

UNIVERSITY OF NAIROBI

INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

**ROLE OF CULTURAL DIPLOMACY IN PROMOTING DEVELOPMENT IN
AFRICA: A CASE STUDY OF KENYA**

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DECLARATION

This research project is my original work and has not been presented for academic award or qualification in any other institution of higher learning.

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DEDICATION

I dedicate this research to all my family members, my children Michelle Wairimu Njoroge and Ryan Gichuhi Njoroge for giving me encouragement and being there for me, and understanding when I didn't have time to take you outing. To my mother for her prayers when I really needed them, to all my friends for your encouragement. Lastly and not least to my Late Father how was really looking forward for my graduation day which he didn't make to see may his soul rest in peace.

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ABBREVIATIONS AND ARONYMS

AMISOM		African Union Mission in Somalia
CD		Cultural Diplomacy
EAC		East African Community
FDI		Foreign Direct Investment
ICT		Information Communication Technology
IMF		International Monetary Fund
IR		International Relations
IT		Information Technology
ODA		Official development assistance
SDGs		Sustainable Development Goals
UK		United Kingdom
UN		United Nations
UNAOC	-	United Nations Alliance of Civilizations
UNCD		Universal Declaration on Cultural Diversity
UNESCO Organization		United Nations Educational Scientific and Cultural
US		United States
USACCD	-	United States Advisory Committee on Cultural Diplomacy

ABSTRACT

Cultural diplomacy has not been given as much academic consideration as it should be regardless of the late development in grant of the different schools of International Relations Theory. This study contends that cultural diplomacy is crucial for Africa and African countries, particularly Kenya. Given that Kenya is a key player in the African economy; its foreign policies are instrumental in its diplomatic relations. This study attempts to address this by studying the role and impact of cultural diplomacy in promoting development in Kenya. The general objective of the study is to demonstrate the role and impact of cultural diplomacy in promoting development in Africa a case study of Kenya. The study is guided by the following research objectives; to examine the role and impact of cultural diplomacy in promoting development in Africa, to assess the role and impact of cultural diplomacy as a tool for advancing development in Kenya, and to establish the mechanisms of cultural diplomacy and what has been their impact in achieving development in Kenya. Soft Power Theory is employed in the underpinnings of the study. The research utilizes a descriptive approach with the study sample being 102 respondents who constituted of ambassadors, envoys, sports personalities, athletes, Ministry of Foreign Affairs concerned officials, and cultural diplomats among other stakeholders. This studies uses primary data and questionnaires as a method of data collection. The analysis is done by way of frequencies and percentages, mean, and standard deviations, which constitutes of descriptive statistics and is presented using charts, figures, and tables. The findings indicated that cultural diplomacy can indeed be applied to advance development as indicated by majority of the respondents. The findings also revealed

that cultural diplomacy can be used as a tool to promote development as indicated by majority of the respondents. The findings indicate that the various mechanisms for cultural diplomacy included; leveraging athletics and sports, gifting and marketing of Kenyan cultural products, promotion of cultural heritage through tourism, identification and appointment of cultural ambassadors, and promotion of Kiswahili as a national language. It can be concluded that cultural diplomacy can indeed be applied to advance development, and can be used as a tool to promote development in Kenya. In addition, the diverse mechanisms of cultural diplomacy are important in promoting development interests in Kenya. The researcher recommends that Government Ministry offices mandated to deal with issues on cultural diplomacy, and embassies should make use of these research findings in assessing how better to coordinate and collaborate in efforts to come up with well-articulated policies and strategic plan, resource allocation, and mechanisms in the conduct of their business to promote international image and thus foster development. Policymakers should use the findings of this study in coming up with better and robust policies to enhance the cultural diplomacy and ensure better development in the country. Most respondents indicated that the mechanisms for cultural diplomacy were not well coordinated.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This chapter introduces the research, contains the background of the study, statement of the problem, research questions, objectives, justification, literature review, theoretical framework, hypotheses, and the research methodology.

1.1 Background of the Study

1.1.1 Definition of Terms

Development: The term development is complex, elusive, ambiguous, and quite contested when it comes to describing it. However, development, in its simplest terms means pushing for social change in order to allow people accomplish their human potential. While defining the term, it is vital to note that it is political and its meaning varies on the context in which it is used.

Culture: Culture has been defined differently by different people. Some define culture as social forms, customary beliefs, and material traits of a religion, race, or a social group. Others define culture as the knowledge and characteristics of a particular group of people that encompasses music, religion, language, and art. Basically, culture is the people's way of life.

Cultural Diplomacy: This is a kind of public diplomacy that involves the interchange of art, views, language, evidence, and other cultural features among a nation and its citizens to foster a common understanding. The aim of cultural diplomacy is to

enable foreign citizens to understand the institutions and ideas of a nation in order to facilitate support for political and economic objectives.

Africa and Asia were roughly equal in growth at some point, however, the gap in development between the two regions continued widening. Currently, Africa has the poorest countries worldwide as measured by the UNDP Human Development Index.¹

As postulated by Gould and Marsh, even though Africa is endowed with rich natural and human resources, a great culture, economic, and ecological diversity, it still remains in deep poverty and is underdeveloped.² Most of its countries are categorized by the United Nations as poorly developed. A number of attempts to develop those countries have failed to show the anticipated outcomes. As the author adds, Africa shows immense prospects despite the fact that people believe it is predestined to economic slavery and perpetual poverty.³ To address these issues, African states have developed different ways to mitigate them.

Cultural diplomacy is a key focal component in foreign policies that states are using as a tool to address this problem. Arndt agrees that the use of cultural diplomacy as a way of interacting in global arena has highly become widespread in Western developed nations, but it is not at all limited to these nations.⁴

In the United States, the United States Advisory Committee on Cultural Diplomacy (USACCD) considers cultural diplomacy as the keystone of public diplomacy, however; it is different from public diplomacy otherwise known as informational

¹ UNDP for Africa: <http://www.undp.org/africa/>

² Helen Gould, and Mary Marsh. *Culture: Hidden Development*, p.77

³ *Ibid*, p. 77.

⁴ Richard, Arndt, "Cultural Diplomacy and the Public Agenda." Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), 12

diplomacy.⁵ The United States has adopted a cultural diplomacy which is distinguished by a deep rooted equivocation of its government involvement.

Cultural diplomacy as defined by Berridge are ideas of identity or culture.⁶ These actions boost the image of a state, strengthen relationships, promote the interests of a state, and heighten socio-cultural cooperation. An example is whereby Kenya has been traditionally known for its dedicated athletes who over the years have continued to participate in Olympics and recorded many winnings, hence; upholding the reputation of the country.

Today, governments globally focus on investing in political, cultural, and diplomatic activities in an effort to invest in other states. This means that global diplomacy is important as it informs the foreign policy of a state. The continuous adoption of cultural diplomacy as a way of interacting in international dialogue has developed to be widespread in developing nations. For instance, China being a friend and development partner of Kenya offers investment, business, as well as, financial opportunities in the fields of education and culture.⁷

Cultural diplomacy is, therefore; an important tool for development in most states in sub-Saharan African. The African continent has 54 countries characterized by many cultural practices, which are different in every community, however; Africans are able

⁵ United States Advisory Committee on Cultural Diplomacy, *Cultural Diplomacy. The Linchpin of Public Diplomacy. Report of the Advisory Committee on Cultural Diplomacy*. Washington D.C.: U.S. State Department, September 2005, 147

⁶ Berridge, G.R. *Diplomacy: Theory and Practice*. Basingstoke, New York: Palgrave Macmillan, (2005), pp. 92-95.

⁷ Jian-Ye, Wang what drives China's growing role in Africa? International Monetary Fund, (2007), p. 7-211

to bridge the existing cultural differences by advocating for a mutual understanding.⁸

East African States are struggling to enhance mutual trust, close interaction, and understanding through their mutual development interactions. Incidentally, cultural interaction advocates for people relations from individuals, intended to construct on resemblances, strengths, and improvements of Africans and eventually direct and collaborate for the progression in vital features as political, cultural and economic development.⁹ This evolving idea is adjusted into the broader context of Kenya's strategic plan and hence documenting, published, and publishing its first foreign policy document.¹⁰

As stated in the Cultural Diplomacy Outlook Report, diplomats working in the foreign ministry manage cultural diplomacy.¹¹ It is also managed by people who work for individual companies with different levels of governance, as well as, connections to the ministry. Activities carried out within the scope of cultural diplomacy reveal a cultural element represented by the government, and which involves a number of participants. The participants are singers, athletes, and artists who through their talents showcase the cultural aspects of a country. This involves a number cultural activities that target the general public, instead of the elite in a society.¹²

When a government authorizes and supports the cultural activities of another country, then a form of cultural diversity is represented. This functions to advance the

⁸Sarah, Radcliffe. *Culture and Development in a Globalizing World*. Geographies, actors, and paradigms, Routledge, New York, (2006), pp. 36-7.

⁹ Sarah, Radcliffe. *Culture and Development*, p. 37

¹⁰ Ibid, 37.

¹¹ Cultural Diplomacy Outlook Report (2011). *Cultural Diplomacy in Africa*, The Institute for Cultural Diplomacy, p 112

¹² Sotubo and Chidozie, "Cultural Diplomacy and National Development: A Study of the Nigerian Entertainment Industry" *An International Journal of Arts and Humanities* 3 no. 2, (2014),pp. 63-83.

objectives of a government offering funds to boost cultural diplomacy. Therefore, cultural diplomacy should be all-inclusive and support the culture of other states. The timeframe of a cultural diplomacy varies from the time length of a cultural performance and this runs from minutes to a number of years.¹³ The audience of cultural diplomacy includes both local and foreign people.

Many governments value cultural diplomacy as it has proved to be an effective way of pushing for developments. It is also beneficial in advancing the interests of states as earlier mentioned, promoting cohesion between countries, enhancing government diplomacy, and is important in countering negative effects of contentious subjects.¹⁴ In addition, it raises the status of a state and is now more often associated with contributing to the efforts of a government in branding a state. Cultural diplomacy is also advantageous in that it supports efforts geared at protecting the culture of a state so as to deal with the effects of cultural invasion.¹⁵ Many developed nations value it as it aids in attaining domestic goals. Generally, all these benefits are aimed at one ultimate goal, which is development.

Cultural diplomacy is said to be a soft power and a category of public diplomacy that involves the movement of art, information, ideas, and other cultural features among states and their citizens to facilitate mutual comprehension.¹⁶ The objective of cultural diversity is that it enables individuals in foreign nations to understand the ideals of the state and its institutions so as to develop a great support for both political and

¹³ Wang, 2008, Public Diplomacy and the Rise of Chinese Soft Power. ANNALS, AAPSS, March, pp. 257-271.

¹⁴ William, Glade, "Enhancing International Dialogue." Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p.457

¹⁵ Elochukwu Amucheazi, *Readings in Social Sciences: Issues in National Development*. Fourth Dimension Publishing Company Limited, 1980, p. 101

¹⁶ Robert, Barston, *Modern Diplomacy*. Publisher, Pearson Longman, (2006), p. 6.

economic goals.¹⁷ In other words, cultural diplomacy is known for revealing the “soul” of a country in order to create incredible impacts on global relations in return. Undeniably, the cultural heritage of Kenya holds a great potential and actions need to be considered to exploit that for the greater benefit of the nation. Kenya should understand that cultural diplomacy is an important tool that should be used to facilitate its international relations and promote, as well as, boost its image and reputation.¹⁸

1.2 Statement of the Problem

Poverty and Development problems have been persistent issues in Africa.¹⁹ According to Maddison (1995), GDP per capita, as measured shows that in the year between 1913 – 1949 Asia GDP was 0.1% while Africa was at 1.0% between 1950 – 1972 Asia was at 3.8% and Africa was at 2.1%, and between 1973 – 1993 Asia was at 3.2%, while Africa recorded -0.1%. Asia recorded a growth of 3.2% annually through the period 1973 to 1992, while Africa’s economic growth recorded a negative. In the late 1950s to 1960s, GDP per capita of Africa and Asia was roughly equal in growth, however; the gap between the two regions continued widening. Currently, Africa has majority of the humblest states as assessed by the UNDP Human Development Index. Nineteen out of twenty states that are categorized as bottommost in the UNDP Human Development Index are found in Africa.

Bandara argues that Africa has since the turn of the millennium recorded a higher

¹⁷ Robert, Barston, *Modern Diplomacy*, p.9

¹⁸ Nicholas, Cull, *Public Diplomacy: Taxonomies and Histories*. Annals of the American Academy of

¹⁹ Tolu, Lawal, and Abe Oluwatoyin. "National development in Nigeria: Issues, challenges and prospects." *Journal of Public Administration and Policy Research* 3, no. 9 (2011), p 237

average growth rate compared to the average growth of the global economy.²⁰ Most countries in the world have stepped up their diplomatic efforts to spur faster advancement in development goals in the more extensive setting of worldwide development. Africa has not lagged behind on this; therefore, diplomacy is concerned with the management of relations between states and non-State actors²¹. This study contends that cultural diplomacy is crucial for Africa and African countries focusing on Kenya as a case study. Since African states boast of different cultural background with diverse cultures and beliefs, they can relate with other countries in different ways and enhance their diplomatic relations through culture. Majority of African states come up with foreign policies relating to diplomatic relations with other countries²¹. However, very few consider culture in policy formulation despite the cultural diversity. Given that Kenya is a key player in the African economy, its cultural diplomacy approaches are instrumental in its growth and development. This study attempts to address this by studying the role and impact of cultural diplomacy in promoting development in Kenya.

1.3 Research Questions

The study sought to answer the following research questions:

- i. What is the role and impact of cultural diplomacy in promoting development of Africa?
- ii. What is the role and impact of cultural diplomacy as a tool for advancing development in Kenya?

²⁰ Amarakoon, Bandara, The economic cost of gender gaps in effective labor: Africa's missing growth reserve. *Feminist Economics*, vol. 21, issue 2, (2015), p. 27

²¹ Bandara, Amarakoon. The economic cost of gender gaps in effective labor, p. 30

- iii. What are the mechanisms of cultural diplomacy and what has been their impact in achieving development in Kenya?

1.4 Objectives of the Study

The overall goal of the research was to determine the role and impact of cultural diplomacy in promoting development in Africa a case study of Kenya.

1.4.1 Specific Objectives

The research was led by these research objectives:

- i. To examine the role and impact of cultural diplomacy in promoting development in Africa.
- ii. To assess the role and impact cultural diplomacy as a tool for advancing development in Kenya
- iii. To establish the mechanisms of cultural diplomacy and what has been their impact in achieving development in Kenya

1.5 Justification of the Study

1.5.1 Academic Justification

This study intends to contribute to literature and scholarly evidence on the international relations which will enhance development agencies and other stakeholders it will add to the body of knowledge and Theory building; it will as an academic reference point for scholars on research and enhance deeper academic understanding in the use of Cultural Diplomacy as tool for development

1.5.2 Policy Justification

This study aims to strengthen cultural diplomacy and policy makers will use it in developing more articulated policies and strategic plans that will help enhance better and an effective approach on using cultural diplomacy as a tool of the development. Policy makers will use this study to identify cultural diplomacy mechanisms that can be used to promote strong cultural relations with other states, and identify which institutions are concerned with Cultural diplomacy which in turn will enhance collaborations among these institutions.

1.6 Literature Review

The Kenyan foreign policy emphasizes on aspects such as shared trust, close connection, and a common understanding of the African population. The policy advocates for secure and prosperous continent in a manner that values social communication and cultural growth among African countries.

A state's image is an integral part of its development goals and thus focuses on intercultural dialogue and policies based on common cultural heritage under international law²². Diplomacy from a state perspective is a means of advising, shaping, and implementing foreign policy of a state. It is also the means by which States throughout the world conduct their affairs in ways to ensure peaceful relations. There have been a number of examples of cultural diplomatic effort that individuals, corporations, and states in the world and in Africa exercise.²³ Cultural diplomacy as

²²Institute of cultural Relations policy. *Culture today*, (2015), p. 89.

