

UNIVERSITY OF NAIROBI
INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

**THE APPLICATION OF CULTURAL DIPLOMACY IN ENHANCING KENYA'S
INTERNATIONAL IMAGE.**

BY
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R50/69335/2011

**RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE OF MASTER OF ARTS IN
INTERNATIONAL STUDIES**

NOVEMBER 2017

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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This research project has been submitted for examination with my approval as the assigned university supervisor.

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DEDICATION

Special dedication to my Dad, Mum and my siblings, for your love, understanding, support and encouragement during my studies.

ACKNOWLEDGEMENT

This research project would not have been completed without the help, guidance and contribution of my supervisor, Dr. MARTIN.O.OUMA, from the Institute of Diplomacy and International Studies who owing to his long-standing experience as an Lecturer, guided me through the entire research process.

Special thanks to the Kenya Cultural Centre. Bomas of Kenya, Ministry of sports, culture arts and the Ministry of foreign affairs for granting me the opportunity to undertake this course. My sincere appreciation to my lecturers, members of faculty and the staff at Institute of Diplomacy and International Studies (IDIS) for their invaluable guidance and support throughout the period of study. Thank you all

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ABSTRACT

This research project sets out to investigate the role of cultural diplomacy as a tool for enhancing Kenya's international image. Cultural diplomacy may be described as a course of action(s), which are based on and utilize the exchange of ideas, values, traditions and other aspects of culture or identity, whether to strengthen relationships, enhance socio-cultural cooperation or promote national interests. Cultural relations, is the mutual exchange of culture between peoples to develop long-term relationships, trust, and understanding for the purpose of generating genuine goodwill and influence abroad. The study aims to establish how cultural diplomacy is advancing Kenya's image. Specifically the study seeks to answer the following questions: what is the role of cultural diplomacy enhancing Kenya's international image . What role music, culture and sports play as a aspect of cultural diplomacy in branding Kenya? The justification for the study is that Cultural diplomacy has not been the subject of as much scholarly attention and Scholarship about diplomacy - a more traditional field – has paid little attention to cultural diplomacy, and despite the recent exponential growth in scholarship of the various schools of International Relations Theory, Cultural diplomacy has been almost entirely ignored by the discipline of International Relations. The study will therefore contribute to knowledge and will be useful to policy makers, especially those in government to make better use of the practice of cultural diplomacy, to enhance effectiveness in reaching wider and diverse audiences. The study employs liberal theory as the backbone of this study. This study uses qualitative research approach and majorly utilizes primary data and secondary data as the backup which includes; collection from books, journal articles and periodicals. For primary data is collected using questionnaires and interview guide. The collected data is sorted and analyzed using document analysis and presented in narrative form as well as in tables and charts. This study argues that cultural diplomacy is very important for Africa and concludes that Cultural diplomacy plays a crucial role in building relations and the image of a state., It serves as an effective instrument in supporting national foreign policy objectives. Cultural diplomacy supports Kenya's foreign policy goals, to combat stereotyping, develop mutual understanding, and advance national reputation and relationships across the globe. Culture keeps doors open in difficult times, where cultural diplomacy provides a safe and constructive forum for relationship-building or easing relations when they get strained. Among others, the study recommendations that Prior to constructing a cultural diplomacy initiative, the relevant agencies, artists and other actors must fully understand the cultural identity of the nation.

ABBREVIATIONS AND ACRONYMS

FIFA	Fédération Internationale de Football Association
FDI	Foreign Direct Investment
IAAF	International Olympic Committee
IDIS	Institute of Diplomacy and Foreign Studies
IOC	International Olympic Committee
UN	United Nations
AEC	African Economic Community
APRM	African Peer Review
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
MDGs	Millennium Development Goals
ODA	Official development assistance
SDGs	Sustainable Development Goals
UN	United Nations
UNAOC	United Nations Alliance of Civilizations
UNCD	Universal Declaration on Cultural Diversity
UNESCO	United Nations Educational Scientific and Cultural Organization

CHAPTER ONE

1.1 Introduction

Diplomacy is the method by which States all through lead their undertakings with a specific end goal to guarantee serene relations.¹ While Culture is an effective weapon for International projection, it manages engraving the identity with the layouts through which most people see occasions. It covers exercises that have wide claim and to ordinary individuals, navigating boundaries and distance.² demonstrates that cultural diplomacy assumes an essential part in advancing a country's interests in foreign nations.

Rana takes note that assertions marked between nations for the most part give the premise to bilateral engagement.³ Cultural diplomacy is a case of open and delicate power that, for example, the trading of thoughts, data, and workmanship among countries as a method for encouraging Governments to speak to the hearts and win brains of different states and the world community. Kenya's Foreign Policy is based on prosperity, peace and global competition in the Country. The approach is pegged on national qualities plus desires of the Kenyan individuals as referred in the Constitution of Kenya. In Kenya, cultural diplomacy is considered a key foreign approach, which is educated by the acknowledgment of the capability of the nation's cultural heritage and the requirement for its abuse for the country's development. The goals of the column on cultural diplomacy is to advance open consciousness of the nation's foreign strategy course in order to

¹Rana K. S., Inside Diplomacy 2 nd Ed. New Delhi: Man as Publication, (2006), p. 19.

²Keohane, R. (2002). Power and Governance in a Partially Globalized World. London: Routledge.

³Rana K. S., Inside Diplomacy 2 nd Ed. New Delhi: Man as Publication, (2006), p. 19.

enhance steadiness and viability in pursuit for Kenya's nationwide interests besides components of upcoming open doors and other dangers.

1.2 Background of the Study

According to Katherine P. Avgerinos, the USSR faced a great challenge because of cultural diplomacy. This involved promotion of culture offensive of culture as tools alongside the economic and political means.⁴ The author further affirm that, “Cold war in late 1990s was not traditional political and military divergent opinion” instead, it was a game of the culture and ideologies on a universal scale which did not have and historical precedent. In addition to that, the author opinioned that cultural diplomacy expose the heart of a nation. The ministry of foreign affairs in Kenya learnt from USSR experience where by a cultural diplomacy institutional framework was developed for the purpose of upgrading position and the current reflection of the country.

The framework is allied to public policy goal of world influence and most especially in Africa for the purpose of creating a community where African destiny is adequately shared. This is a poverty free destiny, interstate disagreements and perennial intrastate. Further to that, creation and development of a continent that is full of power and strength to influence the entire globe is the key agenda.

It was argued that, IR ignored popular culture as a discipline fifteen years ago.⁵ This is however assort no longer the case. This is because scholars across divide and disciplines are keenly and

⁴Arvegerinos. P. Katherine (2010). Russia’s Public diplomacy effort.Princeton education.

⁵Weldes, J. (2006). High Politics and Low Data: Globalization Discourses and Popular Culture in D. Yanow and P. Schwartz-Shea (eds) Interpretation and Method: Empirical Research Methods and the Interpretive Turn, New York: M.E. Sharpe, 176-86.

effectively scrutinizing numerous forms of popular culture relative to each facet of IR and politics in the world.⁶ Notably, in times of peace, states also deploy popular culture peace. States normally engage in cultural diplomacy practices for peace development. This therefore involves active involvement in popular culture. There are emphasis on popular culture of sports and film, in order to revamp US image in Muslim countries courtesy of the cultural exchange programs.⁷ In order for the British council to build trust in cultural relations, international collaborations in areas of fashion, music, film, theatre and dance are used. On the other hand, ‘Brand Turkey’ defines itself using food metaphor of the ‘coffeehouse’. This brings in to play shopping, folk dancing, cinema and bazaar.⁸

In Africa, Cultural diplomacy is used as a policy tool to address currently faced challenges. For example, there is Cultural Diplomacy in Africa (CDA) which is a young leaders Forum that bring together network of cultural practitioners, young professionals and students, from across the world who have a common interest in the African continent.

The Ministry of Foreign Affairs and International Trade has been pursuing the realization of the Kenya’s Foreign Policy based on the five interlinked pillars of diplomacy which enlighten the central precedence and approaches for the bilateral and multilateral commitment in order to strengthen relationships, boost social cultural cooperation and also upholding nationwide interests.⁹ Among the pillars is the Cultural Diplomacy which seeks to employ culture as an essential tool in international relations particularly using cultural heritage and bequests as the

⁶ *ibid*

⁷Wills & Dougherty, B. (2002) . ‘Comic Relief: Using Political Cartoons in the Classroom’, *International Studies Perspectives*, 3(3): 258-70.

⁸ *ibid*

⁹ Ministry of Foreign Affairs ; Kenya Foreign Policy

plinth of our overseas engagement across the globe. Kenya's cultural diplomacy focuses on increasing understanding of her cultural affluence and generating welfare of the country's cultural heritage. Through a situation analysis, the Ministry identified three broad strategic issues of focus towards driving the Cultural Diplomacy forward. These issues are the need to ensure our cultural diversity and heritage are respected and recognized globally; the need to recognize the role played by artists, athletes and other sportsmen and women from Kenya; and the need to uphold Kiswahili as a continental and universal language. It is the man of the Ministry of Foreign Affairs and International Trade to pursue Kenya's foreign policy and international trade affairs as per the Kenyan Constitution. There are five interlinked pillars of diplomacy that anchor the Kenyan foreign policy. These include: peace; Economic; Environmental; Cultural and Diaspora. The aim of Cultural Diplomacy is to employ culture as an essential tool in international relations using cultural heritage and bequests as the platform of our foreign rendezvous.

1.3 Statement of the Research Problem

With emergence of new issues and actors in 21st century, the complexity of global environment of advancing national interest requires factoring in culture and traditions.¹⁰ In particular culture can and has been a useful tool of diplomacy that if well utilized can contribute to national prestige and image building of states. It is for this reason therefore that this study examines and analyses the extent to which culture has been used as soft power in Kenya. Culture as a tool of diplomacy is the problem that this project sets out to investigate. The reviews proceeds on the assumption that culture plays an important role in promoting in national interests and building

¹⁰Bainvel, S. (2005). Sport and Politics: A study of the relationship between International Politics and Football.

relations with other countries. However, to date the evidence available indicates that Kenya has not fully exploited culture to attain their interest and in building power politically and global influence.

Cultural Diplomacy as a vital diplomatic tool to enhance our international relations to uphold a favorable reflection and prestige for the Country globally remains largely untapped. For example, some Kenyan footballers and some athletes have been bought by other nations to market their countries while they should be representing Kenya. Indeed it is through cultural related activities, like sports that the identity of a state is best represented. Arts, exhibitions, music, literatures have not been given much considerations and they build the Kenya's cultural heritage. The Kenyan film industry is still young; more of American movies are being watched not just in Kenya but also globally. Therefore, there is a need for Kenya to exploit these potentials to promote the country.

1.4 Research Questions:

The specific question is: How is cultural diplomacy enhancing intentional image in Kenya?

1.4.1 Specific Questions:

1. How can culture be better utilized as a tool of diplomacy in Kenya?
2. What are the strategies that Kenya is using in applying cultural diplomacy?
3. What are the challenges, Kenya is facing in advancing cultural diplomacy?

1.5 Objectives

The main objective is to establish how Kenya is utilizing cultural diplomacy in the pursuit of Kenya's foreign policy interests.

1.5.1. Specific Objectives

1. To examine the role of cultural diplomacy in advancing Kenya's International image.
2. To analyze the strategies applied by Kenya in applying cultural diplomacy.
3. To investigate the challenges Kenya is facing while applying cultural diplomacy.

1.6 Justification of the study

1.6.1 Policy Justification

The role of cultural diplomacy in foreign relation is going to result to recommendations that can form the basis of improving or influence policies of Kenya and can advise other states and inform their policies. It will help formulate new policies and also to refine the existing ones.

1.6.2 Academic Justification

As Levermore has pointed out, "International relations has barely had an impact on the study of culture in general and on the political use of culture in international relations by states in particular."¹¹ This study therefore will contribute to knowledge on the role of culture diplomacy in Foreign relations. Therefore the main benefits to this exploration are so as to address the gap in existing diplomatic studies literature.

