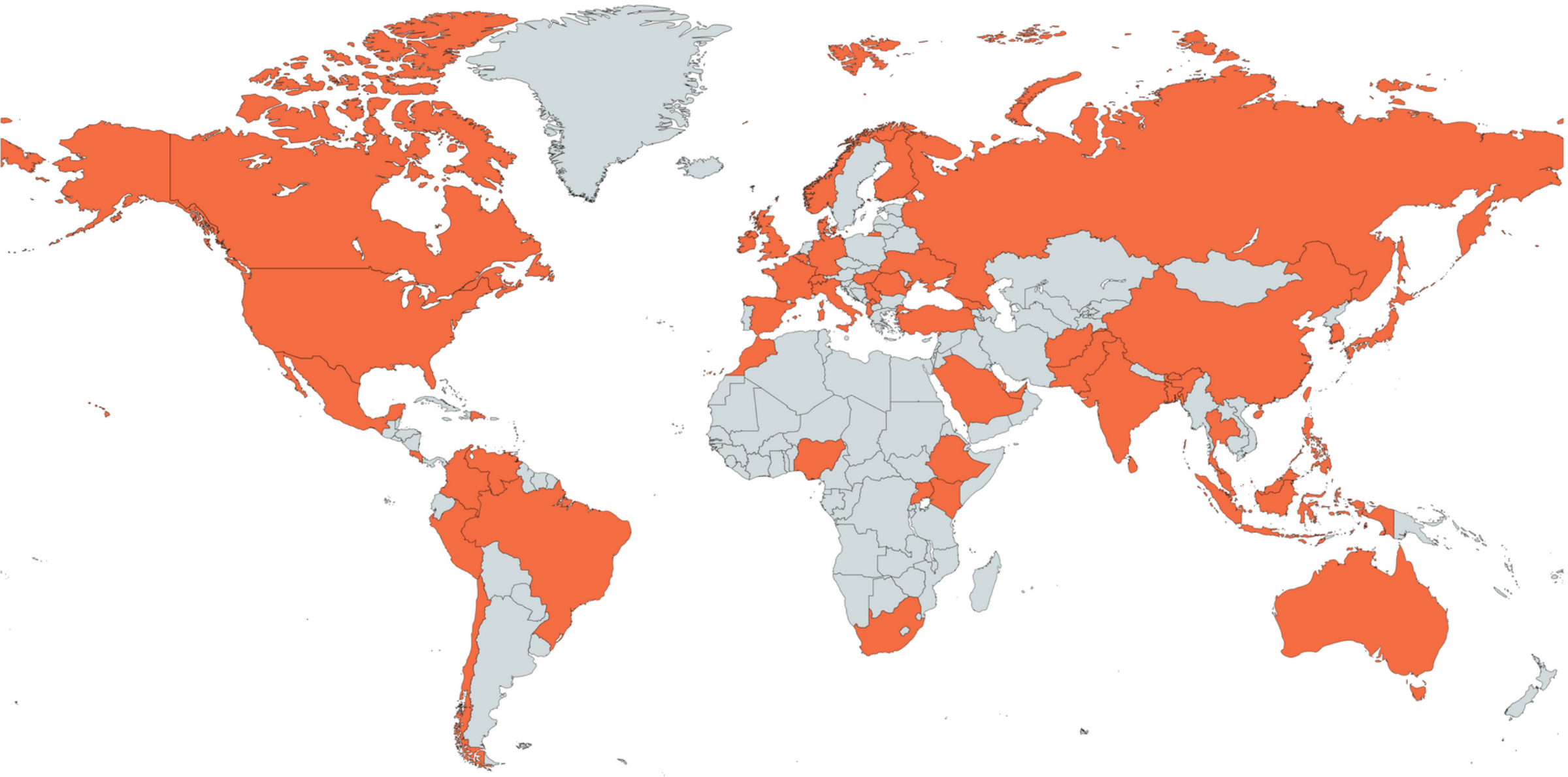


# UNDERSTANDING DIGITAL AND CULTURAL DIPLOMACY

SESSION 3: NOVEMBER 4TH, 10:30AM-12:00PM

