# UNIVERSITY OF NAIROBI

## INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

## THE ROLE OF CULTURAL DIPLOMACY AS A TOOL FOR ADVANCING AFRICAN FOREIGN RELATIONS: A CASE STUDY OF KENYA

### BY

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# DECLARATION

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


Signed: _____        Date_____

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**Supervisor**

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 children, Elvis and Yvette for your love, understanding, support and encouragement during my studies.

# ACKNOWLEDGEMENT

# ABSTRACT

This research project sets out to investigate the role of cultural diplomacy as a tool for advancing international relations using Kenya as a case study. Cultural diplomacy may best 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 the role of cultural diplomacy as a tool for advancing African foreign relations using Kenya as a case study. Specifically the study seeks to answer the following questions: what is the role of cultural diplomacy in advancing foreign relations in Africa? What the role music as an aspect the culture, what the role sports as an aspect the culture and the role of cultural Diplomacy in advancing Kenya's foreign relations?

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 soft power theory as the analytical framework. It posits that Soft Power lies in the ability to attract and persuade. Soft power arises from the attractiveness of a country's culture, political ideals, and policies. This study uses qualitative research approach and majorly utilizes secondary for data collection from books, journal articles and periodicals. For primary data is collected using a questionnaire. 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 among states in contemporary international relations, as it serves as an effective instrument in supporting national foreign policy objectives or a constructive channel at times of political difficulty. Cultural diplomacy as a subset of public diplomacy supports Kenya's foreign policy goals, to combat stereotyping, develop mutual understanding, and advance national reputation and relationships across the board. 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 government, relevant agencies, artists and other actors must fully understand the cultural identity of the nation.

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# LIST OF ABBREVIATIONS

**AMISOM**   African Union Mission in Somalia

**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

**UK**   United Kingdom

**UN**   United Nations

**UNAOC**   United Nations Alliance of Civilizations

**UNCD**   Universal Declaration on Cultural Diversity

**UNESCO**   United Nations Educational Scientific and Cultural Organization

**US**   United States

# CHAPTER ONE:  BACKGROUND OF THE STUDY

## 1.0    Introduction

Diplomacy is the methods by which States all through lead their undertakings with a specific end goal to guarantee serene relations. 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.

Individuals after some time have been keen on societies and ways of life that stand out from their own images, and to form observations positively. It looks to show the identity of a man's own country and individuals. It networks with the objectives of building outer connections in light of the fact that social partiality serves as a helpful stage for activities in different territories.[1] Illustration, a businessperson can't be companions with every one of the general population he works with, yet with fondness, conducting business will made much easier. This demonstrates 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. The extent of areas of cooperation is dictated by the two sides for their common interests. They incorporate regions of culture, training/education, games and trade, among others.[2] 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

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[1] Rana K. S., *Inside Diplomacy* 2nd Ed. New Delhi: Man as Publication, (2006), p. 19.
[2] Ibid, p. 20.

shared comprehension.[3] Governments universally are contributing colossal strategic, social and political assets in an offer to speak to the hearts and win brains of different states and the world community. The act of Cultural Diplomacy is in-accordance with different local approaches, which advises a Countries foreign arrangement, in light of the fact that an foreign strategy is the externalization of household approach. The improvement of cultural diplomacy to participating in worldwide talk has turned out to be progressively predominant in created nations.[4] The study takes note of that lately are various cases of social political exertion practiced by states organizations and people everywhere throughout the landmass. As of late, Africa has encountered political and financial changes.

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 revered in the Constitution of Kenya.[5] Cultural diplomacy is one of the Pillars of the Kenya's foreign approach and 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 to guarantee consistency and viability in quest for Kenya's national interests against the components of new open doors and rising dangers in the cutting-edge world.[6] Disregarding these viewpoints, Cultural Diplomacy is not unequivocally articulated in the foreign policy.

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[3] Nye, Joseph., Nye, Joseph. Soft Power: The Means to Success in World Politics. Cambridge: Perseus Books, (2004), pp. 56-57.
[4] Ibid, pp. 56-57.
[5] Kenya, Foreign Policy, November, 2014.
[6] Ibid.

## 1.1    Statement of the Problem

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, nonetheless, it can possibly turn into a significantly more effective device for enhancing a nation's picture in its relations with different nations.[7] Cultural diplomacy has not been given as much academic consideration as may be normal regardless of the late development in grant of the different schools of International Relations Theory, Cultural discretion has been altogether overlooked.

The absence of insightful regard for cultural diplomacy might be founded on the absence of clarity about what accurately the practice is about. Cultural diplomacy can turn into a quintessential instrument for practicing the nation's foreign approach through different articulations of culture. At the point when Kenyan social specialists visit the world and take an interest in cultural exchange programs, when Kenyan competitors perform on the planet organize and bring home every one of the decorations, a story is made; these social ministers make monetary and political enthusiasm for Kenya.

