

The Effect of Media Diplomacy on Cultural Exchange

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Abstract

The main goal of this research is studying the effect of media diplomacy on cultural exchange among countries. While considering that the accessibility to all members of the community is not possible, and we cannot prepare a list of the whole members of the population, therefore, the research population is positioning in an unlimited community scope. In the current research, numbers of 33 persons are considered as adequate sample size by using an ordered random sampling method with following the assumption of descriptive researches from survey type. Regarding that the research population is placed in an unlimited community scope, sampling method of current research is non-random and from targeted type. The methodology of this research from purpose point of view is applied and from data collecting point of view is descriptive. Researcher made questionnaire is used for collecting data. Its formal and content justifiability were obtained through available resources and experts' opinions and its validity was determined in 0.90 through trial execution and calculation of Cronbach Alpha Coefficient. Descriptive and inferential statistical tests were used for data analysis. Findings of the research are demonstrating that the effect of media diplomacy on acculturation except the factors of "creating new culture from combination of previous culture and dominant culture in a country", the effect of media diplomacy on culturalization except factors of "exchanging of professors and students between agent country and target country", "legislation for fulfilling cultural relations with countries" and "execution of agreements, memorandum of understanding and cultural exchanges program of countries" and the effect of media diplomacy on presenting an optimal image in international arena is higher than the average and in other mentioned factors, the effect is in average extent.

Keywords: *diplomacy, media, media diplomacy, cultural exchange*

Introduction

In the current era, cultural exchange among nations because of influencing from intensification of collective consciousness which resulted from globalization and development of communicative modern technologies has special and urgency importance. With adding the government's sovereignty reducing issue and increasing the role of nations, the necessity of exchange among nations become more importance among cultures (Dehshiri, 2000, P 247). No nation is needless from learning and using the studies of other nations and nationalities in all areas such as culture and issues which are considered as culture, therefore, cultural exchange is considered as an essential and necessary affair. The culture of each nation is in relation with other cultures which exalted its entity. Communication and cultural policies must provide such opportunity that creative artists and different groups of ordinary people could transmit their voice to others through communication devices. Information which is transmitted to people through mass media acquainted them with their surrounding world and increases their knowledge and

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awareness and acquainted them with customs, traditions and culture of other nations. Mass media keep humans quickly in contact with political, military, economic, social, scientific, artistic and etc. problems, events and incidents. In addition to informing, mass media can engage in enlightenment of people through presenting comment on events and accidents and broadcasting desired subject and direct them toward desired decisions. Media may be serve religious and cultural growth and efflorescence of nations and help them toward their spiritual prosperity.

This is one side of the issue; another side is dangerous and harmful aspect of mass media. Whereas, mass media can serve nation, sovereignty and spreading of values, symbols, national and religious norms, also may be very dangerous and brought a community and nation into collapse and sinkhole of corruption and perdition, while spreading foreign culture make culture in attenuation of values, national and religious norms and reinforcement of foreign values and symbols.

In the other words, one of the roles of mass media is culturalization and institutionalization of national and religious culture and on the other side is culture destruction and institutionalization of foreign culture in the country (Darabi, 2011, P 8). Nowadays, media are not reflectors of behavior of politicians and countries like past, but they play an effective role in decisions as an active actor in policy field. These media are effective in selecting statesmen, showing positive and negative figures of programs and governments' policies and making decision for execution of policies through applying main lines of media diplomacy.