²³Barston, Robert. *Modern Diplomacy*. Publisher, Pearson Longman, (2006), p. 6.

stated by Wheeler is an aspect of public diplomacy.²⁴ According to the author, public diplomacy is enhanced by the culture of a particular group and the society at large. However, public diplomacy helps countries like Kenya to advertise their culture to the rest of the world. In addition, the evidence element of public diplomacy can be wholly efficient in a situation where a connection already exists that provides credibility of data being conveyed to the intended recipients, which comes from an understanding of what relates to culture.²⁵ Usually overlooked, cultural diplomacy, plays a significant role in promoting the development of a nation, its interests, the vision for development, and articulating a sustaining vision of the role that culture plays in safeguarding the security of a state. Schneider explains that being diplomatic in today's political world means having political objectives and promoting its image in the global arena.²⁶ There is no democratic nation that is founded on economic and military means in the way it interacts with other nations.²⁷

Africans are naturally hospitable people and treat other people from different parts of the world generously. Basically, this means that diplomacy is a fundamental culture of Africans. In effects, Africans have displayed to the world that they comprehend the total significance of new current diplomatic status, which is more focused on the citizen. At the core of such diplomacy lies what is known as a countries: expressive life", even though it entails overarching ideas as well as the exchange of values. One core and very vital element of New Public Diplomacy (NPC), is cultural diplomacy,

²⁴ Anita. Wheeler, "Cultural diplomacy, language planning, and the case of the University of Nairobi Confucius Institute." *Journal of Asian and African studies* 49, no. 1 (2014): pp. 49-63.

²⁵ Smith, P. Public diplomacy, by Minister-Counsellor for Public Affairs, U.S. Embassy, London, (2010), p. 27.

²⁶ Cynthia, Schneider. *Diplomacy that works: 'Best practices' in cultural diplomacy*. Center for arts and culture, 2003, p. 13

²⁷ Cynthia, Schneider. *Diplomacy that works*, p. 15

which according to Schneider is the usage of nations' culture to reach out international arenas and market the culture of its people.²⁸

One important and central aspect of New Public Diplomacy is cultural diplomacy, that is, the use of a country's culture to reach out to foreign audiences and to project a positive image in the international arena. Cultural diplomacy is an increasingly important component of countries' development efforts. It is important for a country to project a positive image to the rest of the world to achieve its development goals, in countries like Democratic Republic of Congo, Southern Sudan, Libya, Mali, and Nigeria, the image that has been painted out is negative due to conflicts that are never ending, hence; such countries think their cultural image is war, hence cannot promote development²⁹.

This then shows exactly how important, cultural diplomacy is to a country especially in facilitating development efforts. It is crucial for African states to outlay a positive reputation to the rest of the world in order to attain its developmental goals. In African countries like Mali, Congo, and Nigeria, the image that the rest of the world has about them is tarnished due to ongoing conflicts,³⁰ hence the image that is out there is that of "chaotic countries", thus leading to poor development. This is the same picture that some foreigners have about Kenya. When they think of Kenya, they think of conflicts and terror groups like Al-Shabaab. This means that the cultural aspects of the country which is the selling point is disregarded. People get the negative information more

²⁸ Ibid, p. 27

²⁹ Koichiro, Matsuura, *Speech on the occasion of UNESCO's World Day of Cultural Diversity* (2008) p. 2

³⁰ John Morgan, O'Connell, *Music and Conflict*. Urbana: University of Illinois Press (2009), p. 35-41.

than they get positive one, therefore, Kenyan legislators should work hand-in-hand with the foreign ministry to ensure that Kenya's reputation is restored. In this case, culture plays an important role in mediating differences and calling for mutual

Vasquez, on the other hand, postulates that even though Africa still faces a number of challenges, it does not mean that it does not have several positive examples of diplomacy and programmes set to advocate for peace. Going through the entire continent, states are adopting diversity across and within their boundaries and employing it as way to enhance dialogue as well as different exchange approaches. Cultural diplomacy, is therefore viewed as vital element of Africa and its nations in promoting development. The capacity of a state's cultural heritage is huge and there is a need to exploit such in order to promote the image of those countries.³¹

The Kenyan foreign policy is founded on mutual trust and understanding that cultural diplomacy is important for the development of a state. Therefore, Kenya values cultural interaction as a part of people's interaction designed to build on gains, similarities, and strengths of the African people. Cultural diplomacy fits in the wider structure of the Kenya's strategic goal "Vision 2030" which is pushing for sustainable development.³² Kenya seeks to use culture as an important tool to uphold a reputable image in the international arena.

Matsuura, defines culture, as one that offers the skills, subjectivity, values, context, as well as, attitudes on which the processes of development must take place.³³ The

³¹ Harvey, Feigenbaum. "*Accepting the Cultural Exception: A No-Cost Policy for Cultural Diversity.*" Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p. 10.

³² Mwendwa, Ezekiel Mbitha, and Joseph Akuma Misati. "Kenya's Social Development Proposals and Challenges: Review of Kenya Vision 2030 First Medium-Term Plan, 2008-2012." (2014), p. 74

³³ Koichiro, Matsuura, Speech on the occasion of UNESCO's World Day of Cultural Diversity (2008)

meaning of culture also entails the notion of the corresponding features of the cultures, the cultural identities, and the dynamism which are not mutually independent. Therefore, culture is a stillset of practices and values, but according to Zimako it is a continuously reconstructed as people redefine, adapt, and question that practices and values when confronted by variations and the exchange of views.³⁴ This means that the exchange of culture is and has been interrelated with the recreation of foreign policies during the course of history. This ranges from mutual offerings of art and goods amid the Kublai Khan, and the Doge of Venice, to the 1851 Great Exhibition, up to-date, humans have utilized culture to forge an understanding, stress power, and express themselves.

According to Cull, a number of sectors such as the civil society, the private, and the public sectors can practice cultural diplomacy.³⁵ Minnaert³⁶ adds that cultural diversity is more geared towards the futuristic approaches and less on certain matters of policy. The influence of cultural diversity has impacts that range from the security of a nation to heightening commercial and tourism opportunities. It allows state governments to create a relationship founded on mutual understanding and trust and one that is neutral and created on individual-to- individual contact. The author also adds that another aspect of cultural diplomacy is its capacity to get to non elites, the youths, and other citizens who are external to the traditional circle of embassy. This is to say that, cultural diplomacy sows the seeds of spiritual perceptions, arguments of politics,

p. 7

³⁴ Zimako, Zimako, *Face of a Nation: Democracy in Nigeria, Foreign Relations and National Image*. Lagos: Modern Approach, (2009), p. 65

³⁵ Nicholas, Cull, *Public Diplomacy: Taxonomies and Histories*. *Annals of the American Academy of Political and Social Science* 616 (2008), p. 33

³⁶ Toine, Minnaert "Footprint or fingerprint: international cultural policy as identity policy." *International journal of cultural policy* 20, no. 1 (2014), p. 99-113.

ideas, and an overall global outlook that in one way or the other may not do well in a foreign country.

In as much as cultural diplomacy is beneficial to developing nations, it may present distinctive hindrances to any state power trying to undertake programs of cultural diplomacy like identifying a mutual cultural grounds acceptable to all. Most of the ideas observed by a foreign population are not under any control of the government. This means that the government does not produce consumer products such as books, television programs, and films among others. The most that a country's administration can do is to come up with opportunities so that the message can be passed through to mass audience abroad. Nye³⁷ notes how possible it is for foreign government officials to resist or even oppose some cultural exports. Therefore, by enabling countries to expose people of different cultures to theirs, and by heightening personal connections among individuals in different nations, cultural diplomacy can therefore, be employed to make political policies and ideas more appealing to extra-national audiences, thus spearheading developments. When a country's culture includes universal interests and values for others to share, the chances of achieving its desires results due to the relationship of cultural attraction and the duty that it creates increases.

According to Macharia³⁸, foreign relations consist of self-interest strategies chosen by the state to safeguard its national interests and to achieve goals within its international relations arena environment. Macharia defines it as a procedure crafted by a country to attain its goals as well in the global perspective, hence it the general intention of a

³⁷ Joseph, Nye, *Soft Power: The Means to Success in World Politics*. Cambridge: Perseus Books, (2004), p. 57

³⁸ Munene, Macharia, *African Review of Foreign Policy*. A publication of United States International University, Africa, Kenya, (1999), p 48.

state towards non-state and state actors in the global system. As argued by Pierre de Senarclens and Ali ³⁹, foreign policy is an important aspect in the process by which a government expounds its interests and conceived goals into a tangible course of action to achieve the set objectives. Therefore, one can deduce that foreign policy is the collection of principles, standards, and practices that are geared at regulating the interaction of one state and another. A state's foreign policy therefore, seeks to gauge government organs on the ways to achieve the objectives of the state. ⁴⁰

Research by Pierre de Senarclens and Ali shows that the recent years have been characterized by a number of cultural diplomatic efforts, exercised by individuals, companies, institutions, and states across Africa and yet, the outside world appreciate very little about the cultural diplomacy of African communities. Even though culture plays a central role in diplomacy, studies show that there still is an unambiguous difference between the amount of capital and attention devoted to the subject, compared with formal diplomacy in the continent.⁴¹ As cultures differ, so does the approach that is considered towards them; hence, each member state should determine its cultural methods and policies as per its technical development, political ideology, and socio-economic system. Conversely, the cultural policy methods of each state have several issues which include being largely institutional, financial, and administrative in nature, with an increasing need to exchange information and experience about them.

³⁹ Pierre de Senarclens and Kazancigil Ali, *Regulating Globalization. Critical Approaches to Global Governance* (New York: UN University Press, 2007), p. 107.

⁴⁰ Munene, Macharia, *African Review of Foreign Policy*, p.49

⁴¹ *Ibid*, p.51

To solve the existing issues of cultural diplomacy in the African continent, the countries should harness the immense prospects offered by annual events such as the Africa Cup of Nations tournament as this would be helpful in institutionalizing regional cultural diplomacy. Every nation hosting the event should embrace the “Ubuntu philosophy” by engaging neighboring states in the sub-region. This means that they should strategically use cultural diplomacy to ensure that economic benefits are spread to other areas. For instance, the tournament’s opening ceremony should showcase cultural attractions and artistic pieces from participating African nations.⁴²

Cultural understanding as posited by Pierre de Senarclens and Ali is receiving internal attention, as the United Nations Alliance of Civilizations (UNAOC), which was formed to eradicate extremism and polarization between religion and cultures in the countering the war on terrorist activities.⁴³ Therefore, the increasing efforts to ensure cultural connections between South Africa and China will need them to agree on some terms to ensure that cultural diversity is appreciated in both nations. Even so, the author notes that South Africa is looking to develop formal cultural diplomacy to help in its development mission.⁴⁴

The government of Kenya has political ties with nations such as Brazil, Russia, India, and China. The government strives to maintain relations with other Western nations, especially the United Kingdom, despite the fact that economic and political instabilities are usually blamed for Western activities like colonialism, continued

⁴² Pierre de Senarclens and Kazancigil Ali, *Regulating Globalization. Critical Approaches to Global Governance* (New York: UN University Press, 2007), p. 107.

⁴³ Pierre de Senarclens and Kazancigil Ali, *Regulating Globalization*, p.107

⁴⁴ Xabier, Dupuis, Culture et développement. *De la reconnaissance à l'évaluation*, UNESCO, Paris, (1991), p.235

exploitation of resources even after colonization, and paternalistic engagement. Kenya has cultural centers that support cultural activities and attract big tourist numbers. Such centers include the Kenya National Theatre and the Bomas of Kenya. It is in these centers where drama groups and folklore music show tremendous growth and prospects for African art. The Bomas of Kenya, for instance has young people showcasing plays and dances from different ethnic groups. Even though Kenya appreciates past efforts, it does not believe in the preservation of foreign culture at the expense of its own culture.⁴⁵

Since diplomacy continues to influence development in African countries, it should be considered as a way for those nations to promote their cultural interests and exert their political influence globally.⁴⁶ Although some researchers consider war as diplomacy although by other means, diplomacy calls for non-violent approaches presented to nations to exercise foreign policy.

These approaches can be informal and formal. The growth of benevolence in the economic, political, cultural and social space of a different entity of state and the utilization of cultural capital to advocate for the image and impact of a nation majorly, often called “soft power.”⁴⁷

In reviewing the literature this research revealed the existing gaps in the way, in which public diplomacy has played and continues to play a vital role in promoting the influence of individual actors as well as serving the interests. This is mostly

⁴⁵ Jonah, Onuoha, *Beyond diplomacy: Contemporary issues in international relations*. Great AP Express Publishers Ltd, 2008,p.47

⁴⁶ Jonah, Onuoha, *Beyond diplomacy*,p.48

⁴⁷UNESCO, Council of Europe, (2017), p. 78.

documented in the developed States, with very little research in which African States utilize cultural diplomacy to promote their development. In addition, this section notes that little has been articulated in detail on how precisely cultural diplomacy mechanism combined with soft power operates step-by-step in the process of promoting development agendas. It is noted at the moment that few scholars have focused specifically on the process of culture in promoting development in Africa in the Kenyan context in the 21st Century⁴⁷.

1.7 Theoretical Framework

1.7.1 Soft Power Theory

Soft Power Theory was introduced to establish influence of cultural diplomacy on development in Africa with reference to Kenya.⁴⁸ Soft power theory was initially presented in 1990 by Joseph Nye, immediately after the collapse of the Berlin Wall. Which was also the fall of the Soviet Union, and the completion of the Cold War. Soft power is a notion/idea nurtured by Joseph Nye of Harvard University to elaborate on the capability to appeal and bring on board compared to hard power or coercion by way of force or offering money as a way of coaxing.⁴⁹

Cultural Diplomacy purposes to enhance soft power through states sanitizing their foreign policy in combination to the universal cultural norm.⁵⁰ Cultural diplomacy in Kenya has increased with the increasing understanding of the importance of the soft power theory in achieving the country's objectives in the global arena. The theorist

⁴⁸ Joseph, Nye, *Soft Power: The Means to Success in World Politics*. Cambridge: Perseus Books, (2004), p. 57

⁴⁹ Joseph, Nye, *Soft Power: The Means to Success in World Politics*, p. 58

⁵⁰ UNESCO, Council of Europe.

views soft power as a global image, especially, underlining the tenets that underlie the interest of a government.⁵¹ The relationship with public diplomacy is between the theoretical content of international relations in diverse forms of power as well as the practical elements of how countries improve or expand their soft power capacity, thus; the theory by Nye is used to co-opt through attraction and appeal.⁵² Soft power has the capacity to persuade and attract, unlike hard power whose function it coarse. Hard power emanates from a country's economic and military, where as soft power grows from what Nye describes as the appeal of a nation's political ideas, policies, and culture. Hard power is, however; important in a world where countries are maximizing efforts to safeguard their independence and where non-state groups want to use violent means to get what they want.

According to Nye⁵³, nations should apply soft power in solving serious internal issues that call for multilateral cooperation and unity among states. In doing so, cultural diplomacy becomes the pursuit of nations that practice public diplomacy and which require extensive efforts to win the heart and minds of individuals worldwide, through cultural promotion. Soft power critics argue that hard power is more effective and should be used in cultural development.⁵⁴

In Kenya, any actor from a government official to a common citizen becomes a facilitator of cultural exchange upon interaction with individuals from varying cultural backgrounds. The interchange need not be deep, as shared comprehension of the

⁵¹ John, Vasquez, *Classics of International Relations*, 3rd ed. New Jersey: Prentice Hall (1996), p. 22.

⁵² Joseph, Nye, *Soft Power: The Means to Success in World Politics*. Cambridge: Perseus Books, (2004), p. 57

⁵³ Joseph, Nye, *Soft Power: The Means to Success in World Politics*, p.57

⁵⁴ Ibid, p. 58

notion needs time to grow.⁵⁵ It also need not be via a particular avenue in a particular location, for cultural exchange can occur through various modes for instance literature, sports, arts in addition to programmes of educational exchange and official academic interactions.

1.8 Study Hypothesis

The hypothesis of the study were:

H₀₁: Cultural diplomacy does not promote development in Africa.

H₀₂: Cultural diplomacy as a tool does not promote development in Kenya.

H₀₃: Cultural diplomacy mechanisms do not have an impact in achieving development in Kenya.