This study contends that cultural diplomacy is imperative for Africa and African countries. The assorted landmass with numerous social contrasts, Africa can connect the social contrasts by chipping away at a typical comprehension. The landmass endeavors to accomplish shared regard for a typical reason and regular intrigue. In this manner the capability of social/cultural legacy is tremendous and there is have to endeavor this possibility to elevate the mainland and to a more prominent degree, the nation Kenya. The issue thusly that this study looks to research is the viability of cultural diplomacy as an apparatus for progressing foreign relations in Africa: An instance of Kenya.

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

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## 1.2    Research Questions

1.2.1    What is the part of cultural diplomacy in improving foreign relations in Africa?

1.2.2    What is the part of Music as a part of culture?

1.2.3    What is the part of Sports as a part of culture?

1.2.4    How helpful is Cultural diplomacy as an instrument for articulating Kenya's foreign strategy.

## 1.3    Objectives of the Study

The study intends to set up the part of cultural diplomacy as an apparatus for propelling African foreign relations utilizing Kenya as a contextual analysis. Particularly the study will point:

1.3.1    To build up the part of cultural diplomacy in improving foreign relations in Africa.

1.3.2    To look at the part of Music as a part of culture

1.3.3    To look at the part of Sports as a part of culture

1.3.4    To investigate the handiness of Cultural discretion as an apparatus for propelling Kenya's foreign strategy.

**1.4     Hypotheses**

1.4.1   Cultural diplomacy assumes a key part in upgrading foreign relations in Africa.

1.4.2   Music as a part of culture is a valuable device of progressing Cultural diplomacy

1.4.3   Sports as a part of culture is a helpful apparatus of progressing Cultural discretion

1.4.4   Cultural discretion is a helpful instrument for articulating Kenya's foreign
        arrangement..

**1.5     Justification of the Study**

1.5.1   Academic Justification

Cultural diplomacy has basically been analyzed in various courses by both legislators and
government think-tanks, attempting to unwind the myths encompassing it, and why nations
ought to receive cultural diplomacy to encourage solidarity among nations. In research
discoveries, it has been reasoned that the term cultural diplomacy has been in presence since
time immemorial; in this manner this study will create new data, add to hypothesis and add to
learning for insightful progression.

1.5.2   Policy Justification

Thinks about directed have not offered conspicuousness to cultural diplomacy and have not
unmistakably showed climate nations and their agents interface exclusively through
customary political channels, and the impact of autonomous on-screen characters on foreign
strategy is clear through cultural exchanges and foreign visits.[8]  The study will in this way be

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[8] Rebecca Katz, Sarah Kornblet, Grace Arnold, Eric Lief and Julie E. Fischer. 2011. Defining Health
Diplomacy: *Changing Demands in the Era of Globalization*. Milbank Quarterly.
[9] Kenya National Policy on Culture and Heritage.

valuable to policy makers, particularly those in government to improve utilization of the act of cultural diplomacy, given its viability in achieving more extensive and different gatherings of people.

## 1.6   Literature Review

The assorted qualities are exemplified in the uniqueness and majority of the personalities of gatherings and social orders making up mankind. Culture gives a people their personality, which is passed on starting with one era then onto the next. Culture is powerful and might be advanced by a slow and creative change process.[9] Few societies are totally separate or constant yet to be perceived totems of character must appreciate some consensus and persistence.[10] Cultural relations policy comprises of two aspects of international relations.

Diplomacy is the methods by which States all through the world direct their undertakings in approaches to guarantee peaceful relations. Calhamer characterizes diplomacy as the craftsmanship and routine of leading arrangements between delegates of gatherings or states. It more often than not alludes international diplomacy, the conduct of international relations through the intercession of professional diplomats with regard to issues of peace-making, trade, human rights, economics, wars, cultures and environment.[11]

The Swiss Federal Department of Foreign Affairs expresses that diplomacy worries as much the advancement of political, security, monetary, social or logical relations as it does

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[10]Ibid.

[11] Calhamer, Allan. *Diplomacy: Chapter of the Games & Puzzles Book of Modern Board Games*. Games & Puzzles Publications, London, UK (1975) pp. 26-40.

worldwide responsibility to protect human rights or the serene settlement of disputes.[12] . It is along these lines therefore that an ambassador must develop affinity and develop a system of contacts in every aspect of society with a view to turning out to be effectively required in molding general conclusion in the host nation – using different procedures and instruments, for example, business, legislative issues, workmanship, sustenance and culture. Political researcher Milton Cummings' great meaning of cultural diplomacy - "the exchange of ideas, information, values, systems, traditions, beliefs, and other aspects of culture, with the intention of fostering mutual understanding" needs a redesign that reflects new "best practices" in the present day world of 24/7 communication and social media.[13]

The best cultural diplomacy procedure coordinates individuals to individuals or expressions, culture, media and training to individual's cooperation's into the essential business of diplomacy. The projects in Afghanistan, Egypt, and Iran all add to center objectives of United States (US) approach in those nations.[14]

Carnes contends that cultural diplomacy is a segment of public diplomacy. It is said that public diplomacy is upgraded by a bigger society and culture; however at the same time public diplomacy ventures up and publicizes that society and culture to the world at large.[15] . It could be contended that the data part of public diplomacy must be completely successful where there is as of now a relationship that offers believability to the data being transferred.

