

OSCE Talks 2013

Cultural diplomacy in a global digital age

Istanbul, 2 May 2013

Goethe-Institut Istanbul

“Cultural exchanges and co-operation contribute to a better comprehension among people and among peoples, and thus promote a lasting understanding among States...”

- 1975 Helsinki Final Act

This OSCE Talks event will explore the prospects for cultural diplomacy in the global digital age, and the role of culture in promoting security. The panel discussions will be in English, with Q and A from the wider audience.

10:00 Welcome and coffee
Cathie Burton, OSCE Spokesperson
Anna Esser, Goethe-Institut

10.30-12.30 Morning session: Objects and objectives of cultural diplomacy

- Does culture have currency as a means of soft power in a globalized world connected by the Internet and social media?
- How soft is soft power on the receiving end?

Speakers:

John Brown – Should a hot potato be funded? Governments and cultural diplomacy

Tatiana Zonova – Russian cultural diplomacy as a tool of “soft power” in Russian-EU relations

Oleksandr Lytvynenko – Russia, the West and the rest: foreign soft power in Ukraine

Christopher Midura – The case for cultural affairs officers

Moderator: **Andrew Tesoriere**

12.30-14.00 Lunch

14.00-16.00 **Afternoon session: Culture – the ties that bind, or divide?**

- Can culture help build trust, promote understanding and enhance security in the wider Europe?

Speakers:

Yudhishtir Raj Isar – Culture in external relations: the EU as cultural diplomat

Bahar Rumelili – Istanbul, a European Capital? Tension between universalism and particularism in European cultural policy

Hakan Yilmaz – The culturalization of Turkey in European public opinion

Uwe Petry – Cultural diplomacy and the OSCE - political and practical affinities

Moderator and wrap-up: **Andrew Tesoriere**

Dr. John Brown is currently Adjunct Professor of Liberal Studies at Georgetown University, where he teaches courses pertaining to diplomacy. For many years a consultant for the “Open World” exchange program with the Russian Federation, Brown is a member of the Public Diplomacy Council as well as on the Editorial Board of the journal *Place Branding and Public Diplomacy*. A member of the US Foreign Service from 1981 until 10 March 2003, Brown served mostly in Eastern/Central Europe, specializing in press and cultural affairs; he was promoted to the Senior Foreign Service in 1997.

Yudhishtir Raj Isar is Professor of Cultural Policy Studies at The American University of Paris and Eminent Research Visitor at the Institute for Culture and Society, University of Western Sydney. He is the founding co-editor of the *Cultures and Globalization Series* and Advisor to international organizations, associations and foundations. Earlier, at UNESCO, he was inter alia Executive Secretary of the World Commission on Culture and Development.

Dr. Oleksandr V. Lytvynenko has been Deputy Director of the National Institute of Strategic Studies (Ukraine) since 2010. He is currently a member of the Royal College of Defence Studies (UK). He has a PhD in political science and completed studies in applied mathematics in Moscow and law in Kyiv. From 2005 to 2007, he was head of the Department of the Staff of the National Security and Defence Council of Ukraine.

Christopher Midura is Counsellor for Public Affairs at the United States Mission to the OSCE. He is a US diplomat specializing in cultural and media affairs for 25 years. Prior to his current position in Vienna, he served in Kosovo, the Czech Republic, El Salvador, Zambia, Guatemala and Bolivia, and served three tours in Washington, D.C. He has an extensive background in managing international exchange programs, including service as Chairman of the Fulbright Commission in Prague, as well as in organizing cultural performances and exhibits on behalf of the United States.

Dr. Uwe Petry is Counsellor at the Permanent Mission of Germany to the OSCE. He studied Romance languages and literatures, linguistics and cultural history, and has published on literature and European language policies. He entered the German Foreign Service in 1988, and has held diplomatic posts in Riyadh and Paris, and focused on cultural and public diplomacy in diplomatic posts in Beijing, Los Angeles and at headquarters in Bonn (German Parliament)/Berlin. He also held a diplomatic liaison function at the headquarters of the Goethe-Institut in Munich. A member of the German delegation to the OSCE since July 2009, he has been responsible, inter alia, for economic and environmental as well as human dimension issues and protracted conflicts in the OSCE area.

Dr. Bahar Rumelili is Associate Professor and Jean Monnet Chair at the Department of International Relations, Koc University, Istanbul. Dr. Rumelili received her PhD degree at the Political Science Department of University of Minnesota in 2002. Her research focuses on international relations theory, processes of European identity construction, and EU impact on Turkish domestic reform and Greek-Turkish relations. She is the author of *Constructing Regional Community and Order in Europe and Southeast Asia*. Among her other recent publications are 'Liminality and Perpetuation of Conflicts: Turkey/Greece and the EU'; 'Identity, Difference and the EU'; 'Transforming Conflicts on EU Borders'. She is the 2009 recipient of Turkish Academy of Sciences' Distinguished Young Scientist Award.

Ambassador Andrew Tesoriere has a diverse career in international diplomacy, with the accent on conflict mitigation and prevention. He has worked extensively on behalf of the British Government and international organizations, including the OSCE, UN, EU and NATO. He has served as British Ambassador to Algeria, Albania and Latvia (and to Syria as Charge d'Affaires), and as Head of the OSCE Centre in Bishkek, Kyrgyzstan. His experience in Afghanistan includes posts as Director of the UN Special Mission in Afghanistan, head of UN humanitarian field operations and NATO senior political advisor. He acted as a moderator for the inaugural OSCE Talks event, held in Bishkek in 2010.

Dr. Hakan Yilmaz is Professor at the Department of Political Science and International Relations at Bogazici University, Istanbul. He is the director of the Center for European Studies at Bogazici University and the Bogazici University-TUSIAD Foreign Policy Forum. He received his Ph.D. degree at the Political Science Department of Columbia University in New York City. His research interests include political ideologies and political culture in post-war Turkey; culture and identity dimensions of European integration and EU-Turkish relations; external-internal linkages in the processes of democratization; politics and culture; and philosophy of social science.

Dr. Tatiana Zonova is Professor of comparative history and theory of diplomacy at MGIMO (Moscow State University of International Relations) and RUDN (Peoples' Friendship University of Russia). She has the diplomatic rank of the 1st class Counsellor and a Doktor nauk (PhD) in political science. She is a member of the International Advisory Board of "The Hague Journal of Diplomacy" and a member of the Scientific Council of the "Rivista di Studi Politici Internazionali" (Italy).

Background

The OSCE Talks series of seminars and publications aim to raise awareness of the OSCE among key target audiences, including academia and young people, and provide an opportunity for the OSCE and its participating States to benefit from insights from leading experts that could enrich the Organization's policy thinking. For more information:

<http://www.osce.org/cio/97313>

This OSCE Talks event is organized with the support of the Permanent Mission of Germany to the OSCE, the Permanent Mission of Ireland to the OSCE and the United States Mission to the OSCE and hosted by the Goethe-Institut Istanbul.

With 57 participating States in North America, Europe and Asia, the **Organization for Security and Co-operation in Europe (OSCE)** is the world's largest regional security organization, working to ensure peace, democracy and stability for more than a billion people.