1.6.3 General Justification

Cultural diplomacy and scholarship about diplomacy has not received much scholarly attention. Despite the recent international relations theory on exponential scholarship growth of various schools, Cultural diplomacy has exclusively been overlooked by disciplines in International Relations.

¹¹Levermore, R & Budd, A. (2004). Sport and International Relations. London: Routledge.

This study will therefore contribute to knowledge and generate new literature for the purpose of utilizing cultural diplomacy and to enhance efficacy in reaching wider and diverse audiences.

1.7 Literature Review

This part will examine the relevant literature; in particular, it will review some of the possible influences that inform the study topic from a global, regional and national perspective.

1.7.1 Cultural Diplomacy and Trade

In the study of international relations, political science, international affairs and other related studies, cultural diplomacy seen to be a developing concept. Nations and organizations use culture as a key tool of establishing and maintaining relations among themselves. It has however been a 'matter of circumstance' before the cultural aspect gain reverence like other tools commonly used in diplomacy for creating, cementing and maintaining relations between nations. Such tools include economic aid, political and trade relations. Since time immemorial, trade and Politics have been key dominants interstate relations. The choice to embrace 'a matter of circumstance' is as a result of economics, trade and politics issues that have dominated interstate relations for too long. Even though attention has been accorded to the cultural aspect, that intensity of attention cannot be compared to the one given to trade, politics and economics aspect.¹² Evidence from scholars, political experts, and even the ordinary citizen, its very clear that the world is more dynamic. This has led to both negative and positive implications whereby, the world has experienced many challenges particularly in the financial sector over the past decade..

¹²Minneart, T. (2014). Footprint or finger print: international cultural policy as identity, International journal of cultural policy. Vol.20 : pp.99-113.

From 1998 to 2008, a global economic and financial crises were experienced that left economic, political and trade relations between various nations in a state of fiasco. Some nations are however on road to recovery, although the ongoing European financial predicament has impacts that are experienced in the respective region and also spreading globally. The most affected are the European countries and the nations with strong financial or trade ties with them. The countries that greatly depend on the wealthy states for support are also affected. This makes such countries feel as if the use of economic, political and trade relations have had a far stretch. They therefore get exhausted to an extent that they are no longer adequate by their own to sustain sturdy relations between nations.¹³ In light of that, then culture emerge in the international scene as a pivotal tool of diplomacy and interstate relations.¹⁴ In light of this observation, cultural diplomacy has emerged as pivotal instrument in cementing interstate relations and also in lubricating and bringing economic, political and trade relational progress between states.

¹³Matsuura, Koichiro. Speech on the occasion of UNESCO's world day of Cultural diversity (2008).

¹⁴Waller, M. (2009). *Cultural Diplomacy: Political Influence and Integrated Strategy*. Washington, DC: Institute of World Politics Press, p. 74

1.8 Cultural Diplomacy And Education

Recently, the role of academic exchange has received immense exemplification by cultural diplomacy in development of international relations.¹⁵ It has been realized that advanced education is an ultimate tool for cultural diplomacy. The Fulbright Program that is sponsored by the US Department of State is an example of cultural diplomacy that is being advanced by use of higher education.¹⁶ The aim of this programme is to promote mutual understanding among people. This program has the largest network of students and scholars across the globe that has ever been sponsored by any state. Hence government officials view this programme as the greatest diplomatic possession of the United States. Leaders and citizens who have taken part in Fulbright programme acknowledge fondness and great incidences with natives from United States. This has therefore generated good will for the United States overseas. Even though Fulbright has not been imitated by other nations, well organized endeavours have been made to further nationwide diplomacy using education. For example, the British Council has had offices around the globe that has sometimes operated as a British affiliate embassies. According to keys, the British Council has depicted itself to be an international organization in the United Kingdom pertaining to opportunities in education and cultural relations.¹⁷ Besides Fulbright, it offers scholarships studies in the United Kingdom. Further to that, academic exchanges among institutions of higher learning in other states are sponsored.

¹⁵ibid

¹⁶Keohane, R. (2002). Power and Governance in a Partially Globalized World. London: Routledge.

¹⁷Calhamer, A. (1975). Diplomacy: Chapter of the Games & Puzzles Book of Modern Board Games. Games & Puzzles Publications. London. pp. 26-40.

Similarly, the German Academic Exchange Service plays such but less extensive role. Non-Western countries have followed their diplomatic efforts. In 2004, China emerged with her own brand of educational diplomacy. Its Confucius Institutes are intended to promote Chinese language and culture overseas. In line with this 353 Confucius Institutes in 104 countries and regions had been established by 2011.

The issue of unequal relationships of soft power informed by self-interest has been raised with regard to East-West and North-South cooperation.¹⁸ There is huge demand for advanced education in developing countries. Owing to this, they are not willing to discourage those who wish to help either through scholarships or assistance with the institutional development. These grants can develop the receiving nations in a human building capacity. However, recipients' nations of educational diplomacy must understand the motivations of such moves.

The emerging period of accelerated global engagement, state to state educational diplomacy is being overtaken by institution-to-institution relationships and a broad array of actors.¹⁹ This therefore complicates educational diplomacy on the receiving end. This also implies that governments are not the prime actors. While governments may view college and university cross-border activity as a vital part of their diplomatic efforts, institutions are increasingly operating beyond sovereignty, based on their own strategies and motivations. Colleges and universities develop their own engagement strategies which lead to direct relations and negotiations, not only with educational institutions, but also with governments themselves. For instance, when University presidents travel to other countries, they often meet with government officials as part of their efforts to build educational relationships with the countries of origin. In

¹⁸Nye, J. (Jnr) (2004). *Soft Power: The Means to Success in World Politics*. New York: Public Affairs, 2

¹⁹Pearson, P. Cooper, R. *Hard Power*,(2009). *Soft Power and the Goals of Diplomacy*.

addition to that, engagements in academic cooperation are signed by university presidents, following formalities of an international agreement. As with all treaties, signing represents significant groundwork laid by institutional representatives.²⁰ The celebratory moment is however not always followed by sustainable relationships because expected outcomes are sometimes faced by disappointment. The result can have a negative effect on institutions as well as national relations, although the latter may have unintended consequence.

Even though Colleges and universities must adhere to state laws the nation and also be aware of local customs, they mainly operate on own reconnaissance after signing agreements. Following such dimension, implies moving beyond sovereignty although they may still be regarded as national representatives. It is therefore extremely important, that institutions develop protocols just as in official diplomatic negotiations, so that all details, promises, and expectations critical to both parties before signing are recognized.²¹

It is right then to recognize that there are mixed intentions for seeking engagement in educational diplomacy. The search for students paying fee leads to greater cross-border activity. Governments and institutions well-developed higher education states are create initiatives to receive students from many developing countries. Some institutions of higher learning in spite of less well developed advanced education seek relationships with other institutions they view as icons in order to increase chances of higher score in webometrics.²²In order to counter these more narrow drivers of engagement, many institutions are now developing broader

²⁰Michelle. L. (2003).Bridging cultural conflicts: A new approach for a changing world; Vancouver; British Columbia.

²¹Krejcie.R. and Morgan .D. (2007).Determining Research size for research activities: educational and psychological measurement, Vol 30.No3.p.608.

²²ibid

internationalization techniques, to seek cooperative agreements that define themselves as universal institutions. Universities may pursue a variety of goals through engagement to enrich their academic programs, enlarge knowledge and experience base for their students, host a more diverse international student body and faculty, provide more international research opportunities, and ultimately to develop a wide spectrum of joint activity that benefit both partners. Countries and institutions engaging in educational diplomacy have an obligation to consider benefits to themselves and also to their partners. This will be in the best interest of international relations and internationalization of advanced education and if done well, it will be a rising wave that lifts all ships.²³

As part of the International Symposia on Cultural Diplomacy (CDA) in Africa, and the Experience Africa Program, the CDA launched a new annual initiative, the ‘Berlin Annual Film & Media Festival’.²⁴ Stemming from the intention to both explore the novel opportunities inherent in the digital revolution in Africa, as well to boost the artistic talent of young African filmmakers, this year’s festival proved to be a true celebration, where speakers and participants from all over the world were gathered. The African diplomatic community in Berlin greatly participated in the success of this pioneering activity.

1.9 Cultural diplomacy and Peace and security

Culture awareness improves understanding, prevention, mitigating and recovering from conflicts issues. The Role of Culture in Peace and Reconciliation cannot be underrated; it can only be attained through understanding of other cultures and non violence. The greatest challenges the world faces are, the global world, the economic crisis, the rising level of the oceans, all of which

²³Waller, M. (2009). Cultural Diplomacy: Political Influence and Integrated Strategy. Washington, DC: Institute of World Politics Press, p. 74.

²⁴ibid

are a reminder of threats of unsustainable development, the rising levels of poverty, inequalities in societies and the lack of future perspectives among the youth. However, in the middle of these challenges lies the aspiration for peace, which implies the necessity of finding a way of living together better in this world of uncertainty that all too often is now witnessing the emergence of different sorts of violence.

The biggest challenge is thus how best can global unity be approached by fully taking into consideration the wealth of the cultures of the world and by averting the fear reflex when confronted with otherness.²⁵Peace is a right and duty that has been and remains a permanent ideal and aspiration. However, in our fast paced, global peace is at risk. While world wars are becoming new, it may be hoped like a thing of the past, that violence, civil strife and conflict continue to define the lives of many.

Presence of peace can never be taken for granted. This been demonstrated by internal conflicts and terrorism attacks. As an ongoing process of political, economic and cultural negotiation, peace requires constant mediations, vigilance and active participation. It calls for commitment and a long-term vision, that entails a combination of traditional and contemporary ways of understanding the roots of conflicts, ways of mitigating violence, and paths towards reconciliation and healing.

In times of bi-lateral communications, opportunities, interconnectedness and migration, the risks of peace also is brought by fanaticism, inequalities and marginalization of vulnerable groups, rejection and ignorance of other cultures, beliefs, traditions and histories. The revolution in

²⁵Pierre de Senarclens and Ali kazancilgil,(2007). *Regulating Globalization: Critical approaches to global governance*; Newyork: UN University press, p.107

communication has effected on conflicts as they often “brew” virtually in social media and the blogosphere before their full impacts can be achieved. The amount of data accumulated over the past few years through the use of the technology has emerged to an interconnectedness which is also vulnerable.²⁶

New technologies have a direct impact in reality and thus play a potentially major role in conflict times. However, they escape accurate description due to the shifts and changes in the foundation in which they evolve. At least one fifth of humanity lives in countries experiencing significant violence, political conflict, insecurity and societal instability. Countries with major violence are impoverished. Evidently, to have sustainable peace, we must uphold the dignity of every man and woman; it must be nurtured by observing their rights. At the same time, however, development is not sustainable if societies are not at peace with themselves and with their neighbors and living in environmental balance with the planet and its resources.

Peace and sustainable development complement each other. Culture comes out as an essential factor for lasting peace. On the contrary, the path to inclusive social and economic development, environmental sustainability, peace and security is firmly grounded in culture, understood in its spiritual, material, intellectual, and emotional dimensions and encompassing diverse value systems, traditions and beliefs. Culture informs and influences people’s relation to sustainable developments in countries, conflicts, and reconciliation in a distinct, but direct manner. It determines and creates paths for lasting conflict-resolution and healing. Culture also defines the way human beings interact with each other and their environment.

²⁶Macclancy.J. (2004). Identify and ethnicity, Berg. oxford

The Cultural solutions for conflict and peace define the “absence of violence” or the “absence of the fear of violence,” peace can be associated with a multitude of factors and phenomena that reinforce one another, including gender equality, justice, relevant education and employment opportunities, the management of natural resources, human rights protection, political inclusion, and absence of corruption. Understanding the central role played by culture in identifying the roots of conflict and the related specific efforts towards reconciliation is thus essential, if not determining, to step in achieving lasting peace and security. Though the recent research has pinpointed the fact that cultural dimensions are often at the heart of peace-building processes by being at part of the problem and solution.

