

DOI: <https://doi.org/10.54937/ssf.2024.23.2.132-141>

## **Edukačné a marketingové predpoklady pre komunikáciu v kultúrnej diplomacii**

### **Educational and marketing prerequisites for communication in cultural diplomacy**

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#### **Abstract**

The paper examines the relationship between education and marketing aspects that are applied in cultural diplomacy and intercultural communication. It analyses their synergistic potential and practical applications. The paper identifies the knowledge penumbra needed in the educational process acquired in cultural diplomacy and the appropriate marketing tools. The paper focuses on the interaction of several disciplines and analyses their contribution to international relations, the image of organizations, and intercultural understanding. The paper highlights the challenges and opportunities that cultural diplomacy has to cope with in the current digital environment and focuses on the definition and importance of competent cultural diplomacy in the international context. It explains and presents sources from which to draw adequate themes for an international cultural strategy that strengthens understanding and cooperation between countries through cultural exchange programs, art, music, film, and literature. It emphasizes public relations (PR) in cultural organizations and institutions, which contribute to the success of cultural diplomacy through proper communication and positive image building.

**Keywords:** Cultural diplomacy. Education. Country image. Cultural events public. Relations. Synergy. International relations. Communication. Cultural exchange programs.

#### **Introduction**

Cultural diplomacy cannot be implemented as an instrument of international relations aimed at strengthening understanding, cooperation, and diplomatic ties between countries without the education or knowledge base provided by the education, Culture and education are intended to provide mainly the content of the speech from which the form of communication tools is derived, which covers the strategic management to create a positive image of the state, the region, the area and the cultural organizations themselves. The analysis of the objectives and principles commonly defined for the content of education

concerning national culture and its application in the framework of international diplomacy is one of the continuous activities of each state. Building up confidence and creating a positive reputation is important for the individual and society. Research in this area focuses on cultural strategies in the international dimension and becomes part of a policy that takes advantage of public relations of the fact that the presentation of culture in many areas does not need an interpreter and has become an international language.

It is possible to identify examples of cultural events where international communication strategies have produced positive results. This can include a wide range of activities, such as the Olympic Games (even if at first glance it is a global sporting event), or global forums where international communication strategies work alongside the main event and play an important role in representing the cultures of the participating countries. Campaigns to promote cultural exchange programs cannot do without planning that selects symbols, designs, and messages in a form with a high narrative value. Examples help the percipient to better understand the practical application and effectiveness of the synergy between cultural diplomacy and PR.

The paper discusses how the digital age affects these areas and what opportunities it offers for their further development and effective use. It will also highlight the ethical aspects and risks that may arise from the use of cultural diplomacy and PR, such as manipulation of information and image, lack of transparency or disrespect for cultural values. The observed results confirm the links between the outcomes of educational processes and international cultural strategy in marketing. Of particular importance is their mutual synergy and contribution to international relations which are based on mutual understanding between cultures and the building of a positive image. The article on international cultural strategy offers insights, particularly on the relationship between educational content and country image in diplomacy.

Finally, the synergy between education and international cultural strategy helps to build a positive image and relationships with members of different nations... Their effective use and proper linkage can contribute to better understanding, cooperation, and development of international relations in the context of today's globalized world.

### **Primary educational prerequisites for the cultural enrichment of society**

Each carrier of the cultural message of a country is a personality characterized by a set of intellectual qualities and abilities, based on which he becomes an emissary of the promoted cultural body, territory, or object. Such an 'emissary' should have a good historical memory and the ability to perceive cultural, geographical, and political backgrounds. An important role is played by his or her personality and expertise, which is reflected in the knowledge and expertise acquired in lifelong learning, which includes first- and second-cycle education. The knowledge of history, geography, and culture gained in primary and secondary schools is often lacking in graduates of all levels of higher education,

who are more familiar with contemporary culture and knowledge of current socio-political and economic events.

