The Role of Culture in International Relations Beyond Political Boundaries (February 2024)

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Abstract

This study has five main objectives. Firstly, it aims to identify the concept of culture and explore its relationship with international relations beyond politics. Secondly, it aims to study the theory of cultural diplomacy. Thirdly, the study will discuss the most important global conflicts in general, with a particular focus on cultural conflicts. Fourthly, it aims to investigate globalization and cultural identity. Lastly, the study will compare the cultures and international relations of five different countries. A multi-methodological approach was used to complete these objectives. The first conclusion was that Diversity plays a pivotal role in international relations as culture and identity heavily influence human interactions. Encouraging language learning and cultural diplomacy can help build bridges across cultural divides, foster mutual respect and collaboration, and unlock the creative potential of a wide array of viewpoints and experiences. To truly understand the dynamics of international relations, it is essential to appreciate how our cultural heritage shapes our behavior, values, and beliefs.

Index Terms: Culture, International Relations, political boundaries.

I. INTRODUCTION

The notion of culture, though vital to us humans, can be intricate when used for analysis. The main challenge arises from its multi-dimensional characteristic. It is astonishing that there have been about 500 interpretations of the term "culture" formulated by sociologists, yet no single one offers

a complete understanding of the concept. Culture is a blend of both overt and covert behaviors learnt over time and conveyed through sophisticated symbols, even finding expression in physical objects. What distinguishes each human society is its distinct culture.

Traditional (i.E., traditionally derived and selected) thoughts and, especially, the values that go together with them make up the essential constructing blocks of way of life. Culture structures may be considered as conditional additives of future pastime or because of the outcomes of past movement. The entirety of ingrained human behavioral patterns appears as a way of life (Human Culture). Cultures have collided and merged to come to be greater strong, higher cultures over time. Cultures are always changing to satisfy new challenges and circumstances. Culture can anticipate numerous meanings and contexts across domains, such as biology, the arts, mathematics, and so on.[1]

The period "way of life" is infamously sick described. The trouble was summarized as follows with the aid of American anthropologists Kroeber and Kluckhohn within the 10-extent Encyclopedia of Language and Linguistics in 1952: "Despite a century of efforts to define subculture safely, there was within the early Nineties no settlement among anthropologists concerning its nature." They reviewed ideas and definitions of culture significantly and came up with a listing of 164 one-of-a-kind definitions.[2]

The international relations dynamics in a more and more interconnected globe political issues, developing a complex internet of cultural impacts that could international relationships. To become aware of the complex threads that unite countries, this examine explores the various positions that culture plays in worldwide relations. Beyond the pretenses of international relations and political scheming, cultural subtleties are vital in determining how nations relate to one another and impact things like trade, economic cooperation, and safety. As we set out in this investigation, our intention is to recognize how cultural expression, variety, and diplomacy make contributions to the dynamic field of global family members. Our purpose is to offer a complete expertise of the forces that form both global cooperation and conflict, extending beyond political limitations.[3]

Problem statement:

The problem of the study lies in trying to identify the strategic role that culture plays on international relations, by understanding and clarifying the most important global conflicts between countries away from the political perspective.

The problem of the study is represented in the following main question:

What is the role of culture in international relations apart from politics?

Research objectives:

This study aims to:

1- Identifying the concept of culture and studying its relationship with international relations beyond politics.

2- A study of the theory of cultural diplomacy.

3- Discussing the most important global conflicts in general and focusing on cultural conflicts in particular.

4- Studying globalization and cultural identity.

5- compare the culture and international relations of five different countries.

I. Literature Review

A. Defining Culture:

Culture is an extensive and elusive perception. At first, lifestyle became connected to the idea of tout-court civilization. Margaret Mead outstanding between "culture" and "a tradition" across the quilt of the Thirties. "Culture is the whole machine of standard behavior that the human race has evolved and that is passed down from generation to technology." ought to observe different societies, however, required the belief of subculture must be extraordinary to a specific human society. The citation maintains, consequently, as follows: "A way of life is less particular. It can seek advice from the customs and behaviors that outline a selected society, a set of societies, a racial or geographic institution, or a term. [4]

Consequently, the concept of subculture has been added in the anthropological literature as the concern of have a look at for cultural anthropology. Other meanings that fluctuate notably have additionally been proposed. Nonetheless, they appear to agree on the subsequent points: subculture is taught, it's far related to social groupings, and it includes a wide type of phenomena such as shared meanings, norms, values, and behavioral patterns. The concept of culture as a scientific device has been criticized in anthropological writing, mainly to the emergence of the so known as "writing towards subculture motion." for a competition to it). However, the perception of way of life has more and more been used to describe the know-how and conduct of different agencies, which include within the standards of company lifestyle or organizational way of life. Traditionally, the time "subculture" in anthropology refers to civilizations defined in terms of nationality or ethnicity. Moreover, the problem of go-cultural interplay has been added