Michelle LeBaron outlines: “Culture is an essential part of conflict and conflict resolution. Cultures are like underground rivers that run through our lives and relationships, giving us messages that shape our perceptions, attributions, judgments and ideas of self and the other. As a source of identity, meaning and belonging, culture can both facilitate social cohesion and justify social exclusion and xenophobia.”²⁷

Amartya Sen states that: “A sense of identity can be a source not merely of pride and joy, but also of strength and confidence.”²⁸ And yet, identity can also kill in abandonment. A sense of identity can make a very important contribution to our relations within communities. At the same time, it is vital to recognize the fact that a sense of identity can exclude many people as it warmly embraces others. The complexity of exclusion can be made to go hand in hand with the rewards of inclusion. Identity can be a source of wealth and warmth as well as of violence and

²⁷Michelle. L. (2003). Bridging cultural conflicts: A new approach for a changing world; Vancouver; British Columbia.

²⁸Amartya Sen, (2007) Identity and violence: The Illusion of Destiny. Penguin, U.S.A.

terrorism. The changing times of present day conflicts, which occur more between states and also within countries, which are led by paramilitary groups and civilians increasingly in the crossfire, call for new considerations about conflict-resolutions and ways of reconciliation. Culture stands at the forefront.

A culture of violence, is far more complex and enduring than the formal boundaries of war demarcated in military culture, takes root in the life of a country at war. There is an urgent need for cooperation and multilateralism and for intentionally agreed, shared policies that integrate culture into peace-building strategies and programmes. Important actions here include the prevention of conflicts in educating peace, intercultural dialogue, promotion and support of cultural diversity, and the fostering of international cooperation in science and technology, as well as the advancement of media channels and the use of ICTs to combat violence. These are inclusive policies that insist on human rights, the freedom of expression, equity and equality, and dignity and dialogue.

Culture and heritage are not only about the environment and its surroundings; instead, they are about identities and belongings.²⁹ In post-conflict areas, cultural heritage often becomes an ornament and an instrument for reconstructing communities, helping them actively disable the cycle of violence. Cultural artifacts, which are strongly embedded in traditions, send a humane message about the importance of dialogues and tolerance, about renewing cultural identities broken by the war, and about offering inspiration for posterity. Although at times of war the protection of cultural sites, monuments and artifacts may seem to be a luxury in the middle of

²⁹Carnes, Lord. *Losing Hearts and Minds?: Public Diplomacy and Strategic Influence in the Age of Terror*.

Westport, CT: Praeger Security International, (2006), p. 30.

war and the loss of human lives, one should not forget that protecting culture is also protecting societies. Culture represents stability, and it is the foundation on which countries and people can rebuild their lives.

Cultural heritage is another term of reconciliation and dialogue for many communities. It provides important resources to restore the links and war broken lives. Policies and outstanding examples of the cultural heritage, forged over the passage of centuries, cannot be allowed to diminish in hours. It is for this reason that stronger “coalitions for culture” that can be build in order to integrate culture and respect for cultural heritage into all international peace-building endeavours.

In 2012, the UN Security Council Resolutions was adopted in protecting and safeguarding heritage. This alone is not sufficient to bring about peace. Without it, however, peace cannot be long lasting. Cultural heritage not only offers a shared sense of identity and belonging to humanity and paths to reconciliation, but it also builds genuine respect for uniqueness and “otherness” by dismantling stereotypes and unknown fears. Webber (2000), Culture is found at the manys’ soul in today’s conflicts. cultural diplomacy is the root cause of violence, crises prevention, and the exploration of conflict resolution and reconciliation strategies that can be explored.

Conflict can be a source of identity formation and inclusion. Particularly when involved in educational strategies, cultural initiatives that recognize diversification within a human rights-based approach may play a very important role in building confidence and tolerance among multicultural communities. This provide a common space for dialogue. Culture driven developments, which recognizes diversity and promotes the ability of individuals to freely participate in cultural integrations and have access to cultural assets, will considerably contribute to the building of a culture of living harmony, peace and proper security.³⁰

The encouragement of cultural activities in conflict areas or areas affected by disasters will enable the affected states to reconnect with their identities and regain a sense of normality, enjoying art and beginning to heal the scars of wars. Cultural activities may also help bring appreciation of cultural diversity and appreciation of the universal element in all cultures, helping to humanize the other and paving the way towards mutual understanding.

1.10 Summary of Gaps in Literature Review

Cultural diplomacy has not been broadly concentrated on as a device of strategy; it has been viewed as one of the parts of open discretion. At the point when better saw, it can possibly turn into a significantly more effective device for enhancing a nation's picture in its relations with different nations. It is evident that these objectives are not clearly outlined by current literature.

1.11 Theoretical Framework

1.11.1 Liberal Theory

Liberalism developed in the 1970s as some scholars began arguing that realism was outdated.

Liberalism is rooted in the writings of such Enlightenment philosophers as Immanuel Kant,

³⁰Viotti, P.R &Kauppi, V.M. (2012)., 'International Relations Theory'. 5th Edition (Glenview: Pearson), 129

John Locke and Jean-Jacques Rousseau —as well as Thomas Jefferson and other founders of American democracy. Liberals believe that states can work together to maximize prosperity and minimize conflict. Liberalism is one of the main schools of international relations theory. Liberalism emphasizes that the broad ties among states have both made it difficult to define national interest and decreased the usefulness of military power.

The **Liberal** perspective was dominant in many intellectual circles in the aftermath of World War; for instance, was used in increasing globalization, the rapid rise in communications technology, and the increase in international. This meant that states could no longer rely on simple power politics to decide matters.

“The liberal image of international relations is a large, seemingly all inclusive tent not just states, but also international, nongovernmental organizations and the often cross-cutting networks that connect them.” Robert Keohane states that “liberalism reaffirms the attempt of institutionalisms to understand politics for the sake of designing institutions that will promote cooperation, welfare, and human rights.”³¹ Classical liberal theorists such as Immanuel Kant, Jeremy Bentham, and Giuseppe Mazzini foresaw that the creation of international institutions would be beneficial for states to improve trust among them and promote cooperation and peace. International sports, arts exhibitions for example, are possible due to international institutions which engage states as actors. Sports may involve states coming together in their regions or globally under international organizations such as FIFA and IOC or by two states cooperating during a process of relations through sports.

³¹Keohane, R.O. (2002), ‘Power and Governance in a Partially Globalized World’ (London: Routledge),

The liberal theory in cultural diplomacy holds great sway in this study, there is a central criticism to the liberal perspective. Cultural activities are naturally competitive and states use it as a form of power since culture and politics are always linked. Even though the competition is considered soft power and states have used international competitions for propaganda.

Liberalism is an important aspect of cultural diplomacy practice in international relations and offers a base to theoretically explain cultural diplomacy but not definitive explanation. Liberal theory best explains cultural diplomacy in international relations and how it is applied for national interest. It focuses on cooperation of states. This theory is important to this study, because the researcher will use it to explain traders, investors, branding, education programmes. When there is state's cooperation there is peace and reconciliation.

1.12 Hypotheses

1. Cultural diplomacy can be utilized to advance Kenya's interests in foreign relations.
2. Cultural diplomacy can attain Kenya's strategies on international relations.
3. Cultural diplomacy can positively build the image of Kenya.

1.13 Research Design and Methodology

This part contains the following sub headings; research design, population, sample and sampling procedure, instrument, data collection procedures and data analysis techniques.

1.13.1 Research Design

A research design is a blue print or a plan that guides a researcher in collecting data, analyzing and interpreting observed facts,³²A research design articulates what data is required, the methods that were used to collect and analyze the data and how they answered the research question.³³This study was an in-depth analysis on culture as a diplomatic tool in Kenya and the potential it offered on promoting Kenya's foreign relations. This study employed both exploratory and descriptive designs. The use of exploratory design was appropriate to establish the state of culture diplomacy in Kenya, while descriptive research was used to determine the impact and visual on how things are between culture and Kenya's foreign relations.

1.13.2 Research site

A research site is the area or region where a study was conducted.³⁴ This study was confined to Nairobi County.

1.13.3 Target Population

A population refers to an entire group of individuals, events or objects having a common observable characteristics.³⁵The study included primary research and the population consisted of the officials from Ministry of Foreign Affairs, Ministry of sports, culture and arts, hoteliers, businessmen, Artists, foreign investors.

1.13.4 Sample and Sampling Procedure

³²Yin, R, K. (2003). Case study Research: Design and Methods. Newbury park, 21(6)

³³Creswell, J.W, & Clark, V.L (2007). Designing and conducting Mixed Methods research, Wiley on linen library.

³⁴Greenberg, E.S. (2009). Consensus and dissent; trends in political socialization research, Political socialization, New Brunswick: aldine Transaction, 2009, 5-6.

³⁵Mugenda & Mugenda , (1999). Research Methods: quantitative & qualitative approaches; Acts press.Nairobi Kenya.P.43.

A sample is a small representative part of a population, which has similar characteristics as the population.³⁶The purpose of sampling is to establish the representativeness of what we are studying and, conversely, reduce bias. Purposive sampling was used to select respondents for the interview. The purposive sampling to be used was quota. In quota sampling the enumerator is instructed to continue sampling until the necessary “quota” was been obtained in each stratum.

Table 1: Sample and Sampling Procedure

Category of Respondents	Desired Sample	Sampling Technique
Ministry of Foreign Affairs & Ministry of sports, culture and arts	25	Purposive selection
Hotelier	50	Random Sampling
Business people	50	Random Sampling
Exhibitors/Artist	7	Purposive Selection
Flower Farm Investors	25	Random Sampling
Total	157	

For the purpose of this study the number of respondents was determined using below formula adopted from Mugenda & Mugenda (1999) less than 10,000.

$$nf = \frac{n}{1+n}N$$

Where nf= desired sample size, when the population is less 10,000

n= desired sample when the population is more than 10,000

N= estimate of the population size.

$$\text{Sample size} = \frac{157}{1 + \left(\frac{157}{307}\right)}$$

= 157 Respondents

³⁶Gilgun, J.F. (2005). “Grab” and good science: Writing up the results of qualitative research. *Qualitative Health Research*, 15(2), 256-262.

1.13.5 Research Instrument

The research tools used were questionnaires and interview guide. The instrument was written with a series of questions or statements to which respondents reacted to either by writing out their answers or selecting from among proposed answers. It was both closed ended and open ended questions.

1.13.6 Data processing and analysis Techniques

The study applied both the qualitative technique and quantitative techniques. The investigator w applied content analysis. According to Healy, Mayers and Howe, quantitative data analysis method may prove valuable when a researcher intends to have meaningful results drawn from a large group of quantitative data.³⁷This approach that took the form of both mixed research method, which involves both quantitative and qualitative analysis methods. According to Gilgun quantitative analysis provides room for summary result reporting in terms of numerals which is to be given with a level of confidence that is specified.³⁸ Therefore the application of the quantitative processes in the analysis of quantitative data provided greater reliability to the findings of the research by facilitating the process of accenting the confidence level in the study findings.

1.13.7 Ethical Considerations

There were two fundamental ethical principles that were applied: respect for respondents and protection of information acquired. These procedures were done in order to; ensure that respondents understand the purpose of the research and that their participation was voluntary;

³⁷Healy, P.M. Myers, S, C & Howe, C,D, (2012). R&D Accounting and the tradeoff between Relevance and objectivity, journal of accounting research, Vol 40, no.3,677-710.

