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Dragos Ionut ONESCU
Strasbourg University/Babes-
Bolyai University Cluj-
Napoca, Romania

Cultural diplomacy of the European Union

Dragos Ionut ONESCU

Abstract

The Diplomacy is one of the most important means of making external activity of states, forms and its characteristics varied over time, depending on their political, economic and social. Thus, in ancient East theocracies, diplomatic activity was led by the emperor in ancient Greek democracies, the People's Assembly. In ancient Rome, diplomatic activity was led by the Senate and later the emperor.

In this paper, we propose to do an analysis the cultural diplomacy of the European Union

Keywords: The European Union, Soft Power, international relations, cultural diplomacy

Introduction

According to data definitions diplomacy in the literature, this consists in "a state other management relations through formal channels, aiming to accommodate their interests by peaceful means and in particular the negotiations".

In the middle Ages, a special contribution to the progress of diplomacy brings Byzantine Empire, especially regarding diplomatic ceremony.

A real "revolution" in customs that governed relations between states occurred when they took the habit to maintain permanent missions in foreign capitals. This practice opened in XV century, has established itself as the strong and unified nation states replaced the feudal sovereignty. It was widespread in Europe in sec. seventeenth century when, after the Treaty of Westphalia (1648), the development of peaceful relations multiplied the problems to be solved.

The Cardinal Richelieu was in his "Political Testament", the great theorist of "permanent negotiation". This is the birth of modern diplomacy. When the word "diplomacy" has entered the language at the end of sec. the eighteenth century, it was targeted science that allowed retrieval rights enshrined in the old charters and on which sovereigns could to support their claims.

The diplomacy per se sends always to register representation of certain cultures and civilizations, namely the imaginary register (point or built), it is the symbolic representation of the State in international public space¹.

The culture and cultural representations play an important role in shaping the international system postmodern and new poles of influence, amplified the generalization of communication and access to information, which are mediated by national governments².

In this context, public diplomacy strategies / culture that are addressed by international actors directly benefit citizens of third states the attention. Generalized access to information and communication via the Internet and satellite and through new touches, re translates granted cultural representations, projections symbolic of nations and political constructions hybrid and difficult to define as the European Union.³

Correspondence:

Dragos Ionut ONESCU
Strasbourg University/Babes-
Bolyai University Cluj-
Napoca, Romania

¹ Simona Modreanu, Curs Diplomatie Culturala, capitolul, Notiuni introductive, p. 1

² <http://www.circle-network.org/activity/cracow1999/beyond.htm>

³ Kirsten Bound, Rachel Briggs, John Holden, Samuel Jones, Culture is a central component of International Relations — Cultural Diplomacy, Demos Publications 2007, pp. 32-52.

The European Union is a challenging task to translate into reality the actual principle of unity in diversity of cultures and traditions of its members in an intelligible formula externally acceptable common denominator, to be included in each European citizen. Promote their image and their own cultural values are not only a political stake, but alike and an economic stake.

The economic value of what is called "branding" the cultural sphere touches, re perception and imagination, is known, recognized and subject to substantial investment by the Governments of the national member.

The problem of diplomacy and cultural representation of external cultural European Union by the EEAS (European Action external) reached recently in itself (and not only tangentially, as an issue on the agenda of foreign or cultural agenda of the EU as and until now) subject debates and motions / resolutions in the EU Parliament.

The EU must use more cultural aspects in its diplomatic efforts to promote human rights, democracy and the development of third countries - specifies Resolution adopted by Parliament on 12 May 2011⁴.

The object of a separate resolutions, but the same family "cultural dimension EU policy "and adopted the same day, drawing attention to the EU to provide more support for creators of culture and to complete the single market for their works online, protecting copyright.

