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Abstract

In the modern era, cultural diplomacy constitutes a key pillar of the strategic planning of the actors of the international environment. Cultural diplomacy is implemented through a wide range of activities and offers countries and organizations the opportunity to enhance their public image and maximize their soft power. The textbook approaches a number of special issues of cultural diplomacy in an attempt to highlight its multidimensional role on a political, social and economic level. Each chapter of the book focuses on a distinct field, linked to the cultural diplomacy. More specifically, the book analyses the objectives and the specific practices of cultural diplomacy with reference to cultural heritage, education, sports, tourism, cities and museums, nation branding, religion; in addition, it designates the dimensions of phenomena,

such as the propaganda, cultural imperialism and cultural genocide. The textbook also makes reference to institutional initiatives at the international, European and national level, which reflect the dynamic evolution of cultural diplomacy, its interaction with broader areas of policy-making and its designation as a factor of power and development. Through the multidimensional analysis of special fields of cultural diplomacy, the book aims to contribute to the better understanding of their characteristics and to highlight the advantages for countries from the use of their soft power. An additional aim of the textbook is to strengthen the dialogue on the issues of cultural diplomacy and to enhance the interest in less prominent, but equally important, tools of action in the modern political, social and economic affairs.