³⁸Gilgun, J,F. (2005). “Grab” and good science: Writing up the results of qualitative research. Qualitative Health Research, 15(2), 256-262.

ensure quality and integrity of research; respect the confidentiality and anonymity of research respondents; avoid harm to participants and to show the research is independent and impartial. The investigator applied for and secured a research permit from National Council for Science and Technology and Innovation. Upon securing the permit, the researcher carried out a pilot study.

CHAPTER OUTLINE

The study is presented in the following six chapters.

Chapter One: It introduces the topic of our research study and goes on to the background information, statement of the problem, objectives and research questions, literature review, justification, hypotheses of the study, theoretical review as well as the methodology of the study.

Chapter Two: Culture as a Strategic Tool of Diplomacy in enhancing Kenya's international image.

Chapter Three: The strategies and activities that Kenya is using in applying cultural diplomacy

Chapter Four: The challenges facing Kenya in enhancing cultural diplomacy.

Chapter Five: Summary of Findings, Conclusion and Recommendations. It will provide the conclusion and recommendations of the study. It also provides suggestions on areas for further study.

CHAPTER TWO

THE ROLE OF CULTURAL DIPLOMACY IN ENHANCING KENYA'S INTERNATIONAL IMAGE

2.0 Introduction

Cultural diplomacy, as carried out through Kenya's foreign policy of a country, seeks to communicate the importance, goodwill and prestige of the state entity to its audience, in order to influence developments for the benefit of the country and its alliances. This chapter will be looking at how Kenya is utilizing cultural diplomacy in enhancing its international image.

2.1 Foreign Policy and Cultural Diplomacy

Kenya's adoption of cultural Diplomacy in its Foreign Policy is intended to contribution of culture in socio-economic advancement of the country.¹ Kenya has recognized the importance of culture as a basis for developing dialogue and effectively used all forms of culture such as the Kiswahili Language, dance, music and a sports to establish friendship and foster regional and international mutual understanding.

2.2 The Kenya Cultural Centers

The Bomas of Kenya, Kenya National Theater, the Kenya cultural center are social focuses, where old stories music, dramas and arts, have demonstrated the enormous potential outcomes of Kenya craftsmanship; so has the work of locals. The Bomas of Kenya have demonstrated that youngsters any place in Kenya can perform moves from all the ethnic gatherings in the nation. Kenya acknowledges past endeavors.

1.The Ministry of Foreign Affairs.

A National Council of Arts and Culture has as of late been set up to instruct the legislature on ways concerning executing social arrangement and, specifically, on 'the acknowledgment of national solidarity and attachment and the production of national pride and feeling of character among Kenyans'. This crucial errand can't be depended to deliberate organizations.

It will mean assuming control exercises which were once in the past guided as per an foreign viewpoint. Be that as it may, great money related sponsorship is guaranteed in setting up the fundamental foundations in Nairobi and all through the nation.

2.3 Cultural Diplomacy In Branding Kenya

There are a lot of fashionable products produced in Kenya. For example, Kiondos – woven handbags made from sisal with leather trimmings are popular locally and internationally. Popular textiles include *Kangas*– women's wraparound skirts with beautiful patterns, and often with Kenyan proverbs imprinted on them and *kikois*, a type of men's sarong that comes in many different colors and textiles. These cultural items have created an image for Kenya internationally and are recognized as Kenyan.

The assumption by other countries that they have the right to instruct Kenya on how it should conduct its affairs is understandable in the sense that it may be in the interests of those countries to do so. The study therefore notes that it is necessary for Kenya's interests to be protected, hence Kenyan officialdom should guard against falling into the trap of sacrificing national interests in order to please powerful external forces which have threatened the country many times and tried on several occasions to influence election outcomes. Culture is that complex which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

According to Lederach, culture consists of patterns, explicit and implicit, of and for behaviour acquired and through symbols, constituting the distinctive achievements of human groups, including their embodiment in artifacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, and on the other, as conditional elements of future action.²

As Kenya refashions its policy to turn east, policy makers and scholars were unanimous that arts and culture will play a critical role in cementing friendship between the two nations. China has awarded thousands of scholarships to Kenyan policymakers, scholars and young students to visit the country and learn its unique culture and traditions. These scholarships have always been channeled via ministries of foreign affairs, education and culture. For instance the Kenyan labour leader Tom Mboya, who was an advocate for African nationalism, helped his country gain independence in 1963 and when that trail went cold, he turned to then-senator Kennedy. Barack Obama senior was among the first students to be airlifted to America. He then who married a white Kansas native named Ann Dunham during his US studies.

2.3.1 Language and arts

The other aspect of culture is language. The key sectors of classic cultural diplomacy are arts and language. The two areas account for the majority of activities undertaken by cultural diplomacy organizations. The arts cover the promotion of traditional crafts, fine arts and heritage and contemporary arts. These are promoted in a variety of ways but mostly by one-off events involving local partner organizations. The most remarkable practice of Cultural Diplomacy has

²Lederach, John Paul. *The Moral Imagination*. Oxford University Press, (2005), p. 102-103.

been displayed by the impact of Kenyan athletes in the Universe. The athletics champions have helped to place Kenya on the global map and broadening Kenya's visibility. It is the single most activity which has contributed to building Kenya's image positively abroad. Music is another art form, which has influenced music in the region.³

The various traditional dance styles from the forty two tribe have influenced modern music with its flavours and musicians are earning international awards placing Kenya yet further high on the global map. Other Cultural art forms include, Language such as the Kiswahili which is widely spoken in the region and has been adopted as an African Union official Language and in the United Nations as an official Language.⁴Kenya's Literature is equally very rich and reflects the people's values, hopes and this is significant in reclaiming the country's place internationally with Kenya authors earning various awards. Kenya's motion pictures and films and talented artists are gaining recognitions internationally.

Lupita Nyong'o a daughter of Kenya has become a brand name in Hollywood winning several awards. Other artists and thespians are entering the international film industry such is Nollywood and Bollywood. Kenyan art will be found around world especially the paintings and carvings derived from its rich environment helping to market Kenya as destination of choice for tourism and business and investment. The culture of Kenya can be seen through the arts and crafts designed by different communities. They are made of locally available materials and include woodcarvings, beaded necklaces, bracelets, masks, baskets, figurines etc. A good place to find

³ Kenya policy of culture and heritage

⁴ ibid

Kenyan arts and crafts is the Maasai Market in Nairobi. There are many books about Kenya that portray the country's rich culture.

Some of the notable titles include 'Facing Mount Kenya' by Jomo Kenyatta (Kenya's first president) , 'Wizard of the Crow' by Ngũgĩwa Thiong'o, 'Out of Africa' by Karen Blixen, which inspired the Oscar-winning movie of the same name and Unbowed by Wangari Maathai, the winner of the 2004 Nobel Peace Prize. Another aspect of culture is development grants. European cooperation in the field of education is a significant factor in determining the prestige of the EU abroad, beginning with the most famous of all European scholarships: Asian Master's and Doctoral students received Erasmus Mundus scholarships between 2004 and 2013. In 2014, Erasmus replaced Erasmus Mundus. This provides grants in the fields of education, training, youth and sport. To this Asian students are also eligible for the new scheme. The major bilateral donors to Kenya include United States, Japan, United Kingdom, Germany, and European Union institutions. Others include Sweden, Netherlands, France, Denmark and Norway. The major multilateral donors include International Development Agency (World Bank), United Nations (UN) Agencies, and International Monetary Fund (IMF).

The Kenya Vision 2030 program, for example, targeted a 10% growth rate by 2012 in its first medium-term plan (2008-2012) but the annual growth rate in 2012 was 4.6%. While there could be many qualitative and quantitative factors explaining the poor performance, the unfavorable trend suggest that there could be more to Kenyan economic problems than low revenue base, and also puts into question the impact of Official development assistance(ODA) on growth. Liberia's President Ellen Johnson Sirleaf has thanked Kenyans for the support accorded to her country

during the Ebola crisis. In a speech during Jamhuri Day celebrations held in Nairobi, Ms Sirleaf said the soldiers who participated in peace keeping mission and medics who volunteered risked their dear lives save her country.

2.3.2 The Kenyan film

There are also many mixed aspects of culture. Cultural diplomacy incorporates activities undertaken by a wide range of participants such as artists, singers among others. In addition is the manifestations of their artistry such as a film, the promotion of aspects of the culture of a state language, for instance, and the exchange of people, such as academics. Kenya is already a ‘big brother’ within the region, this position is not only accompanied by merits but it also comes with responsibilities. Kenya accommodated most of the refugees and deployed them; it also took ensured peace was restored in Rwanda. In addition to that, Kenya helped with reconstruction that included human resources such in the Information Technology (IT) sector. The Sudanese government for Southern Sudan was housed in Kenya as was the Somali Assembly at one time.⁵

Kenya has even pledged money for the reconstruction of Southern Sudan. Kenya, as a state, must project and protect its “national interests” in a hostile international atmosphere and keenly notice centre of convergence and divergence with the interests of any other nation. It is also paramount to make distinguish between primary and secondary interests. While secondary interests are negotiable, the primary interests are not. The dilemma is however to differentiate the two so as not to give away primary interests at the expense of secondary interests. Thus the core interests

⁵Interview summary of respondents, Nairobi,

are the: state sovereignty and citizens rights to have ultimate authority on current happening the governing structure and the constitution from which all activities including diplomacy are derived.

The results of this diagnostic revealed several insights for positioning and building the Kenya brand. These insights informed the development of brand opportunities for each of the four pillars on which the Kenya brand needed to be based, such as, Tourism, FDI, Exports and Citizens. The plan details the key components of the Kenya Brand.

Hence the National Brand vision which is a statement of the country's aspired position going into the future. It is a vision of a balance between our quest for modernity and the respect for our heritage and values. These values are what have seen us become the Nation we are today and we must guard, treasure and be proud of. The National Positioning Statement captures the position Kenya wishes to occupy in the family of Nations it wishes to be seen. The three fundamental brand values that resulted from the brand research were "optimism" "character" and "generosity".⁶

The Kenya Brand personality traits of handwork, resilience, entrepreneurship are very evident across all sectors of our country. They confirm that we have the capability in ourselves to move Kenya forward to the aspired middle income status. Cultural actors include people, institutions and enterprises in art, design & architecture, cultural heritage, film & media, education, sport, leisure and communication. They express identity, communicate and bring alive perspectives in diverse ways. Historically, national cultural foundations, for example, exhibition halls, have

⁶ Kenya Foreign policy

generally been essential social arrangement performers in country states with the objective of building social scaffolds crosswise over fringes whether by creating social tourism or by encouraging strategic exchange with foreign countries. Cultural diplomacy exhibits various special difficulties to any administration endeavoring to do cultural diplomacy programs. Most thoughts that a remote populace watches are not in the administration's control. The administration does often than not deliver the music, books, movies, Television (TV) programs, , purchaser items that reaches a crowd of listeners.

The administration should attempt to work to make openings for message break to mass groups of audiences overseas. In order to remain cultural relevant globally, a government need take an upper hand in information flow, communication technologies and trade control. This is however important for governments operating in a free market society. Therefore the government should ensure protection of cultural exports by utilizing trade agreements and accessing foreign telecommunication networks.

Cultural services and products are increasingly important to countries competitiveness. National and global economies are more based on information and means of exchange. This issue focuses on significance of globalization and its policy effects for education, regulation of intellectual property and monopolies, and tfinancing of new creative enterprises.

There is need to tailor make cultural offices to fit each states ideal situation abroad. There is also the need to deploy top achievers that include journalists, university professors, arts and educational administrators, artists and trade union officials, on temporary engagements. Cultural Ambassador and special envoys as well as good will ambassadors have been utilized by many

countries for national branding. It is time for Kenya to establish a cultural Ambassadors programme to increase its appeal and expand Kenya's visibility.

Kenya's potential as an exchange and conveyance center point makes it key to opening the capability of the region generally. Its topographical area is fundamental to the development system: as a beach front, asset rare creating nation, it is very much put to become quickly by trading things, the generation of which can be extended without experiencing common impediments. In case of finish combination of the East African Community (EAC) into apolitical league, Nairobi would most likely be a noteworthy recipient beneficiary.