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approximately by globalization. Interaction of this type blurs cultural limitations on the only hand, but additionally will increase the want for managers and different professionals who're sensitive to cultural variations.[5]

B.   Culture and international relations:

Culture plays a complex and multi-faceted role in international relations. Here are some key ways it intersects [1] - [7] :

 1. Cultural Diplomacy& Soft power : To varying degrees, all countries practice soft power policies as an integral element with investment in relevant military and economic areas. Pure physical nature. In major countries, the main tasks are entrusted with planning, proposing, and following up on the implementation of programs aimed at implementing soft power refers to the apparatus of what is called public diplomacy, that activity that concerns the various programs that are implemented outside the borders in communication Directly with foreign elites and audiences or target groups among them. This includes managing information, communication, and cultural flows to bring about changes Certain ideas or convictions that facilitate understanding this country's policies and decisions. In this regard, cultural diplomacy constitutes the most prominent facet of soft power policies, and it may have been the traditional practice that inspired Its long-standing historical experiences include theoretical lessons and conclusions to crystallize the concept of soft power in the modern era of international relations. Cultural diplomacy is defined by Milton Cummings of Johns Hopkins University as "the exchange of ideas, information, arts, and other Aspects of culture between countries and peoples in order to deepen understanding."6 From an American point of view, Frank Ninkovich talks about it, saying: "It is to promote the understanding of American culture abroad" and includes all efforts to connect people across countries for greater representation of core American values.

 2.   Communication and Negotiation, Modes of communication, Communication styles vary among cultures; they might be direct and explicit or indirect and implicit. To effectively read communications and prevent misunderstandings during diplomatic conversations, it is imperative that one is aware of these variations. Nonverbal exchange, when communicating, body language, facial emotions, and gestures all transmit messages. If hand gestures, eye contact, and personal space are not adequately understood, cultural conventions might lead to misinterpretations. Language usage, Effective communication in international relations can be

impeded by language problems. It's crucial to appropriately translate diplomatic messages while respecting cultural quirks to express meaning and prevent harm.

3. Globalization's Cultural Impact: Enhanced intercultural dialogue, increased cultural interchange between countries has been made possible by globalization, and as a result, ideas, beliefs, and practices have crossed national boundaries. Cultural products are shared and consumed worldwide, including music, movies, books, and food. Diversity vs. cultural homogeneity, Globalization encourages cross-cultural communication, but it also gives rise to worries about cultural uniformity. Discussions concerning the decline of regional cultures and the loss of cultural variety have arisen because of the dominance of Western cultural products and values in the global market. Syncretism and hybridization, Cultural hybridity—where many cultural aspects blend and interact to produce new cultural forms—has emerged because of globalization. As a result of this reconciliation process, hybrid identities and cultural manifestations highlight how interrelated everything emerges.

4. National interest & identity: Principles and Views, A nation's foreign policy objectives are frequently guided by its cultural values and beliefs. For instance, a nation that values democracy and human rights highly would make it a priority to advance these ideals internationally. Historical accounts, A country's understanding of its place in the world and its relationships with other nations can be influenced by historical events and cultural narratives. Foreign policy decisions may be influenced by historical injustices or achievements. History of Culture, Language, religion, customs, and symbols all contribute to a country's cultural heritage, which can act as a unifying factor and a source of identity. Governments may include the promotion and defense of their cultural heritage in their foreign policy goals. Defense of the Nation, A nation's perceptions of threats and security concerns can be influenced by cultural variables. Shared cultural norms can foster alliances and collaborations for mutual security, whereas cultural disparities might intensify tensions or conflicts.

C.   Cultural diplomacy theories:

Cultural diplomacy is a type of information exchange and international promotion of the arts and other facets of culture that falls under the purview of public diplomacy. Most nations have endeavored, through systematic means and procedures, to conduct a deliberate foreign cultural

policy with the goal of carrying out the objectives of their foreign policies from the start of the 1800s. Researchers Cummings define cultural diplomacy as the sharing of concepts, knowledge, artwork, and other facets of culture between countries to foster understanding. It is a crucial part of larger diplomatic endeavors and entails everything a country does to present itself to the outside world. Since cultural diplomacy is essentially about allowing nations to express themselves creatively, it is inherently adaptable and can be one of the most powerful diplomatic instruments available. It is also a prime example of what is now known as soft power—that is, the capacity to influence and persuade through ideas, culture, and values as opposed to hard power, which is obtained and used through military action. [8]

Tools and methods of cultural diplomacy:

1- Media: A crucial component of political communication is the media, which includes contemporary media (social media), which is seen as a channel for information transmission. It is a tool for reciprocal engagement used by both the ruler and the rulers, acting as a transmission belt in their conversation. It is important to note that the media plays a role in international relations as well as the internal realm of politics. From this angle, the media can be seen as a force that influences state foreign policy and its instrument. The media's development is especially connected to its growing significance in international relations.