This originates from information of the other's way of life. Cultural diplomacy has been alluded to as the linchpin of public diplomacy. It is in social exercises that a country best

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[12] FDFA. *Swiss Federal Department of Foreign Affairs* (2008) Bern, pp. 45-55.
[13] Ibid.
[14] Waller, Michael. *Cultural Diplomacy: Political Influence and Integrated Strategy*. Washington, DC: Institute of World Politics Press, (2009), p. 74.
[15] Carnes, Lord. *Losing Hearts and Minds*. Westport, CT: Praeger Security International, (2006), p. 15.

speaks to itself. Cultural diplomacy uncovers the soul of a country, which thus makes impact.[16]

The study takes note of that most governments over the world are contributing colossal conciliatory, social and political assets in winning the hearts and brains of different countries and the general population of the world. The instruments they utilize fluctuate from building up TV channels for foreign support of the advancement of social and donning trades. Pretty much as Nye distinguishes three wellsprings of delicate power, there are three instruments through which a nation can create, send, or draw in its delicate power with different nations: public tact, cultural diplomacy, and cultural relations.[17] As a component of recognizing the last two, it is critical to characterize "diplomacy" and set up it as in a general sense a movement of government.

The inalienable affable nature of Africans to other individuals makes diplomacy basically an African culture. In actuality, the African residents have appeared to the worldwide society that they comprehend the full import of Africa's new diplomatic position, which is citizen focused diplomacy.[18]

Cultural diplomacy ought not to be seen as another marvel. It has existed, though under various phrasings, from primordial times when countries started to see the nearness of their foreign partners and started open doors for managed cooperations with them.[19] In such conditions, culture assumed a significant part in the intervention of contrasts and the improvement of common understanding and interests.

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[16] Ibid.
[17] Interview with Kenta National Theatre, Nairobi Office, 16/03/2016.
[18] Carnes, Lord. *Losing Hearts and Minds?: Public Diplomacy and Strategic Influence in the Age of Terror*. Westport, CT: Praeger Security International, (2006), p. 30.
[19] Ibid.

Vasquez gives the definition of a Country's foreign policy, called foreign relations, as self-interest systems picked by the state to defend its national interests and to accomplish objectives inside its global relations milieu. The methodologies are deliberately utilized to collaborate with different nations.[20] The study watches that cultural diplomacy is in this manner essential for Africa and African countries.

As indicated by Kenya's foreign policy, shared trust, close connection and common comprehension of the general population of Africa to walk forward towards a stable prosperous and secure Africa and in such manner, social communication as a major aspect of individuals to individuals relations is intended to expand on similitudes, qualities and additions of Africans and at last facilitate and collaborate for the progression in key viewpoints as financial, social, political and culture.[21]

This rising idea fits into the more extensive structure of Kenya's key considering. The Cultural column looks to utilize culture as a fundamental instrument to advance a great picture and renown for the nation internationally.[22] Culture is a troublesome term to characterize. In 1952, the American anthropologists, Kroeber and Kluckhohn, basically explored ideas and meanings of culture, and ordered a rundown of 164 distinct definitions.[23]

As indicated by Matsuura, culture is what offers the specific situation, values, subjectivity, states of mind and abilities on which the improvement procedure must happen. This meaning

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[20] Vasquez, John. *Classics of International Relations,* 3rd ed. New Jersey: Prentice Hall, (1996), p 201.

[21] Joel Obengo is an administrator, human security and diplomatic affairs expert and GSDM's Kenya based Development Reporter. He is the representative for East and Southern Africa Region in Red Elephant Foundation 2015 Fellowship.

[22] The Government of Kenya. *Kenya's Foreign Policy Document*. Ministry of Foreign Affairs, Kenya (2014).

[23] Adler, N. *International Dimensions of Organizational Behavior.* 3rd ed. Ohio: South-Western College Publishing (1997), pp. 2-4.

of culture additionally incorporates the possibility of the reciprocal way of the way of life, their dynamism and the era of culture personalities which are not totally exclusive.[24] . Hence, culture is not a static arrangement of qualities and practices; it is continually reproduced as individuals question, adjust and reclassify their qualities and practices when confronted with changes and the trade of thoughts.

As indicated by Cull cultural diplomacy can be drilled by people in general part, private division or common society. Minnaert contends that cultural diplomacy is more centered around the more drawn out term and less on particular policy matters.[25] The real intent of cultural diplomacy as per this writer is to develop impact over the long haul for when it is required by connecting with individuals directly.