1.9 Research Methodology

This part defines the procedures that were employed to plan for the research, facts, and information collection and its examination. The study design is defined as the platform, association, and plan of examination formed to find solutions to questions in research and regulation of variance⁵⁶. It is a method that offers solutions to matters like practices in gathering raw facts, the type of sampling approaches, and tools to be utilized and how cost and time limitations shall be addressed. The research utilized a descriptive approach. Descriptive methodologies as examinations which are organized into characterized by the fact that the scholar does not directly regulate the predictor factors as they are already in existence or for the reason that it cannot be intrinsically

⁵⁵ John, Vasquez, *Classics of International Relations*, 3rd ed, p. 25

⁵⁶ Kothari C R. (1990). *Research methodology*

changed/ altered.⁵⁷

Table 1.1 Study Population

Serial	Category/Classification	Target Population
1.	Diplomats	60
2.	Kenya Defence Forces	50
3.	Ministry Of Devolution	70
4.	Ministry of Foreign Affairs and International Trade	140
5.	Ministry of Industrialization and Enterprise Development	40
6.	Ministry of Public Service, Youth, and Gender	150
7.	Ministry of Sports and Heritage	130
8.	Ministry of The National Treasury and Planning	50
9.	Ministry of Tourism	40
10.	Private Sector	120
11.	Others	170
Total		1020

Source: GOK (2017)

Population refers to every possible collections of element from which interpretations are deduced and are all probable objects which are of attention in the study. Populace characteristics are defined as those objects to which a scholar wants to understand the findings of the research⁵⁸. Populace objects in research is the exact objects from which meaningful data is expected from. In the words of Creswell it is a definite categorization of occurrences, elements, people, facilities, group of objects, or families that are being considered for research.⁵⁹ The target population consist of all 1020 respondents including ambassadors, envoys, sports personalities, athletes,

⁵⁷ John, Creswell, and Creswell, David *Research design: Qualitative, quantitative, and mixed methods approach*. Sage publications, 2017, p.11

⁵⁸Donald, Cooper and Schindler, Pamela, *Business Research Methods*,2003.

⁵⁹ John, Creswell, and Creswell, David *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications, 2017, p.15

ministry of foreign affairs concerned officials, cultural diplomats, and other stakeholders who were actively involved in cultural diplomacy in various government and stakeholder offices.

A sample is defined as a subsection of populace elements. It is a sub component of the entire elements under investigation. It is a correct representative of the whole populace body to be scrutinized and ought to be a factual depiction of the entire populace, end up in a little magnitude of sampling error, feasible, cost-effective, and methodical, and whose findings can be practical globally with a sensible magnitude of confidence⁶². According to Kothari⁵⁶ a sample of 10% and above is a true representative of the population. The study sample was 102 respondents who constituted of ambassadors, envoys, sports personalities, athletes, Ministry of foreign affairs concerned officials, cultural diplomats and other stakeholders.

Table 1.2 Sample Size

Category/Classification	Target Population	Proportion	Sample
Diplomats	60	10%	6
Kenya Defence Forces	50	10%	5
Ministry of Devolution	70	10%	7
Min of Foreign Affairs & International Trade	140	10%	14
Industrialization and Enterprise Development	40	10%	4
Ministry of Public Service, Youth, and Gender	150	10%	15
Ministry of Sports and Heritage	130	10%	13
The National Treasury	50	10%	5
Ministry of Tourism	40	10%	4
Private Sector	120	10%	12
Others	170	10%	17
Total	1020	10%	102

Source: Researcher (2018)

Primary data was made use of in this study. The raw data was assembled by way of

questionnaires which contained questions which were both closed and open ended. The questionnaires which were liker scaled were drawn for efficient gathering of primary raw statistics from the targeted study participants. Questionnaires as research tools have the benefit of saving on time, suitability, in addition to confidentiality.⁶⁰ Questionnaires are the key apparatuses embraced in gathering raw facts which were used as meaningful information in a study preserving time and finances and aid in uncomplicated investigation as they exist in current usable state⁶¹.

Gathering of raw facts entails getting topics and finding information which is necessary for a specific research; approaches of assemblage of the facts can differ contingent on the design of the research⁶². Primary statistics and data was assembled from the participants by way of questionnaires. These research tools were administered by the researcher with the assistance of research assistant. The researcher handed the study instruments to the study participants and retook them later date so as to allow the respondents enough time to respond to the research questions. The researcher then collected the instruments later after they were dully filled by the participants.

Validity is the exactness and relevance of interpretations, which are founded on the examination outcomes. Validity refers to the extent to which findings acquired from the scrutiny of the raw facts and statistics truly signify the context of the investigation. Validity occurs in the event the raw facts do assess what they are intended or

⁶⁰ Donald, Cooper and Schindler, Pamela, *Business Research Methods*, 9th, edition. McGraw-Hill Publishing, Co. Ltd. New Delhi-India, 2003

⁶¹ Sekaran, U. & Bougie, R. (2010). *Research Methods for Business*

⁶² Bush, Hair, and Ortinau, *Research Methods for Business: A Skill Building Approach*. 5th Edition. Aggarwal printing press, 2000, p.7

anticipated to measure. Validity indicates that the research tool is assessing what it is supposed to measure.⁶³ The research instrument was piloted to guarantee it was not defective and that it is comprehended by the respondents.

Reliability refers to the constancy of a grouping of measurement elements. Reliability is the steadiness of assessment, or the level to which a tool assesses in a like way each instance it is employed in a study under similar situation and with the same population elements. Twelve instruments were issued to arbitrarily chosen participants and after analyzed to ascertain the level of reliability. Those respondents participating in reliability analysis were not encompassed in the final analysis to avoid recounting them as new respondents. The statistics was assessed by way of frequencies and percentages, mean, and standard deviations which constituted descriptive statistics. The analyzed data was illustrated by way of charts, figures, and tables.

1.10 Chapter Outline

Chapter One: Introduction to the Study

Chapter Two: The role and impact of cultural diplomacy in promoting development in Africa

Chapter Three: The role and impact cultural diplomacy as a tool for advancing development in Kenya

Chapter Four: Mechanisms of cultural diplomacy and their impact in achieving development in Kenya

Chapter Five: Results and Discussion

Chapter Six: Summary, Conclusion and Recommendations

⁶³ Cronbach, R.A, Mortgage Default among Rural, Low- Income Borrowers. *Journal of Housing Research*, 6 (2), (1951). 349-369., p. 98

CHAPTER TWO

THE ROLE AND IMPACT OF CULTURAL DIPLOMACY IN PROMOTING DEVELOPMENT IN AFRICA

2.0 General Overview of Cultural Diplomacy in Africa

This chapter articulates the role of cultural diplomacy in promoting development in Africa. Diplomacy is mainly identified with international relations, and serves to strengthen the State and organizations it serves in relation to others by advancing the key interests in its charge.

2.1 The Concept of Cultural Diplomacy

The notion of Cultural Diplomacy is basically explained as International Cultural Policy or Foreign Cultural Policy. Mowlana posits that well-known perspective from

the subject of political theory, bases diplomacy concepts entirely around the state.⁶⁴ The close link that exists between the foreign politics and the diplomacy of a nation, add cultural and public diplomacy to array of certain diplomatic practices. The current forms of Cultural or Public Diplomacy are confined to creating new practices and panelists to the state as the irrefutable subjects of any diplomatic practices.⁶⁵ They also add that States that non- state actors are highly becoming major political players in the international sphere. Studies carried out by Mowlana points out the relationship between foreign policies and the cultural relations of a country and view Cultural Diplomacy as a unique diplomatic process that embraces the public communication adopted by a foreign policy.⁶⁶

Cultural Diplomacy ingresses the norms and methods from several areas of social discourse. However; it is often accepted as a type of diplomacy in the stringent meaning in as much as it stays constrained to governance and remains instrumental in nature. Cultural Diplomacy, naturally, appears beneficial when civil societies interconnect. Diplomacy may start and end with interstate relations, although the operative exercise of influence is highly linked to forging partnerships, shaping the opinion of the public, managing networks, as well as, leveraging the support of the private sector.⁶⁷

Often, Cultural Diplomacy is branded as cultural propaganda, and as postulated by Minnaert it sure is propaganda as long as culture does not become exposed, and the

⁶⁴ Hamid, Mowlana, *Communication and International Relations*. Culture and International Relations. Ed. Chay, Jongsuk. Praeger Publishers, New York, (1990), p. 68

⁶⁵ Hamid, Mowlana, *Communication and International Relation*, p. 69

⁶⁶ Hamid, Mowlana, *Communication and International Relations*, pg. 70

⁶⁷ World Bank, Brazil and Sub-Saharan Africa: *South-South Partnering for Growth* Washington DC: World Bank, (2012).

propaganda is used for political gains.⁶⁸ Cultural Propaganda can be traced to the advent of international relations meaning that it is an old practice. For instance, it is used as a way of persuasion and is used in Roman civilization. In addition, Cultural Diplomacy also related to branding in a way that schematization is involved to gain a lucrative product. What sets apart the idea of branding from other aspects of Cultural Diplomacy is its economic motives. The aim of Cultural Diplomacy is to represent a country in all its convolution by covering a number of facets. Therefore, branding a country involves a schematization and simplification whereby several imaging concepts are restricted.⁶⁹

With the continuous exponential propagation of communication across countries, true Cultural Diplomacy is constituted by the elements of mutuality and cultural exchange. Based on this outlook, Cultural Diplomacy is different from Cultural Public Relations, and from diplomacy adopted by governments, in terms of the reasons for its use. Cultural Diplomacy does not mean imploring sympathy of admiration through showing a country's cultural achievements. This implies that it founded on trust building. Its aim is to establish mutually beneficial partnerships and cooperation that push for developments.⁷⁰

As posited by Mazrui and Peter⁷¹ Africa puts significant developmental efforts on several grounds ranging from the protection of human rights, political stability, and socio-economic growth. The efforts on development are to facilitate cultural growth

⁶⁸ Toine, Minnaert,, "Footprint or fingerprint: international cultural policy as identity policy." *International journal of cultural policy*20, no. 1 (2014), p. 99

⁶⁹ Toine, Minnaert,, "Footprint or fingerprint, p. 110

⁷⁰ Ali Al'Amin, Mazrui, and Johnson, Peter. *The Africans: A triple heritage*. London: Bbc Publications, 1986, p. 307

⁷¹ Ali Al'Amin, Mazrui, and Johnson, Peter. *The Africans: A triple heritage*. London: Bbc Publications, 1986, p. 310

and to put the continent in the international sphere. Nevertheless, with the heightened growth in political and economic trends towards the international society, new challenges have emerged like climate change, scarcity of water, a wide gap between the rich and the poor among others. To solve this, Africa should adopt new technologies to spearhead innovation and adopt new strategies to guarantee equitable and sustainable future.⁷²

African countries, continue to face several challenges, like lack of resources, resource conflicts, scarcity of food, political violence, and increased youth unemployment; problems which should be addressed if the continent is to keep in pace with the already developed continents in terms of economic growth and cultural development. For African states, particularly, Kenya to develop and match with developed nations, actions should be considered to deal with these problems. Even though the issues stated are not new, programs, fresh initiatives, and ideas will be presented and debated. The mentioned issues that Africa as a continent face, characterize its future, including the most urgent areas that should be reformed across cultural, economic, and political grounds.

African leaders should focus on having a balance of interest of a number of diverse groups in the society and should present urgent and valid needs equally, while in an effort to retain some ideas of national cohesion. Moreover, they must focus on promoting interest with global priorities, neighboring relations, as well as international investment. As Rana argues, diplomacy is an aim, a substance, and the

⁷² , Sanghyung ,Yoon and Feigenbaum, Harvey, “Global Strategies for National Culture Korean Media Policy in International Perspective,” *Seoul Journal of Business* 3, 1(1997), p. 21.

attitudes of government's relations with others and is one of the instruments used to put the efforts of a state into effect. Cultural diplomacy is concerned with negotiations and dialogues and should not be viewed as a just a state's instrument, but as a foundation of the state-system itself ⁷³

2.2 Cultural Diplomacy and Cultural Exchange

Fights often arise when a group of people tries to impose its specific culture on others. Cultural diplomacy is an important aspect of diplomatic events of every government to remove/avoid clashes related to culture and control cultural institutions in advocating of state culture. According to Linton culture refers to well elaborated groups on phenomena, objects and processes, or specific categories of behavior. ⁷⁴

In the theoretical sense, however, culture is defined as anything that does not shift from its natural form, but which is drawn from the cognizant effort of man, being the outcome believed through distinct rules which are not documented.⁷⁵ Lederach⁷⁶ notes that the exchange of culture originates from the past believe; it is an exchange of literatures, music, art, studies, sports, and publications, among others. Through the exchanges, the effect of one culture to another increases, leading to positive impacts. Therefore, cultural exchange is beneficial in that it enhances interaction among states, and motivates individuals to learn more about the culture of other people.

To attain a fruitful cultural diplomacy among states, it is important to be emotionally attached to the cultural exchanges. Oche notes that individuals tend to acknowledge

⁷³ William, Glade, "*Enhancing International Dialogue*." Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p.470

⁷⁴ Robert, Linton, *The Cultural Background of Personality*, London: Routledge & K. Paul, (1952) p.31.

⁷⁵ Robert, Linton, *The Cultural Background of Personality*, p.32

⁷⁶ John Paul, Lederach, *The Moral Imagination*. Oxford University Press, (2005), p. 102-103.

the culture of another country in a positive way if and when exposed to it repetitively and frequently.⁷⁷ Cultural exchange between nations involves the capacity to embrace any existing differences among communities or states as well as create a common understanding of every group. It is closely connected to the numerous aspects of the society such as environmental, political, and economic among other aspects.

As a research area, cultural diplomacy has not been largely popular amongst theorists of international relations⁷⁸. In International relations, the cultural approaches of the subject is one of those under researched topics. However, cultural diplomacy is a essential device to link cultures and encourage cultural diversity. It is needed globally, for the human race to comprehend various cultures and what they indicate for every state as a way of prevention of conflict⁷⁹.

Cultural diversity is hard to define. The Universal Declaration of Human Rights of the United Nations' in Article 27 (1) points out that cultural diversity in African countries amplify their state identity.⁸⁰ Ethnic, religious, and cultural elements have a bigger role in outlining the sense of individuals and that of the community. African States know of the need for culture and they are willfully applying it as an approach to plan not only to alien administrations, but also to universal public views and prospective associates and collaborators.

Cultural diplomacy should not be viewed as a new phenomenon. It has existed, albeit

⁷⁷ Oche, "Principles of International Relations" in R. A. Akindele and B. E. Ete (ed.) Selected Readings on Nigeria's Foreign Policy and International Relations. Nigerian Institute of International Affairs (NIIA) Course Series, vol. 1, no. 1. Ibadan: Vantage Publishers International Limited, O. (2000).

⁷⁸ Gould, Helen G.; Marsh, Mary; Culture: Hidden Development. A practical working guide to Culture and Development for the international development sector, Creative Exchange, London, (2004), p. 77.

⁷⁹ Schech, Susanne and Haggis, Jane; Culture and Development. A critical introduction, Blacwell Publishing, (2000), p. 19.

⁸⁰ The Universal Declaration of Human Rights (1948), p. 67.

under different terminologies, from primordial times when nations began to notice the presence of their foreign counterparts and initiated opportunities for sustained interactions with them. In these situations, culture played a major role in mediating the differences and facilitating a common understand and benefits In certain cases, the arrangements were rather loose and solely involved government officials or high profile personalities such as monarchs, priests, explorers, and merchants.

The state of affairs is quite different, modern states not only set up formal rules to guide such liaisons, they also involve the public in international relations⁸¹. The process has been taken further in certain instances whereby governments develop policies aimed at the role of ordinary citizens (representing culture) in international relations. Thus culture is no longer just a conduit or entertainment element for cross-national interactions but an important tool that can be used to promote development agenda in Africa⁸².

Melissen argues that public diplomacy in Nigeria is aimed at promoting developments by focusing on influencing the public and foreign nationals with actions, policies, and values of their government to be reinforced.⁸³ Smith considers public diplomacy as a nation's effort to influence elites and the general public as an effort to use foreign policy to meet its objectives.⁸⁴ Governments, normally try to keep an open communication with foreign public in order to spread their culture and ideas, and its

⁸¹Potter E. *Cyber Diplomacy. Managing foreign policy in the twenty first century*, MCGill- Queen's University Press, London, (2002), p. 12.