2- Arts: It has also worked well as a vehicle for cultural diplomacy as dance and music, with their supremacy over everyday language and capacity to evoke strong human emotions, are extraordinarily effective at winning over hearts and minds on a global scale. Diplomats' direct statements about the real issues at hand invariably differ greatly from the use of the arts, which in this instance metaphorically convey the idea so that the audience can draw their own conclusions and apply the conditions portrayed in the play to their own communities.

3- Conversation: Dialogue, typically between two nations, is the foundation of diplomacy and is necessary to successfully navigate the path to conflict resolution. Regardless of the origin of the conflict—historical or contemporary—it is critical to foster greater understanding between the opposing parties. It is crucial to include non-governmental entities when governments are unable or unwilling to participate in discourse. Public cultural initiatives that are easily understood by everybody can be powerful tools for international cooperation and conflict resolution; regardless of the nature of the problem, conversation is always worth the effort.

4- exchange initiatives: academic or international exchanges between nations and peoples. You are already acting as a cultural ambassador when you visit another nation on behalf of your organization, project, or study. The new society you reside in will make assumptions about your nation based on your behavior. In summary, cultural diplomacy is widely regarded as one of the most significant and influential aspects of public diplomacy. It is not a well-studied diplomatic tool in the modern era, but with a deeper understanding, it can be a far more effective tool for enhancing a nation's standing and relations with other nations. It might also aid in the development of the local state.

D. **Conflicts beyond political boundaries:**

1. **Conflict between western nations and conservative middle eastern:** One of the repercussions of the unrest that followed the Arab Spring in 2011 was the state of the distribution of regional powers. Countries that were considered regional authoritarian strongholds in the past, such as Tunisia during the era of Zinedine Ben Ali, Egypt during the era of Hosni Mubarak, Syria during the era of Bashar al-Assad, and Libya during the era of Muammar Gaddafi, were nothing more than fragile shells that collapsed during upheaval or internal conflict. Washington, scarred by its invasions of the Middle East after the September 11 attacks, was unable – or willing – to perpetuate the prevailing regional order. The role played by the administration of US Presidents Barack Obama and Donald Trump, respectively, was less influential than the roles of previous presidents in trying to mediate these conflicts. They also adopted policies towards Israel and Iran, respectively, that the Arab countries considered horrifying in many ways. Iran, Hezbollah, and Syria had long ago established an "axis of resistance" united by hostility to Israel and opposition to the regional security system led by the United States. Iran had only a slight connection to the first phase of the upheaval in Syria and Yemen, but it certainly sought to benefit from the institutional rifts and subsequent sectarian divisions. These developments alarmed Israel, the Kingdom of Saudi Arabia, and the United Arab Emirates, whose fears of these risks have been steadily converging and intersecting in recent years. However, it was the behaviors of these two global powers - the United States and Russia - that strengthened the cohesion between these nascent alliances and turned them into something like regional blocs. This is because Russia's military intervention in September 2015 to support the

Assad government brought it into a military partnership with Iran, Syria, and Hezbollah.1 The Obama administration tried to ride the wave of regional divisions, while continuing to cooperate with Israel, Saudi Arabia, and the United Arab Emirates, and negotiating at the same time. The same regarding the comprehensive plan of action regarding Iran's nuclear program. However, the anti-Iran bloc grew stronger after the administration's inability to translate this plan into a new method of working with Iran regarding its regional activities, which coincided with the hawkish Trump administration coming to power and its withdrawal from the joint action plan in May 2018. Each of these blocks involves internal contradictions. Syria is the fulcrum of Russian Iranian cooperation, but Russia is trying to work through the nominally non-sectarian Syrian military establishment, while Iran uses sectarian militias that undermine the cohesion of the state. And Russia's muted response to the large-scale Israeli airstrikes in May 2018 on Iranian facilities inside Syria - compared to its audacious protests over the immeasurably limited airstrikes carried out by the United States on suspected chemical weapons a month earlier. One, it was suggesting that Russia was not bothered by the reduction of Iran's military capacity in Syria.[11]