The study contends that to restricted degree the consulate will keep on engaging on culture, both to spread a social message, and additionally captivating with expressions for human expressions. Where conceivable, the sports and culture program will likewise serve as a public diplomacy device.

The connotation of foreign public diplomacy is affected by soft strength instead of use of hard power. This result to natives reliance on legislatures and the neighborhood quest for data on remote occasions and further potential attention on direct diplomatic communication.

Economic prosperity and self reliance shapes the character of a nation. Over dependence is impeding to national interests and has a tendency to disintegrate a nation's capacity to be sovereign. It is troublesome for Kenya to request correspondence that is indispensable to national intrigue national security. This suggests relative equity of nations and involves requesting nation's subjects to be highly regarded with same accord to foreigners.

A nation is not a lesser than other states and its subjects are not lesser than others. Failure to request correspondence likewise influences Kenya's picture. Remote arrangement is viewed as the principle wellspring of soft power as it adds to the working of a nation's picture. The general population can judge in the event that it merits believing a nation in global undertakings by assessing if the remote accomplishes what it imagines to accomplish. The arrangement additionally mirrors a nation's state of mind its support in the global undertakings. Remote approach adds to the working of universal establishment and standards. The impact of culture in political world is extremely constrained. The Soft force of a nation lays on three sources which are principally its political qualities, foreign approaches and its culture.

2.4 Chapter Analysis

Kenya, as a state, must venture and ensure its "image" in an antagonistic global environment and have the capacity to know the purposes of branding and difference with the interests of other nations. The study perceived the significance of national social establishments, for example, the exhibition halls, Kenya National theater, Bomas of Kenya, among others have generally been essential social approaches in the nation with the objectives of building social by creating social tourism or by encouraging attractions to the country.

CHAPTER THREE

THE STRATEGIES AND ACTIVITIES APPLIED BY KENYA IN APPLYING CULTURAL DIPLOMACY

3.0. Introduction

This chapter presents an in depth discussion and analysis the strategies Kenya is utilizing in Cultural diplomacy. Cultural diplomacy is a tool to promote foreign relations and enhance image. This is discussed under the subheadings on implementation strategies, national interest and foreign relations through activities such as sports and music.

3.1. Implementation strategies of cultural diplomacy

Interdependency and interconnectedness have become a reality in the modern globalized universe. Kenya has therefore recognized the need for strong bilateral relations, regional cooperation and enhanced multilateral engagement as fundamental components of its foreign policy and as a focus for achieving national interests.¹

Bilateral Relations: Kenya continues to embrace bilateralism in pursuit its foreign policy goals through bilateral political, trade, cultural and environmental agreements with other states. Nation given high preference includes the East Africa Community member states since they are strategic trading partners to Kenya.² These countries host large number of Kenyans expatriates and remain to be a key focus of the Kenyan business community. Kenya will also pursue bilateral partnership with nations in other African sub-regions within the context of its afro-centric foreign policy. The implementation of bilateral arrangements with foreign nations beyond Africa

¹ Kenya Foreign policy

² ibid

forms a vital component of Kenya's Foreign Policy agenda which emphasis on emerging economies and economic zones. Kenya will further strengthen its bilateral diplomacy through diplomatic missions in nations of strategic importance. In addition to that, promotion and protection of the interests of Kenyans abroad will further strengthening bilateral relations with other nations.

Regional integration continues to be a cornerstone of Foreign Policy in Kenya, where the nation benefit in regional stability and increased trade. The East African Community (EAC), Common Market for Eastern and Southern Africa (COMESA), the African Union (AU) and Inter Governmental Authority on Development (IGAD), are Kenya's principal avenues for pursuing foreign policy goals.³

3.2. Sports under cultural diplomacy

The National Interest first idea by Charles traces "the earliest claims made on behalf of the national interest back to sixteenth-century Italy and seventeenth-century England when 'reasons of state' (raison d'état), 'dynastic interests' and the 'will of the sovereign' began to lose their efficacy and were replaced by a term which more accurately reflected changes that were occurring in contemporary forms of political diplomacy."⁴

"The term National Interest has been used by statesmen and scholars to portray goals and of sovereign entities internationally. Morgenthau defines the "meaning of national interest as the survival the protection of physical, political and cultural identity against encroachments by other nation-states. On the other hand Foreign Policy is a set of guiding principles to a nation in

³ Kenya Foreign Policy

⁴Chay, Jongsuk. Praeger Publishers, New York

the pursuit of its objectives in the international atmosphere and its international interaction.⁵
The objectives in this case are the national interests.

Foreign relations are therefore based on national interests of a state and the policy that guides it to attain these relations. In different countries, foreign policies varying in rates of change and intended scopes, which can easily be affected by aspects that change the perceived national interests or affect states.⁶ The foreign policy of one country can have a profound and lasting impact on many other states and on international relations.

Sports participation by Kenya is part of building image and attracting foreign relations with other states. When Kenya athletes and national team move beyond the borders for invites to friendlies or for international sporting events they embark in building relations and image for Kenya.. In some instances a representatives is sent along with the athletes to strengthen the relation through enhancing the Kenya's repudiation that will be forged by participation of the athletes.

Although in some cases in an effort to strengthen foreign relations between states the leaders of different states or regions engage in sports diplomacy amongst themselves. This was the case when "the African Diplomatic Corps in Ankara formed a football club to engage local Turkish teams in friendly matches as a way to promote friendship and enhance relations between Africa and Turkey." its first match on 9th October 2013, "the team played the Turkish Parliamentary

⁵Morgenthau H, (1967), *Politics among Nations: The Struggle for Power and Peace*, Alfred Knopf, New York

⁶ ibid

Football Club comprised of Members of Parliament of the Grand National Assembly of Turkey.”⁷

3.2.1 Sports and Kenya’s national interest

“Sports diplomacy is a powerful force for reaching individuals in every corner of the globe.”

“Sports transcend borders, increase dialogue, and expose foreign participants to different culture. Outside of official channels, sports diplomacy connects people on a personal level through our common interests, values, and passions. We can start conversations and build lasting connections that inspire and inform our government-to-government relationships.” It is for this reason that when diplomacy in sports is well carried out, it out ways political outreach. “For millennia, there has been a close relationship between politics and international sport.” Recently, “sport has been used as a punitive tool, a vehicle to conflate diplomatic relationships Promoting Kenyan’s Sports Diplomacy through Football.”

“International sport has ‘always been a reminder to the people and states about their relations .⁸ Sporting exchanges provide an alternate channel to conflate diplomatic relationships, cool disputes in acrimonious political situations and consolidate positive friendships.

“Sport is consciously employed by governments to illustrate that while nations may be politically separate people, they share a common human bond through the pursuit of sport.” The athletes in international events represent the state and their success is translated to state glory and superiority that is underlined by the playing of their national anthem. Kenyan sports men and

⁷Interview summary of respondents, Nairobi,

⁸<http://nc.co.ke/2016/04/28/why-kenya-should-embrace-sports-diplomacy>

women are the country's ambassadors abroad. They can play an imperative role in reconciling communities if the competition is happening in a tense environment, since they are highly esteemed by the public.⁹

TeclaLeroupe, is a celebrated Kenyan athlete who has effectively carried out sports diplomacy in Northern Kenya and for Kenya. Her 'TeclaLeroupe Peace Foundation,' organizes peace marathons that bring together professional athletes and warriors from the warring Turkana and Pokot community. "Typically, a diplomatic service can employ well-known sports-people to represent a particular policy issue or amplify a diplomatic message, they are then referred to as goodwill ambassadors. Across the border, Tecla played a great role as a peace envoy in the Darfur conflict and among the Karamojongs in Uganda." This led to her appointment as the UN Ambassador of Sport in 2006 by Kofi Annan, the former UN Secretary General.¹⁰

A recent use of sports as a tool for diplomacy for Kenya was when "she used football as a tool of diplomacy in South Sudan. Kenya's enormous input towards South Sudan's independence through the tortuous negotiations that were held, Harambee Stars were invited to become the country's inaugural international opponents to celebrate freedom on July 10, 2011." The national team was not able to attend but Tusker FC a Kenyan Football team in the local league went in their place and even though they defeated hosts 3-1 at Juba Stadium, it was a momentous moment for the new country. "This match showcased the conclusion to a long negotiation process that led to the birth of South Sudan and emphasized Kenya's role in the region as a leader.

⁹<http://nc.co.ke/2016/04/28/why-kenya-should-embrace-sports-diplomacy>

¹⁰Kenya National Policy on Culture and Heritage

3.2.2 Sports and branding Kenya

“The necessity to create a recognizable country brand represents a response to the rising emphasis on national identities, challenged by the trends of globalization and homogenization of Gichoya F. ‘Why Kenya should Embrace Sports Diplomacy’, Nairobi Confidential: international relations. Globalization brings states together and in an effort to states to be unique, they need to adapt various strategies. “It also brings open communication channels giving people the option of where and what to focus their leisure activities on.”¹¹ The ability to view live sports in different countries from anywhere in the world makes sports a very powerful tool in international relations.

It is for this reason sports is one of the strategies that are being employed by states in a bid to build their identity and prove superiority. “Governments have politically realized the need for success in athletics not forgetting the value of health well being of the citizens. Government and Politian’s’ use the “the power of attraction’ internationally to further their own “brands” among the citizens and even internationally with the aim of maintaining legitimacy. Accordingly, sports have become a diplomatic instrument, where governments use sports propagandizing, boycotts, denial of visas and sports assistance, hosting of Olympics, and sports exchange events in order to further political aims. Modern and dynamic diplomatic atmosphere, sports diplomacy provides people and nations an opportunity to showcase their best in other ways other than politics. Since antiquity, international sports have been a symbolic arena for polities that demonstrate superiority from athletic prowess to the state’ systems. Major competitions in sports and

¹¹Gichoya F., ‘Why Kenya should Embrace Sports Diplomacy’, Nairobi Confidential:

tournaments are regarded ‘marketed’ and ‘managed’ events due to the attention from media to the host nation that is hoped to convert to tourism and investment.

The Olympic Games is a prime example of complexities faced in utilizing mega-sporting activities strategies for economic development in order to promote host states attractiveness and legitimate superiority for the other competing states. With the modern Olympic Games, we see states counting their number of medals won by their athletes.¹² The country with more medals is considered capable and superior to the others. States are successful in various sports during the Olympics and over time these sports are linked to the states. Governments use the successful sports to promote their brands and identity, such as how Kenya is viewed as the home of long-distance and middle distance runners and Europe perhaps is known for football.

3.3. Music

Learning becomes easy when what is to be learnt is set to a song or a rhyme.¹³ This magic has well been embraced by the advertisers who use it so effectively such that it becomes difficult to get their jingles out of many peoples’ heads. However, such have more positive educational uses, whereby most people learned alphabet by reciting letters. Recently foreign developed language courses have employ rhyme and song as a teaching technique. Dupuis notes that, culturally bound preferences and familiarity in music begin at the infancy stage and continue through adolescence into adulthood. Human beings have a preference and recall for music with

¹²Kanin, D. (1980). The Olympic Boycott in Diplomatic Context. *Journal of Sport and Social Issues* 4 (1).

¹³Hauser, Marc & McDermott, John. (2003) “The Evolution of Music Faculty: a Comparative Perspective”. *Review Nature Neuroscience*.

traditional cultural roots. Culture in music cognition is the effects on a person's culture pertaining to music cognition, that includes preferences, emotional recognition, recall.

National interests for Kenya are envisioned in its foreign policy which for a long time had not been documented. This is against the background of the fact that it has used its foreign policy as the compass for pursuing its national interests in its quest for economic prosperity. In addition, Kenya has used its foreign policy as a guide for its investment agenda as well as it is reference point as far as international relations are concerned. Kenya's foreign policy advances national interests through innovative diplomacy and is anchored on peaceful coexistence with its neighbors.