⁸²Radcliffe, Sarah. *Culture and Development in a Globalizing World. Geographies, actors, and paradigms*, Routledge, New York, (2006), pp. 36-7.

⁸³R. A. Alkali, *International Relations and Nigeria's Foreign Policy*, (Kaduna, North Point Publishers, 2003).

⁸⁴Smith, P.H. *Public diplomacy*, by Minister-Counsellor for Public Affairs, U.S. Embassy, London, (2010), p. 27.

current policies and goals to other governments.

This study argues that limited efforts have been put towards understanding the importance of cultural exchange between two or more states in Africa to promote development to the farthest the embassy will remain in engagement on culture, to convey a social message, in addition to making use of art. Where possible, the programme of culture and sports will also serve as a public diplomacy tool. The long-term aim of cultural diplomacy is to promote the perception of a country and increase the potential targets for direct communication of diplomatic information. In Africa, foreign policy diplomacy is influenced by soft power and has led to the reliance of people on their media and the reliance of the press available locally to air or give information on foreign events.

Berridhe adds that the distribution of information across the world is important for development and is not restricted to emerging technologies that transfer messages globally within a short span facilitated by the internet and real-time news. Public diplomacy in enhancing development serves both multilateral and bilateral diplomacy as they are intended national interests such as the promotion of international tourism and trade, and the quest for information which in the long run creates interaction and cooperation.

2.3 Cultural Diplomacy and National Interests

Since its independence, South Africa has played a great role in advocating for values related to democracy, human rights, poverty eradication, reconciliation, and underdevelopment. Not only is the country advocating for these values in a regional

level, but it is also doing so in a continental and global level. South Africa uses a unique approach to its global issues and does it using the concept of Ubuntu.⁸⁵ This concept is important as it takes into consideration the business interests of the state. This enables a good environment for dialogue and communication among the different stakeholders and ways in which they can use strategies and policies in maximizing the people's interest⁸⁶.

Consequently, the Department of International Relations and Cooperation takes into consideration the people of South Africa when it represents the country in matters of international relations⁸⁷. This is important as culture is an important concept for South Africa in its relations with Africa and the rest of the world. The first way is that it provides different opportunities in which cooperation can be fostered during times of conflict. This is because high emphasis has been placed on the trade of cultural goods and services and the need to understand different culture⁸⁸.

Culture is very important as it helps foster understanding among different individuals in terms of cultural diplomacy and educational exchange. In particular, culture in politics means using culture at the state foreign policy so as express the national interest. This helps to reinforce the national's belief system, national character, national identity, and strategic cultures. Therefore, culture in politics means promoting the state's culture abroad and being active when it comes to promoting,

⁸⁵ Chris, Landsberg, *The Diplomacy of Transformation: South African Foreign Policy And Statecraft*. Macmillan, 2010, p.14

⁸⁶ Berridge, G.R. *Diplomacy: Theory and Practice*. Basingstoke, New York: Palgrave Macmillan, (2005), pp. 92-95.

⁸⁷ Smith, P.H. Public diplomacy, by Minister-Counsellor for Public Affairs, U.S. Embassy, London, (2010), p. 27.

⁸⁸ Mulcahy, Kevin. "Cultural Diplomacy in the Post-Cold War World." Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000).

developing and protecting the national's culture. Culture at the national diplomacy level helps to promote the country's culture and this influences public opinions of other nations and helps to establish and build credibility through cultural exchanges⁸⁹.

Kelvin (2000) states that many countries pursue international cultural policy with an aim of promoting their national interest and developments which are outside the culture itself⁹⁰. This is important in cultural diplomacy as it helps to promote mutual understanding, protecting the culture's identity, and in increasing the state's prestige. Promoting mutual interest between nations and people is important as it is based on the idea that ignorance and misunderstanding can lead to easy enmity between two nations. Therefore, by eliminating any misunderstanding and ignorance between nations then, it is easy to attain world peace and mutual collaborations between the countries. In addition to that, increasing a country's position and status across the globe is usually fueled by political and economic motives. Therefore, different countries strive to promote a favorable image of their country at the international level to foreign policy makers and politicians, the media, academics, scientists and representatives of foreign trade and industry. One way in which a country can promote a favorable image is by enhancing knowledge on the country itself and its culture to other countries. This helps promote a positive relationship between the country and the amount of status it's given internationally.⁹⁰

In terms of politics, status helps the country attain favorable policies and support on any stances it makes on policies in the global stage. According to Richard (2000), a

⁸⁹Gilcher, William. Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p. 67-70.

⁹⁰Friedman, Thomas L. *The Lexus and the Olive Tree*. Farrar Strauss Giroux, (1999).

nation which has a highly developed culture is important as it plays a big role in international roles played by the nation. Nevertheless, different authors argue that there exists a thin line when it comes to propaganda and the systematic presentation of the country's culture. Therefore, any small view of propaganda is usually ignored and it's disfavored⁹¹.

For a country like Burundi, enhancing its National policies and status is important as it is linked to the country's economic success. This success lies in international trade and the way other nations view its prices, the quality of goods that the country provides and the level of services it provides. It is important to note that the national origin of a product plays a great role on its image and its competitiveness at the global level. As a result, many countries make use of international cultural policy to improve the conditions of their national's products.⁹² This is attained by showing the country's unique identity, its diverse and multicultural features, and lastly its problems and its achievements.

Therefore, national branding is seen as a way in which a country can position itself at the minds of people such as potential tourists, consumers and importantly, potential investors⁹³. All these stakeholders are important as they play a big role on the country's growth process. In addition to that, having an effective branding campaign is important as it helps increase the country's economic growth. This is critical as all the 195 nations around the globe are actively competition for attention from citizens,

⁹¹ Arndt, Richard. "Cultural Diplomacy and the Public Agenda." Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000).

⁹² Webber, M. and Smith, M. *Foreign policy in a transformed world*. (Harlow: Prentice-Hall, 2000), p11.

⁹³ Richard, Collins "The Screening of Jacques Tati: Broadcasting and Cultural Identity in the European Community," *Cardozo Arts and Entertainment Law Journal*, 11. 2 (2003), pp. 78-80.

tourists and even investors. Therefore, having a well-planned national branding campaign is important. According to Frances (2007), public diplomacy, traditional diplomacy and national branding influence each other⁹⁴. Despite the fact that both terms deal with a country's international image, national branding and public diplomacy seems to deal with the country's image.

There are different ways in which cultural diplomacy and cultural branding can work together. One way is using these two as concepts of marketing and branding and using them in public policy. This way, a country makes use of its national brand as a political aspect of public diplomacy as a key part of its branding campaign. One way of using this concept is through hiring branding consultants at the national government. These people will be involved in promoting the country through a concrete strategy at the international relations agenda. In addition to that, it helps provide a big audience in terms of input and feedback of the country's cultural diplomacy. Nevertheless, it is important for countries to avoid narrowing down their cultural diplomacy to symbolisms and slogans and use them as national branding. This is usually seen as oversimplification in the concept of cultural development.⁹⁵

When establishing national branding campaigns, one key element which helps deliver an effective message is using the element of soft power. Some key sources of soft power include education, arts, sports, science and even culture. All these concepts help in establishing long term and effective communication when it comes to public opinion. These instruments of soft power help in establishing a positive perception of the country and also in establishing new corporations and relations in different area.

⁹⁴Cairncross, Frances. *The Death of Distance*. Cambridge, MA: Harvard Business School Press, (2007),

⁹⁵ Mary, Kimonye, *Country Branding: Key lessons and challenges*. Capital FM News, (2013),p. 78.

When it comes to the international system, the key perceptions of a country's image include, honesty, reliability, power and status. Countries which seek to improve and build their nation branding are usually preferred in terms of investments, relocating to the country, building political relations and in their social and cultural policies.⁹⁶ This means that cultural diplomacy plays a big role when it comes to branding the nation using different methods and instruments.⁹⁷ It does so by using the country's soft powers against public opinions. This is attained by meeting the media, NGOs, universities, and opinion leaders and having a precise objective which will help to effectively establish the country's branding. Countries which have been able to establish national branding through public diplomacy methods and techniques have been able to create a powerful perception and image of the country in the new international system. For instance, a country like Uganda makes use of foreign direct investment, brand export, and tourism so as to establish its national branding. This helps increase the countries status and view in the international trade market and when exporting their own brands⁹⁸.

2.4 Impact and Challenges of Cultural Diplomacy and Development

One major challenge to cultural diplomacy in Africa is its record when it comes to national development. It is important for National development to embrace cultural, technological, educational, political and economic changes. Therefore, National development plays a big role when it comes to improving the standards of living in a society not only in terms of materials but also in the realm of its value systems¹⁰⁰.

⁹⁶ Mary, Kimonye, **Country Branding**, p. 78.

⁹⁷ Ibid, P. 78

⁹⁸Feigenbaum, Harvey. *"Accepting the Cultural Exception: A No-Cost Policy for Cultural Diversity."* Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p. 10.

Stefano views development as a process in which the society advances, the wellbeing of different individuals is improved, and strong partnerships are established between different corporations, sectors, and societal groups. Consequently, development cannot only be seen as an economic process, but it is also a socio-economic and political process which touches all the different aspects of the social life⁹⁹.

The natural hospitability of Africans to foreigners makes the issue of diplomacy critical to African cultures, For instance, Nigerian musicians such as Ras Kimono, Majek Fashek, Chris Hanen, Sunny Okosun and Onyeka Onwenu have all sang songs against racism, apartheid, and colonialism in Africa. This is seen in countries such as Rhodesia nowadays known as Zimbabwe and Azania nowadays known as South Africa when they sang the songs “Free Mandela, Margret Thatcher”, “Winnie Mandela” and “Fire in Soweto”. This means that musicians act as cultural workers and they play a great role on advocating for Nigeria’s view on foreign policy. Matter of fact, actors and musicians have greatly contributed to how foreigners view Nigeria’s and South Africa’s cultural heritage¹⁰⁰. Culture is usually a broad term and therefore, different areas which fall under the term culture can be used to contribute to its cultural diplomacy. For instance, Culture includes general arts, literature, habits and traditions, customs, history, music, humans’ behavior, social relationships, folklore and gestures. Therefore, any small exchange or interaction between individuals of different countries in these areas can be seen as cultural diplomacy. Cultural diplomacy is therefore the studies of these field and how they exists and

⁹⁹Stefano, B *et. al.*, (2009) Online press and media for diplomatic activities. Work shop: Diplo Foundation.

¹⁰⁰Macharia Munene. *Reflections on Kenya’s national and security interests*. Journal of Language, Technology and Entrepreneurship in Africa Vol. 3 No. (2011), pp.11-19.

function in a foreign country.

The international system poses challenges to national development especially to countries which have scarce resources such as most developing nations in Africa. This is seen as a result of globalization which leads to unfair competition, deprivation of the economy any potential capital through tourists and flow of investments¹⁰⁴. In addition to that, transnational crimes like human trafficking, money laundering, drugs, terrorism and piracy dent the reputation of the country.¹⁰¹ In addition to that, it also poses serious security and socio-economic effects on the country. Additional factors include natural disasters and environmental concerns such as climate change, floods and droughts which have had a negative effect on national development in countries such as Kenya in Africa.¹⁰²

Poor infrastructure in the country also has a negative impact on the country's investment, intra-regional trade and the free movement of goods and services. In addition to that, overlapping membership to regional economics can lead to slow implementation of policies and commitments.¹⁰³

All these factors are important when it comes to sustainable and rapid development. However, Kenya has not yet established a way in which it can priorities these factors. Therefore, under cultural diplomacy, public diplomacy has the challenge to project the nation's image, trust and even its status properly in the international area. Public diplomacy is a valuable tool in foreign affairs as it helps to explicitly articulate the

¹⁰¹ Bamidele, "Language in Nigeria's Development: Problem of Choice and the English Language Alternative" in Akinbi, J. (ed). *Towards a Better Nigeria*. Ibadan: Ben Quality Prints. 1999

¹⁰² Kimonye, Mary. *Country Branding: Key lessons and challenges*. Capital FM News, (2013), p. 83.

¹⁰³ Jennifer, Milliken, "The study of discourse in international relations: A critique of research and methods." *European journal of international relations* 5, no. 2 (1999), p. 226

country's business and economic goals in addition to its development cooperation's¹⁰⁴.

It is important for a country to establish and build a positive image and trust when trying to promote its cultural heritage and riches at the international levels. This helps in attracting foreign direct investments which are critical to economic and technological development. Currently, a country's cultural heritage can be described as its crucial component for soft power. Soft power is important as it helps build and establish a reputable international image which is favorable to the country's national interests¹⁰⁵.

According to Gregory (2009) Africa's culture was disrupted by alien models which were imposed to them by the colonists. This further led to political crisis in many African countries¹⁰⁶. Colonists redrew the African map and regrouped different populations together. This led to conflicts which were ethnic and led to destabilization of the continent. However, other authors such as Deborah and Xiao yang (2012) argue that the allure of modernity and the promise of greater and fine materials which would benefit the African societies led to a subverted society during colonialism.¹⁰⁷ It is therefore impossible to imagine how contemporary African history would have taken shape if colonialism had never occurred. Some say that Africa would have been a less developed region in the world. This is because it wouldn't have the economic and social organizations to transform itself into a modern state and also develop itself

¹⁰⁴Mthembu-Salter, Gregory. *Elephants, Ants and Super powers: Nigeria's Relations with China*. South Africa Institute of International Affairs, (2009), p. 89.

¹⁰⁵Social cohesion and social justice strategy (2014), DAC.

¹⁰⁶Deborah Brautigam and Tang Xiaoyang. *African Shenzhen: China's special economic zones in Africa*, (2012), p. 7.

¹⁰⁷ Brautigam, Deborah and Xiaoyang, Tang, *African Shenzhen: China's special economic zones in Africa*, (2012), p. 7.

into a more advanced economy¹⁰⁸.

As a result, the nature of inter-dependence among nations makes it important to give aid to the needy countries. Neo-Marxists argue that developed economies have made it easy for the underdeveloped economies to advance through ways such as slave trade, colonialism, and the unequal exchange of trade.¹⁰⁹ As a result of this aid, the third world has been able to accumulate a substantial amount of both external and internal debt so as to be able to promote and advance their development. This type of aid based relationship has led to an economic subservice and also a master-servant relationship which could lead to a consistent lobbying and seeking of foreign aid through constant borrowing¹¹⁰.

For instance, a country like China offers African states like Kenya mouthwatering deals in form of unconditional loans and developments which are very attractive on the outside but very dangerous on the inside. For instance, China has threatened Zambia that it will take control of its Lusaka International Airport if it does not repay back its defaulted debt payment. Ghana is also facing the same crisis as China is threatening and has already started to take control of its companies and startups. Challenges as such are not new in African states as most of them have taken up huge debts so as to be able to promote development in their countries. This is irrespective of factors which hinder development such as power tax collection, corruption and even the

¹⁰⁸R. A. Alkali, *International Relations and Nigeria's Foreign Policy*, (Kaduna, North Point Publishers, 2003).

¹⁰⁹ Rodney, Wolken, *How Europe underdeveloped Africa*, (London, Boyle- L'Ouverture Publications, 1983), p. 197

¹¹⁰ Standage, Talkan, *The history of the world in six glasses*, (USA, Walker & Co, 2005), p 18

growth rate of the countries¹¹¹.

Cultural diplomacy is sensitive for diplomacy as it has a lot of impact when compared to other types of diplomacy in contemporary international relations, this can be attributed to the fact that foreign culture tends to attract tourists, foreign investors who support trade, economic ventures and even bring foreign investments.

¹¹²Unconsciously, leaders of third world countries promote their countries cultural values when in western countries or if they study there. These includes different areas like literature, movies, music which act as effective weapons of promoting cultural diplomacy¹¹³.

Wang(2008) argues that financial aid does not work for Africans in terms of growth/progress as the cash in most times ends up in the hands of a small number of people. This makes foreign assistance a method of taxation to the underprivileged while the rich enrich themselves. Wong Et al (2009) on the other hand states that aids and policies are positively correlated with sound economic reasoning's and reality. They state that aid should be customized to individual countries and should be given only when it is needed¹¹⁴.