2. **Amazon rainforest:**   The Kayapo tribe, which considers "the dangerous industrial occupation of their lands by the white community" to be the cause of their devastation, is engaged in an ongoing battle with Brazilian authorities over what little of their natural and environmental wealth—particularly that of plants and animals—remains. However, they were incensed when Brazilian President Bolsonaro called them "animals," and as a result, their leader traveled to Europe to raise the alarm. Deforestation and its effects on the environment, Logging, agriculture, and infrastructure development are the main causes of the extensive deforestation that occurs in the Amazon rainforest. Impacts on the environment include biodiversity loss, ecosystem disruption, and the release of stored carbon, which contributes to climate change. Land disputes and Indigenous rights, Due to deforestation encroaching on their territories, indigenous groups in the Amazon region frequently experience difficulties regarding their land rights. Indigenous communities and industries vying for the region's natural riches often clash over land. Agribusiness, cattle ranching, and soy farming are among the economic interests that proliferate in agriculture and encourage deforestation. The conflict results from the competing interests of conservation efforts for the rainforest and economic growth. Impact

on global climate, The Amazon rainforest stores and absorbs carbon dioxide, which helps to control the world's temperature. Increased greenhouse gas emissions from deforestation have an impact on global climate patterns.[13]

3. **Huawei controversy:** Amid the escalation of technological conflicts between the two largest economies in the world, because of the technological war that threatens security, economy, and innovation, the Chinese company Huawei, which America banned from dealing with its companies in 2019, unveiled a new phone that supports fifth-generation networks, in addition to providing it with chips. Electronic to process it, despite US restrictions on importing chips from Beijing. In this regard, America has opened an investigation to find out what caused China to obtain this advanced chip technology. Today, US Secretary of Commerce Gina Raimondo expressed her dissatisfaction with Huawei's release of its new phone. A group of Republicans also called for an end to all technology exports to the two companies, Huawei. And the International Semiconductor Manufacturing Corporation. They urged the Ministry of Commerce to impose tougher restrictions. The launch of the new Huawei phone indicates that China is making some progress in its attempts to build a domestic chipset system, according to research firm Tech Insights. This development is a technological breakthrough for the International Semiconductor Manufacturing Corporation, a relatively small chip company compared to the globally dominant Taiwan Semiconductor Manufacturing Co., Ltd., which makes 5-nm chips for companies such as Apple and Qualcomm. Former US President Donald Trump's government put Huawei, a Chinese company, on a trade blacklist, meaning that US suppliers cannot do business with it without special permission. According to the BBC, Washington views Huawei as a threat to national security and American interests because it claims that Huawei utilizes communications equipment to spy on customers and send information on Americans to the Chinese government. Huawei was charged by the US government with breaking sanctions on Iran and helping to steal trade secrets from US businesses. Earlier, Meng Wanzhou, the CFO of Huawei, was detained in Canada, and Washington filed a request for her extradition. In this regard, the Chinese corporation was prohibited from doing business with American firms like "Google" and "Microsoft" in 2019 by the American government, which also chose to ban it.

E. Examples of cultural conflicts in international relations beyond political boundaries:

1- **Western countries' conflicts with Iran:** The modern conflict between Arab countries and Iran and even ethnic tensions between Arabs and Persians, in addition to historical Shiite-Sunni relations. The Arab Iranian conflict resulted in the bloodiest war in the modern era in the Middle East. Namely, the first Gulf War between Iran and Iraq, which resulted in the deaths of between 750 thousand and one million people. In addition to the Syrian civil war - in which Iran was directly involved when it supported the Syrian regime militarily - which has not yet ended, and which has caused the deaths of between 371,222 and 570,000 people by mid-2019. The Ahwaz Uprising of 1979 was one of the national uprisings in Iran that broke out in the wake of the Islamic Revolution, but it was violently and forcefully suppressed by Iranian security forces, resulting in the deaths of more than a hundred people on both sides. The war between Iran and Iraq began on September 22, 1980; When Saddam Hussein invaded Iran and then ended on August 20, 1988, when Tehran accepted a ceasefire brokered by the United Nations. According to some analyses, The Iraqi regime, led by Saddam Hussein, wanted to replace Iran as a "hegemonic state" in the Arabian Gulf. He was concerned that the Iranian Revolution of 1979 would lead Iraq's Shiite majority to revolt against the Ba'athist government. This war had several consequences, including border disputes and Iraq's plans to annex the oil-rich Khuzestan Province and the eastern bank of the Shatt al-Arab. The Iran-Saudi proxy conflict, sometimes referred to as the Iran-Saudi Cold War, or the Middle East Cold War, is an ongoing struggle between Iran on the one hand and Saudi Arabia on the other for "leadership" of the Middle East. The two countries have engaged in direct proxy wars in several conflicts, including civil wars in Syria, Yemen, and Iraq. The competition between the two parties also extended to several other countries and regions, including Bahrain, Lebanon, Qatar, Pakistan, Afghanistan, Nigeria, and Morocco, as well as competition in the regions of North and East Africa, parts of South Asia, Central Asia, and the Caucasus. [16]