Moreover, MEPs argue in Resolution creating a DG diplomacy cultural organization European External Action Service (EEAS) and the appointment in each part of the EU external to a person

responsible for coordinating relations and interactions cultural ties between the EU and countries third and that promoting European culture. It is an interesting recommendation, but impracticable literally given that in many countries in the EU will have representatives / embassy staff numbers will be too small to have one person responsible for the coordination of cultural relations and interactions.

Interestingly was the proposal to introduce a cultural visa for EU artist and other professionals in the cultural field coming from countries nonmember. The resolution adopted resume point by point views known and recognized official of the European Union as concerns political strategies through culture and culture as a dimension of developments.

To support creators of culture, MEPs suggest (but do not offer solutions specific in terms of mechanisms to ensure the Community of this type of credits) improving access to credit, short-term microfinances advances repayable funds from venture capital and incentives Consortiums for the establishment of local cultural, such as reducing taxes.

Promoting cultural values of the EU in the world involves the efficient use of new online communication platforms and storage media, made possible by the availability of digitized cultural works (literature, painting, music, etc.).

As a consequence, with the same occasion, Parliament asks EC support for improving the digitization of European cultural works and recommends the Commission to consider creating a specific budget line under the initiative of the flagship "Digital Agenda" to sustain the transition to digitization of European cinema.

⁴<http://www.europarl.europa.eu/news/ro/pressroom/content/20110511IPR19220/html>

The concept of soft power in recent years influenced diplomatic strategies and calibration mode of international policy actions of governments, as a reaction to specific developments that we talked. Importance given the size of soft power in international relations is directly proportional to the importance given to public diplomacy strategies and those of cultural diplomacy as an integral part of public diplomacy.

There are points of view under which cultural diplomacy is not necessarily a form of soft power either and simply because the term whereby the power / power implies a relationship of superiority / inferiority and instrumentality of one of the parties towards each other.

The propaganda cultural diplomacy different cultures require reciprocity. Practicing cultural diplomacy as an instrument of external action differs greatly from one country to another and depending on the style and traditions of diplomatic as the place that culture itself is represented in the politics of a country.

Usually, it cites the attitude of France, the country where the role of culture as a core element of national identity and diplomatic actions was never questioned. The attitude is notorious ex-president of France, Nicolas Sarkozy, the first wave of the crisis outbreak conditions announced as the countermeasures allocation of special funds for cultural projects.

All culture is where the weak can be measured often on par with the strong positions. For example, external cultural presence and visibility of Austria are disproportionately large relative to its size. It is where poor countries can measure their forces equals with players "heavy" scene RI.

The theoretical capabilities of external representation of the EEAS are, at first glance, impressive when the new community structure is characterized as a sum of the capacities of the external representation of Member States. Under this algorithm, the 27 Member States of the European Union 2172 950 embassies and consulates around, while the US has only 170 embassies and consulates around 63. In reality, the only diplomatic representation structures under Community control directly available to the EEAS are the 125 delegates of the European Commission. To be taken into consideration that the diplomatic services aggregate the 27 Member States plus departments veleitâpi external representation of the European Commission does not represent a whole, The service European Action external is only an important step forward in what regards coordination of the two-tier theory incorporation of the EEAS.

The European Commission structures and diplomatic structures of the Member States still remain different entities with their own individuality.

I remained surprised opinions circulated in various publications comparing personnel external services aggregate the 27 EU Member States + staff of 125 delegates from the European Commission the number of diplomats and auxiliaries available to US: 110,000 versus 48,000 (for US). It is a typical case of improper use of comparative methodological, which compare what is incomparable, that a composite structure such as the EEAS and amorphous coagulated with a diplomatic service of a national state.

Seem enormous expenses and the cost / efficiency decreased at first in relation to the effectiveness and visibility of EU external opposite the US (13 times as many

embassies and a staff of four or larger). Only that the main mission of more than 2,000 of the nearly 1,000 embassies and consulates is to represent the European Union per se, but national states which compose it.

The thematic concentration, Geography, concerted in action of the 27 diplomatic services seems difficult task whose success will probably depend on future EEAS and the EU as a leading political actor on the world stage.