2.5 Chapter Summary

This Chapter aimed at explaining the role that cultural diplomacy plays in promoting African development. From the study is clear that cultural diplomacy plays a greater

¹¹¹ Wong, Lillian et al, Thirst for Africa oil- Asian National oil companies in Nigeria and Angola. A Chatham House Report. (2009),p. 7

¹¹² Jan, Melissen, *The New Public Diplomacy: Soft Power in International Relations*. Basingstoke, New York: Palgrave Macmillan, (2007), pp.18-20.

¹¹³Wang, Y, Public Diplomacy and the Rise of Chinese Soft Power, 2008

¹¹⁴D. Arowolo, The effects of western civilization on Africa, (Afro Asian Journal of Social Sciences, Vol.1.No 1, 2010), p.7.

part in the development of state. This then refutes the first hypothesis which claims that cultural diplomacy does not promote development in Africa. In conclusion, cultural diplomacy requires connection between culture and development. This means that an expert team should be formed which can help on cultural matters. Countries pursue international cultural policy with an aim of promoting their national interest and developments which are outside the culture itself. This is important in cultural diplomacy as it helps to promote mutual understanding, protecting the culture's identity and in increasing the nation's prestige.

CHAPTER THREE

THE ROLE AND IMPACT CULTURAL DIPLOMACY AS A TOOL FOR ADVANCING DEVELOPMENT IN KENYA

3.0 Introduction

This chapter details on the role of cultural diplomacy as a tool for advancing development in Kenya. It details on the cultural diplomacy concept, cultural diplomacy in Kenya, and cultural diplomacy and foreign policy in Kenya

3.1 Cultural Diplomacy Concept

3.1.1 Culture

Culture is defined as shared customs, values, social behavior, and practices of people. It simply means the peoples way of life.¹¹⁵ The shared elements are what of a particular social group identify with. Taylor content that, although culture cannot be smelled or touched, it has existed for years.¹¹⁶ It is an actual phenomenon and very important in a way that human societies would be impossible without them. As argued by Jenks culture cannot be planned since the way people behave and act is nurtured and restricted by the particular culture within which they live and practice.¹¹⁷ The author stressed that culture is today passed through social learning in human societies. The universals of culture are founded in every human society; these entail communicative forms such as clothing, dance, art, religion, rituals, music, use of

¹¹⁵ Institute of cultural Relations policy. *Culture today*, (2015), p. 89

¹¹⁶ Taylor P.M. Global Communications, *International Affairs and the Media since 1945*, London and New York: Routledge, (2007), p. 79.

¹¹⁷ Chris, Jenks, *Culture*. Taylor & Francis., 2004., p 2

tools, shelter, and cooking among other aspects.¹¹⁸

In the social sciences field, a feeling of culture as a characteristic of the person is seen as the level to which people cultivate a certain sophistication level in their way of life. The level of sophistication in culture is considered to differentiate the civilized nations from the less complex ones. Such cultural hierarchy is found in class-based differences that exist between high culture, popular culture, low culture, or folk culture practiced by people in the lower class level in the hierarchy. Culture in common parlance, specifically refers to the figurative indicators that are utilized by ethnic groups to differentiate themselves discernibly from one another. The groups especially those in Africa differentiate themselves using body modifications, dance and songs, jewelry, and clothing. Culture is then a set of knowledge that is passed from one generation to another and is acquired over time.¹¹⁹

As defined by Middleton culture is a complex way of life that human share overtime.¹²⁰ People through culture are identified based on what they believe, know, as well as the way they communicate. Middleton argues that substantial areas of culture are the notions that indirectly or openly define character, and which are sustained by social behavior.¹²¹ In essence, culture involves what has been learned and conserved from past experiences. The complexity as well as the value for culture grow with time, however; some of its aspects are discarded or lost in the process. Therefore, culture regulates itself and guides social acts. Culture as a symbolic

¹¹⁸ Minette, Mans, *Living in Worlds of Music: A View of Education and Values*. Springer, USA, (2009), p. 45.

¹¹⁹ Chris, Jenks, *Culture*. Taylor & Francis., 2004., p.3

¹²⁰ Middleton, John, *Culture*. Oxford, U.K.: Capstone Pub, 2002, p 15

¹²¹ Middleton, John, *Culture*, p.21

system influences and shape individuals behavior and perception and the way they carry out their day-to- day activities.

3.1.2 Diplomacy

Diplomacy as one of oldest foreign diplomacy tools, is a strategy that is used by countries to accomplish their national interests. Countries have realized that a good diplomacy is important in efforts to pursue their interests both locally and internationally.¹²² Diplomacy is the implementation of discretion and intelligence to perform official associations amid autonomous states' administrations. This means that both intelligence and insights are key elements of diplomacy. Diplomacy starts with bargaining direct or indirectly in order to reach a common understanding on a certain issue. The way this is done can be through open, reciprocal, and subtle means. Diplomacy involves negotiations and bargaining which a culture-bound activities.

Diplomacy is a distinct human practice that is characterized by the unequivocal manipulation, construction, negotiation, and representation of important ambiguous identities. Governments use diplomacy to represent, coordinate, articulate, and secure wider interests through lobbying, cultural exchange, private talks, and correspondence among other ways.¹²³

Diplomacy serves several purposes that are geared towards the implementation of

¹²² Michael, Waller, "Cultural Diplomacy, Political Influence, and Integrated Strategy" *In: Strategic Influence: Public Diplomacy, Counterpropaganda, and Political Warfare*. Washington DC: Institute of World Politics Press, J. (2009) p. 74.

¹²³ Alan, Tidwell, "The role of 'diplomatic lobbying' in shaping US foreign policy and its effects on the Australia–US relationship." *Australian Journal of International Affairs* 71, no. 2 (2017), p. 184

policies in different states. One benefit of diplomacy is that it projects a favorable image of a state and in so doing helps that country achieve its objectives. In Africa diplomacy has been used to enhance communication between political leaders in one state and other entities in the political world. Another purpose is that it strengthens the country in relation to others through increasing the interests in its charge. This implies that diplomatic activities endeavor to maximize the advantages of a group without the expense and risk of using hard power and without causing any resentment. Diplomacy preserves peace and is highly inclined to facilitate negotiation in order to resolve issues and achieve agreements that exist between states.

The tools of diplomacy include treaties which are used to find solutions to any territorial disputes; conventions, which require many signatories whereby the original signatories call other members to join; alliances which are formed among nations for security, political, and economic benefits; and accords that are voluntary agreements entered by countries rather than signing a treaty.

3.1.3 Foreign Policy

Occasionally, states require the dynamic cooperation as well as the support of other states in the global system in order to attain their states goals. This means that a state must continuously maintain communications with the outside world. According to Lieber the communication is known as foreign policy.¹²⁴ The secondary and primary focus of a nation are vital in international relations since they create the unprocessed materials that make up the foreign policy. Once the ideal foreign policy is formed, its main components include the nation interest ranked according to their potential and

¹²⁴ Robert , Lieber, *Foreign policy*, 2017, p. 104

priority.

Foreign policy entails the actions and decisions which encompass to considerable degree, the interactions amid one republic and others. It is basically the way in which the implementation and the formulation of a country's foreign policy is substantially determined by the characteristics of its culture.¹²⁵ Foreign policy can then be defined as a set of attitude geared in the direction of the global surroundings, an explicit or implicit method about a state's association with the external world. It is also a cognizant portrayal of what ought or is a state's connection with the outside world, or the general standards and attitudes that influence or determine the decisions made on certain issues. In addition, foreign policy is important as it sets out the strategies through which the interest of a nation is extended for the control global resources.

Foreign policy as postulated by Mark is considered as an approach through which organizationally selected decisionmakers strive to control the international arena so as to accomplish specific national goals.¹²⁶ Foreign policy assists nations to comprehend the global surroundings and leads them to make informed and smart decisions particularly when there are numerous options. Foreign policy influences regional vicinity of countries by identifying ways of maintaining relations amid nations to guarantee that the regional independence of countries are appreciated since nations ought to cooperate. Foreign policy also provides the prospect of socio-economic collaboration, and diplomatic and political associations to states¹²⁷.

¹²⁵ Victor Nwaozichi, Chibundu, *Foreign Policy: With Particular Reference to Nigeria (1961-2002)*. Spectrum Books, 2003.

¹²⁶ Mark, Leonard. *Diplomacy by Other Means*. Foreign Policy 132 (2002), p. 50.

¹²⁷ Zimako, Zimako, *Face of a Nation: Democracy in Nigeria, Foreign Relations and National Image*. 2009

3.1.4 National Development

Development is important to the growth and sustenance of any republic. Usually, it is linked with affirmative growth and variations. Development encompasses changes in physical, economic, political, and social components of people, which cause quantitative and qualitative variations.¹²⁸ National development is viewed as term that describes a situation whereby individuals sufficiently use various resources, whether natural or human with the goal of benefitting from them. People use development to harness the resources once accessible in order to have a meaningful life. ¹²⁹People value development as it seen as a concept that free individuals from lagging economically, nature's bondages, physic and cultural alienation, oppressive technological bodies, political exploiters, and unjust class structures. Hence national development can be defined as the general development of a collective political, religious, and socio-economic advancement of the nation.

Development as a multi-dimensional series of steps involves the engagement of people in economic, political, social, and psychological states in addition to others. National development must embrace educational, political, technological, economic, and cultural changes. Pérez De Cuéllar contents that national development explains the steps via which the society or republic betters its standards of living both materially and in the realm of its value structure.¹³⁰ Since development pushes for societal advancement whereby individuals' well-being is generated through good

¹²⁸ Tunde, Babawale, *Culture, politics and sustainable development: Lessons for Nigeria*. No. 4. Concept Publications, 2007,p.18

¹²⁹ Susanne, Schech and Jane, Haggis. *Culture and Development*. A critical introduction, Blacwell Publishing, (2000), p. 19.

¹³⁰ Javier, Pérez De Cuéllar, "Our Creative Diversity: *The World Commission on Culture and Development*". UNESCO, (1997), p. 39

relationships across all sectors, businesses, and other groups. Therefore, it is sensible to understand that advancement is an economic approach that encompasses political and socio-economic issues and encompasses all elements of societal life¹³¹.

Sen views the development concept as the continuous enlargement of existing resources and facilities qualitatively and quantitatively in order to make a greater and a better state.¹³² This indicates that there is a progress from one phase to the next, categorized with better allocation and utilization of resources and greater efficiency. Development is professed as a multi-faceted procedure whereby the non-monetary magnitudes are as a minimum as significant as the monetary magnitudes and it includes attaining several objectives such as equity and growth simultaneously.

The goals of development require the prioritizing of freedom. In this case, people have to be seen and heard meaning that they should be actively involved as well as given the chance to shape their destiny. They should not be seen as recipients who are passive of the outcomes of scheming programmes of development. This discussion on development reveals that for a country to achieve national development, the process should be hinged on the ability of people to free themselves from repressive actors of the environment, and depend on feelings and structures- political, social, economic, and cultural- to help revitalize and transform their value systems.

3.2 Cultural Diplomacy in Kenya

Kenya is country whose population is made up over 70 ethnic groups, with the

¹³¹Tolu, Lawal, and Abe Oluwatoyin. "National development in Nigeria: Issues, challenges and prospects." *Journal of Public Administration and Policy Research* 3, no. 9 (2011),p 239

¹³² Amartya Kumar, Sen, *Development as Freedom*. New York: Alfred A. Knopf, 2000p. 50

Kikuyu recording the highest numbers, which makes up 20 per cent of the population.¹³³ The large numbers of ethnic groups makes Kenya a multicultural country, something that reflects in the cultural policy of the government. The policy promotes the achievement of cohesion within cultural diversity for sustainable growth.¹³⁴ The culture of the Kenyan people has over the years become a philosophical and ideological basis for national identity and development. The government also identifies culture and dynamic.

The Kenyan government recognizes that cultural diversity and culture are central in increasing viable socio-economic developments since they widen the range of choices to each citizen. The two increases the prospects for economic activities as well as creates the situations for a suitable spiritual and intellectual existence. The government in the country considers efforts meant to boost cultural exchange programmes, since it views as them as significant ways of fostering inter- African and global networks, that offer the foundation for economic cohesion, and a long-term cultural understanding.¹³⁵

The Kenya Constitution recognizes cultures as the basis of the nation, whereas the country's blueprint, the Vision 2020, considers culture as vital enabler to cultural, political, and socio-economic development of the nation. Undeniably, the prospective of its heritage is big and there is the need for the country to exploit it for the greater

¹³³ GOK, *Cultural Diplomacy Strategy*, 2018 – 2022. Republic of Kenya, Ministry of Foreign Affairs, (2017) ,p.156

¹³⁴ William, Glade, “*Enhancing International Dialogue*.” Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p.457

¹³⁵ Kevin, Mulcahy, “*Cultural Diplomacy in the Post-Cold War World*.” Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p.218

benefit of the nation at large.¹³⁶ Cultural Diplomacy is an important tool that Kenya can employ to facilitate international relations and project the prestige and reputation of the nation.

Kenya's foreign policy is composed of five interconnected diplomacy pillars which include Peace, Culture, Environment, Economic, and Diaspora. Kenya's 2018-2022 cultural diplomacy strategy gives a road map of the application of the Cultural Diplomacy Pillar. According to Ninkovitch, cultural diplomacy considers culture as an important instrument in international relations particularly through the usage of endowments and cultural heritage as the bases of the country's foreign engagement.¹³⁷

Several states have efficiently employed cultural diplomacy to increase their agenda and national interest at the international stage. A number of them have used endowment of education and training prospects to entice foreigners to work and learn there. Others have used traditional attires, films, language, literature, culinary art, sports, religion, mythologies, performing and visual arts, and literature to promote their cultural identity.

Likewise, Kenya has developed legislations and policies with the main goal of guaranteeing protection and promoting its cultural diversity and heritage. The Kenyan Constitution identifies culture as the basis of the nation and underlines the urge to promote all forms of cultural expressions, hence; preserving its cultural heritage. The country's Vision 2030 as well as the National Policy on Culture and Heritage have acknowledged the contribution that culture has had on the cultural, political, and

¹³⁶ Kevin, Mulcahy, "Cultural Diplomacy in the Post-Cold War World, p.356

¹³⁷ Frank, Ninkovitch, *The Diplomacy of Ideas: U.S. Foreign Policy and Cultural Relations, 1938-1950*. Cambridge: Cambridge University Press, (2001), p. 301

social-economic development of the country.¹³⁸

As stated in the Kenya's foreign Policy, Cultural Diplomacy Pillar found in the places emphasis on cultural heritage as diplomatic engagement tool to promote the nation's cultural diversity.¹³⁹ Similarly, the Ministry of Foreign Affairs has facilitated conciliation and conclusion of certain approaches of cooperation to boost cooperation and cultural exchanges with other states.¹⁴⁰

3.3 Cultural Diplomacy and Foreign Policy in Kenya

Cultural diplomacy is considered as establishing global connections and relations, recognizing systems and power spheres within cultures and surpassing cultural and national boundaries.¹⁴¹ With the presence of information technologies, soft power integrates state's culture including morals, art, habits, and belief among other capabilities created by a society.¹⁴² In the Kenyan context, cultural actors are enterprises, institutions, and people in film and media, art, education, sport, communication, design and architecture, and leisure among other elements. These elements communicate and express identity, and bring their outlook in practice. National cultural institutions like museums, are viewed as crucial cultural policy actors in states with the aim of building cultural connection between different nations by facilitating diplomatic dialogues and promoting tourist activities.¹⁴³

¹³⁸ Mwenzwa, Ezekiel Mbitha, and Joseph Akuma Misati. "Kenya's Social Development Proposals and Challenges: Review of Kenya Vision 2030 First Medium-Term Plan, 2008-2012." (2014), p. 74

¹³⁹ Kenya's foreign Policy August 2009 Preamble.

¹⁴⁰ Ministry's Of Foreign Affairs and International Trade Strategic plan, (2013), pp. 17.