2- **Using non-Indigenous models to showcase Native American headdresses at fashion:** Fashion reflects the culture and society in which it exists. It is a form of expression that can be used to communicate identity, values, and beliefs. Cultural influences have played an important role in fashion throughout history and continue to do so today. From traditional ethnic wear to modern streetwear, cultural influences can be seen in every aspect

of fashion. Style drift is a phenomenon in which elements of a particular culture's fashion become common in mainstream fashion. This can be seen in the recent trend of Western fashion brands incorporating traditional African prints into their designs. While this can be seen as a positive development that promotes cultural exchange, it can also be a problem if the cultural importance of these publications is not respected. For example, the use of traditional Maasai prints by a luxury brand without the consent of the Maasai people has been criticized as cultural appropriation. Fashion can also play a role in preserving cultural traditions and practices. Traditional clothing and textiles can be viewed as cultural artifacts that tell the story of a particular community's history and identity. For example, the traditional clothing of the Ainu people in Japan is made of bark cloth and decorated with intricate embroidery. Although these garments are not commonly worn today, they are still an important part of Ainu culture and are celebrated through events such as the Ainu Cultural Festival. She may be seen in the pictures sporting a drawstring broad brim hat, statement stone earrings, and two braids. The issue? She is a wealthy individual dressed like an agricultural laborer, but the actual workers—many of whom have ancestors from Indigenous communities—contribute to her "aesthetic" of a rural, desert Mexico. She is not the first in her field to use fashion and other artistic mediums to appropriate Indigenous customs. Indigenous culture has long been appropriated by the creative industries, from music videos to fashion. For example, traditional Indigenous clothing, such a Native American headdress, has been notoriously and frequently worn in Victoria's Secret fashion shows. In addition to borrowing clothing and other cultural items from African American and Indian cultures, singer Kesha has also worn headdresses from Native American tribes during her performances. Several famous designers have faced accusations of profiting off the appropriation of culture, including Carolina Herrera and Nike. It appears that no Indigenous person is ever present to supervise the development and implementation of these projects. Rather, non-Indigenous people, like Kendall, continue to reap the benefits of a culture that has endured intergenerational trauma because of forced assimilation and colonization that resulted in the loss of land, autonomy, and/or traditions. The creations of Indigenous designers, on the other hand, express their identity and connection to the land in a very distinct way. [17]

3- **Greece and the UK are at odds over the Elgin Marbles:** The Greek government accused Britain of showing "lack of respect" when it suddenly canceled a meeting between the leaders of the two countries, shortly before it was to be held, in a dispute over ancient Greek sculptures that came to Britain in the early nineteenth century. Rishi Sunak's disdain for his Greek counterpart over the Parthenon Marbles has raised new questions about Britain's tense relations with its European neighbors as the war of words escalates between Athens and London. British government sources considered the British Museum to be the appropriate location for the Marbles and insisted that Sunak's position remained firm, while Mitsotakis had a strong reaction to the cancellation, expressing his displeasure and emphasizing Sunak's firm stance towards his country regarding the Parthenon sculptures. He said, "I would like to have the opportunity to discuss this issue with my British counterpart as well as analyze the main challenges in the world, especially the war in Gaza, the situation in Ukraine, the climate crisis, and migration." On the other hand, Greek government sources stated that Sunak treated the elected leader of a democratic country with disdain and that this mistake would bear its consequences sooner or later. Greek political parties united and condemned the British Prime Minister's decision, describing it as an insult and a serious diplomatic error. The Greek leftist opposition described Sunak's approach as "unacceptable," stressing that the marble issue went beyond the clashes between the two parties. The Greco-British dispute over the Parthenon Marbles, also known as the Elgin Marbles, has strained relations between the two countries, with the British Museum responsible for the care and management of collections such as the Parthenon Marbles, which have been on display there since 1832, after they were controversially removed from the Parthenon. Lord Elgin, the British ambassador to the Ottoman Empire, ruled Greece from the ruins of the Parthenon in the early 19th century. The Greeks see this as "theft," and it should be returned to its place in Athens. Several diplomatic efforts have been made since then, but all have failed to reach a compromise. Years later, London rejected UNESCO's mediation and the Greek proposal to "loan" the sculptures for 100 years at the start of the 2004 Greek Olympics.[18]