When preparing an intercultural marketing strategy, it is necessary for every responsible person in the field of education, public administration, politics, and cultural diplomacy to acquire a minimum of information about his/her country and to supplement and innovate the processed minimum purposefully. Finding objective reasons for decisions in the field of values requires a deeper knowledge than that provided by the second level of higher education. An information minimum is - an organized set of basic information from several fields about a particular country. This term is used in theory and practice in the education of tourism guides, who are also emissaries in the mediation of cultures. The authors of guide methodology textbooks use an information minimum of 25 points. Processed and organized information about the country can then be reduced by the participant in the intercultural marketing strategy and also used in his work. An important aspect is the attempt to mediate objective information, which is acquired by studying independent, or contradictory tendentious sources from different periods, from which factual and logical conclusions are drawn. The following structure of information is recommended:

1. State symbols, the official name of the state, the head of state - when teaching, special attention should be paid to state symbols, which should be the basis of the semiotic conception of culture and the world. State symbols play an important role in representing the identity, values, and history of a state or nation. These symbols are often chosen to convey a sense of belonging. Interpretations of state symbols can vary, but in general, they carry deep cultural, historical, and political significance. These symbols and the interpretation of their colours often represent key aspects of a nation's identity, such as its history, struggles, or achievements. Symbols of a flower (leaf), bird, or animal can represent qualities such as beauty, resilience, strength belonging, or freedom and reflect values and characteristics that are close to all nations. Specifically in Slovakia, this would be, for example, the linden leaf, or the chamois and the Tatra eagle (The best known is the Golden Eagle – a Slovak national bird, that lives in mountainous areas of northern Slovakia).

2. Population - knowledge and general overview of the population structure is important for several aspects that benefit governments and institutions, but also society as a whole. This information is essential for demographers and scientists who study population dynamics and various social trends. Population structure is an important factor in the study of migration and the integration of new residents into society. Knowledge of the demographic characteristics of immigrants and their adaptation to new environments can help in the design of effective integration policies.

3. Ethnography and folklore play an important role in cultural diplomacy because they represent authentic and unique expressions of people's culture and identity. These elements can serve as bridges of understanding between

different cultures and contribute to building positive international relations. Ethnography and folklore can act as a universal way of crossing linguistic and cultural barriers (Stranovska, 2012, p. 134). Knowledge of creative expressions such as traditional dances, music, crafts, and arts can create emotions and relationships that do not need to be expressed verbally. Contemporary art also plays an important role. Sharing national traditions and cultural heritage can help to build trust and respect between peoples, which can lead to peace and stability. (Pitoňáková, 2018, p. 203) Knowledge of ethnography and folklore can attract foreign visitors, which can have a positive impact on tourism and the economy.

4. Economy - industry, agriculture, transport, trade, finance, health, education. Incentives from these areas chart the history, achievements, or personalities of world significance in a given country. Establishment of the first university Implementation of heart transplantation, establishment of the first universities (Banská Štiavnica, Academia Istropolitana), the first production companies (in Kremnica), working relations of Slovak and foreign scientists of world importance (Aurel Stodola- Albert Einstein, Dionýz Ilkovič – Jaroslav Heyrovský ), economic firsts (number of cars produced per capita).

5. Culture, arts, and education play an important role in international communication and diplomacy by contributing to understanding, cooperation, and the promotion of mutual respect between nations. Here are a few ways in which culture and the arts intersect with international communication and diplomacy. Culture and the arts are powerful tools for showcasing a country's "soft power." Soft power is the ability to influence others through appeal, persuasiveness, and shared values, rather than through coercion or force. Cultural Education Programmes: Encouraging the study of other peoples' cultures can help break down stereotypes and promote a more informed and nuanced understanding between people. Arts in education International educational exchanges promote intercultural awareness and appreciation.

6. The places of interest and historical monuments - sites and historic monuments contribute to strengthening a nation's identity and its place in the history of the world, serve as educational resources, and as bridges of understanding and learning between different cultures. Tourism can be a means of exchanging cultural experiences and building positive relations between people. Shared cultural values can act as a bridge to strengthen political and economic relations. Monuments are often symbols that represent a country's values, traditions, and history. Their proper use can reinforce the positive image of a country and contribute to a better understanding between cultures.

7. Church and religious institution - It is important to consider the diversity of cultural and religious beliefs in intercultural education strategies. Church and religious institutions can play an important role in shaping these strategies. Marketing campaigns should be sensitive to cultural norms and values. Different cultures and religions may have different perspectives on ethics, advertising, and communication. It is important to study and understand the

cultural and religious values of the target groups. Working with local religious or religious leaders can also be useful as they can help interpret and properly contextualize marketing messages (Coronation festivities, visit to the tomb of Khatam Sofer, Dr. Safvet Beg Bašagić's collection at the University Library in Bratislava, relics of saints), Cardinal Tomko's signature in the tower in Baiterek tower in Astana.

8. Famous personalities with ties to Slovakia are systematically listed in encyclopedias and there are many websites in the digital space that inform about the fates of various politicians, writers, athletes, inventors, scientists, artists, and religious dignitaries who are of Slovak descent or have certain and sometimes very significant ties to Slovakia and their activities fall under the topic called "bridges". One can mention, for example, Alexander Dubček, M.R. Štefánik, Štefan Banič, Ján Jesenius, Jozef Murgaš, Lucia Popp, Edita Gruberová, Alexander Rudnay, Juraj Haulík and others.