3.3.1 Aspects of music genres

Even today, music still has these functions, although additional layers of meaning have been added. Music is a source of intense occurrence for both the individual and massively communal kind. Developments in music, hybridization, sampling and historical recording brings together an exceptional range of histories and cultures.¹⁴The Kenyan older literature contains occasional references to dancing among chimpanzees. This was however brought to an end, when anthropologists investigated o primates in their natural habitats. The dramatic reflection of chimpanzees flinging mud until a central platform was built up; the delightful idea of a group of chimpanzees circling the podium, whooping, arms waving, while one old male vigorously beat on the platform, such legends were dismissed as fantasy -until it happened the eyes of the scientists. Music is a powerful medium through which individuals, communities, and nations can

¹⁴Hauser, Marc & McDermott, John. (2003) "The Evolution of Music Faculty: a Comparative Perspective".
ReviewNature Neuroscience.

express themselves. Knowledge of traditional music, combined with a broader cultural perspective, grant better understanding of the nuances that shape a place, its people, and politics.

Music, on its part, gives an approach to differing political bodies to connect with all the while in an action that incites multifaceted reactions; music viably makes another channel through which to impart and assimilate social and political thoughts. As per Henry Wadsworth Longfellow's, gracefully expression, music is an "all-inclusive dialect of humankind". A music pundit, John Sullivan Dwight, described music as "workmanship and dialect of the emotions, the conclusions, the profound impulses of the spirit; thus, turns into an all-inclusive dialect having a tendency to join together and mix and blend all who may go inside its circle"

Sullivan paints an excellent picture of music as apparatus for making concordance as an all-inclusive dialect the tragic thing is that, music is seen diversely crosswise over societies of the world. ¹⁵As Man clarifies it, generally as dialect is talked by everybody, there is no all inclusive talked dialect; similar way music is found among all groups yet there is truly no widespread music". Daniel Levitin, in his exploration in the field of neuroscience of music clarifies that a quality of music which is by all accounts socially general is that moms all through the world utilize music to sooth their newborn children both through singing and rhythmic movement, for example, rocking or stroking. This is valid crosswise over Kenyan people communities" mothers and sitters sing children's songs for their infants to sooth them to get some sleep.

It is obvious that over all societies of the world, music has been a standard segment of society. At whatever point there is a festival of whatever kind, particularly in Kenyan societies, individuals

¹⁵Spencer-Oatey, H. (2008). *Culturally Speaking. Culture, Communication and Politeness Theory*.2nd ed.. London: Continuum pp. 101

assemble either to grieve and sing and move to different memorial service tunes, amid weddings glad tunes are sung, amid war warriors returning home will sing and move to express triumph instance of misfortune the tunes clarify how and why they were beaten subsequently soothing the community.

Diverse social orders characterize and clarify music in the same number of courses as there are distinctive social orders, however every one of the definitions and clarifications depend on a consensus of opinion about the principles of organization of sounds of music. In their research, *The Evolution of Music Faculty*; Neuroscientists Marc D. Hauser and Josh McDermott's found that all through mankind's history, people have had delighted in music on each impact of the world. Musical similitudes between various societies as far as musical pitch, beat and timber exist as an aftereffect of "the design of our mammalian auditory systems that causes people from different cultures to organize their music in much the same way."¹⁶

3.3.2. Music as an activity of Cultural Diplomacy

The study investigates different recorded cases of effective demonstrations of cultural diplomacy as honed by various performing artists after some time utilizing diverse parts of culture and different components to speak to and exhibit what mankind partakes in like manner through our societies.

The specialty of music encourages intercultural correspondence, and keeps away from miscommunication and misconception. This is in the specific situation, of intercultural correspondence through the optimistic humanistic approach as a method for uniting countries

¹⁶McEvoy C. (2013). Shifting Priorities Kenya's changing approach to peace building and Peace making. NOREFR

and people groups. It has the ability to help universal associations in the practice of their administrations to the world group. This kind of correspondence ought to be utilized as a part of remote governmental issues as an approach to urge individuals to find each other through individual collaboration. Finding out about music unique in relation to each other can open individuals' eyes on different culture and values. In this way music accommodates the likelihood to learn, about music as well as from music. Of importance is understanding that musical activities consider and advance the same number of musical styles as there are diverse societies on the planet while remembering the distinctions in defining music.

Information of worldwide and intercultural correspondence has turned into an essential for comprehension collaborations among people groups and countries. Music, similar to love, is a global dialect. Division of State's Bureau of Educational and Cultural Affairs, runs an imaginative program titled One Beat with a mission to bring youthful performers (ages 19-35) from everywhere throughout the world to work together in the United States.

One Beat shows how music can smash generalizations and join individuals from astoundingly distinctive backgrounds. In projects, for example, One Beat it ought to be comprehended that in building diverse musical projects we ought not utilize predefined musical ideas but rather take a gander at how distinctive societies and individuals taking an interest in the program make, perform and portray music.

Tobias Huber set up The Music for Peace Foundation in 2000 with the point of spreading peace through cultural exchange. The establishment utilizes music and craftsmanship as a way to accomplish social solidarity and to advance peacefulness. Its tasks fundamentally focus on the young and backings instructive projects, social undertakings and music occasions and in addition

teaming up with different associations that bolster peace activities. ¹⁷Music for Peace has bolstered social music occasions, for example, the United Nation's 'No Excuse Concert 'and

Kenya holds its music and move conventions, which is a piece of its cultural heritage, in high regard. Its safeguarding and advancement as needs be raises issues which bring into sharp center, the subject of immediate and backhanded state support and support. What is clear is that in a creating nation like Kenya, music and artists play a troublesome yet crucial part. Understanding the significance of music and its advancement in the nation, and staying alert that music, notwithstanding giving amusement, can assume the critical part of assembling individuals into national awareness and full cooperation in national matters, the Government of Kenya has endeavored to give the fundamental wanting to music in education, research, and execution.

The period after freedom saw the fortifying and development of a Government approach on music in training. The desire of the Government to have music educated in all schools in the Republic in order to deliver more music instructors, the endeavoring to execute it by making the investigation of music a necessary subject for understudy at the educator preparing universities, the foundation of a Department - of Music at Kenyatta University College, and all the more as of late, the incorporation of music at the Colleges of Humanities, and the honor of study leave with pay to educators who are acknowledged to seek after music course in these universities, were, to some degree, cognizant endeavors to actualize the policy.

¹⁷Standage, T., (2005).*The history of the world in six glasses*, (USA, Walker & Co,).

Music and dance execution is another part of musical action that the Government has empowered. This has been done principally by giving gifts through the previous Ministries of Basic and Higher Education for the running of the Kenya Music Festival, and through the Ministry of Culture and Social Services for the different social celebrations sorted out in various sections of the nation. Facilitation of music and dance execution by the Government is outlined by the development of the Bomas of Kenya under the support of the Ministry of Tourism and Wildlife, and the giving of honoraria to entertainers of music and dance on national days. The vision, at long last, would like to goad money related part methodologies to empower monstrous framework advancement and competitiveness. It distinguishes and creates focuses for various segments for the quick development and improvement in national targets.

Cultural diplomacy utilizing music can encourage intercultural correspondence, checking miscommunication and misconstruing by various groups. In such manner intercultural correspondence through music could be valuable in uniting countries and people groups, and to help universal associations playing out their administrations to the world. Music from various groups opens the eyes and brains of audience members on different culture and values.

3.3.3 The Kenyan Music

The study noticed that using music, the nation can promote Kenyan culture and legacy through national and territorial games, recreations, and music and show celebrations and urges Kenyans Abroad to partake. It advances trade programs between Kenyan foundations and those from different nations while advertising Kenya as a favored vacationer goal, venture focus while advancing international relations. The music of Kenya is a standout amongst the most assorted in the landmass. It is a combination of well-known music shapes, various sorts of society music got

from the nation's more than 40 ethnic gatherings. The absolute most famous types are Benga, Hip-bounce, Reggae, Rock, Taarab and Folk music.¹⁸ The image of Kenya can be imagined in its music arrangement which for quite a while had not been recorded. This is against the foundation of proper foreign policy utilization as the compass for seeking financial flourishing.

3.4. Chapter Analysis

Kenya's reputation and recognition has influence globally, based on the foreign policy in promotion of cultural activities. Kenya has enhanced its image and relations internationally through cultural diplomacy. The Chapter also noticed that, through using sports and all genres of music, the nation can promote Kenyan culture and legacy through national and local games, diversions, show celebrations and urges Kenyans Abroad to take an interest. It advances relations between Kenyan establishments and attract those from different nations.

¹⁸Bomas of Kenya

CHAPTER FOUR

THE CHALLENGES KENYA IS FACING IN ENHANCING CULTURAL DIPLOMACY

4.1 Introduction

This chapter outlines the challenges Kenya is facing while enhancing cultural diplomacy. It outlines how sports culture and arts departments/activities are rarely well utilized in building the Kenya's image. This is discussed under the sub heading of the challenges faced in sports, culture, arts while enhancing the country's reputation abroad.

4.2 The challenges In Kenyan Sports Industry

Although several structures for sports governance exists, many challenges are faced in quest to ensure efficient and effective service delivery in the sport industry, both in Kenya and globally.

The most outstanding challenges are outlined below;

Untrained personnel serving in the various national sports federations and organizations as managers lack skills related to sports management and administration. Leadership in the sports federations is left open to any interested person in leadership as long as he/she is wins elections.

The has been no clear understanding of the role of international sport federations in handling and intervening in the national sports affairs. The international sports Federations (IAAF FIFA,) have received numerous accusations of intervening in the affairs of their respective national sports federations without concern for national interests. As a result of such interventions, inefficient and ineffective, corrupt officials take the advantage of being in office much longer unnecessarily while the more productive official are removed from office.¹ There is also lack of clear

¹ Ministry of sports, culture and arts

hierarchical arrangement and coordination on the roles of government sports agents and the national sports federations. Various national sports federations and organizations tend to operate independently from the government agents who are in charge of sports. They only work together for convenience in times of need.

Sports development depends on formulated policies that give direction to the sports managers, administrators and other personnel involved in sports. Unfortunately, there is lack of policy on national sports meant to guide sports development in Kenya. Efforts to formulate such policy have however bore no fruits. It is very hard to efficiently regulate sports development without existence of national sport policy.

In order for sports organizations to address various issues affecting sports, it is imperative that constitutions that govern operations is regularly reviewed. The major challenge is lack of specified duration for organizations' constitutions to operational. This leads to some national sports organization and federation to use outdated constitutions.

Sports funding has been a recurrent challenge faced in the country. In a study on athletics coaches training in Kenya, inadequate funding was found to be a key contributor to poor implementation of training programs. In addition to these contingents of teams destined for international competitions face reduction to minimal numbers due to limited funds. The inadequacy of funding also adversely affects the amount and variety of incentives given to the athletes. This kills their motivation and enhanced performance. A case in point is when para-athletic team from Kenya failed to participate in the World Championships at Doha when funding by the government was declined at the eleventh hour. In addition to that, the International Olympic Committee froze financial support to Kenya after dispute between the

nation and the Olympic Committee when Kenya declined to make to make constitution changes. This decision could have led to a ban.²

Many outstanding Kenyan athletes have relocated and changed citizenship in foreign countries. This is a clear indicator that the regional sport industry is not favorable for athletics. Footballers specifically have been bought by other countries resulting to loss of talent in the country.

Leadership wrangles and opportunities to control finance and resources are recurrent disputes and wrangles in sports federations. This diverts attention from sports development, corporate sponsorship withdrawal, court cases, neglect of sportsmen and women and also international sanction by international federations of sports.