F.   Globalization and cultural identity:

Any developing nation's ability to protect privacy and preserve identity depends on how deeply it embraces the scientific and technological age. The key to achieving this is by embracing the benefits of globalization, which are its own set of capabilities. I just need to maintain my identity, culture, customs, and morality while taking advantage of the scientific boom brought about by globalization. I don't need to be American, French, or anything else. This can be accomplished by, creating an Arab response to contemporary science and technology, as well as reevaluating academic and university curricula with the goal of ingraining cultural characteristics in the Arab psyche to face the changes of the modern world. To protect the Islamic character from outside influences, there should be integrated coordination and cooperation between the Ministries of Education, Higher Education, Culture, Information, Endowments, Islamic Affairs, and Justice. the need to develop an adult media that raises conscious Arabs capable of participating actively in cross-cultural discourse, guarding against the perils of globalization, and upholding the identity and values of their country. Ensuring and bolstering cultural freedom: While cultural freedom is a crucial element in enhancing and expanding cultural life, it also arises from fairness in allocating human potential and creativity to individuals. However, freedom cannot be interpreted as permitting all modes of expression and all schools of thought. However, the freedom that is subject to limitations is the desired freedom. recognizing cultural globalization, outlining its advantages and disadvantages, and objectively examining both its benefits and drawbacks in order to conduct research and scientific analysis. We also introduce these foreign cultures to our long-standing history, customs, and societal ideals at the same time.[21]

II.   Research Design

A. Research Method

To effectively study cultural influences in international relations, a multi-methodological approach is ideal. Qualitative methods, such as content analysis and case studies, provide in-depth understanding of cultural nuances. Comparative analysis is a method that compares multiple entities (e.g., cultures, countries, case studies) to understand their features, interactions, or behaviors.

B. Data collection:

The best method for gathering data for This study is :

1. Literature Review: Reviewing academic works, books, articles, and reports on culture's role in international relations. This helps create a theoretical basis for the study.

2. Case Studies: Examine real-world examples of specific events or periods in history where cultural factors had a major impact on international interactions. These case studies offer detailed qualitative analysis to understand the complex ways in which culture influences international relations.

C. Data Analysis

Let's examine how culture influences diplomatic interactions by comparing five different cultures. We'll investigate both the commonalities and the variations in their diplomatic practices.

Country	Similarities
Japan	Maintaining a structured social hierarchy with defined authority roles was highly valued. Nonverbal cues and symbolic meanings were important in communication.[24]
India	It is important to acknowledge the value of human connections while respecting authority structures and hierarchies. Cultural nuances, such as symbolism and gestures, should be taken into consideration during communication.[25]
Brazil	A friendly and inviting demeanor is important in communication, emphasizing the value of human connections. Building trust through social interactions is a

	common strategy used in diplomatic situations. [26]
China	In Chinese culture, showing respect for elders and leaders is crucial. The hierarchical framework emphasizes the importance of face-saving, deference to authority, and maintaining a positive image in public. It's highly regarded to avoid embarrassing oneself in public. To foster understanding and trust in diplomatic discussions, developing personal relationships is essential. People give gifts to strengthen ties and demonstrate the emphasis on interpersonal relationships. [27]
France	In diplomacy, communication is often characterized by grace and formality, which highlights the importance of respecting cultural traditions and promoting mutual understanding. This also extends to the significance of communal meals and social gatherings, which play a crucial role in building personal connections and facilitating productive dialogue. [28]

Country	Differences
Japan	Japanese culture emphasizes nonverbal cues in communication and values consensus in diplomatic conversations, as seen in the exchange of "meishi" (business cards). [24]
India	In a society where multiple cultures and languages coexist, diverse customs and rituals are typical. Diplomacy sometimes requires formal ceremonies and a significant emphasis on hospitality as a way of demonstrating respect and fostering connections. [25]
Brazil	Different cultures have varying attitudes towards punctuality, with some placing a greater emphasis on it than others. Cultural diplomacy often employs dance and music as artistic forms of expression. [26]
China	Chinese diplomats often communicate through precise language and nonverbal cues, such as body language and facial expressions. The context of their long-standing relationships and

	history can greatly influence diplomatic exchanges. [27]
France	French diplomacy is known for its directness, intellectual exchanges, and tough communication style, which sets it apart from other cultures that tend to communicate more subtly. [28]

It is not easy to foster respect for different cultures just through diplomacy. Diligence is essential to achieve this, and to do so, we must undertake several projects. The primary objective is to integrate art and culture and organize events that support them. The second task is to focus on intellectual exchange and promote the Japanese language appropriately. Unfortunately, Japan presently lacks the necessary organizations and networks to run cultural programs daily. In my previous column, I talked about the shortage of financial and human resources for cultural activities and joint initiatives with quasi-governmental institutions with independent management, which is a crucial aspect of international events.