In the context of the referenda to approve the Treaty constitutional, mainly results from France and the Netherlands, the European Union has paid closer attention development capacities of communication with the public, actions with direct effects and regarding the capabilities of communication and representation publicly countries third.

These concerns are not new, being preceded by actions such as the Declaration on European identity (1973), Television Without Frontiers Directive (1983), creation of the EU for the peoples of Europe (1984), the Treaty of Maastricht (1993), report De Clercq (1993) and communication strategy (2001) - all containing recommendations and guidelines for improving the communication capacities of EU public structures.

Many recommendations have contributed to the emergence of specific targets, with touches, re symbolic-imaging cultural identity such as the single European currency, the television channel Euro news, euroloteria, passports and driving licenses standardized and harmonized European Prizes for literature, European Weeks, European Days, etc. These capabilities are, once again, an actor in the European Union, at least theoretically, with unique capabilities to promote their message, including externally.

We could add to this "arsenal" unique bond that some Member States have with the home network of colonies that still give links both economically and culturally thousands of "fire" 12 but also a diaspora massive.

In terms of actual capabilities, the European Union (the sum of the capabilities of the 27 Member States) has access to large resources in terms of funding, infrastructure and expertise. Among the 27 members are countries that have, in terms of cultural diplomacy, the tradition and experience, plus the infrastructure capabilities unique in the world.

In terms of international broadcasting BBC World Service, Radio France International and Deutsche Welle are world leaders. The organizations whose purpose is cultural diplomacy and the British Council, the Goethe Institute and the French Cultural Institute working for decades worldwide.

The activity summed capacities of communication and cultural institutes of the 27 Member States are theoretically the EU in the field of cultural diplomacy, a global giant. Of course, the question arises to what extent the activity of these structures is subsumed Community objectives and not just exclusively to national.

The France single allocated over one billion euros or 17 euros per capita for activities related to cultural diplomacy compared with the US for the same kind of activities allocated around 0.65 USD per capita.⁵

The European Union, the EEAS would all these financial and institutional capacities coordinated towards common goals.

Identifying these common objectives, defining the demarcation of interest of the nation and community

interests, avoiding duplication and specialization in certain segments of foreign public servants are all difficult tasks of the Community.

The Member States will want, and it is natural to be so, to keep their control capacities representation external cultural as well as on their armies, but compromises designed to foster cooperation between cultural institutes Foreign coordinating actions and changes in the structure of language and activities can be done with positive results in the short term.

Between EU institutions, the European Council and Parliament have roles rather symbolic in terms of public diplomacy practice / cultural diplomacy.

The actual attribution has the European Commission through its structures, Parliament and the Council having prerogatives of political initiative, approval and control. EU Parliament nonetheless conducts a series of activities that can be considered as cultural diplomacy / public, such as visits of parliamentary delegations in third countries, links between the national parliaments of various third countries and EU parliament etc., but cultural diplomacy / cultural representation per state.

Paradoxically, within the European Commission DG Communication has attributions external communication outside the EU. According to Intra-EU Communication Strategy, the role of this body is to start a dialogue with European citizens.⁶

The main attributions and capabilities for EU external communication has former DG RELEX, with an annual budget of just the "communication" about 7 million euros of which about 5 million are destination communication capacities of delegations EC.

The DG RELEX links between the base and the actual activity delegates are characterized as sporadic and often limited to annual communication strategy respective delegation. Activity "communication" of delegates EC from third countries is limited often to maintain the websites in the local language, events (usually Europe Day on May 9), of visits in the host country, events information schools, public institutions or universities, publishing brochures and newsletters, in some cases the monitoring of local media, training for journalists local insurance operation small information centers EC and of activities whose overall objective is to promote dialogue with civil society.

The quality of these events varies greatly from one delegation to another depending on the number, qualifications, enthusiasm and talent that individual employees delegate.