The cultural diplomacy impact has suggestions going from national security to expanding tourism and business opportunities.[26] Most ideas that foreign populace takes note of are not in the government's control. The administration does not for the most part create the books, music, movies, Television programs, purchaser items, among other, that contacts a crowd of people. Nye takes note of that it is likewise conceivable that foreign government authorities may contradict or oppose certain social fares while the general population give a shout out to them.[27]

Cultural activities might be both a gift and a revile to a country. This might be the situation if certain components of a culture are hostile to the remote group of onlookers. Certain cultural

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[24] Matsuura, Koichiro. *Speech on the occasion of UNESCO's World Day of Cultural Diversity* (2008).

[25] Minnaert, Tom. *Footprint or fingerprint: international cultural policy as identity. International Journal of Cultural Policy.* Vol. 20 (2014): pp. 99–113.

[26] Ibid.

[27] Nye, Joseph. *Soft Power: The Means to Success in World Politics*. Cambridge: Perseus Books, (2004), pp. 56-57.

activities can likewise undermine national approach goals. A case of this was the exceptionally open American contradiction to the Iraqi War while official government diplomacy still upheld it.

As indicated by Macharia, foreign relations comprise of self-intrigue systems picked by the state to defend its national interests and to accomplish objectives inside its universal relations enviroment.[28] It alludes to the diplomacy planned by a state to accomplish its target in the global field, thus it is an entirety of a nation's aim towards different states and non-state performers in the worldwide framework. Senarclens and Kazancigil, express that remote arrangement is the key component in the process by which a state deciphers its comprehensively imagined objectives and interests into a solid diplomacy to achieve its goals and safeguard interests.[29] It is accordingly sheltered to say that foreign policy is the heap of standards and practices that manage the intercourse of a state opposite different states, as through foreign arrangement a state tries to accomplish an assortment of targets.

A nation's foreign approach, likewise called the universal relations arrangement, is an arrangement of objectives sketching out how the nation will interface with different nations financially, socially, politically, socially and militarily, and to a lesser degree, how the nation will connect with non-state players. Remote arrangement is essentially worried with the limits between the outer environment foreign of the country state and the inside or household environment, with its assortment of sub-national wellsprings of impact.[30]

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[28] Macharia, Munene (1999), *African Review of Foreign Policy*. A publication of United States International University, Africa, Kenya. p 48.
[29] Pierre de Senarclens and Ali Kazancigil, Regulating Globalization. *Critical Approaches to Global Governance* (New York: UN University Press, 2007), p. 107.
[30] Webber, M. and Smith, M. *Foreign policy in a transformed world*. (Harlow: Prentice-Hall, 2000), p11.

Nye states that all the while the commonness of the dissent may have pulled in a few non-natives to the openness of America. Nye advance notes that cultural diplomacy is a two-route road: for each foreign craftsman enlivened by an American show-stopper, there is an American holding up to be touched by the imaginative marvels of different customs.[31]

Culture spreads from individual to individual, regularly by underground means; in return programs, face to face to-individual contacts made conceivable by global guest and understudy trade programs, thoughts that individuals hold dear - of family, training, and confidence - cross fringes, making better approaches of thinking. Mark states that cultural diplomacy uncovers the soul of a country, which may clarify its convoluted history in the built up Worlds' political life: when their country is at war, each apparatus in the strategic unit sack is normally utilized, including the advancement of cultural activities.[32]

Cultural diplomacy incorporates political and ideological contentions, and utilizations the dialect of influence and backing, it can be utilized as an instrument of political fighting and be helpful in accomplishing customary objectives of war.[33] Tact is a political practice that is additionally a social practice. From its cutting-edge beginnings in fifteenth-century Italy diplomatic systems have been halfway connected to the transmission of culture. At the level of practice, the historical backdrop of diplomacy is additionally the historical backdrop of social impact of blessings, of influence, of typical representations of force. Writing, craftsmanship, and music are all profoundly imbricated ever, even as conciliatory practice and hypothesis draw upon the assets of the social field in the flow of negotiation.

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[31] Nye, Joseph. *Soft Power: The Means to Success in World Politics*. Cambridge: Perseus Books, (2004), pp. 56-57.
[32] Mark, Leonard. *Diplomacy by Other Means*. Foreign Policy 132 (2002), p. 50.
[33] Waller, Michael. *Cultural Diplomacy: Political Influence and Integrated Strategy*. Washington, DC: Institute of World Politics Press, (2009), p. 74.

A Chinese activist was cited as saying "We've seen a lot of Hollywood movies- they feature weddings, funerals and going to court. So now we think it's only natural to go to court a few times in your life."[34] This is a case of a cultural export - Hollywood motion pictures - conceivably subtly affecting the legitimate framework in China, which could at last advantage the United States or some other country which wishes to see a more popularity based China. This is the path in which thoughts and discernments can at last influence the capacity of a country to accomplish its national security objectives and in the process progress cultural diplomacy as an instrument for propelling a States remote connection States foreign relation.