An attractive topic in the education of the young generation and adult education is the knowledge and ability to present the relations of Slovak intellectuals with personalities of world importance. One can mention the publicist, writer, and translator Dušan Makovický, who was the personal physician of L.N. Tolstoy (Benčíč-Kharitonova, . The Slovak physicist and engineer Aurel Stodola was described by Einstein as a genius. The paths of Aurel Stodola and Albert Einstein crossed in Zurich, where Stodola was already working as a university teacher and Einstein as a student. Classical music fans around the world are interested in the life of opera diva and bel canto queen Edita Gruberova. From the point of view of cultural diplomacy, it is also important to know about her artistic beginnings in Slovakia and her activities in the diplomatic field, during which she met with presidents, and artists and presented Slovak culture.

9. Calendar - public holidays, and religious holidays are shared with other nations, and public holidays are commemorated by many nations of the world including May Day, All Souls 'Day, and St. Valentine's Day.... Labor Day is commemorated around the world despite the transformation and status of the working class as well as events associated with the end of World War II. International Workers' Day also known as Labour Day is often referred to as May Day. Christmas and Easter are commemorated in dozens of countries around the world. Visual symbols such as the nativity scene, the Last Supper, and the cross are identical in all continents with slight variations. Religious and public holidays can be important for culture and marketing communications that promote the recognized values of society. Holidays provide an opportunity for marketing activities as people are often in an exceptional mood and ready to shop or attend events. Cultural organizations and businesses often use the holidays to organize various cultural events that can contribute to the enrichment of cultural life in society. These events may include ceremonies, concerts, exhibitions, theatre performances, and other cultural activities. Only an educated person can link celebrations with an adequate cultural program. Holidays often have deep symbolic meaning and can therefore be used to create

an emotional connection with the celebrants who do not realize that they are in the position of customers. It is important to note that the use of holidays in marketing requires sensitivity to the cultural context and respect for cultural norms to avoid potential controversy or misunderstanding.

Without mentioned above knowledge it is questionable to build international marketing strategies, in several areas related to contemporary culture or cultural heritage in the sphere of cultural diplomacy that requires the highest level of performance.

### **Objectives and forms in the digital environment**

Cultural diplomacy is a field of international relations that deals with the use of culture, art, education, language, and other cultural expressions to achieve diplomatic goals and strengthen relations between countries and their cultures. The definition of cultural diplomacy may vary depending on the sources and context, but its essence is always the use of culture as a means of improving communication, understanding, and cooperation among different peoples and cultures.

Cultural diplomacy is also a powerful and important tool for building the identity of small states. In practice, it is implemented through different types of actors. Diplomatic missions can be considered the most important, but cultural institutes, which can be diplomatic as well as non-diplomatic, also play an important role. The agents are then involved in the performance of the cultural diplomacy of the state. In the background of this activity is the effort to make an economic impact on the country, which creates a multiplier effect through the presentation of culture and is part of the digital business (Petrenko et al., 2019, p. 17). Cultural diplomacy is part of the public diplomacy of states contributes to the soft power of states and is an effective modern foreign policy tool. Cultural diplomacy is, therefore, an important tool today, as culture itself and cultural events are directly used to promote democracy, development, education, human rights, and freedom of expression. Culture is increasingly seen as a tool to achieve these value-oriented goals and cultural diplomacy is increasingly used as a way to promote liberal democratic values. Cultural diplomacy seeks to overcome linguistic, cultural, and political barriers through the organization of cultural exchange programs, artistic performances, exhibitions, literary festivals, film shows, and other events. In this way, it seeks to foster mutual dialogue, understanding, and tolerance between different cultures. Cultural diplomacy aims to create a positive image and reputation of the country, to promote international cooperation, and to encourage education, development, and cultural exchanges among countries (Chovanová, 2014. p. 14). Cultural diplomacy is often used to strengthen diplomatic relations and peace initiatives, not only at the bilateral level but also at the international level, for example through cultural programs and organizations such as UNESCO. In today's globalized world, cultural diplomacy plays an important role in shaping

international relations, overcoming conflicts, and building trust and understanding among nations.