CULTURAL  
DIPLOMACY  
INITIATIVE

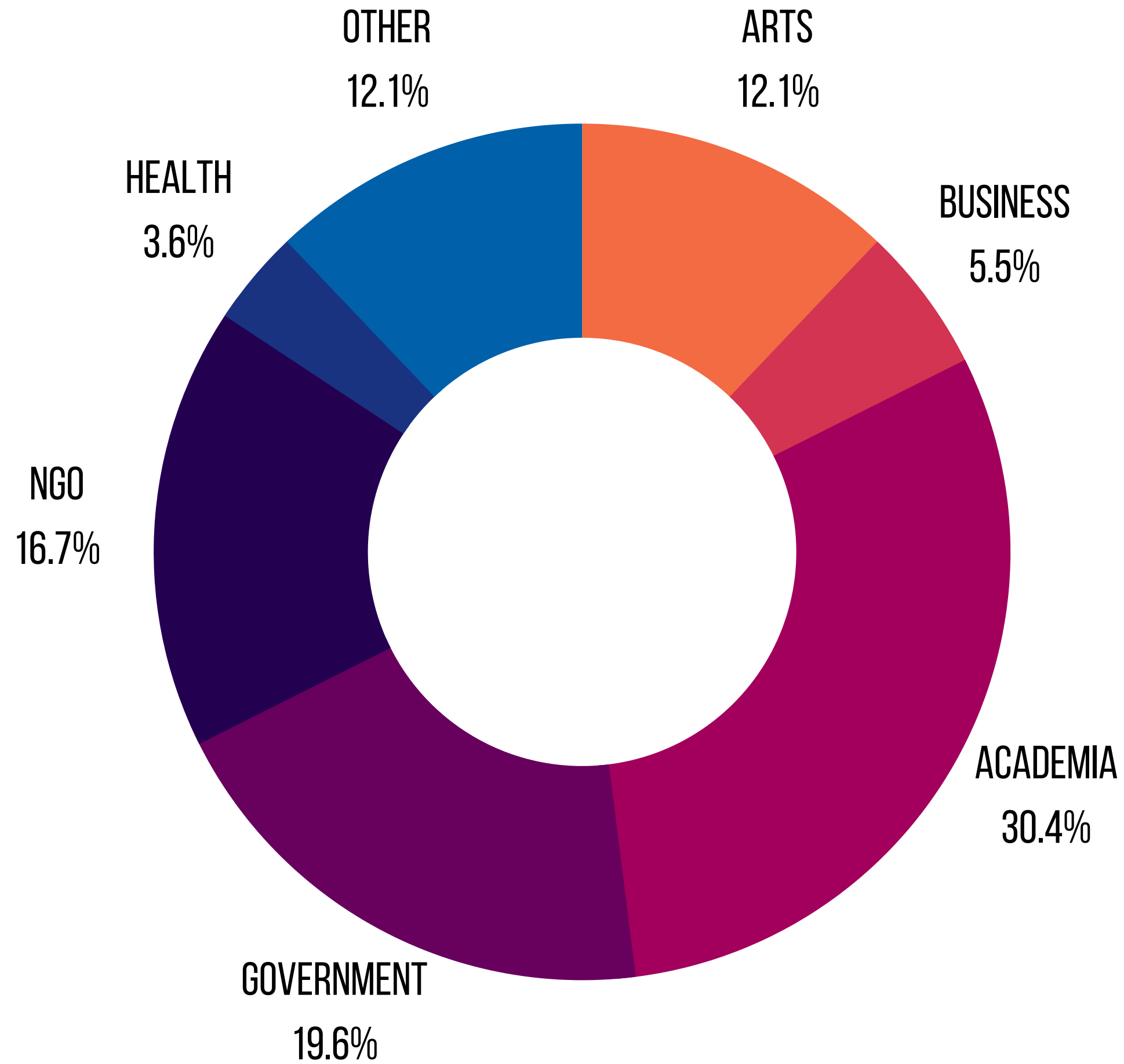
# WHERE IN THE WORLD ARE MEMBERS OF THE CDI STUDY GROUP?