¹⁴¹ Gorm Rye, Olsen. "Promotion of democracy as a foreign policy instrument of 'Europe': Limits to international idealism." *Democratization* 7, no. 2 (2000), p. 142

¹⁴² John Paul, Lederach, *The Moral Imagination*. Oxford University Press, (2005), p. 102-103.

¹⁴³ The Government of Kenya. *Kenya's Foreign Policy Document*. Ministry of Foreign Affairs, Kenya

Governments might face challenges trying to undertake cultural diplomacy programs since cultural diplomacy present several challenges. A number of ideas observed a foreign populations cannot be controlled by the government.¹⁴⁴ Foreign policy documents are important tools that the government uses to advance international relations with other states. For countries to remain relevant in the international arena, their government must be able to control trade and communication technologies. This is challenging for states that function in an environment that is free market since they have no control of how information flows.¹⁴⁵ In this case, the government should focus on protecting cultural exports, acquiring access for foreign telecommunication networks, and utilizing trade agreements.

This section notes that the roles of determinants which are non-state have been operational in global universal politics in the field of public diplomacy. Their function gives the impression to be operative in public diplomacy by way of impelling audiences from foreign context and the broad public in various states. Possibly there has been a foundational movement from government to non-government determinants in terms of impelling alien partakers or in public diplomacy¹⁴⁶.

In creating an understanding of state approaches of cultural diplomacy Montville, and Davidson claim that international relations in the Kenyan context extend beyond the actions of the government and that of its agencies.¹⁴⁷ Therefore, it can be carried out

(2014).

¹⁴⁴ Mary Niles, Maack. "Books and libraries as instruments of cultural diplomacy in Francophone Africa during the Cold War." *Libraries & Culture* (2001), p. 58

¹⁴⁵ Mary Niles, Maack. "Books and libraries, p. 59

¹⁴⁶ Glade, William. "Enhancing International Dialogue." Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000).

¹⁴⁷ Joseph, Montville, and William, Davidson, "Foreign Policy According to Freud". *Foreign Policy* N.45, (2001), p. 40.

on the initiative of private and public organizations. International cultural relations see to benefit all parties involved meaning that it is not one-sided. Effective cultural relations between nations are important in creating a mutual understanding and unity for mutual benefit.

The urge to maintain a good reputation in the world may in some way be inspired by political and economic motives. It may be vital to attempt to promote a good image of one's country among policy makers, foreign politicians, media, academics, scientists, and the agents of the foreign trade industry. A reputable image can be enhanced through extensive knowledge about a particular state and its culture. Studies assume that a positive relationship must exist between what foreigners know about a country as well as amount of prestige that that particular nation enjoys abroad.

Mulcahy contends that cultural relations ensue ideally through the buildup of experiences between two states through open professional relations rather than through selective self-prediction the latter being better termed as propaganda.¹⁴⁸

A cultural connection shows a lucid picture of every nation instead of displaying a beatified one. Such a relation does not conceal any existing issues nor does it make a showoff them. A cultural relation does not pretend nor parade the warts to others, Even in democratic states, government, seek for return on investment (ROI) of resources in cultural relations in regards to national advantage.¹⁴⁹

¹⁴⁸ Kevin, Mulcahy, “*Cultural Diplomacy in the Post-Cold War World.*” Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p. 320

¹⁴⁹ Olusola, Ojo and Amadu Sesay, *Concepts in International Relations. Ile-Ife: Classy prints and Company* pp 87- 124, (2002), p 83.

3.4 Kenya, Regional and International Interaction

There is great evolution in the historical ties that has existed in sports organization between African states and professionals in Netherlands. This has grown into different types of cooperation. The government of Netherlands gives its support by way of the Kenya Sports for Development Partnership which assumes sports activities as means for reconciliation and an activity that restrains conflict. In addition to this, the embassy promotes activities that incorporate sports with other programs that are effective to development programme by empowering young women and girls at the grass root level and boosting sports the governance of sports at the national level.

The interests for African states are visualized on individual state policy. The Kenyan foreign policy has not been recorded over the past years which does not match the background data that the country has been using the foreign policy as a magnitude in seeking its national policies in its crusade for the country's economic development. The nation has also used its foreign policy as a compass for its investment interests and as a reference point in the matters that involve international relations. Through innovation of diplomacy, the country's foreign policy has improved national interests and has created a base for peaceful interaction with its neighbors. Therefore, there is need to state its main duties and assess its benefits in implementing and formulating foreign policy process. Diplomats should attach more value to Cultural diplomacy as it serves as a pragmatic factor in enhancing the interests of African states abroad.¹⁵⁰

The country's course of its regional and international enrolment has broadly been

¹⁵⁰ Jan, Melissen, *The New Public Diplomacy: Soft Power in International Relations*. Basingstoke, New York: Palgrave Macmillan, (2007), pp.18-20

afflicted by domestic agendas. Kenya defined clearly the basic patterns and guidelines for its foreign relations. This was done immediately after independence. The country has taken a crucial step in placing its interests in forefront not through definition of its political agenda but by using its surroundings and then making efficient efforts in order to meet its security interests and economic development. Having signed bilateral compliance with various countries, the country is able to maintain a bilateral relations with its neighboring countries as well as monitoring a number of diplomatic missions with them.

Kenya has over the years recorded good regional cooperation and trade ties with its two East African neighbors: Tanzania and Uganda. The East- African Community (EAC) was formalized in 1948 into the East African High Commission that called for inter-regional-operation. The main aim of EAC was to strengthen ties between the countries. In 1977, EAC collapsed as a result of deviation of the national interest by its parties. ¹⁵¹

Kenya in fostering development has employed a National Branding program. The program named “Brand Kenya Board” was established to lead the steps of development. After two years of effective operation, the board concluded the anticipated National Brand Master Plan. During the advancement of the methodology, a vigorous analysis of the nation was carried out along with the five pillars, which are People, Product, Place, Economy, and Politics. The outcomes of the research showed certain insights for building and positioning the Kenya brand locally and internationally. Such insights guided the growth of brand prospects for every of the

¹⁵¹ Christabel, Ligami, *EAC Fastest Growing Economic Bloc in the World Report*, The East African, (2012), p. 19.

five pillars where each brand was to be based, like Foreign Direct Investments (FDI), Tourism, Citizens, and Exports. The master plan for development outlines the major components of the Kenya Brand. Therefore, the vision statement of the Kenya Brand is to strike a balance between the pursuit for modernity as well as the respect of the values and the heritage of the nation.

When it comes to regional ties, Kenya acknowledges that the stability of East Africa region is a key to achieving “Vision 2030” and its development objective of becoming a newly industrialized middle-income nation. The government realizes that it might encounter challenges in its efforts towards attaining the goals set for Vision 2030.¹⁵² The fact that Kenya is located within a conflict prone region of the Horn of Africa and Great Lakes put it at a risk of terrorist target. Another challenge is that there is instability in the region and this affects Kenya in a number of ways like inflow of refugees and propagation of light weapons and small arms, thereby; intensifying the situation of insecurity in the country, and the influx of refugees.

Kenya has taken initiatives and set out strategies to champion for region relations, particularly the EAC. This move is important in launching consumer markets for East – Africa market for capital and products services.¹⁵³ However, the step has been slow as a result of perceived or actual historical philosophical norms, the style of governance, and cultural beliefs. In addition, some of the African cultures were eroded by colonialism, which acted as an obstacle to cultural diplomacy in the continent. Colonialism led to a number of challenges that entailed individualism of families, rapid urbanization, and disintegration of family relations. Urbanization as a

¹⁵² Kenya. *Kenya vision 2030*. Government of the Republic of Kenya, 2007.

¹⁵³ Kenya. *Kenya vision 2030*. Government of the Republic of Kenya, 2007.

challenge has led to increased rural to urban migration as well as the displacement of many people in the move to set up more infrastructures. Proficiency in African language and cultures is on the decline since individuals are compelled to adopt and embrace civilization and the Western culture.¹⁵⁴ In addition to the challenges that Kenya continues to face in its quest to development, it is clear that China is filling the construction industry and positions in the sector, hence killing local companies. There are reasons as to why the government considers to engage China to take control project management.

3.5 Chapter Summary

This chapter provides details on the role of cultural diplomacy as a tool for advancing development in Kenya. It gave details on the cultural diplomacy concept, cultural diplomacy in Kenya, and cultural diplomacy and foreign policy in Kenya. This Chapter provided details of cultural diplomacy as tool for development in Kenya. The researcher explained different concepts to enable the reader understand how cultural diplomacy enhances development. The chapter explained the concepts of culture, diplomacy, foreign policy, and national development. To understand development and how it is linked to cultural diplomacy, the researcher discussed cultural diplomacy and foreign policy to show how the two help in developing the country. Conclusively, the decision here is to reject second hypothesis as it claims that “cultural diplomacy as tool does not promote development in Kenya”. The chapter clearly outlined the ways in which in which cultural diplomacy promotes development in Kenya.

¹⁵⁴ D. Arowolo, The effects of western civilization on Africa, (*Afro Asian Journal of Social Sciences*, Vol.1.No 1, 2010), p.7.

CHAPTER FOUR

MECHANISMS OF CULTURAL DIPLOMACY IN PROMOTING DEVELOPMENT IN KENYA

4.0 Introduction

This section presents mechanisms of cultural diplomacy in Kenya.

4.1 Cultural Diplomacy Overview in Kenya

Cultural diplomacy is among the five pillars (Cultural, Environmental, Economic, Diaspora, and Peace) that anchor the Kenya's Foreign Policy. In the constitution, Kenya traces its root to culture. Culture is tagged as a force that contributes to the political, cultural, and economic growth of the nation in attaining Vision 2030. This study examines the role played by cultural diplomacy in promoting national growth. This pillar is an integral tool that contributes to the Kenyan international relations promoting its image to other Countries. The main objective of Cultural Diplomacy is to use culture as a vital tool in international relations.

The country identifies Cultural Diplomacy as an important tool in enhancing the reputation of the nation globally by promoting international relations to promote the Country's image. For instance, when Kenyan athletes perform at the world stage, political and economic interest of the country is ignited. The Kenyan identity is presented out to the world which contributes to generation of political and economic gain.

Cultural Diplomacy is a pillar that helps curb language barrier. It becomes possible to

reach out to a great number of people.¹⁵⁵ This provides a positive need to cooperate as a country, creates a platform for a face to face interaction, and creates awareness on the Kenyan culture. This generates interest in Kenya's cultural heritage which acts as a vehicle for interaction with countries where diplomatic relations is restrained.

4.2 Mechanisms of Cultural Diplomacy in Kenya

The mechanisms endorsed for cultural diplomacy include: Gifting and marketing of the Kenyan cultural products, promotion of Kiswahili, the Face of Kenya Abroad, Leveraging Athletics and Sports, Identification and appointment of Cultural Ambassadors and finally, the Promotion and Protection of Kenya's Cultural Heritage.

4.2.1 Gifting and Marketing of Kenyan Cultural Products

Kenyan artifacts and artworks have been underestimated resulting to them being sold locally at a cheaper price than expensively internationally. This is partly as a result of international brands that dominate the domestic market. The country has managed to sell some of the local products to the international market. An example is the *Enda* shoes sold at the international sports market.¹⁵⁶ Although this has been achieved, there is need to distribute cultural products globally. One of the steps believed to give the local products an exposure to better markets is by giving cultural gifts like tea, jewelry, coffee, and textiles at international occasions such as athletics events, sports and conferences. It is believed that a reinforced cultural diplomacy will contribute to

¹⁵⁵ Rana, Diplomatic documents: A *workshop paper on written and oral communication in diplomacy*. Malta: Diplo foundation (2009), pp. 101

¹⁵⁶ Helen, Spencer-Oatey, *Culturally Speaking. Culture, Communication and Politeness Theory*. 2nd edition. London: Continuum (2008), p 101.

high visits and increased economic activities during such events.¹⁵⁷

4.2.3 Promotion of Kiswahili

Apart from being a Kenyan national language, Kiswahili is one of the African Union Languages. There is need to enhance the teaching and use of Kiswahili globally as a crucial aspect of the Kenya's diplomacy.

4.2.4 The Face of Kenya Abroad

The use of the same size, shape, and fittings is one of the strategies used by many countries in identifying and branding their missions abroad. The government in conjunction with the Ministry of Foreign affairs should make an effort in developing branding ideas for the Kenyan missions. The government should consider working with stakeholders to identify films, songs, artifacts, literature, paintings, digital signage and products which maybe engrossed in the missions. The introduction of cultural materials to the National day celebrations will help build establish Kenyan cultural centres for Kenya missions abroad.

4.2.5 Leveraging Athletics and Sports

Since independence, Kenyan athletes have made a great impact at the global sporting arena. This is seen as the most phenomenal cultural diplomacy practice in the country. Despite this greatest achievement, the country has not been promoted as expected. However, this can be done by training the athletes and other sports individuals as cultural ambassadors.

¹⁵⁷ Helen, Spencer-Oatey, *Culturally Speaking*, p.102

4.2.6 Identification and appointment of Cultural Ambassadors

Kenya has talented citizens who have received local, regional and international recognition in several spheres. Among them are the long distance athletes. Other distinguished personalities include: Academicians, diplomats, scientists, researchers, philanthropists, environmentalists, philanthropists, economists, sports persons, researchers and business persons, artists. The Ministry will suction there exceptional individuals by denominating them as cultural Ambassadors.

4.2.7 Promotion and Protection of Kenya's Cultural Heritage

The ministry is planning to patent, protect and copyright the Kenyan intellectual property. Awareness will be created on the need and importance of protecting cultural heritage according to various international instruments like Convention on Promotion and Protection of Diversity of Cultural Expressions, 2005.

4.3 Cultural Diplomacy Effects in Kenya

Diplomacy has changed over time. With this change, new features have been adopted giving it a new name; the New Diplomacy. In today's setting, there is a vast content of diplomacy. The changes in the substantive form of diplomacy are emulated in terms like oil, resource diplomacy, knowledge diplomacy, oil diplomacy, global governance, tradition diplomacy, sport diplomacy, among many others.¹⁵⁸

The Kenyan constitution perceives culture as the root of the country. Kenya's development blueprint, the Vision 2030, identifies culture as a cultural, political, and

¹⁵⁸ David, Malone, *Organizing the Nation's Public Diplomacy*, Boston: University Press of America, (1988) p. 279

social economic development booster for the nation. There is need to exploit the huge potential of the Kenyan cultural heritage for the interest of the nation. Cultural Diplomacy is a fundamental diplomatic aspect that helps maintain the reputation of the country while promoting international relations. Being one of the pillars of the Kenya Foreign Policy, Cultural Diplomacy stresses on cultural heritage as a significant tool for diplomatic deals in promoting the country's diversity globally. Following this, the ministry has aided the discussion and conclusion of different structures of cooperation to promote exchange of culture with outside world.¹⁵⁹

The National Brand Proposition, commonly known as the brand promise captures one credible feature of the country which is plausible and that which is hard to dispute.¹⁶⁰ This trait is the hospitality personality of Kenyans which is in 'generosity' giving, thus the state suggestion is "Kenya bursting with generosity, rewarding beyond imagination." The National Brand Value is more than image building campaign when relating to other countries and should therefore be proved in institutions, associations, commercial undertakings, and public services. The following are the three basic values of brand obtained from research on brand: Personality, generosity, and optimism. The country's brand personality features of entrepreneurship, resilience and handwork are clearly depicted in all country zones.

The National Tagline, "Make it here, for citizens, and Make it Kenya, for foreigners", brings out a very crucial message that should be passed to others to help possibly

¹⁵⁹ David, Malone, *Organizing the Nation's Public Diplomacy*, Boston: University Press of America, (1988) p. 286

¹⁶⁰ Rana, Diplomatic documents: *A workshop paper on written and oral communication in diplomacy*. Malta: Diplo foundation (2009), pp. 103

implement the proposition of the brand. For Kenya the tagline serves as a call for citizens to make Kenya the first choice as a corporate headquarter, holiday trade and leisure, destination for residence and for investment.

4.5 Chapter Summary

The study shows that in reference to cultural diplomacy, the modern structure of cultural diplomacy is huge in size and wealth, and is naturally similar to cultural heritage of the country, with historical past and cultural growth in progress. It is important to note that countries are now in a position to use these crucial factors for the benefit of portraying the image globally while protecting their reputation.

