical class	Practical class: Cultural events of Ukrainian diplomats in the Middle East	Presentation	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material	Homework check	
Topic 8.	<i>Classroom work</i>			
	Lecture	Lecture: Cultural diplomacy of Ukraine in Switzerland	Active work in the class	
	Practical class	Practical class: Cultural features of interaction in business. Formality, hierarchy and status of Swiss business interaction. "Information and communication technologies" project. Reform "Decentralization of Ukraine". The project "Diya/Action. Digital state»	Homework check	5
	Practical class	Practical class: The main stages of the educational space formation in Switzerland: problems and prospects. Scientific forums. "Digital Education" project. Ukrainian studies in Switzerland Cultural projects Switzerland - Ukraine. Culture of the nation as a socio-economic factor	Homework check	5
	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material	Homework check	
Topic 9.	<i>Classroom work</i>			
	Lecture	Lecture: Cultural and public diplomacy in the activities of the Embassy of Ukraine in Japan	Active work in the class	
	Practical class	Practical class: The culture role and rituals in business relations of the East. 9.2. Cultural projects. Ukrainian cultural projects in Japan (art, music, folk art and fashion industry)	Presentation	5

	Practical class	Practical class: Cultural centers and institutions of Japan. The Ukrainian-Japanese center as a cooperation center in social, economic, academic and cultural aspects. Bilateral cultural relations between Ukraine and Japan, main areas of cooperation	Homework check	5
Topic 10.	<i>Individual work</i>			
	Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material	Homework check	
	<i>Classroom work</i>			
	Lecture	Lecture: The hard and soft power of American cultural diplomacy	Active work in the class	
	Practical class	Practical class: Cultural features in relations with the USA representatives. Cultural projects Ukraine – the USA.	Homework check Control test	5 12
	Practical class	Practical class: Economic aspects of state management in the field of culture. Systems of state management activity in cultural cooperation.	Homework check	5
	<i>Individual work</i>			
Questions and tasks for self-study	Study of lecture material, preparation for the lessons, review of theoretical material.	Homework check		

Recommended reading materials

Basic

1. Kuchmiy O.P. Cultural diplomacy as a foreign policy tool of a modern European state // Actual problems of international relations. K: Kyiv. National T. Shevchenko University, of International Relations Institute, 2018. Issue 100 (1). P. 122-131.
2. Matiash I. B. Cultural diplomacy: teaching manual / for general Ed. I.B. Matiash, V.M. Matviyenko; Taras Shevchenko Institute of International Relations KNU; Scientific Society of the Diplomacy History and International Relations. - Kyiv: SE "GDIP", 2021. - 252 p.
3. Peresunko T. Cultural diplomacy of Simon Petliura: "Schedryk" against "Russian peace". Mission of the chapel of Oleksandr Koshytsia (1919-1924). K.: ArtEk, 2019. – 308 p.
4. Rozumna O. P. Cultural diplomacy of Ukraine: state, problems and prospects. Analytical report - National Institute of Analytical Research Kyiv, 2018. - 53 p.
5. Goff P. Cultural Diplomacy / P. Goff The Oxford handbook of modern diplomacy. – Oxford University Press, 2018. – P. 420.
6. Topić M. Cultural diplomacy and Cultural imperialism European perspective(s), Peter Lang / M. Topić & C. Sciortino. – New York, Oxford, Wien, 2018. – 243 p.

Optional

7. Fediv Y. The possibilities of the EU`s Creative Europe framework program for Ukraine: international partnership and cultural diplomacy projects / Y. Fediv // Issue 18. Cultural and public diplomacy of Ukraine. - Kyiv: Publishing House "Kyiv-Mohyla Academy", 2018. – P. 51-53.

8. Tsivatyi V. Traditions, institutions, and models of cultural and public diplomacy in the Republic of Poland in the 21 century: Lessons learned and priorities for Ukraine / V. Tsivatyi // Issue 18. Cultural and public diplomacy of Ukraine. – Kyiv: Publishing House "Kyiv-Mohyla Academy", 2018. – P. 41-50.

9. Yatskovets O. Peculiarities of the cultural diplomacy development in Ukraine. Scientific notes of RSHU. – 2019, Issue 3 (119). P. 4-11.

Information resources on the Internet

10. Grachevska T.O. Activities of cultural and information centers as a cultural diplomacy component [Electronic resource] - Access mode: <https://core.ac.uk/download/pdf/268616562.pdf>

11. Cultural diplomacy of Ukraine: current state and prospects [Electronic resource] - Access mode: http://journals.iir.kiev.ua/index.php/pol_n/article/view/3377

12. Purpose and tasks of the Ukrainian institute [Electronic resource] - Access mode: <https://ui.org.ua/mission/>

13. Site of personal educational systems of Simon Kuznets Kharkiv National University of Economics. Academic discipline "Cultural Diplomacy" [Electronic resource] - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=9095>