The study watches that in simply late years, there have been various cases of social conciliatory exertion practiced by states, foundation, companies and people over the African mainland but then next to no is genuinely refreshing of Africa's cultural diplomacy. While culture assumes a part in tact, there remains a distinct difference between the measure of consideration, cash and segment inches gave to this region, contrasted and more formal diplomacy in the African mainland today. As societies vary, so does the way to deal with them; it is for every Member State to decide its social arrangement and strategies as indicated by its own origination of culture, its financial framework, political belief system and technical development.[35] In any case, the strategies for social approach (like those of general improvement diplomacy) have certain normal issues; these are to a great extent institutional, authoritative and money related in nature, and the need has progressively been pushed for trading encounters and data about them.

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[34] Waller, Michael. *Cultural Diplomacy: Political Influence and Integrated Strategy*. Washington, DC: Institute of World Politics Press, (2009), p. 74.
[35] Pierre de Senarclens and Ali Kazancigi. *Regulating Globalization: Critical Approaches to Global Governance*. New York: UN University Press, (2007), p. 107.

Cultural comprehension is likewise getting worldwide consideration, as the United Nations Alliance of Civilizations (UNAOC), which was set up to counter polarization and radicalism amongst societies and religions with regards to the worldwide war on dread. In this way the developing accentuation on social associations amongst China and South Africa will likewise oblige dealing with a few substances.

The first and most essential level has been recognized - the requirement for individuals trades as a reason for making trust. In any case, the study takes note of that a similar China-Africa meet highlighted that the South African government is looking to build up a formal cultural diplomacy arrangement to guide its foreign relations. This could thusly contribute towards more focused on asset assembly for these activities. With everything taken into account, for Cultural tact to manage natural products in the African landmass there must be a common respect and trade.

One needs to gain from the other, one needs to provide for the other with a shared appreciation. It is along these lines that generalizations, biases or any intricate will be stayed away from keeping in mind the end goal to go to a commonly recipient organization. In this way, the "other" will no more be a wellspring of issues, a risk, or a substandard animal yet a wellspring of shared improvement. The acknowledgment and the comprehension of the "other" will open the way to discourse and valuable trade. This is a precondition to any effective cultural diplomacy.

Given the historically profound established ties amongst Burundi and Germany, one similarly hopes to discover such solid ties as far as culture. The question is in this manner to know whether there has been any sort of social coordinated effort or association between people,

organizations, and groups on both sides regarding social experiences or trades. At the end of the day, do we locate any social components from German workmanship, Sport, writing, music, dialect or German impact in Burundi culture or Vice-versa.

Given the historically profound established ties amongst Burundi and Germany, one similarly hopes to discover such solid ties as far as culture. The question is in this manner to know whether there has been any sort of social coordinated effort or association between people, organizations, and groups on both sides regarding social experiences or trades. At the end of the day, do we locate any social components from German workmanship, Sport, writing, music, dialect or German impact in Burundi culture or Vice-versa.[36] To this, one needs to include the nonattendance of a dynamic common society and private division devoted to the cause.

Peace is required for economic development, culture is a solid offering point for the nation, for example, the *Maasai* culture bundled as a vacation spot/tourist attraction which thus draws in income, environment is essential for feasible improvement and the manageability of the tourism area and finally diaspora reserves transmitted back to the nation give required assets to run the economy. To put it plainly, every one of the columns look to the development of the Kenyan economy.

Somewhere else, the Kenyan government has political ties with China, India, Russia and Brazil. It additionally keeps up relations with Western nations, especially the United Kingdom, albeit political and financial hazards are regularly faulted for Western exercises, (for example, imperialism, paternalistic engagement and post-colonial resource abuse). The

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

Bomas of Kenya, Kenya National theater are social focuses, where old stories music and dramatization bunches, have demonstrated the enormous potential outcomes of African craftsmanship; so has the work of Afro-Americans. The Bomas of Kenya have demonstrated that youngsters anyplace in Kenya can perform moves from all the ethnic gatherings in the nation. Kenya acknowledges past endeavors, however does not have confidence in the propagation of remote societies to the detriment of its own way of life.

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. The Cultural Center was for a long time the center for cultural activities, including the Kenya Musical Festival.

Tact is, and dependably has been, the way to influence remote arrangement – the path for nations and states to apply political impact and advance their interests universally. In spite of the fact that war has been alluded to as "diplomacy by different means," diplomacy includes the peaceful means accessible to states for practicing remote arrangement. These methods can be formal and casual, the development of goodwill in the social, political, economic and social space of another state substance and the utilization of social money to advance the picture and impact of a state abroad, frequently alluded to as "delicate influence." In this unique circumstance, public diplomacy has played and assumes an essential part in serving the premiums and advancing the impact of individual performers. Dialect establishments,

columnists, college projects and trade, expressions of the human experience, innovation and development are among the different means utilized in broad public diplomacy.