In Kenya, several studies have revealed gender imbalance in leadership and sports; this is because, women are not well represented in comparison with men. This is as a result of lack of sport policies. This is attributed to failure by politicians who concentrate on winning elections for personal gains instead of implementing institutional reforms for sports development. Meagre resources are allocated for sport ventures. They rarely ever reach the targeted stakeholder –the athlete. In Kenya, the culture of impunity has hindered viability in the sports industry. Officials who have been given the mandate to develop and grow sports divert finances located to the industry. For example, 1900 kits were distribution to the Kenya Olympic team by Nike. It was discovered that the athletes received a fraction of the kits and the rest fraction was hidden at the Kenya National Olympic Committee (KNOC) offices.

Doping is a major problem with athletes; times they are drugged without their knowledge. That's why the Anti-doping Agency of Kenya (Adak) was formed. Adak and Athletics Kenya have

² Ministry of sports, culture and arts

confirmed working together to ensure proper doping tests and that all athletes participating in the World Championships are tested.

As much as they are doing all they can to ensure the International Association Athletics Federations (IAAF) requirements are met, the athletes should honour the call to national duty and report to camp as they have been selected to Team Kenya.

The athletes have to report to camps which are available for the tests .in order to speed up the mandatory Out-Of-Competition (OOCT) tests for each of the Kenyan Team before going for the World Championships.

If the measures are not taken seriously, most of the athletes could be locked out owing to the requirements. There could be several challenges in having the athletes tested with many of them on the list to the World Championships travelling out of the country to participate in the various Diamond Leagues across the world. After the trials many of those athletes who were in the list of probables did not make to the final Team Kenya and instead new names made it to the team. This meant that testing for these athletes has to start afresh before they report to residential camps.

4.3 Challenges in Music and film industry

Piracy especially in music, drama and theatre is a major challenge in the industry. Secondly, is the exploitation on royalty payments in music industry, arts and drama.³

Copyright is denoted as legal protection that is accorded to created works. This works include songs or musical compositions lyrics, records (LPs, CDs, singles, cassettes, 45s, DAT, among

³ The Kenya film

others) books, poems, TV shows, films, computer software and commercials. Clear execution of copyright has not been felt in Kenya. According to the copyright law, any work under such protection must be having the following: be “original”; this is to say that such works have not been copied from other sources. This means that it was not copied from any other source; expressed in a tangible medium; this implies existence in some permanent or stable form such that it can be perceived and reproduced; and have degree of creativity at minimum. In music, the copyright law protects both songs and recordings.⁴

Fixed requirement implies lack of protection for a song that is embedded in the mind. A song is termed as fixed when it had been noted down, recorded (even on a handheld recorder), or saved in a computer hard drive. Playing a live song however fails to meet the terms of the fixed requirement. Recording the live performance, results to fixing the song. Upon fixing original works in a tangible medium, the owner of the work attracts automatic right to the work. Although it's important to register one's original work in the office of Copyrights it is not a ticket copyright protection.

The Kenyan film industry has a bigger potential also, putting into consideration that Kenya has a beautiful landscape for filming, plenty of creativity and good talented actors and actresses. Even though these benefits exist in the country, several challenges are faced that decline the growth of the industry since policies are not well executed.⁵

Lack of capital: In Hollywood, millions of dollars are spent in film production and marketing. This is because good quality films require huge capital during production and marketing process. Investment in these key processes has made Hollywood films unbeatable in the film market.

⁴ ibid

⁵ The Kenya film

Production of Film incurs huge expenses that include traveling, designing of costume, hiring of affiliate partners in the production houses among others. In most cases, a long process of more than one year is normally followed before the appearance of a movie on the screen or the cinema hall. Within this long period, actresses and actors require to meet their daily needs. Therefore, they are put on paid contracts. Even though huge capital is required for such engagements, it is still a challenge for many industries in Kenya.

Limited creativity: Creativity is a key quality that distinguishes a product from others. When creativity lacks, the entire project is rendered incompetent. The Locally produced films lack creativity in the story line as well as in the production process.

Market: Although the African market tops the film charts across the universe, apart from the struggling Nigeria, it is considered still too far away from hitting the climax. This causes movies becoming outdated even before a major sale in the market, and in some cases, amount of sale is overtaken by the production cost.

Film policies: The policies governing the film industry in Kenya have restricted the production of certain films, for example, *Otto The Blood Birth*, a film produced in Kenya by Kenyans was banned even before its release to the market simply because it was a genre type horror. This demotivates local and international film makers who had a potential of investing in this industry.

Piracy: Just like in the music industry, piracy is a global issue affecting software and film

industry all over the world. In Kenya, entertainment productions have severely suffered this crime which is way too far to be stopped.

National Dress; Kenya does not have a national dress to help project itself, although several attempts have been made to come up with one. ⁶

4.4 Chapter Analysis

Kenya has enhanced its image internationally and within through cultural diplomacy but, with these challenges, Kenya has a long way to go before the culture industry becomes a contributor to the national Gross Domestic Production GDP or build image. There is no documentation of this strategy that can be utilized to achieve the maximum impact of Kenya using cultural diplomacy to enhance international image, despite the fact that Kenyan athletes and artists have the capacity to promote Kenya's internationally especially when they are selected to serve as ambassadors to the United Nations,. This confirms my hypothesis that cultural diplomacy can build Kenya's image if implemented strategically.

⁶ The Kenya cultural centre

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

This chapter entails data presentation, analysis that was collected from the target audience. Conclusion and recommendations The data was obtained from questionnaires which were the main tools for data collection in the study and the interview guide. The data was interpreted based on the research questions and objectives. The questionnaires were distributed to the target audience and the data provided information that formed the basis for discussions and the interpretation of the results.

5.2. Response Rate

The data was collected by administering questionnaires and interviewing officials from the ministry of sports and culture and the ministry of foreign affairs. From the 25 questionnaires issued to the respondents, 20 were returned. This represented a response rate of 80% which is enough to provide reliable finding for this study. The data collected was presented in table 2 below.

Table 2: Response rate

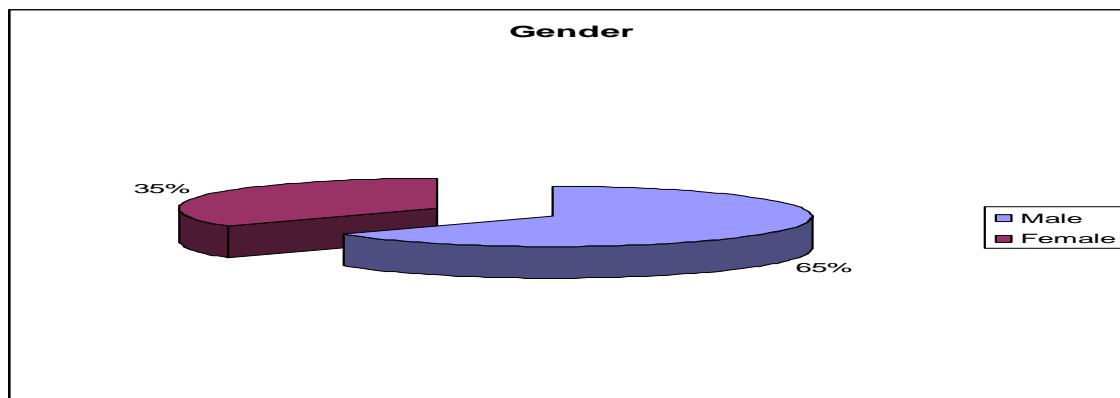
Institute	Sample	Returned Questionnaires	Non-responses
Ministry of Sports, culture and arts	20	18	2
Ministry of Foreign Affairs	5	2	3

5.3. Gender

The informants indicated their gender as shown in figure 1.

Figure 1 on the gender of informants found that (65%) of the respondents were male, while (35%) were female. Cultural diplomacy seems male dominated in the Kenyan context.

Figure 1: Gender of informants



5.4 Age

The informants gave their age, as shown in table 3.

Age Frequency Percent (%)

Table 3: Age of respondents

Age	Frequency	Percentage
Below 20 years	0	0%
21-35 years	21	28.7%
36-45 years	23	35.1%
45-60 years	7	18.9%
Above 60	6	16.2%
Total	57	100%

The ages were grouped into four classes with a difference of ten years apart, The Modal class being the ages between 21-35 which was represented by 35.1%, followed by 36-45 which had a percentage of 29.7%; 45-60 years had 18.9% while those who were Above 60 had 16.2%.

The table shows that the majority of informants were found in age group 36-45 years.

5.5 Education

The respondents were asked to indicate their level of education. This is shown in table 4.

Level of Education Frequency Percent (%)

Table 4: Education level of respondents

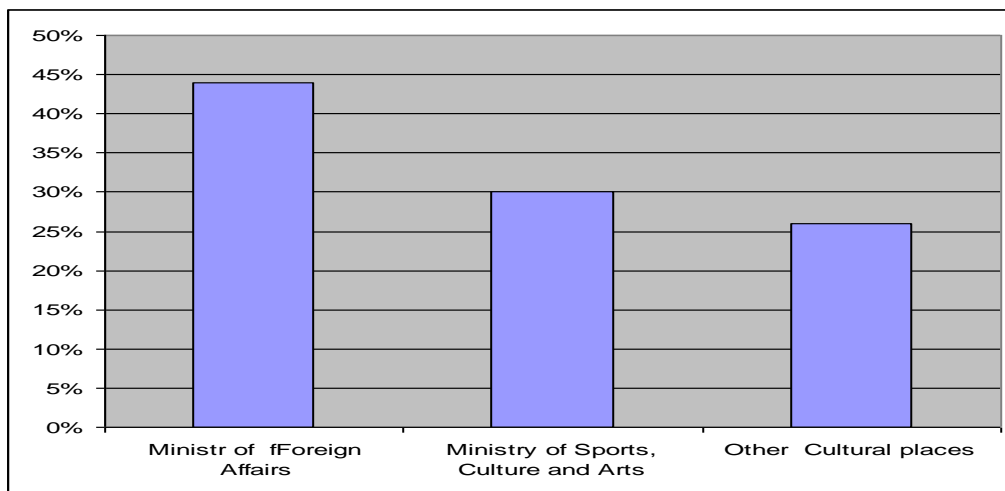
Level of Education	Frequency	Percentage (%)
Diploma	10	34.4%
Bachelor Degree	30	44.0
Post Graduate	17	22.3
Total	57	100%

The study found that 44% of the informants had attained a university degree at the graduate level, 22.3% at tertiary/college diploma, and 34.4% of the respondents had attained postgraduate level of education. Therefore based on the education level, many respondents seem to be aware of the cultural diplomacy concept.

5.6. Work Place of Respondents

The figure 2 indicates that 44% of the respondents worked in the Ministry of Foreign Affairs, 30% in ministry of sports and culture and while 26% worked other cultural places respectively. Many respondents were informed on matters to do with cultural diplomacy, due to their exposure in related matters.

Figure 2: Work place of respondents



5.7. Summary

The study aims at setting up the application of cultural diplomacy as an instrument for enhancing Kenya's image. Particularly the study meant to reply; what is the part of cultural diplomacy progressing the Kenya's image?

What part of music as a perspective the way of life, What the part sports is as a feature of culture and the part of cultural diplomacy in propelling Kenya's image? From the exploration, the following were found.

The study perceived the significance of national social establishments, for example, the exhibition halls, Kenya National theater, Bomas of Kenya, among others have generally been essential social approach on-screen characters in the nation with the objectives of building social extensions crosswise over fringes whether by creating social tourism or by encouraging attractions to the country.

Other basic social characters are the Kenyan individuals, foundations and ventures in workmanship, outline and design, film and media, cultural heritage, sports, communication, education, leisure and that in assorted and magnificent ways communicates personality, convey and acquire their positions in culture..