The third hypothesis, “Cultural diplomacy mechanisms do not have an impact in achieving development in Kenya” is also rejected. Findings show that cultural diplomacy mechanisms do enhance development as per majority of the respondents. The decision would thereby be to dismiss the hypothesis as it gives a negative prediction of the inability of cultural diplomacy mechanisms in contribution to achieve growth in the country.

CHAPTER FIVE

RESULTS AND DISCUSSION

5.0 Introduction

This Chapter dispenses results and discussions gathered from the study

5.1 Results

5.1.1 Response rate

Babbie (2004) argue that 50% return rate are acceptable to analyze and publish, 60% is good and 70% is very good. Out of a possible 102 respondents 75 responded which was a successful rate at 73.5% of the targeted population. Table 5.1 present the results

Table 5.1 Response Rate

Status	Response	% Response
Successful response	75	73.5%
Unsuccessful response	27	26.5%
Total	102	100%

Source: Researcher (2018)

5.1.2 Gender of the Respondents

The researcher sought to find out the respondents gender representation in proportion as presented in Figure 5.1. (61.3%) sixty one percent of respondents were male whereas female respondents were 38.7% of the total. This outcome indicates that majority of people who work with the diplomatic filed, cultural, sports, and youth affairs arenas are male. The findings further imply that the employees are male

dominated.

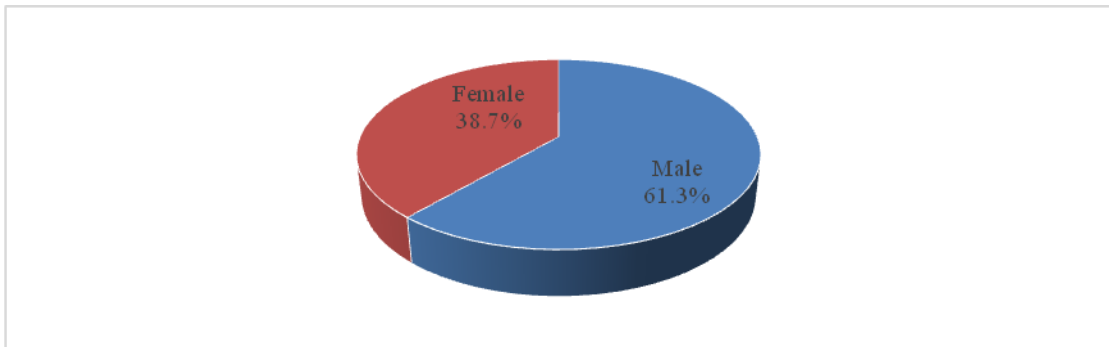


Figure 5.1: Gender

Source: Researcher 2018

5.1.3 Age of the Respondents

The researcher sought to find out age bracket of the targeted respondents. The findings were as presented in figure 5.2. (32%) thirty two percent of the those who responded were between the age of 36 years and 50 years (29%) twenty nine percent of the respondents were aged above 50 years. Twenty three percent (23%) of those who responded were aged between 21 years and 35 years (16%) sixteen percent of the respondents were 20 years and below. The findings imply that majority of the respondents were relatively advanced in years as they were above middle age bracket as they were aged above 36 years. These findings imply that relatively aged people and were probably at their career peaks in their respective institutions and agencies.

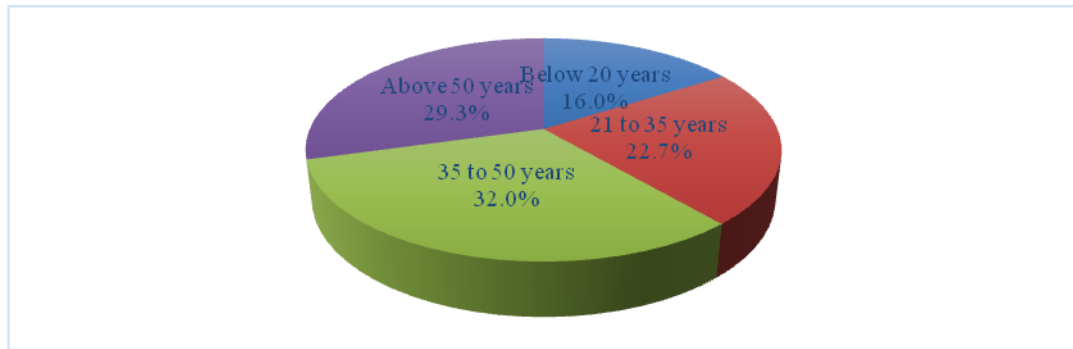


Figure 5.2: Age

Source: Researcher 2018

5.1.4 Respondents Level of Education

The researcher embarked to find out the respondent level of education, the findings were as presented in figure 5.3 findings were, Forty six percent (46%) of the respondents had attained a bachelor's degree as their highest qualification. (34%) thirty four percent of those who responded stated that they had achieved a master's degree while 6.7% of the respondents indicated that they had attained a doctorate degree (PhD). Twelve percent (12%) of the respondents indicated that they had attained a diploma as their highest attained level of education. These findings imply that most people dealing with cultural diplomacy are people who have advanced levels of education hence are well enlightened on role and impact of cultural diplomacy and development making them well suited respondents for this study.

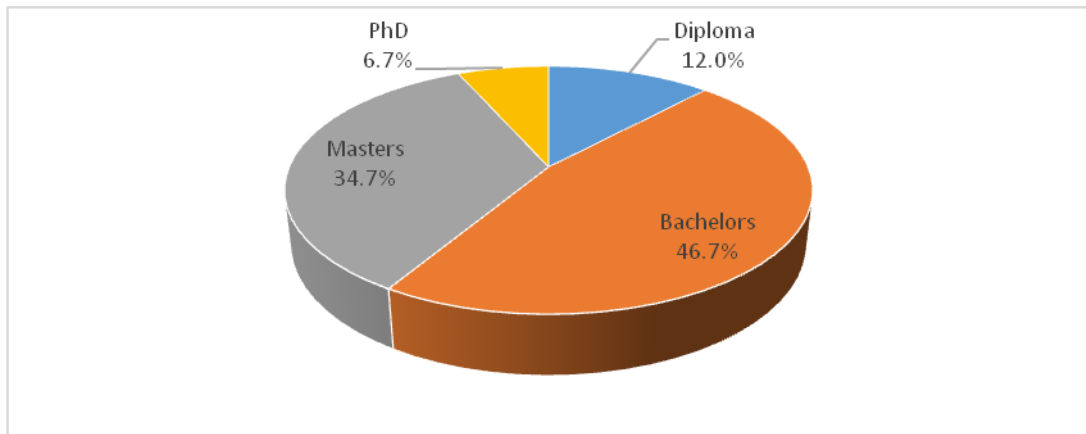


Figure 5.3: Education

Source: Researcher 2018

5.1.5 Category of Institutions

The researcher pursued to find out institution category within which the respondents were found. Figure 5.4 presents the findings Twenty three percent of the respondents were from government Ministries. Thirty two percent of the respondents were from the embassies. Eighteen percent of the respondents were from the civil society sector and 8% were from other institution. Other institutions included: foundations and public benefit organizations.

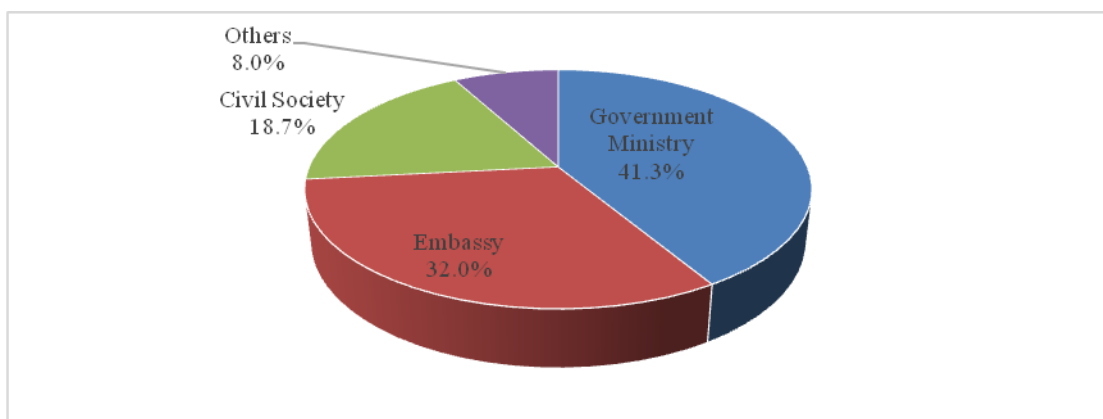


Figure 5.4: Education

Source: Researcher 2018

5.1.6 Working Experience

The researcher endeavored to find out working experience of the respondents. Findings were as presented in Figure 5.5. Forty five percent (55%) of the respondents had experience of more than 10 years. Thirty nine percent (38.7%) of the respondents had experience of 4 to 10 years. Sixteen percent (16%) of the respondents had experience of less than four years. The findings indicate that most respondents had substantial experience as they were above the more than four years and hence were well suited to take this study.

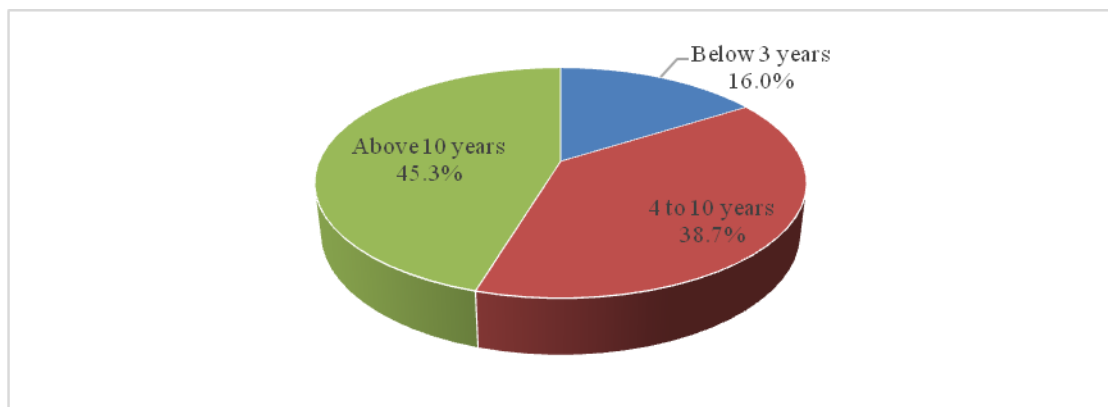


Figure 5.5: Work Experience

Source: Researcher 2018

5.1.7 Duration in the Institution

The researcher sought to find out the duration in which the respondents had worked in

the present position in the institution. The findings were presented in Figure 5.6. Most respondents (37.3%) had worked in their respective institution for 3 to 6 years. Thirty one percent (30.7%) of the respondents had worked in their respective institution for more than 10 years. Nine percent (9.3%) of these respondents had worked in their current institution for not more than 3 years. The findings imply that majority of the respondents had worked in their specific institution quite some time and were hence familiar with the role and impact of cultural diplomacy in promoting development.

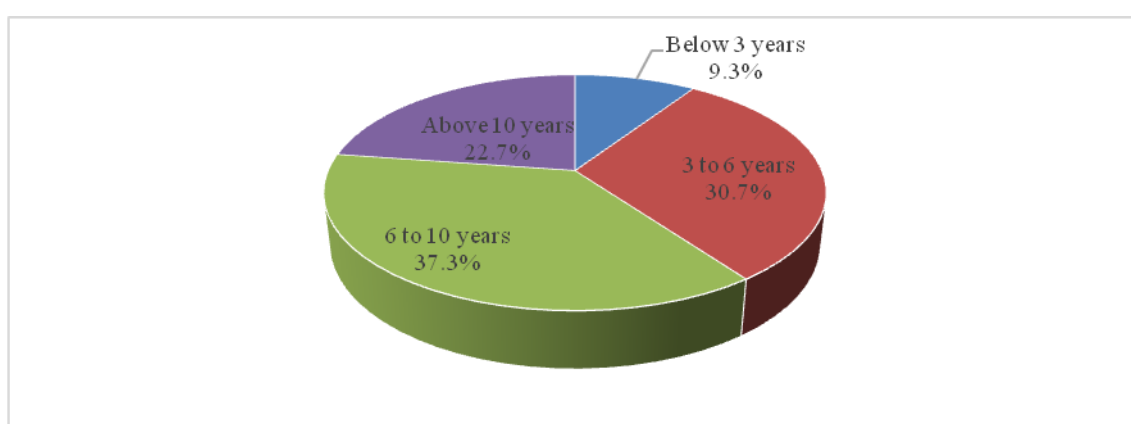


Figure 5.6: Duration in the Institution

Source: Researcher 2018

5.1.8 Familiarity with Diplomacy

The researcher sought to find out whether the respondents were familiar with diplomacy. The findings were presented in Figure 5.7. Eight seven percent (86.7%) of the respondent stated that they were understood the term diplomacy. Thirteen percent (13%) of the respondents indicated that they were not familiar with the term diplomacy. The findings imply that most respondents were aware of issues on cultural diplomacy and hence were well suited to take part in the study.

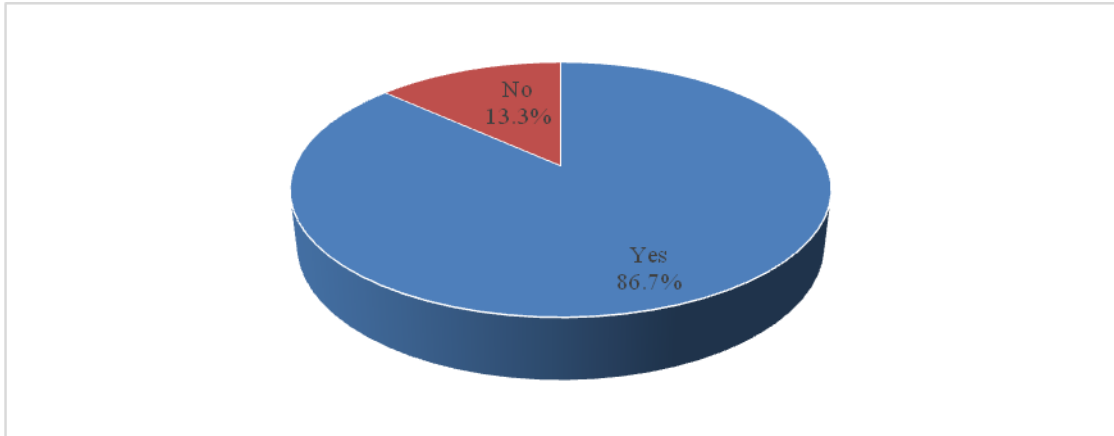


Figure 5.7: Familiarity with Diplomacy

Source: Researcher 2018

5.1.9 Cultural Diplomacy Concept

The researcher sought to find out whether the respondents understood the concept of cultural diplomacy. Figure 5.8 presented the findings, (78.7%) seventy eight point seven percent of respondents indicated that they understood the concept of cultural diplomacy. Twenty one percent of the respondents indicated that they did not understand the concept of cultural diplomacy. The findings indicate that most respondents knew what cultural diplomacy meant and hence were well suited to provide responses for the study.