Major components of a digital environment generally include websites, cloud servers, search engines, social media outlets, mobile apps, audio and video, and other web-based resources. The digital environment is a fundamental part of children's daily lives. It offers tremendous benefits to children, opening new channels for education, creativity, and social interaction. However, it also presents serious risks, including cyberbullying, sextortion, and privacy risks. Many of the environments can be reproduced in a digital environment, such as an immersive digital environment in which an artificial, interactive, computer-created scene or "world" is generated for the user to be placed in.

The digital environment is a fundamental part of children's daily lives. It offers tremendous benefits to children, opening new channels for education, creativity, and social interaction. However, it also presents serious risks, including cyberbullying, sextortion, and privacy risks. In the digital age, where technological advances, changes, and accelerations are constantly changing the way people communicate and interact, cultural diplomacy plays an increasingly important role. Due to the internet and social media, the boundaries between nations and cultures are disappearing, opening up new opportunities for cultural exchange and understanding. The digital age offers platforms through which artists, intellectuals, and cultural organizations can disseminate their works, ideas, and values around the world, regardless of geographical constraints. Virtual exhibitions, online concerts, interactive discussions, and other such initiatives have become part of cultural diplomacy, fostering mutual understanding and building bridges between different cultures. The digital age also gives individuals access to diverse cultural expressions and perspectives, helping to broaden their horizons and fostering tolerance and respect for other cultures.

Nevertheless, with this new digital world come challenges such as copyright protection, the diversity of information, and the risk of digital platforms being exploited for political or economic interests. It is therefore important for cultural diplomacy in the digital age to take these challenges into account find ways to overcome them and use digital tools to promote inclusive cultural exchange and understanding among peoples and cultures.

### **Ethical challenges in public relations**

The use of cultural diplomacy and PR brings with it ethical considerations and risks that should be carefully considered. One of these risks is the manipulation of information and image (Hajduk, 2020, p. 39). Cultural diplomacy and PR can involve the selective presentation of information and give the impression that the host culture is always positive and appealing, while at the same time minimizing or ignoring controversial or negative aspects. This can lead to a distorted view of the culture and a lack of understanding of its true nature.

Another ethical aspect is the lack of transparency. In the case of cultural diplomacy and PR, clear information must be provided to the public about the purpose and objectives of specific activities. Lack of transparency can give rise to suspicion and mistrust, undermining the credibility and legitimacy of those initiatives.

In addition, disrespect for cultural values is another important risk. When using cultural diplomacy and PR, care must be taken to ensure that the host culture is represented with respect and sensitivity. Misinterpretations or misuse of cultural symbols and traditions can lead to insults or misunderstandings and undermine relations between countries. It is essential that organizations responsible for cultural diplomacy and PR pay sufficient attention to ethical principles such as truthfulness, objectivity, and respect for cultural differences (Chudinová, 2023, p. 28). At the same time, the public must have access to information, critical thinking, and the ability to evaluate the information presented. Only in this way can we minimize the risks of manipulation and shortcomings and achieve an authentic and mutually enriching cultural exchange.

### **Conclusion**

The first prerequisite for cultural diplomacy is quality education, the appropriate content of which forms the basis for the implementation of cultural marketing. The above concepts are based on the principles of communication, mutual understanding, and cultural exchange. Through the presentation and promotion of cultural values, arts, and traditions, cultural diplomacy seeks to win the goodwill and support of other countries. However, manipulation of information and image, lack of transparency, or lack of respect for cultural values are risks that can accompany their use. It is therefore essential to apply ethical principles to education and intercultural strategy in marketing and to strive for authentic and mutually beneficial exchanges.

Synergy, sophistication, and planned thoughtfulness between education and cultural diplomacy bring benefits to organizations, countries, and their people. Their synergy provides an opportunity to strengthen perceptions and understanding of cultural differences, develop international relations, promote trade and tourism, and build lasting reputations and other dimensions that go beyond the above-mentioned educational content and its marketing implementation.

Education and intercultural marketing strategies encourage dialogue and contribute to the creation of a harmonious and inclusive global community. In any case, these activities must be carried out by competent professionals who have insight not only into communication strategies but also into the cultural contexts and values of different societies, which are acquired through continuous training. Ultimately, as mentioned above, the combination of cultural diplomacy and PR is a potential tool for tackling global challenges, strengthening peace and stability, and building relationships based on trust and

cooperation. Their role is to raise the profile of cultural values, arts, and traditions, contributing to the creation of an open and inclusive international environment.

The above-mentioned studies explore the definitions, objectives, principles, and practical ways, contents, and strategies that result in the highest form of cultural diplomacy. Through examples and case studies, this paper initiates the challenges and opportunities associated with these areas and stimulates further discussion and research on the subject.

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