Nowadays, rapid advancement of knowledge breaks up borders among nations and emergence of communication systems and consequently, performance of media' diplomacy put human scattered communities in a foreign cultural collection. Therefore, a collection in the name of global village is forming due to ever-increasing relation and proximity of different nations, transferring of values, cultural interaction impression and effects with the incredible acceleration and expansion. We must say concerning the definition of public diplomacy that the word "public diplomacy" in international relations studies area is a word which mostly became common for description of new aspects of international diplomacy which includes the interaction among actors of new international arena besides governments. Public diplomacy was applied for the first time by "Almond Galion", the principal of "Filcher Law and Diplomacy School" at Tufts University in the USA in 1965 and it includes communications which focus on national resources of a country through relation with people out of geographic borders. With this definition, some issues like detaching students abroad the country, admission of scholarships, dispatching reporters, intercultural relation process, holding types of artistic festivals, cultural conferences and seminars, broadcasting audio-visual programs and even creating internet sites, all of them are discussable in the public diplomacy area. Generally, main areas for attention and activity of modern public diplomacy may be summarized in Media, cultural, parliament, friendship associations, elites, NGOs and immigrants' diplomacy and the above mentioned areas are overlaying each others. Tourism, cinema, social relations, economic and commercial relations, sports and other public communications are also considered among other instruments of public diplomacy (Soltanifar, 2010: 75). Concerning media diplomacy, it must say that this type of diplomacy includes using media by leaders for the purpose of expressing its interests in negotiations, confidence building and general mobilization in agreements. Media diplomacy is following through various activities in ordinary and specific media which conclude press conferences, interviews, visiting heads of governments and mediators in competitor countries and stimulating media events which getting organized for opening new era in interrelationships. Media diplomacy as a new skill in international relations can neutralize most rumors and lies of

competitors and pave the way to achieve the goals of statesmen in foreign policy (Khalilzadeh, 2010 :2).

Specific tools of media diplomacy are including: television, radio, news agencies, and press and news websites. In the communities that media can encourage people in cultural and social areas, such diplomacy has significant role, and by virtue of which people attend to broadcasted programs. Following this attention we can benefit media easily in such a way that spread the votes coincident on national security and resources of countries directly and indirectly, and then impress people. On the other word, media are non-governmental actors of cultural policy of countries which activities may not be controllable and ignorable. They are created numerous changes in traditional meaning of foreign policy and compel governments to transformation in making decision and execution of foreign policy. This is because that discoursing, illustration and convincing of others find new position in diplomatic transactions and foreign policy. The role of media in processing and convincing others become more critical than the past. We must admitted that media changed the directing method of foreign policy and now, global strength of a country lies in media diplomacy power and talent of country in creating national entity and presenting its international complementary image. Theories relevant to diplomacy have a common view which the goal of diplomacy is closeness of nations to each other and establishing international peace and tranquility. Diplomacy is figure on creating friendly contact between countries, and uses the whole of their material and spiritual facilities in continuity and enrichment of such relation (Barston, 2000, P 14). Whereas the cultural exchange caused dynamism of cultures, recognition of communities from each other, accelerating the relation of nations and governments and creating good substrate for global peace and security, attract specific attention to this affair and the performance of media diplomacy also consider urgency in fulfillment thereof. We must say that another method of diplomacy in contemporary period is “cultural diplomacy” which invented by French Government in the 19th century. This diplomatic method is an attempts collection of a government in the field of foreign policy. In this diplomacy take action toward attracting the attention and interest of audiences of other countries for the purpose of direct impact on people of other countries through a political facilities inside different communities in lieu of using and/or besides applying press and other mass media. Main tools of such diplomacy include learning language, educational transactions and other method is cultural direct contacts. The goal of “diplomacy” of a country among foreign countries is preparing youths and future elites of these countries for speaking in language of that country and knowledge of its literature and culture, on the other word, creating required areas for perception and honoring reports and reflected images by mass media tools of transferor countries of language, literature and advanced culture (Motamednejad, P 398 and 399).

Methodology

The population of this research includes experts of social communication sciences and cultural studies area which have minimum five years activities background. With due regard that accessibility to all members of the community was not possible, we cannot prepare a list of the whole members of the population, therefore, the research population is placed in an unlimited community scope. In this research, by following the assumption of descriptive researches from survey type, numbers of 33 persons are considered as adequate sample size through an ordered random sampling method. Regarding that the research population is placed in an unlimited community scope, sampling method of current research is non-random and from targeted type. The methodology of this research from purpose point of view is applied and from data collecting point of view is descriptive. Researcher made questionnaire is used for collecting of data. Its

formal and content justifiability were obtained through available resources and experts' opinions and its validity was determined in 0.90 through trial execution and calculation of Cronbach alpha coefficient. Descriptive and inferential statistical tests were used for data analysis.

