

**Course description – Cultural diplomacy – Case study Austria  
Summer 2020**

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**Cultural diplomacy – Case study Austria**

**Course Number: 216.8014**

**Dates:**

Thursday 23 July 10:00-16:00

Sunday 26 July 10:00-16:00

Tuesday 28 July 10:00-16:00

Thursday 30 July 10:00-16:00

Sunday 2 August 10:00-16:00

**Course description:**

Cultural diplomacy is a perfect tool for overcoming borders and uniting people of different backgrounds, faiths and/or religions. It also opens doors where traditional policies have already failed. It is part of the so-called soft power tools of States to raise their influence, which was described by Professor Joseph Nye as „the ability to affect others to obtain the outcomes one wants through attraction rather than coercion or payment. A country's soft power rests on its resources of culture, values, and policies“.

Building on this theoretical framework, the course aims at discussing current features and aims of the Austrian cultural diplomacy from a practical perspective with a specific focus on Israel. International cultural policy is an essential and invaluable instrument of the Austrian foreign policy constituting a driving force that promotes Austria's international cultural presence in an increasingly interlinked world.

After defining some key concepts and terms such as cultural policy, soft power, diplomacy and policy of influence, we will discuss the guiding principles, priorities and objectives as well as the measures of the Austrian international cultural diplomacy. In addition, light will also be shed on its structures and instruments and practical examples from the work done by Austria in Israel will be given. Finally, we will talk about the cooperation between EU member States in the field of culture in Israel with a guest speaker.

**Method:**

The course will be interactive. Through reading of fundamental documents, the students get an introduction to key concepts related to cultural diplomacy. After this introduction, students will get an overview of the features of the Austrian cultural international diplomacy through practical examples from the course instructor as well as from key documents. Finally, the students have to prepare a short presentation on other national cultural international diplomacy concepts of EU member States and a written paper.

**Assessment:**

The assessment is done based on participation in class, a short presentation and a written paper. The course will be credited with 2 points.

**Structure:**

Session 1: Introduction; Key concepts I (culture, cultural policy, public diplomacy, soft power, diplomacy, policy of influence)

Session 2: Key concepts II (culture, cultural policy, public diplomacy, soft power, diplomacy, policy of influence)

Session 3: Austrian cultural diplomacy – guiding principles, priorities and objectives I

Session 4: Austrian cultural diplomacy – guiding principles, priorities and objectives II

Session 5: Austrian cultural diplomacy – practical examples in Israel

Session 6: EU Cultural diplomacy – Towards a European Cultural Diplomacy?

Session 7: European cooperation in cultural affairs in Israel

Session 8: Wrap-up and conclusion