



# **DIPLOMA IN CULTURAL DIPLOMACY**

**CURRICULUM BASED ON CREDIT SYSTEM**

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<b>PROGRAMME GUIDELINES</b>	
<b>PROGRAMME TITLE</b>	<b>DIPLOMA IN CULTURAL DIPLOMACY</b>
<b>TOTAL CREDITS</b>	<b>10 Credits</b>
<b>TOTAL LEARNING HOURS</b>	<b>100 Hours</b>
<b>GUIDED LEARNING HOURS</b>	<b>45 Hours</b>

Total Learning Hour - 100 Hours

Guided Learning Hour – 45 Hours

*1 Credit = 10 hours of effort (10 hours of learning time which includes everything a learner has to do to achieve the outcomes in a qualification including the teaching learning process, assessment procedures and practical's).*

## LIST OF UNITS

<b>S. No.</b>	<b>Unit Title</b>	<b>Unit Specification</b>	<b>Credits</b>
1	Introduction to Cultural Diplomacy	Essential Unit	3
2	Cultural Exchange and International Relations	Essential Unit	3
3	Cultural Policy and Diplomacy	Essential Unit	4
<b>TOTAL CREDITS</b>			<b>10</b>

<b>UNIT TITLE</b>	Introduction to Cultural Diplomacy
<b>CREDIT</b>	3
<b>SPECIFICATION</b>	Essential Unit

### UNIT DESCRIPTION

The aim of this course is to introduce students to the concept, history, and significance of cultural diplomacy in international relations. Students will explore how cultural exchange, arts, and cultural policies contribute to diplomacy and soft power strategies.

### UNIT LEARNING OUTCOMES

**1. Understand the concept and theoretical foundations of cultural diplomacy.**

**Indicative Contents:**

- ✓ Definition and scope of cultural diplomacy
- ✓ Theoretical frameworks: soft power, public diplomacy, and cultural exchange
- ✓ Historical development and evolution of cultural diplomacy

**2. Analyze the role of cultural diplomacy in international relations.**

**Indicative Contents:**

- ✓ Case studies of successful cultural diplomacy initiatives
- ✓ Cultural diplomacy in conflict resolution and peacebuilding
- ✓ Comparative analysis of cultural diplomacy strategies by different countries

**3. Evaluate the impact of cultural diplomacy on global perceptions and policies.**

**Indicative Contents:**

- ✓ Measurement and assessment of cultural diplomacy outcomes
- ✓ Challenges and ethical considerations in cultural diplomacy
- ✓ Future trends and innovations in cultural diplomacy

### Indicative Study Reference Text Books

1. Melissen, J. (Ed.). (2005). *The New Public Diplomacy: Soft Power in International Relations*.
2. Snow, N., & Taylor, P. M. (Eds.). (2009). *Routledge Handbook of Public Diplomacy*.
3. Ivey, B. (2019). *Cultural Diplomacy: A Critical Introduction*.
4. Kavakli, K. N. (Ed.). (2018). *Cultural Diplomacy: A Global Perspective*.
5. Smith, A. D. (2018). *Cultural Diplomacy*.

<b>UNIT TITLE</b>	Cultural Exchange and International Relations
<b>CREDIT</b>	3
<b>SPECIFICATION</b>	Essential Unit

### UNIT DESCRIPTION

This course aims to explore how cultural exchange programs and initiatives influence international relations, intercultural understanding, and global cooperation.

### UNIT LEARNING OUTCOMES

**1. Understand the significance of cultural exchange in fostering international relations.**

**Indicative Contents:**

- ✓ Importance of cultural exchange in diplomacy and public diplomacy
- ✓ Case studies of cultural exchange programs: impact and outcomes
- ✓ Cultural diplomacy as a tool for enhancing mutual understanding

**2. Analyze the mechanisms and strategies of cultural exchange programs.**

**Indicative Contents:**

- ✓ Types of cultural exchange: educational, artistic, and intellectual exchanges
- ✓ Role of governmental and non-governmental organizations in promoting cultural exchange
- ✓ Challenges and opportunities in implementing effective cultural exchange programs

**3. Evaluate the role of cultural exchange in promoting global cooperation and peace.**

**Indicative Contents:**

- ✓ Cultural diplomacy and intercultural dialogue
- ✓ Cultural exchange in conflict resolution and reconciliation
- ✓ Future trends and innovations in cultural exchange programs

### Indicative Study Reference Text Books

1. Melissen, J. (Ed.). (2005). *The New Public Diplomacy: Soft Power in International Relations*.
2. Snow, N., & Taylor, P. M. (Eds.). (2009). *Routledge Handbook of Public Diplomacy*.
3. Ivey, B. (2019). *Cultural Diplomacy: A Critical Introduction*.
4. Kavakli, K. N. (Ed.). (2018). *Cultural Diplomacy: A Global Perspective*.
5. Smith, A. D. (2018). *Cultural Diplomacy*.

<b>UNIT TITLE</b>	Cultural Policy and Diplomacy
<b>CREDIT</b>	4
<b>SPECIFICATION</b>	Essential Unit

### UNIT DESCRIPTION

This course aims to examine how cultural policies at national and international levels intersect with diplomacy, soft power strategies, and global cultural governance.

### UNIT LEARNING OUTCOMES

**1. Understand the relationship between cultural policy and diplomacy.**

**Indicative Contents:**

- ✓ Role of cultural policy in shaping national identity and international image
- ✓ Cultural diplomacy and cultural industries: economic and social dimensions
- ✓ Comparative analysis of cultural policies in different countries

**2. Analyze the impact of cultural policies on international relations.**

**Indicative Contents:**

- ✓ Case studies of cultural policies influencing diplomacy and soft power strategies
- ✓ Cultural heritage preservation and international cooperation
- ✓ Cultural industries as vehicles for promoting national interests

**3. Evaluate the challenges and opportunities in global cultural governance.**

**Indicative Contents:**

- ✓ Role of international organizations in cultural governance (e.g., UNESCO)
- ✓ Ethics and cultural rights in cultural diplomacy and policy
- ✓ Future directions in global cultural governance and policy-making



### Indicative Study Reference Text Books

1. Melissen, J. (Ed.). (2005). *The New Public Diplomacy: Soft Power in International Relations*.
2. Snow, N., & Taylor, P. M. (Eds.). (2009). *Routledge Handbook of Public Diplomacy*.
3. Ivey, B. (2019). *Cultural Diplomacy: A Critical Introduction*.
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5. Smith, A. D. (2018). *Cultural Diplomacy*