The current approach to promoting the Japanese language is mainly centered around inviting famous people to lecture and participate in seminars. While this is an important aspect of intellectual exchange, a broader approach to promoting the Japanese language requires a combination of Japanese support for education systems and negotiations with local governments to encourage Japanese language teaching. Both tasks require specialized skills and knowledge as well as familiarity with bureaucracy.

Japan's biggest weakness in this area is its ability to effectively communicate its diplomatic vision and strategy abroad. It is important for the nation to speak independently and comprehensively, which involves making substantive proposals of a global nature. Japan has established an identity for itself as a prominent and peaceful country with a rich culture and traditions, which should be more than enough to achieve the goals combined. The tools and methods are also available, which means that the issue now depends on creating a diplomatic vision and reviving an active forum for diplomatic dialogue.

Finally, Japan needs to reconsider its strategic priorities and budget setting. Although the Japan Cultural Institute is one of the most prominent symbols of the nation in France, Japan has faced intense internal criticism over poorly presented and vaguely presented arts and cultural facilities. China and South Korea have recently been actively seeking to promote their culture in Paris, with the goal of achieving a positive reception in Europe, the United States, and the world. [24]

India is becoming increasingly important on the global stage due to its growing power in comparison to its traditional competitors, Russia, and China. This is largely due to its success in developing its nuclear capabilities and its rich diplomatic history. India's significance also stems from being a major regional power in South Asia, which is considered one of the most dangerous regions in the world, giving it a prominent role in regional security. Its strategic position shifted after it carried out nuclear explosions in 1998, leading major powers like the United States to view it as a stabilizing force in the region. As a result, India is expected to play a more important role on the international stage in the coming years due to its strong economic growth, particularly in the information technology industry, and its pragmatic approach to regional and international relations. This approach prioritizes exploiting all available resources and cards rather than adhering solely to ethics and ideals. [25]

In the last decade, Brazil has emerged as a prominent power in the region. It has traditionally been a leader in the Inter-American Community, playing a significant role in collective security efforts and hemispheric economic cooperation, albeit controversially. Brazilian foreign policy emphasizes economic and political integration to establish long-term relationships with its neighboring countries. Brazil is one of the founding members of the Organization of American States and the Inter-American Treaty of Mutual Assistance (Rio Treaty). It has given significant importance to expanding its relationship with its South American neighbors and strengthening regional bodies like the Latin American Integration Association, the Union of South American Nations, and Mercosur. These organizations serve as forums for Brazil to exercise its leadership and develop consensus on regional and global issues. Scholars believe that by promoting integration through organizations such as Mercosur and UNASUR, Brazil has consolidated its role as a regional power. Brazil has also made efforts to expand its influence in the Caribbean and Central America. However, some experts feel that this process is still fragile and could be threatened by secondary regional powers in South America. [26]

China's success in the past forty years has not solely depended on hard power, which is typically emphasized in international relations. Instead, China has leveraged its influential soft power, which has garnered attention from around the world. China's sources of soft power are diverse, ranging from traditional and contemporary to digital. China has made a major qualitative leap in digital soft power, which has strengthened its international position during the first and second decades of the twenty-first century.

Joseph Nye has identified three sources of soft power: culture that can transcend borders, political values as a model for inspiration, and a successful foreign policy that portrays the state in a positive light. Initially, Nye began to develop the concept of soft power in early 1991. He later revisited it considering the excessive use of American military force in Afghanistan (2001) and Iraq (2003). He was then forced to reconsider the concept again in response to the Russian-Ukrainian war.

While Nye made an important contribution to the discussion of soft power, he was not the first to express its general meaning. The concept of soft power was initially introduced in the context of ideas aimed at developing Marxism from a critical perspective. However, these ideas focused on internal conditions within countries rather than on international relations, which motivated Nye to formulate the concept in the first place. Traditional and contemporary cultures are distinct from digital culture, as they predate its emergence. In most societies, there is a close relationship between traditional culture, which encompasses ideas, philosophies, and customs of centuries past, and contemporary culture, which varies from one society to another. Typically, certain social values and lifestyles gain their importance in shaping soft power by being attractive to other societies. This includes all aspects of people's lives in a particular society, such as their ways of living, eating, drinking, dressing, working, and managing their relationships with one another. [27]