- Afghanistan
- Albania
- Argentina
- Australia
- Bahrain
- Bangladesh
- Belgium
- Bhutan
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Denmark
- Dominican Republic
- Ethiopia
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- India
- Indonesia
- Ireland
- Italy
- Japan
- Jordan
- Kenya
- Korea
- Kosovo
- Malaysia
- Mexico
- Morocco
- Nigeria
- Norway
- Pakistan
- Peru
- Philippines
- Qatar
- Romania
- Russia
- Saudi Arabia
- Serbia
- Singapore
- South Africa
- Spain
- Sri Lanka
- Switzerland
- Taiwan
- Thailand
- Turkey
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Venezuela

OVER 60 COUNTRIES AND LANGUAGES REPRESENTED IN THIS GROUP!

# WHO ARE MEMBERS OF THE STUDY GROUP?



# POLL QUESTIONS!



*The graduate school  
of global affairs  
at Tufts University*







# DIGITAL DIPLOMACY

The use of the internet and new information communication technologies to help achieve diplomatic objectives.

TikTok, Social Media, Twitter...



# CULTURE, DIPLOMACY & TECHNOLOGY

The background of the slide is a composite image. It features a view of Earth from space, showing the blue and white atmosphere and the dark, star-filled void of space. Several white, curved lines represent satellite orbits or data paths, arching across the planet. Small white dots at the end of these lines suggest satellite locations. The city lights of Earth are visible as a glowing yellow and orange band along the horizon.

Culture is often acquired through memory often passed down through oral tradition.

Technology: friend or enemy of cultural diplomacy?



# HOW DO WE CHANGE CULTURE?

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Culture A



- Diplomacy
- Information
- Military
- Economy+ Society



Culture B

Means





A skateboarder performs at a park in western Tehran on June 17, 2021. MORTEZA NIKOUBAZL/AFP VIA GETTY IMAGES

In June 2021, a video of 'Go Skateboarding Day' in the southern city of Shiraz went viral in Iran—but not because of skateboarding tricks. Rather, it was because most of the teenagers were dressed like goths or in skatecore (skater clothes), and girls exposed their dyed hair without the mandatory hijab. The viral video shocked authorities so much that they arrested five of the organizers.





A woman cuts off her ponytail in front of Iran's embassy in Istanbul, Turkey. Fueled by social media, anger has spread to cities across the world in response to Mahsa Amini's death.



## Watching the World's "First TikTok War"

"Yet as the Russian convoys outside of Kyiv continue attempting to penetrate the city center, traditional news organizations are pulling their journalists to safety. Social media is an imperfect chronicler of wartime. In some cases, it may also be the most reliable source we have."