Gould, *et, al* contend that at its center, this feeling of cultural diplomacy incorporates what may be depicted as a country's "expressive life," however it additionally joins the trading of qualities and larger thoughts. Truly, cultural diplomacy has frequently been seen as a subset of "public diplomacy," a program of trade that incorporates craftsmanship, instruction, and thoughts additionally consolidates medicinal services and group and financial improvement, exercises past the cultural domain.[37]

Cultural actors are individuals, foundations and undertakings in craftsmanship, outline and engineering, film and media, cultural heritage, brandish, training, relaxation, correspondence and numerous more regions. In various and great ways they express character, convey and get their viewpoints alive practice.[38]

Generally, national social establishments, for example, exhibition halls, have customarily been vital social approach performers in country states with the objective of building social extensions crosswise over fringes whether by creating social tourism or by encouraging strategic exchange with remote countries. Cultural diplomacy shows various special difficulties to any administration endeavoring to do cultural diplomacy programs. Most thoughts that an foreign populace watches are not in the administration's control. The administration does not as a rule create the books, music, movies, TV programs, and

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[37] Gould, Helen G.; Marsh, Mary; Culture: Hidden Development. A practical working guide to Culture and Development
for the international development sector, Creative Exchange, London, (2004), p. 77.
[38] Macharia, Munene (1999), *African Review of Foreign Policy*. A publication of United States International University, Africa, Kenya. p 48.

consumer products.[39]

## 1.7    Theoretical Framework

The study utilized soft power theory in attaching this examination. Delicate power hypothesis was initially presented by Joseph Nye in 1990. Around then researchers of worldwide relations were hunting down new models to clarify the continuous procedures as the current ones were not ready to give every one of the answers.[40] It would not be right to say that soft power theory introduced by Nye is a new concept in theories of international relations.

Cultural diplomacy is principally connected with soft power. Nye clarifies "culture" as one of three wellsprings of a country's delicate power. He distinguishes three wellsprings of a country's delicate power as its way of life, political values, and foreign policies with universally agreed credibility and moral power.[41]

Nancy Snow composes that 'soft power is culture power' and the three methods in which delicate power preferred standpoint of a nation is measured are: when culture and thoughts coordinate winning worldwide standards; when a country has more noteworthy access to various correspondence channels that can impact how issues are surrounded in worldwide news media; and when a nation's believability is upgraded by local and global conduct.[42] However, governments underline the multilateral idea of Cultural Diplomacy supported by standards of social differing qualities and intercultural exchange not just for Cosmopolitan Constructivism. They likewise plan to improve their validity and successful progression of

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[39] Webber, M. and Smith, M. *Foreign policy in a transformed world*. (Harlow: Prentice-Hall, 2000), p11.
[40] Mark Phythian, Intelligence theory and theories of international relations: shared worlds or separate worlds? In *Intelligence Theory: Key questions and debates*. Studies in Intelligence, (London: Routledge, 2009), p.63.
[41] Nye, 2006.
[42] Snow, 2009, p.4).

foreign approach targets by molding the worldwide standard of qualities and thoughts through culture. Cultural diplomacy expects to encourage delicate power through legitimizing their foreign arrangement in conjunction with the worldwide social standard. This is accomplished by using the transformative and constitutive force of culture to target remote citizenry.[43]

The bipolar nature of public diplomacy amid the Cold War time frame has been supplanted with a large number of states rehearsing public diplomacy as key interests in soft power have expanded. Joseph Nye, traces the idea of soft power - as worldwide picture, specifically, highlighting the qualities hidden an administration's interests.[44] For instance, US soft power is the capacity to draw in others by the authenticity of its activities. The linkage with public diplomacy is between the hypothetical universal relations idea of various "forms" of force and the commonsense components of how states extend or enhance their soft power limit.

It becomes out of a nation's military or economic may, soft power emerges from the engaging quality of a nation's way of life, political standards, and strategies. Hard power stays essential in a universe of states attempting to monitor their freedom and of non-state bunches willing to turn to brutality.[45]

As indicated by Nye, the neo-preservationists who exhort the president are making a noteworthy erroneous conclusion: They concentrate too intensely on utilizing America's military energy to drive different countries to do their will, and they pay too little notice to soft power. It is soft power that will keep fear based oppressors from enlisting supporters

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[43] UNESCO, Council of Europe
[44] Ibid
[45] Nye, (2005).

from among the direct larger part. Also, it is soft power that will manage basic worldwide issues that require multilateral participation among states.[46]

At the heart of the act of public diplomacy is the act of "cultural diplomacy" or the spreading of a state's way of life abroad. Truth be told one might say that: "Cultural diplomacy is the linchpin of public diplomacy; for it is in cultural activities that a country's concept of itself is best spoken to." Cultural diplomacy can turn into the quest for governments rehearsing public diplomacy, "requiring a long haul responsibility to winning the hearts and brains of sensible individuals all over the place" through the advancement of a country's pop culture.[47]

Cynics of soft power contend that hard power is the best remote arrangement instrument. Others express that expresses that hard power must remain the key instrument of diplomacy as soft power is unsatisfactory for arrangement bearings and control as it depends a lot on the remote nations' recognition. Others, for example, Ferguson states that there is nothing surprising about the soft power, it used to be called government. Promote, he feels that soft power's span is constrained, and contends that social government's genuine motor is hard power.[48] Joseph Nye separates between two sorts of force. Hard power is 'the capacity to motivate others to act in ways that are as opposed to their underlying inclinations and techniques'.[49] This is the capacity to constrain, through dangers and incitements ("sticks" and "carrots").

