



CROSS-CULTURAL DIPLOMACY

12 days workshop in Athens

www.odena.org/programs

Workshop Overview

This two-week workshop will examine institutions, methods and big issues in cultural diplomacy. It will mix a historical perspective with the study of contemporary applications, and examples with approaches of various nations. Key concepts will include, culture, popular culture, public diplomacy, propaganda, exchange

and mutuality. Major cases will include the use of art, sport, and music in public diplomacy and the troubled relationship of cultural diplomacy.

Workshop outline
 What is cultural diplomacy.
 Methodological considerations
 Overview of cultural diplomacy evolution and developments
 Cultural diplomacy and

the political: on the soft power strategy

The universal language of cultural diplomacy: on

the global world order idea

Athens. The city that gave birth to democracy, the sciences and fine arts is ready to reveal its secrets. The city of history and ancient civilization the Parthenon, Acropolis and the Ancient Agora. At the same time a modern, vibrant megalopolis, full of energy, day and night. A city that never sleeps. Full of flavor, desire and pleasure.