Results and Discussion

According to measurement level of experimental data which is quantitative and continuous, at first we engage in normality and symmetry of data distribution through descriptive statistic indices like central tendency (index, median and average), dispersion indices (range of variations, variance and standard deviation) and distribution indices (standard error, slope coefficient and elongation coefficient). Single group t-statistical model used after acquisition the data normality assumptions and engage in experts' views while considering experimental averages and their differences with theoretical average 3.

Chart No. 1: Single group t for studying the effect of “media diplomacy” on “acculturation” of cultural exchange of countries

Question No.	Answers	Theoretical Average	Experimental Average	Amount of t	Degree of Freedom	Meaningfulness Level
1	Development of cultural relations of countries	3	4.57	18.03	32	0.001
2	Creating permanent relations and effective relations of countries	3	4.33	11.06	32	0.001
3	Admission and spreading language and literature of a country (agent country) in target countries	3	3.78	4.56	32	0.001
4	Explaining and promoting goals, values and exalted purposes of countries	3	4.21	10	32	0.001
5	Creating and expressing intimacy of the agent country against public opinions in target countries	3	3.69	6.83	32	0.001
6	Changing the approach of public opinions of target country (message recipient)	3	3.87	5.88	32	0.001
7	Changing the behavior of public opinions of target country (message recipient)	3	3.75	5.01	32	0.001
8	Changing the approach of elites residing abroad the country	3	3.45	2.37	30	0.024
9	More tendency of nations to media & cultural programs of the agent country	3	3.57	2.75	32	0.010
10	Admitting the culture of agent country in target countries	3	3.54	3.94	32	0.001
11	Creating new culture from combination of previous culture and culture dominant on a country	3	3.12	0.59	32	0.555
12	Public communications and transactions of cultural & social groups with other countries	3	3.54	3.46	32	0.002
Total	Acculturation	3	3.82	12.27	30	0.001

Chart No. 2: Single group t for studying the effect of “media diplomacy” on “acculturation” of cultural exchange of countries

Question No.	Answers	Theoretical Average	Experimental Average	Amount of t	Degree of Freedom	Meaningfulness Level
1	Holding cultural programs in target countries	3	3.72	4.97	32	0.001
2	Exchanging professors and students among agent & target countries	3	3.30	1.53	32	0.134
3	Establishing agencies positioned in target countries for performing cultural activities with agent country	3	3.60	2.97	32	0.006
4	Adjusting rules and regulations for fulfillment of cultural occasions with countries	3	3.32	1.90	32	0.067
5	Execution of educational programs and like them toward fulfillment of cultural occasions with countries	3	3.66	4	32	0.001
6	Accepting tourism and attracting foreign immigrants in a country	3	4.30	8.47	32	0.001
7	Publishing and printing books & written traces like magazines in cultural fields	3	3.84	5.38	32	0.001
8	Introducing customs and traditions of a country to people of other countries	3	4.30	8.15	32	0.001
9	Introducing life style of a country to people of other countries	3	4.30	7.16	32	0.001
10	Preserving independence and respect of a country in global arena	3	3.54	2.94	32	0.006
11	Exchanging cultural and Media traces of a country with other countries	3	4.12	6.94	32	0.001
12	Execution of agreements, memorandum of understanding and cultural transactions programs of countries	3	3.36	1.61	32	0.116
13	Monitoring and controlling cultural events & evolutions in countries	3	3.45	2.27	32	0.030
Total	Acculturation	3	3.80	7.33	30	0.001

Chart No. 3: Single group t for studying the effect of “media diplomacy” on “presenting desired image in international arena” of cultural exchange