The study in this manner reasons that utilizing the soft power approach, Kenya can use

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[46] Nye, (2005).
[47] Advisory, (2005).
[48] Robert Jackson & Georg Sorensen, Introduction to International Relations: Theories and Approaches, 4th edition, Oxford University Press, Oxford, 2010, p. 59
[49] (Nye, 2011, p.11).

cultural diplomacy to hold its place of vital significance between the acting and target countries, furthermore inside every country separately.

Relationships along these lines make culture feel human, and in this manner, more believable and convincing than a separated social affair. Cultural diplomacy can offer a counter-story in which differing individuals of Kenya and their conventions can exist together, reinforcing each other through common comprehension, and building new customs together.

## 1.8    Methodology of the Study

Research methodology has numerous dimensions and research methods are part of the research methodology. Research methodology clarifies the rationale behind picking a specific research method or procedure.[50] Utilizing both subjective/qualitative and quantitative research approaches the study fundamentally checked on the role of cultural diplomacy on foreign diplomacy relations in Africa with reference to Kenya.

This study took on an explanatory research design to make it possible for the analyst to examine subtle elements top to bottom and sum up the discoveries of the bigger populace. This will help in uncovering the impact of cultural diplomacy as a device for propelling African foreign relations. The impact of the study factors on headway of African relations gave convincing grounds to drawing conclusions and making of suggestions on the handiness of Cultural Diplomacy. The study embraced a conjectured relationship where the cultural diplomacy impacts African Relations and influences Kenya's Foreign Policy. The objective populace of this study was agents of Foreign Service authorities, emissaries, sports men,

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[50] Kothari  C R. (1990).  *Research methodology*.

performers and diplomats and many other partners.

Since Cultural Diplomacy is another idea in Kenya, most research was by utilization of secondary information which was gathered through books, diaries, articles and periodicals. This caught what has as of now been done on knowledge from a worldwide, regional, national and up to the local level; Primary information accumulation was done utilizing the subjective research approach. Essential information was gathered utilizing surveys. A survey is an exploration instrument comprising of a progression of inquiries and different prompts with the end goal of social event data from respondents. The poll was managed to the inspected target populace pertinent to the study. The analyst dropped the surveys to the authorities and gathered them later. This gave the respondents satisfactory time to react to the inquiries at their own convenient times.

The legitimacy and possibility will be guaranteed by an exhaustive check of the whole survey and the exploration goals by various individuals to bear witness to that the instrument is objective, important and concentrated in order to permit the analyst to change any vague, cumbersome, or hostile questions and technique.  In this study, unwavering quality was guaranteed by running a test for inside consistency with a chose test of five respondents from the Ministry of foreign Affairs authorities and was excluded in the final examination. The gathered information was sorted and investigated utilizing document analysis and topical examination procedures, in light of the rising issues under study. Document analysis is a type of subjective research in which records are translated by the scientist to give voice and importance around an appraisal topic.

Thematic analysis is a subjective scientific diplomacy for recognizing, investigating and reporting designs (subjects) inside information. It insignificantly sorts out and portrays the principle information set in (rich) detail. A topic catches something imperative about the information in connection to the exploration address and speaks to some level of designed reaction or significance inside the information set. The outcomes got were displayed in the pie charts, bar graphs, tables and narrative form.

## 1.9    Chapter Outline

**Chapter One**: Introduction to the Study

**Chapter Two**: The Role of Cultural Diplomacy in Enhancing Foreign Relations in Africa

**Chapter Three:** The role of music as an aspect of culture for enhancing foreign relations

**Chapter Four**: The role of sports as an aspect of culture for enhancing foreign relations

**Chapter Five:** Cultural diplomacy a tool for advancing Kenya's foreign policy

**Chapter Six**: Summary, Conclusion and Recommendations

## CHAPTER TWO: CULTURAL DIPLOMACY IN AFRICA'S FOREIGN RELATIONS

### 2.0    General Overview of Cultural Diplomacy in Africa

The place of culture has changed significantly. The United Nations Educational, Scientific and Cultural Organization (UNESCO) was then the multilateral field inside which every state could advance, with East-West and North-South ideological battles out of sight, its specific commitment to humankind's cultural heritage. The circumstance is very different today.[51]

Huntington proposes "in the post-Cold War world, the most imperative qualifications among people groups are not ideological, political, or temperate yet rather social viewpoints. There is self evident proof that where cultural diplomacy flourishes there is nonattendance of contention and irrefutable potential exists for quickened economic improvement. Intellectuals then again will think that its compelling the conclusion that culture with the greater area of cultural diplomacy messages local incorporation conspire in ways that can and do extend these controls.[52] Why Africa has not utilized its tremendous social asset for joining and economic advancement remains a critical test for regional policy makers.