The department of Information for delegation EC at Moscow has nine members of permanent staff, which according to its own statements their divided time between communication with representatives of local media and foreign accredited in Moscow, organizing press conferences and organizing visits of mass local or foreign objectives-media financed from EU programs.

In Ankara, the communications department of the delegation EC has only four employees permanence that outside activities lower standard coordinates and an

⁵ Joseph Nye, *Soft Power*, 2004, p. 81.

⁶ Philip Fiske de Gouveia, Hester Plumridge, *European Infopolitik: Developing EU Public Diplomacy Strategy*, The Foreign Policy Centre, London, November 2005, pp. 6-22

academic group pro-EU called Team Europe, plus the contact the Chamber of Commerce and Industry to host different cities of EU information centers.

The EC Delegation staff communication largest is naturally delegation in Washington DC which since 2006 has been added to a section of the press and public diplomacy. The Delegation in Washington DC has already identified four directions of action for the activity of diplomacy public: activities of diplomacy for public perception of overall EU and Member States by the general public in the US (correcting false images and opinions wrong about EU persistent among opinion US public), problems of diplomacy public (perhaps extending the non-obligation to entry visa to the US for all citizens of EU Member States), EU-US cooperation in the field of diplomacy public (identifying ways of cooperation and means of effective collaboration with the US government for common objectives in areas like the Middle East, Southeast Asia, etc.); public diplomacy to mitigate the problems of conflict or dispute between the EU and the USA (the death penalty, foreign policy actions, economic disputes, rivalry Boeing - Airbus etc.).

Also, DG Enlargement has, even if not directly, an increasingly important dimension concerns the ability of influence through public diplomacy / cultural diplomacy.

The traditionally has the largest budget for activities of communication, specifying that activities of this department for prospective members and not necessarily Member third, but naturally experience, staff and prepared as the communication infrastructure created useful and usable and communication in the relationship with third countries.

The DG Development, responsible for activities in third countries EC to promote development is largely dependent on the activity of representation / communication of EC Delegation. There is a budget for these delegates funding for the activities and information fairs, production of documentaries, information seminars.

The communication skills and public visibility among the EU's efforts, distributing humanitarian aid and development assistance is essential for the European Union's external representation and creating a positive image to the efforts.

Thus, across the African continent for communication activities of DG ECHO has only two officials. The best example of diplomacy cultures transformed into initiative policy stated that such a system treated is Euro-Mediterranean partnership, which by its size culture, turned into a platform for communication inter civilizing and promotion of cultural and historical heritage they have in common European countries, north Africa and the Middle East (cultural heritage Phoenician, Greek, Roman, Arab, Ottoman, venetian etc.).

The declaration of the Barcelona Euro-Mediterranean constitutive document of the Covenant is one of the three pillars constitutive social and cultural cooperation programs to facilitate mutual knowledge, tolerance and intercultural dialogue.

The cultural dimension of the Euro-Mediterranean partnership is evidenced by thematic programs financed by the European Commission, programs such as Euromed Heritage (restoration of heritage, exchange of experience, promoting the common cultural heritage of the Mediterranean), EuroMed Youth (cultural camps thematic promote intercultural dialogue, exchange programs students

and pupils).

The European Service for Action external (EEAS), the attributions of the Ministry of Foreign Affairs, is provided by the Treaty of Lisbon and is the answer to many proposals and recommendations of the last decade as concerns consistency diplomacy European and EU becoming an actor international credit identity policy measure its economic actor. It is an important step in the European integration process, although "founding fathers" have not provided explicit. It is not about creating a foreign ministry itself EU, because the establishment of the EEAS shall not affect the right of Member States to act on their own through their diplomatic channels, bilateral or multilateral, but merging various departments existing profile external representation of the European Commission: Directorate General for External Relations of the European Commission; units of foreign policy and security, development cooperation policy, plus the various administrative units and human resources of different Member States specialized in crisis management. It's a major administrative reforms with implications because it bypasses hierarchy until now, complex, yet intelligible to relations between Community structures of the European Union and national entities.