As indicated by the study, culture can be contrasted with a program; it contains data about the general public in which people get themselves. It gives data about social parts, the structure of connections, decorum and how regular daily existence ought to be orchestrated. Culture is

a rule for social communication, however it is just legitimate in the social setting in which this program is disguised among its individuals; hence, it is important to comprehend alternate individuals from the worldwide society and their program. The study found that one serious element influencing diplomatic traditions is the development of a differing set of actors sharing in exercises customarily saved exclusively for delegates of states. Therefore, the way of life among diplomatic members turns out to be more open; assorted qualities are more regular. The study suggests that cultural diplomacy ought to present new players in its undertakings. In any case, not the majority of the new performing artists in tact are knowledgeable about managing foreigners and intercultural circumstances. Their cultural assimilation remains by and large just errand related and is once in a while adjusted foreign the arbitrator's expert surroundings. Like profession representatives, they never lose their own particular programming of the brain as their disguised culture. In this manner, even under the assumption that a typical culture among ambassadors exists in light of an all-around acknowledged convention, it does definitively demonstrate the presence of a one of a kind common diplomatic culture.

5.8. Conclusion

5.8.1 Image building

Perceiving the significance of cultural diplomacy, numerous nations plan to progress and expand their social foundations abroad as a major aspect of their political systems. The study infers that Cultural diplomacy is an essential part of remote arrangement, which contributes successfully to the dynamic mix and image building. Culture can be utilized by representatives to persuade another administration or gathering of governments on specific issues with respect to domain, exchange rights or other solid national interests. Representatives were for the most part

"negotiators". In parallel a somewhat solid "ceremonial" part of diplomacy and International relations created.

5.8.2 Culture diversification

Diplomacy deals with culturally diverse groups through interactions and negotiations.

The study infers that with regards to cultural diplomacy, the arrangement style of every member is shaped by one's own particular social "program." As various social gatherings convey in an unexpected way, the way of life of a transaction party impacts its arrangement style. Hence, the likelihood of oversights and mistaken assumptions increments when the cooperation is cross-national. While sway and uniformity are the discerning spines of international relations, culture is its unmistakable passionate differential; the concealed measurement which extends as much effect as political or financial power on decision making. Keeping in mind the end goal to adapt to social contrasts and to prepare social mindfulness and intercultural capability, it is valuable to recognize diverse cultures of Kenya.

In high setting social orders, individuals have close associations over a drawn out stretch of time, choices and exercises are centered around connections, and correspondence is more implicit and less verbally express. In low setting social orders, by difference, individuals for the most part have more associations for a shorter span or for a particular reason, people are lead and are errand orientated, and information is imparted explicitly.

5.8.3 Culture dynamism

If cultural diplomacy is to hold its place of vital significance as an apparatus of open engagement, it must fill the crevices in contemporary correspondences. While the web now and

then urges figuring out how to be a disengaged; and observational act, cultural diplomacy can educate remote groups of onlookers through enduring connections and dynamic interest. Cultural diplomacy can offer a counter-account in which various people groups and their conventions can exist together, fortifying each other through common comprehension, and building new customs together.

Culture is an essential wellspring of soft power is which can impact the general population peacefully and even now and again. On the off chance that a nation's way of life is seen as attractive by its neighboring Countries, it is ready to depict a positive universal picture which empowers it to be more powerful and viable in its remote arrangements. Subsequently, its way of life needs to incorporate all inclusive values and advance interests that others can identify with. Culture is along these lines utilized as a method for soft energy to its monstrous achievement. When we consider the way of current difficulties experienced on the planet today, culture enter in securing national enthusiasm, extending companionship and comprehension between various individuals upgrading a state's security, and securing peaceful concurrence.

5.9 Recommendations

5.9.1 Cultural Diplomacy Initiative

Before developing a cultural diplomacy activity, the legislature, important offices, specialists and different on-screen characters should completely comprehend the social personality of the country. It is outlandish for Kenya to assess the accomplishment of social crusades and branding activities unless discerning objectives are obviously enunciated. Moreover, with web utilize, it is likely that individuals from different nations as of now have entry to data about

Kenya. It is in this way imperative that cultural diplomacy passes on data, as well as that it does as such in a way that is convincing, one of a kind, and symbolic of Kenya's cultural priorities.

It is critical for Kenya to comprehend the way of life of the intended interest groups. Cultural diplomacy must listen to its potential group of onlookers, and this can be accomplished through liberal research and collaborations. Without this practice, cultural diplomacy can be misjudged by its objective as cultural imperialism.

The most grounded cultural diplomacy activities pass on social stories as material encounters. Kenya ought to operationalize all the Memorandums of comprehension marked with different nations to accomplish its cultural diplomacy destinations. This should be possible through global trade projects and dynamic interest in social conventions, additionally more conceptually through all around made movies and occasions that catch the substance of the country's culture. Technology permits anybody to find out about another country's culture freely, yet the additional estimation of cultural diplomacy changes this data into an unmistakable and transformative experience.

5.9.2 Relations-building

Kenya ought to focus on relationship-building with nations it plans to draw in with through cultural diplomacy: The best cultural diplomacy programs organize relationship-working between the acting and target countries, furthermore inside every country separately. This is best typified by the multilayered institutional and individual connections. Connections make culture feel human, and hence more sound and convincing than an isolated cultural experience. Kenya needs to engage its expansive Diaspora. Nationals living abroad are a vital cultural diplomacy asset, and they ought to be engaged to impart Kenya's way of life to their present

group. This practice is for the most part minimal effort, with high potential effect. Diaspora people group individuals are frequently observed as a non-propagandistic representation of their nation of starting point furthermore appreciate validity in the remote nation because of their local connections and reputation.

Cultural diplomacy takes a gander in furthering its way of life for long haul points while passing with regard to current foreign strategies. It can also be used as a gander for nations' promulgation by enhancing state's image abroad. The study suggests that the significance of cultural diplomacy be impacted by soft power instead of power in Kenya. This has brought about natives reliance on their administrations and neighborhood data press on foreign occasions and further extended potential attention on direct diplomatic communication.

5.9.3 Cultural Collaborations

The study further suggests that in light of globalization, numerous non-traditional actors, for example, NGOs, transnational associations and even people can be seen rehearsing diplomacy, which has turned into a growing craftsmanship and the "engine room of international relations." However, governments will keep on remaining the main members in the act of diplomacy.

The ministry of foreign affairs has had the essential duty regarding organizing diplomatic collaborations for a drawn-out stretch of time, and this is probably not going to change on a very basic level. In any case, globalization obliges governments to work in a setting unique in relation to before in light of the fact that legislative diplomacy needs to satisfy an extra capacity, which is to incorporate different members of tact in its own basic leadership forms.

To meet these difficulties, governments have been concentrating on new procedures, for example, including services and non-state performers and institutions, giving more prominent transparency, and acting all things considered as often as could be possible under the circumstances.

The study prescribes that members in cultural diplomatic process must will to trade off; if not, political endeavors are bound to fall flat. The eagerness to locate a worthy bargain by all on-screen characters included will ensure agreements on a conceivable arrangement, since it is self-crushing to make the fancied aftereffect of transactions their precondition. For that reason, members ought to know about their individual liabilities and resources while perceiving the standard power of universal agreement. The consequence of arrangements should dependably be to distinguish regular interests and to work out satisfactory answers for a wide extent of familiar concerns.

5.9.4 Sports solutions

There is a need for having an organization for Sport Management and Administration. This can be used as a forum for those involved in sports. we have seen every sport organization works on its own. Having an organization can help put concerted efforts together and work towards sport development in the country.

5.10 Areas of further studies

5.10.1 Culture and technology

An imperative point is that dissemination of data around the world is not confined because of new technology that can transmit messages far and wide in seconds like with battling psychological warfare during a time of worldwide continuous TV and the web. Cultural

diplomacy additionally serves both respective and multilateral diplomacy as in they are planned for national premium like in the journey of speculation, advancement of exchange, and worldwide tourism which is likewise alluded to as branding furthermore makes collaboration and association.

5.11 Cultural diplomacy and Language

Dialect is more than only a method for correspondence; dialect is an apparatus for strengthening. Since correspondence and culture are procured all the while, dialect can be viewed as the way to a culture. Each dialect profoundly established in a specific culture passes on an interesting representation of the entire world. Great contentious focuses and diplomatic systems are futile without the capacity to impart them. Since there are solid contrasts in verbal and nonverbal correspondence crosswise over societies and subcultures, language can likewise be an obstruction to an effective and successful diplomacy.

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Questionnaire

The study aims to establish cultural diplomacy as a tool for enhancing international image using Kenya as a case study. Please give a verbal consent to be a participant in this - it is for academic purposes only.

Section 1: Demographic information

- 1. Indicate your gender Male female
- 2. Indicate your age range. Below 20 years 21-35 years 36-45 years 45-60 years
Above 60 years
- 3. Indicate your level of education? Diploma() Bachelors degree() Post Graduate()others()
- 4. How long have you worked in your current organization? Less than 5 years 5-10 years
More than 10 years

Section 2:

5. Do you think culture plays a key role in enhancing country’s image? Yes No I don’t know If yes, please Explain.....

6. Do you think there is a connection between culture and diplomacy? Yes No I don’t know If yes, please explain.
.....

7. Can Kenya leverage its culture to attract economic foreign investment in the country? Yes No If yes, please explain.
.....

8. Which of the following methods is best for Kenya in building her Pan-African spirit through cultural diplomacy?

- a)Academic Exchange Programmes
- b) Hosting sporting events
- c) Holding cultural festivals

9. Which type of cultural activities would be more useful for advancing foreign relations? a) film b) poetry c) art work d)traditional dance e) Please explain why

.....
.....

10. Do you think sports are key cultural aspects that would be useful in advancing Kenya's foreign relations? Yes No If yes, please explain.

.....

11. Do you think music is key cultural aspects that would be for useful in advancing Kenya's international image? Yes No If yes, please explain.

.....

12. Which type of music would be more useful for advancing Kenya's international image? a) Secular b) Gospel c)Traditional Please explain why

.....

.....

.....

13. Cultural Diplomacy is one of the pillars of Kenya's foreign policy. Do you think this pillar can be used to advance the other pillars? Yes No . If yes explain

14. How does your office utilize cultural diplomacy to advance international relations?

Explain.....

15. Do you think there is a future for cultural diplomacy in Kenya? Yes No I don't know

Explain.....

.....

.....

.....

16. In your opinion are there set policies and strategies for cultural diplomacy in advancing Kenya's foreign policy? Yes No I don't know

Explain.....

.....

.....

.....

17. Are cultural exchanges useful in cultural diplomacy in pursuit of foreign relations in Kenya?

Yes No I don't know

Explain.....

.....

.....

.....

.....

18. Are you aware of recent examples of cultural diplomacy practices undertaken in Kenya? Yes

No I don't know

Explain.....
.....

19. Are you aware of recent examples of cultural diplomacy practices undertaken by Kenya internationally? Yes [] No [] I don't know []

Explain.....
.....
.....

20. Apart from the above mentioned aspects of culture what others do you think would be useful as tools of cultural diplomacy?

a).....
.....

b).....
.....

21. What do you suggest should be done so as to enhance Kenya's foreign relations in the 21st century?

.....
.....
.....

INTERVIEW GUIDE

1.) In your view, what role does cultural diplomacy play in advancing Kenya’s International image?

2.) Examine how the following cultural activities have been applied in advancing Kenya’s International image?

a. Sports.....

b. Music.....

Artwork.....

3.) Poetry.....A.)

What are the strategies applied in advancing cultural diplomacy ?

b.) How effective are these strategies?

c.) How best can we improve on the effectiveness of these strategies?

4.) What are some of the challenges Kenya is facing in advancing cultural diplomacy?



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Date: **12th July, 2017**

Sheila Wanjiru Kamweti
University of Nairobi
P.O. Box 30197-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *“The application of cultural diplomacy in enhancing international relations,”* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **12th July, 2018.**

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

**GODFREY P. KALERWA MSc., MBA, MKIM
FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner
Nairobi County.

The County Director of Education
Nairobi County.