Question No.	Answers	Theoretical Average	Experimental Average	Amount of t	Degree of Freedom	Meaningfulness Level
1	Presenting positive image of countries as a civilized nation with producer and creator culture	3	4.42	12.34	32	0.001
2	Displaying and spreading common cultural values of a country in other countries	3	4.21	14.36	32	0.001
3	Development of permanent and long-term relations of people to people without consideration to changes in governments	3	4.09	8.19	32	0.001
4	Presenting desired image of its obeyed country in countries	3	4.06	6.10	32	0.001
5	Creating peace and international stability of countries	3	3.70	3.69	32	0.001
6	Performing humanitarian actions and presenting desired image of a country	3	3.90	4.74	32	0.001
7	Increasing the national prestige of a country among other countries	3	4.18	7.14	32	0.001
8	Mediating in relation with countries and presenting desired image of a country	3	3.93	4.96	32	0.001
9	Consolidation of national identity of a country in global arena	3	3.72	3.54	32	0.001
10	Promoting the status and position of a country in global hierarchy	3	4	5.27	32	0.001
Total	Presenting desired image in international arena	3	4.01	8.72	30	0.001

Chart No. 4: Single group t for studying the effect of “media diplomacy” on “cultural exchange”

Theoretical Average	Experimental Average	Amount of t	Degree of Freedom	Meaningfulness Level
3	3.88	10.51	28	0.001

Conclusion

With due regard to the effect of media diplomacy on cultural exchanges, the goal of current research also focused on this affair and questions of the research also formulated on this basis which used single group t-statistical model along research questions test and below findings were achieved: Whether Media diplomacy has effect on cultural exchanges among countries? Single group t-statistical model is used for the purpose of testing the above mentioned question and findings showed that there is a meaningful difference in $\alpha = 0.01$ level between theoretical average and experimental averages in variable of “media diplomacy” and considering that the experimental averages are higher than theoretical averages, the effect of “media diplomacy” on cultural exchange of countries is higher than average extent.

Whether media diplomacy has effect on acculturation of public opinions of countries? Single group t-statistical model is used for the purpose of testing the above mentioned question and findings showed that there is a meaningful difference in $\alpha = 0.01$ level between theoretical average and experimental averages in all factors except “creating new culture from combination of previous culture and dominant culture in a country” and considering that in all factors of the scope of “acculturation”, the experimental averages are higher than theoretical averages, the effect of above mentioned factors on “acculturation” is higher than average extent. It is noteworthy that there is no meaningful difference between theoretical average and experimental averages in the factor of “creating new culture from combination of previous culture and dominant culture in a country”. Therefore, the effect of this factor on “acculturation” is in average extent.

Whether media diplomacy has effect on culturalization of public opinions of countries? Single group t-statistical model is used for the purpose of testing the above mentioned question and findings showed that there is a meaningful difference in $\alpha = 0.01$ level between theoretical average and experimental averages in all factors except “exchanging professors and students between agent country and goal country”, “adjusting rules and regulations toward fulfilling cultural occasions with countries” and “execution of agreements, memorandum of understanding and cultural transactions programs of countries” and considering that in factors of “acculturation” scope, the experimental averages are higher than theoretical averages, it said that the effect of the above mentioned factors on “acculturation” is higher than average extent. It is noteworthy that there is no meaningful difference between theoretical average and experimental averages in the factor of “exchanging professors and students between agent country and goal country”, “adjusting rules and regulations toward fulfilling cultural occasions with countries” and “execution of agreements, memorandum of understanding and cultural transactions programs of countries” and the effect of these factors on “acculturation” is in average extent.

Whether media diplomacy has effect on presentation of desired image in international arena? Single group t-statistical model is used for the purpose of testing the above mentioned question and findings showed that there is a meaningful difference in $\alpha = 0.01$ level between theoretical average and experimental averages in all factors. Therefore, while considering that the experimental averages are higher than theoretical averages in all factors, the effect of the above mentioned factors on “presenting of optimal image in international arena” is higher than average extent.

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