The operation EEAS implies that Member States, and make available the EC HR capabilities administrative and logistics, and in turn the European Commission to make available to Member States a part of its funds for human resources and administrative does not belong and the you cannot directly control.

The key posts in the EEAS are subject to negotiation aside in Parliament. The diplomatic service common EU was formally proposed in a resolution of the European Parliament in 2000, given on the one hand the needs of the European integration process, and on the other the lack of credibility and function of foreign policy and common security of EU. European Service of Foreign Action, in its current structure is the result of compromise and negotiation backstage European Convention of the Constitutional Treaty proposed to the European element that was taken and the Treaty of Lisbon. It fluctuated between model "Community" and model "intergovernmental" between the idea of an EU diplomatic service unique to whom subordinate hierarchy and the diplomatic services of national states, an idea totally unrealistic, and another that maintain system divide the attributions of external representation in a formula with two heads (European Commission and European Council). His preferred solution merger attributions and structures Council and Commission to plus (in a way difficult to understand even for employees EC) Member States' diplomats.

The strategy of building EEAS is one tentatively "mincing steps" and check periodically. Thus, the structures of the EEAS develop gradually, by integrating various services related personnel or new staff hired.

The stakes success EEAS is essential for European integration and comparable with the changeover.

Jean Monnet, the founding father of the EU, believed that European unity was "not an end in itself, but a step on the way to the organized world of tomorrow".

The supranational government long-term EU can become a global model, its structures bet operation is from this point of view, much higher. Creation of the EEAS and creates

another problem, the "overrepresentation" of the EU and Member States on the stage of international relations. The look is already visible at such meetings G20, where the presence of Europeans (represent on the part of delegations component states of the EU 27, and on the other of representatives of the European Commission) has sparked consternation among participants from other continents. Russian Federation, Brazil, China, India, US are represented by one leader each. Negotiating tables Europeans ensures their representatives for large EU states plus European Commission president (7-9 seats in addition to large-European countries). Add the fact reality whereby most officials in key management positions IMF, WTO etc. They are all European influence, one way or another, the national policies of the Member of origin.

Conclusion

In the last 20 years especially in most EU countries, offered courses in cultural management, a good part of these programs have been driven by the influence of the US, Canada or Australia. As most universities with departments of sciences Humanities include in one form or other courses related to cultural management, cultural policies, jumping and adapt these courses to what was assumed to be Cultural Relations International / diplomacy Cultural seems to be a very difficult mission.

More difficult is probably the adaptability of speech, teaching style, etc. new challenges and developments on the stage of international relations and European universities do not excel in dynamic tradition (especially when it comes to curriculum reform, new hires, etc.).

For the European Union and in this case, the capacities of training in recent years have been witness to efforts to concentrate synergies of expertise of various institutions with good results together with the setting of minimum quality standards programs, common certification courses, production material training on specialized areas and generally creating communication platforms, databases and networks whose main objective is to make resources available to those interested in this field. To be taken into account that the EEAS including most of those involved in cultural diplomacy official career diplomats are not necessarily specialists.

Creating a Center / Committee diplomacy public / culture to ensure coordination and monitoring of the actions of diplomacy public / culture, communication and external visibility of the European Union and to make recommendations institutions of diplomacy cultures of the Member States to achieve better concentration of efforts, the effectiveness of messages and campaigns image is recommended.

Creating a database of all relevant actions for cultural diplomacy past, present and future programmed with name and contact details of those involved to facilitate the exchange of information, expertise and creating communication networks and expertise in the EU.

An updated at the online guide of best practices would be very useful.

For certain actions of European resonance these communities (often numerous and influential) can be mobilized, provided awareness of the European ideal and to harmonize it with the national ideals of the Member States.

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