-The New Yorker,  
By Kyle Chayka  
March 3, 2022





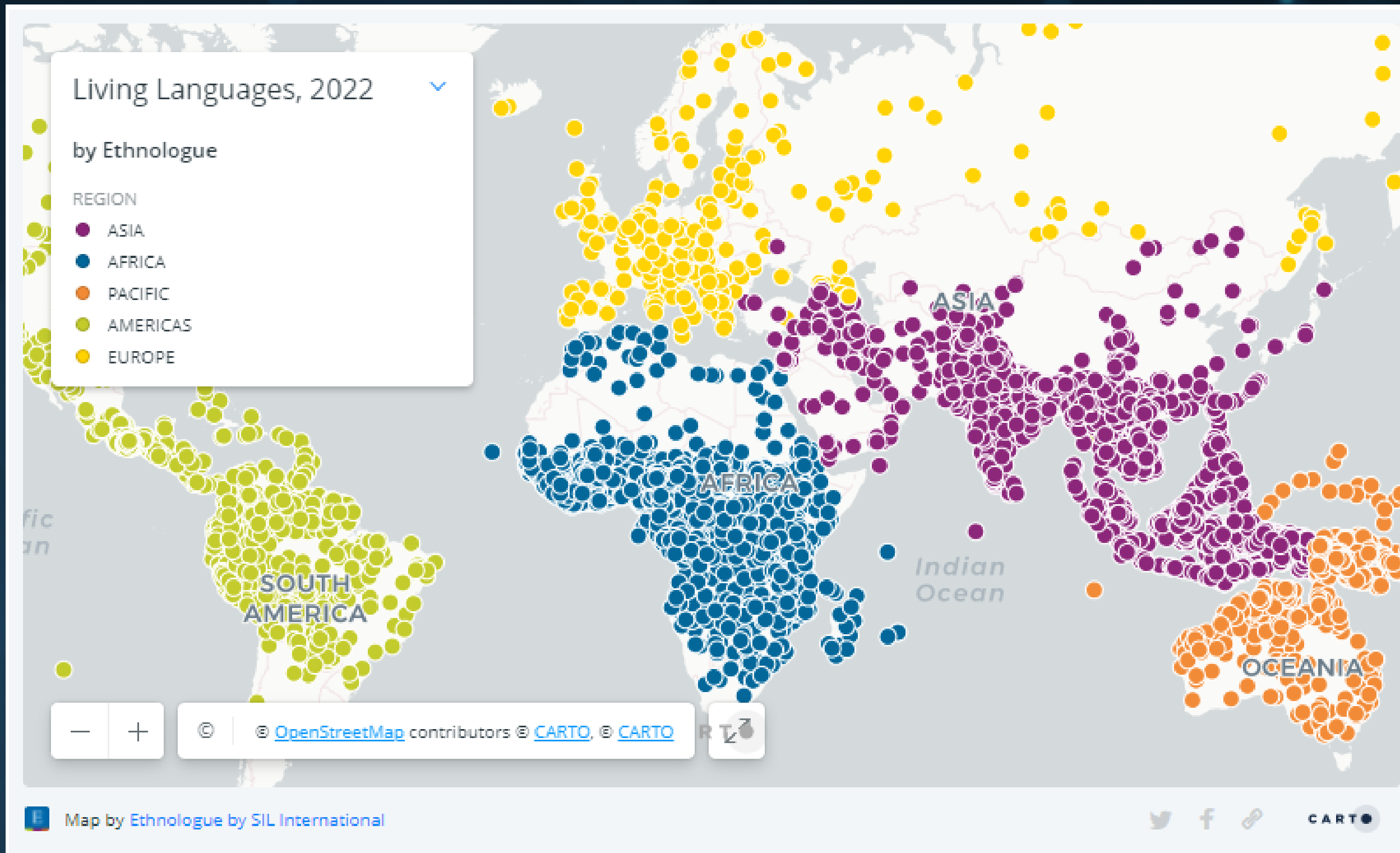
# IMPACT ON CULTURAL ELEMENTS

- Language
- Traditions
- Artistic Expressions

Ukraine citizens rush to preserve artworks underground during Russian bombardments - Washington Post



# LANGUAGES



Roughly 40%  
of languages  
are **now**  
**endangered**



# BREAKOUT CHALLENGE

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Technology: friend or enemy of cultural diplomacy?

Bearing in mind the dangers of "disinformation", please make a case for one of the above and give an example.



**PROFESSOR CORNELIU BJOLA**

**ASSOCIATE PROFESSOR IN DIPLOMATIC STUDIES**

**UNIVERSITY OF OXFORD**

Corneliu Bjola is **Associate Professor in Diplomatic Studies at the University of Oxford** and **Head of the Oxford Digital Diplomacy Research Group**. He also serves as a Faculty Fellow at the **Center on Public Diplomacy at the University of Southern California** and as a Professorial Lecturer at the Diplomatic Academy of Vienna. He has published extensively on issues related to the impact of digital technology on the conduct of diplomacy with a recent focus on public diplomacy, international negotiations, and methods for countering digital propaganda. His recent co-edited volume “**Digital Diplomacy and International Organizations: Autonomy, Legitimacy and Contestation**” (Routledge, 2020) examines the broader ramifications of digital technologies on the internal dynamics, multilateral policies, and strategic engagements of international organizations.



**THANK YOU!**

**NEXT SESSION:**

**CULTURAL DIPLOMACY IN  
ACTION TODAY**

**FRIDAY, NOV 18TH**

**10:30AM-12:00PM ET**

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**@FLETCHER\_CDI**



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