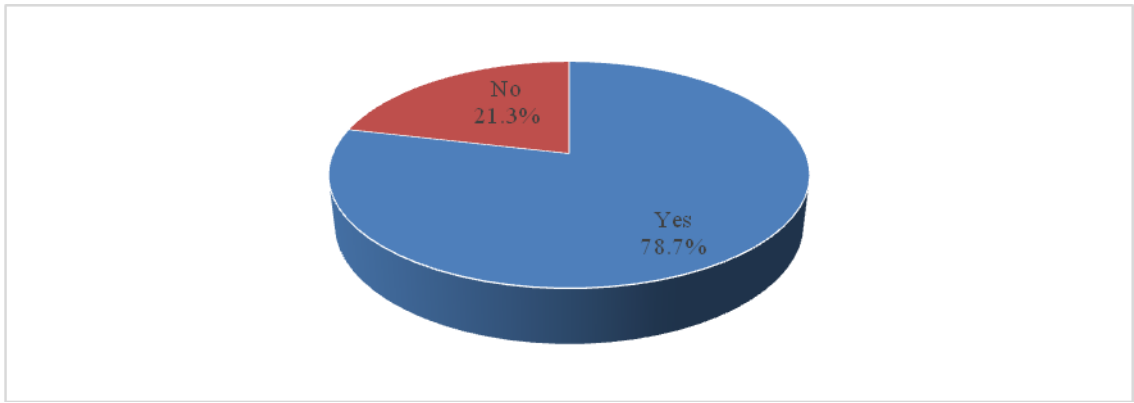


Figure 5.8: Cultural Diplomacy Concept

Source: Researcher 2018

5.1.10 Role and Impact of Cultural Diplomacy in Promoting Development in Africa

The researcher sought to find out the role and impact of cultural diplomacy in promoting development in Africa. The findings were as presented in Table 5.1, majority of the respondents that is (74.7%) seventy five percent agreed that there is a connection between culture and diplomacy and both can promote development. Seventy three percent of the respondents (73.3%) agreed that culture played a key role in promoting country's image hence wooing investors. (76%) seventy six percent of the respondents agreed that cultural diplomacy can be used as a state's development promotional tool. (70%) seventy percent agreed that culture would be critical and useful in promoting a state's foreign policy issues thereby fostering development. Seventy seven percent (77%) of the respondents agreed that a state can leverage its culture to attract economic foreign investment opportunities in the country promoting development 3.9 was the overall mean with a standard deviation of 1.16 . These

findings deduced that cultural diplomacy can indeed be applied to advance development as per the indication of the majority of respondents

Table 5.1 Cultural Diplomacy in Promoting Development

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev.
Culture & diplomacy promoting development	6.7%	10.7%	8.0%	42.7%	32.0%	3.8	1.19
Culture key in country's image	2.7%	12.0%	12.0%	52.0%	21.3%	3.8	1.01
Cultural diplomacy as a tool for development	6.7%	8.0%	9.3%	34.7%	41.3%	4.0	1.20
Culture and a state's foreign policy issues	9.3%	13.3%	6.7%	42.7%	28.0%	3.7	1.28
Leveraging culture to attract economic foreign investment	4.0%	9.3%	9.3%	34.7%	42.7%	4.0	1.13
Average						3.9	1.16

Source: Researcher 2018

Hypothesis H₀₁: Cultural diplomacy does not promote development in Africa

The first hypothesis of the study was cultural diplomacy does not promote development in Africa. According to the findings, cultural diplomacy can indeed be applied to advance development indicated as indicated by a majority respondents. Decision would hence be to reject the hypothesis as it suggested a negative prediction that cultural diplomacy did not promote development in Africa.

5.1.11 Role and Impact of Cultural Diplomacy as a Tool for Promoting Development in Kenya.

The researcher sought to find out the role and impact of cultural diplomacy as a tool for promoting development. (90.7%) ninety one percent of the respondents agreed that cultural aspects such as films, printing, music, dance sculpture etc can be used. as a tool for cultural diplomacy would be used to promote development in Kenya The findings are presented in Table 5.2 . Majority of the respondents (93.3%) agreed that educational programs and cultural exhibitions can be used as tools for cultural diplomacy would be used to promote development in Kenya. Ninety five percent of the respondents (94.7%) agreed that literature, establishment of cultural centers abroad libraries, and translation of popular national art works etc can be used as a tool for cultural diplomacy would be used to promote development in Kenya.¹⁶¹ Ninety three percent (93%) of the respondents agreed that news broadcasting and cultural programs as a tool for cultural diplomacy would be used to promote development in Kenya. Ninety one percent (91%) of the respondents agreed that religious diplomacy (e.g. inter-religious dialogue) as a tool for cultural diplomacy would be used to promote development in Kenya. 4.2 was the overall mean with a standard deviation of 0.76, these findings imply that cultural diplomacy can be used as a tool to promote development as indicated by majority of the respondents.

¹⁶¹ Adnan, M. (1991). *The Nature of Development in Module of Development Communication I. Kenya: ACCE.*

Table 5.2 Cultural Diplomacy as a Tool for Promoting Development

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev.
Arts Culture & Educational Programs	2.7%	4.0%	2.7%	56.0%	34.7%	4.2	0.87
Literature	2.7%	2.7%	1.3%	61.3%	32.0%	4.2	0.81
News and Cultural Programs	0.0%	2.7%	2.7%	62.7%	32.0%	4.2	0.63
Religious Diplomacy	1.3%	1.3%	4.0%	65.3%	28.0%	4.2	0.69
Average	1.3%	2.7%	5.3%	52.0%	38.7%	4.2	0.79
						4.2	0.76

Source: Researcher 2018

Hypothesis H₀₂: Cultural diplomacy as a tool does not promote development in Kenya

The second hypothesis of the study was cultural diplomacy as a tool does not promote development in Kenya. According to the findings, cultural diplomacy can be used as a tool to promote development in Kenya as indicated by majority of the respondents. The decision would hence be to reject the hypothesis as it suggested a negative prediction that cultural diplomacy as a tool to promote development in Kenya.

5.1.12 Mechanisms of Cultural Diplomacy and Impact in Promoting Development in Kenya

The researcher sought to find out the mechanism of cultural diplomacy and impact in promoting development in Kenya. The findings were presented in Table 5.3. Eighty four percent (84%) of the respondents felt to a large extent that leveraging athletics

and sports in the country can be used to promote development. Seventy two percent (72%) of the respondents felt to a large extent that gifting and marketing of Kenyan cultural products can be used to promote development. Majority of the respondents (84%) felt to a large extent that promotion of cultural heritage through tourism can be used to promote development. Eighty eight percent (88%) of the respondents felt to a large extent that identification and appointment of cultural Ambassadors can be used to promote development. Most respondents (84%) felt to a large extent that promotion of Kiswahili as a national language can be used to promote development. The overall mean was 4.1 with a standard deviation of 1.06. The findings imply that cultural diplomacy mechanisms do promote development as indicated by majority of the respondents.

Table 5.3 Cultural Diplomacy Mechanisms for Promoting Development in Kenya

Statement	Very Small Extent	Small Extent	Neutral	Large Extent	Very Large Extent	Mean	Std. Dev.
Leveraging athletics and sports	5.3%	5.3%	5.3%	26.7%	57.3%	4.3	1.13
Marketing of Kenyan cultural products	4.0%	13.3%	10.7%	40.0%	32.0%	3.8	1.14
Promotion of cultural heritage via tourism	9.3%	2.7%	4.0%	46.7%	37.3%	4.0	1.17
Appointment of cultural Ambassadors	2.7%	4.0%	5.3%	36.0%	52.0%	4.3	0.94
Promotion of Kiswahili as a national language	4.0%	1.3%	10.7%	53.3%	30.7%	4.1	0.91
Average						4.1	1.06

Source: Researcher 2018

5.1.13 Coordination of Mechanisms

The researcher sought to find out whether existing mechanisms are well coordinated.

The findings were presented in Figure 5.1. Sixty four percent (64%) of the respondents indicated that the mechanisms were not well coordinated while 36% of the respondents indicated that the mechanisms were well coordinated in their institutions. The findings imply that the way in which the mechanisms were executed need to be assessed and as such, proper measures be put in place to enhance how such mechanisms were applied.

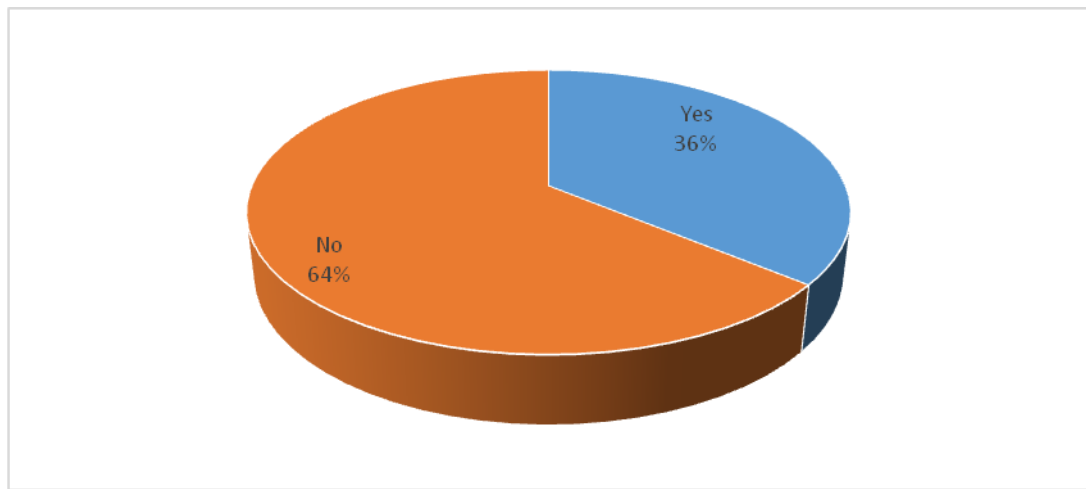


Figure 5.9: Coordination of Mechanisms

Source: Researcher (2018)

Hypothesis H₀₃: Cultural diplomacy mechanisms do not have an impact in achieving development in Kenya

The third hypothesis was cultural diplomacy mechanisms do not have an impact in achieving development in Kenya. According to the findings, cultural diplomacy mechanisms do promote development as indicated by majority of the respondents. The decision would hence be to reject the hypothesis as it suggested a negative prediction that cultural diplomacy mechanisms do not have an impact in achieving

development in Kenya.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Summary

The first objective of the research was to study the role and impact of cultural diplomacy in promoting development in Africa. The study findings reveal that cultural diplomacy can indeed be applied to advance development as indicated by a large percentage of the respondents who agreed that there is a connection between culture and diplomacy and both can promote development, culture played a key role in promoting country's image, hence; wooing investors. The findings also revealed that cultural diplomacy can be used as a tool for promoting a state's national development, culture would be useful in promoting state's foreign policy issues thereby fostering development and state can leverage its culture to attract economic, and foreign investment opportunities in the country promoting development.

The second objective of the research was to assess the role and impact of cultural diplomacy as a tool for advancing development in Kenya. The findings indicate that cultural diplomacy can be used as a tool to promote development as indicated by majority of the respondents who agreed that that arts (for example films, dance, music, painting, and sculpture among others), culture exhibitions, educational programs (universities and language programs abroad)literature (Nobel Prize, the establishment of libraries abroad and translation of popular and national works,), that broadcasting of news and cultural programs and that religious diplomacy (e inter-religious dialogue) as a tool for cultural diplomacy would be used to promote development in Kenya.

The third objective was to establish the mechanisms of cultural diplomacy and what has been their impact in achieving development interests in Kenya. The findings indicate that the various mechanisms for cultural diplomacy included; leveraging athletics and sports, gifting and marketing of Kenyan cultural products, promotion of cultural heritage through tourism, identification and appointment of cultural Ambassadors and promotion of Kiswahili as a national language. Further the respondents felt to a large extent that the mechanisms (leveraging athletics and sports, gifting and marketing of Kenyan cultural products, promotion of cultural heritage through tourism, identification and appointment of cultural Ambassadors and promotion of Kiswahili as a national language) had been important in promoting development interests in Kenya.

6.2 Conclusion

From the study it can be concluded that:

- i. Cultural diplomacy can indeed be applied to advance development.
- ii. Cultural diplomacy can be used as a tool to promote development in Kenya
- iii. Mechanisms of cultural diplomacy which are diverse and many are important in promoting development interests in Kenya.

6.3 Recommendations

The government Ministries offices mandated to deal with issues on cultural diplomacy, and embassies should make use of these research findings in assessing how better to coordinate and collaborate in efforts to come up with well-articulated policies and strategic plan, resource allocation, and mechanisms in the conduct of

their business to promote international image and thus foster development.

Academicians and scholars should use the findings of this study as a basis for their literature and support of gaps in terms of concept, context, or even contradictory findings. The methodology used in this study would be used by the scholars as a model for their study if the respective study assumes the same study discipline.

The Kenyan national government should use the findings of this study to come up with better ways to enhance better environment in the county by creating a favorable environment for the cultural diplomacy to be carried out in a stable environment in attempts to enhance development.

Policymakers should use the findings of this study in coming up with better and robust policies to enhance the cultural diplomacy to enhance better development in the country. Researchers in cultural diplomacy and development could use this study as a basis for their literature. They could also use the findings in this study to understand how different cultural diplomacy approaches influence development in different contexts.

6.3 Areas of further study

1. This research is not exhaustive in nature and the researcher recommends that another study be done on a different aspect of cultural diplomacy for instance, determinants of cultural diplomacy, and how they would influence development. This will inform whether the findings will be consistent or hold true in concept.
2. Most respondents indicated that the mechanisms for cultural diplomacy were not well

coordinated. Another study can be done in this context to assess why the mechanisms are not well coordinated and if this applies across all the institutions or in specific institutions.

3. Another study can be done in another country for example, the wider East African region using the same parameters and variable to establish whether cultural diplomacy will have the same effect or contradictory findings in a different geographical context

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APPENDICES

Appendix I: Questionnaire

SECTION A: Sample Demographics (Please tick as appropriate)

1. Please indicate your gender

1) Male []

2) Female []

2. Please specify your age

a. Below 20 yrs. []

b. 21 to 35yrs []

c. 36-50 years []

d. 51 years and above []

3. Please indicate your highest attained level of education

Diploma []

Bachelors []

Masters []

PhD []

4. Please indicate your category of institution

Government Ministry []

Embassy []

Civil Society []

Others []

If others, please explain.....

5. Please indicate your work experience

Below 4 years []

4 to 10 years []

Above 10 years []

6. How long have you worked in this institution

Below 3 years []

3 to 6 years []

6 to 10 years []

Above 10 years []

7. Are you familiar with the term Diplomacy?

Yes [] No []

8. Do you understand the concept of Cultural Diplomacy?

Yes [] No []

SECTION B: CULTURAL DIPLOMACY AND DEVELOPMENT

This section is concerned with assessing the cultural diplomacy and development.

Section B1: Role and Impact of Cultural Diplomacy in Promoting Development

This subsection is concerned with assessing the impact and role of cultural diplomacy in promoting development in Africa.

Please mark (x) in the box which best describes the extent to which you agree with each of the following statements.

Rate your response on a scale of 1 to 5;

(1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree)

Statement	1	2	3	4	5
I believe there is a connection between culture and diplomacy and both can promote development					
I believe culture plays a key role in promoting country's image hence wooing investors					
Cultural diplomacy can be used as a tool for promoting a State's national development					
Culture would be very useful in promoting Kenya's foreign policy issues thereby fostering development					
Kenya can leverage its culture to attract economic foreign investment opportunities in the country promoting development					

Section B2: Role and Impact of Cultural Diplomacy as a tool in Promoting Development in Kenya

This subsection is concerned with assessing the impact and role of cultural diplomacy as a tool in promoting development.

Please mark (x) in the box which best describes the extent to which you agree that these forms of cultural diplomacy applied as a tool are promoting development in Kenya. Rate your response on a scale of 1 to 5;

(1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree)

Statement	1	2	3	4	5
Arts (e.g. films, dance, music, painting, sculpture, etc.)					
Culture Exhibitions, Educational Programs (e.g. universities and language programs abroad, etc.)					
Literature (e.g. Nobel Prize, the establishment of libraries abroad and translation of popular and national works, etc.)					

Broadcasting of News and Cultural Programs					
Religious Diplomacy (e.g. inter-religious dialogue)					

Section B3: Role and Impact of Cultural Diplomacy Mechanisms in Promoting Development

This subsection is concerned with assessing the impact and role of cultural diplomacy as a tool in promoting development.

Please mark (x) in the box which best describes the extent to which you believe that these mechanisms are promoting development in Kenya.

Rate your response on a scale of 1 to 5;

(1= Very Small Extent; 2= Small Extent; 3= Neutral; 4= Large Extent; 5= Very Large Extent)

Statement	1	2	3	4	5
Leveraging athletics and sports in the country					
Gifting and marketing of Kenyan cultural products					
Are these mechanisms well coordinated to achieve the desired goals					
Promotion of cultural heritage through tourism					
Identification and appointment of cultural Ambassadors					
Promotion of Kiswahili as a national language					

THANK YOU