In China, societal culture and associated lifestyles are influenced by inherited values and traditions, particularly due to the geographical isolation and stereotypical perceptions of others that have persisted for centuries. Confucius' teachings are credited with shaping Chinese societal culture, which aimed to restore unity, solidarity, and the national spirit by summoning the best within the Chinese individual. Confucius established the value of respecting historical experience, upholding morality, and acknowledging the practical spirit of work. When we examine Confucius's basic principles, we can see that they express some of the concepts implied in the meaning of soft power. When asked about the components of state administration, Confucius replied that they are the availability of food and military equipment, and people's confidence in those who rule. When his

student inquired what to do if one of these three components had to be removed, Confucius said, "We remove enough military equipment."

This idea was applied in China's modern experience, as the focus was on directing basic resources towards development, construction, fighting poverty, and laying the foundation for economic power, rather than military power. While military power was not neglected, it did not receive priority for a period. Later, attention was paid to it after it was assured that the economy had reached the desired level and was developing steadily in a direction that could make it the strongest in the world. [27]

France is known for its soft power approach, which involves cultural and linguistic diplomacy. The country has a rich literary and intellectual history since the Age of Enlightenment and the French Revolution, which has made it a symbol of freedom and justice. The French "prestige" is strongly linked to classical literature and the contributions of elite thinkers, philosophers, and social researchers. France's educational institutions are also attractive to elites who return to their own countries to share the magic of French creativity and culture. The country is also known for its cuisine, music, and art, which has attracted even its staunchest opponents.

France has taken cultural diplomacy seriously as a vital sector of public policy, especially since the late 19th century. According to Joseph Nye, a theorist on "American soft power," France is one of the countries that spends the most on foreign cultural relations in terms of the percentage of spending per citizen. France has a long history of cultural investment, which it shares with other countries. Cultural diplomacy involves voluntary diplomacy, which is supported by strong financial, political, and administrative frameworks from the center. [28]

III.   Conclusion& Recommendations

Diversity is a crucial aspect of international relations because culture and identity have a significant impact on how people interact. By promoting language learning and cultural diplomacy, we can bridge cultural divides, promote mutual respect and collaboration, and unleash the creative potential of diverse viewpoints and experiences. To understand international relations, it is essential to appreciate how cultural heritage shapes our behavior, values, and beliefs. Acknowledging and valuing these distinctions can help promote social inclusion, diversity, and respect for human rights. Building bridges, encouraging international communication, and

supporting cultural diplomacy are all necessary components of appreciating and acknowledging diverse cultures. Ultimately, these efforts can lead to a more peaceful and harmonious global community. In today's globalized world, cultural differences can create communication barriers that can make it challenging for people to work together to address issues such as poverty, conflict, and climate change. It is crucial to develop cultural awareness and competence to promote harmony and strengthen relationships between different cultures. To achieve this, it is essential to respect cultural conventions, actively listen, and remain open-minded. Adapting communication strategies to fit different cultural contexts can help prevent miscommunication and promote cooperation. By improving our cultural competency, sensitivity, and adaptability in communication, we can establish stronger ties and prevent conflicts, ultimately helping to create a more understanding and peaceful world. Cultural diplomacy is the process of exchanging artistic, literary, musical, and visual works between nations to promote understanding and peace. By showcasing their unique cultures, countries can establish connections that transcend national borders and encourage respect and empathy among people. Successful global cultural diplomacy initiatives have brought individuals together and established long-lasting relationships, making them an important tool for facilitating intergovernmental cooperation.

One key aspect of a nation's foreign policy is its distinctive national identity. However, identity can have two negative consequences: it can lead to conflict and a deep sense of isolation.

Throughout history, people have benefited from contact with each other and the exchange of their cultural wealth. Culture has always been a means of facilitating this contact, and every nation has experienced varying influences because of its interactions with other nations. In turn, each nation has also influenced others through its literature, arts, and skills, making international relations based on the concept of exchange. Even in times of war and conflict, acculturation has continued to occur. It is worth noting that while Roman doctors were facing persecution in Romania, the Persian civilization was thriving in the field of medical sciences. This prompted the Roman doctors to seek refuge among the Sassanid community, who welcomed them and benefited from their knowledge. This led to the establishment of a school to train doctors, with Jundisapur becoming home to the best medical schools of that time. This school continued to prosper and graduate many doctors until the beginning of the Islamic era.

During the reign of the Roman Emperor Vespasian, auditoria were opened to teach medicine, with professors recognized by the state and paid their salaries. These institutes used the Greek language as the medium of instruction, while prescriptions for medicines were written in Latin for patients.

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