The Charter for African Cultural Diplomacy perceives the dynamism of culture which ought to of need empower people groups to advance for expanded obligation in their improvement. It is then no mishap that all through history, Cultural Diplomacy has been entwined with the quest for foreign relations. From the corresponding blessings of expressions of the human experience and makers between the Doge of Venice and Kublai Khan, to the Great Exhibition

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[51] Mitchell, J.M. (1986). International cultural relations. London: Allen & Unwin
[52] Cited in Søren Dosenrode, CCIS: Is A Common Culture a Prerequisite for Regional Integration? CCIS-CSE Workshop April 27th 2006 in Aalborg p2

of 1851, to the present day.[53] This is gotten from The Charter on African Renaissance (hereinafter called 'the African Charter') expresses that any human group is fundamentally represented by guidelines and standards in view of culture; and that culture ought to be viewed as the arrangement of unmistakable phonetic, otherworldly, material, scholarly and enthusiastic elements of the general public or a social gathering, and that it envelops, notwithstanding workmanship and writing, ways of life, methods for living together, value frameworks, conventions and convictions.[54]

The Constitutive Act of the AU gives a structure to the joining of the different conventions to make an opening for collaboration among economic groupings. The convention on the relationship between the African Economic Community (AEC) and the reconciliation plans tries to address this by bringing the operation of these plans under the umbrella of the AEC through more noteworthy co-appointment and harmonization of their exercises.[55]

## 2.1    Cultural Diplomacy Practice

Calhamer characterizes diplomacy as the workmanship and routine of directing transactions between agents of gatherings or states. He sees; the cultural dimensions of international relations as a standout amongst the most neglected themes in the field.[56]

The Cultural Renaissance Charter expresses that African culture is aimless unless it has full influence in the political, financial and social freedom battle, and in the restoration and unification endeavors and that there is no restriction to the social advancement of a people.

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[53] Mitchell, C. (2002), "Selling the brand inside", Harvard Business Review, 80, 1 (Jan), 99–105.
[54] Mbeki T. (1998), The African Renaissance Statement of Deputy President, Thabo Mbeki SABC, Gallagher Estate, 13 August 1998
[55] Ibid.
[56] Calhamer, Allan. *Diplomacy: Chapter of the Games & Puzzles Book of Modern Board Games*. Games & Puzzles Publications, London, UK (1975) pp. 26-40.

This renaissance stipulation presents culture as a veritable instrument in the acknowledgment of Africa's social financial yearnings. The term 'cultural diplomacy' is not effortlessly characterized.[57]

Cultural diplomacy has additionally picked up in hugeness as the world.[58] The rising Asian forces comprehend the significance of culture and are deliberately utilizing it as a way to venture themselves to remote governments, as well as to worldwide general assessment and potential accomplices and partners.

In doing as such, they are putting forth extraordinary economic and political models to rival those of the West. Cultural diplomacy ought not be seen as another wonder. It has existed, but under various phrasings, from primordial times when countries started to see the nearness of their foreign partners and started open doors for supported associations with them. In such conditions, culture assumed a critical part in the intercession of contrasts and the improvement of shared comprehension and benefits.[59] The plans were fairly free and exclusively included government authorities or prominent identities.

As indicated by Linton culture implies characterized classes of articles, wonders and forms or certain sorts of conduct.[60] . However in the philosophical sense culture is comprehended by everything which does not develop of itself from nature but rather comes to fruition from the cognizant exertion of man, being the impact thought and human activity. Lederach watches that cultural exchange gets from the previous idea; it is a trade of craftsmanship, distribution, sports, literary works, studies, music, etc. Through cultural exchanges, the effect of one

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[57] The Universal Declaration of Human Rights (1948), p. 67.
[58] Montville, Joseph, and Davidson, William. "Foreign Policy According to Freud". Foreign Policy N.45, (2001), p. 40.
[59] O'Connell, John Morgan. *Music and Conflict*. Urbana: University of Illinois PressPrint (2009), p. 35-41.
[60] Linton, Robert. *The Cultural Background of Personality*, London: Routledge & K. Paul, (1952) p.31.

culture to another culture increments with for the most part positive impressions.[61]

Cultural exchange helps cooperation among the nations and urges individuals to take in more about different societies. Keeps an eye on notes that to accomplish a fruitful cultural diplomacy between countries, it is valuable to make a passionate connection, which is, cultural exchanges.[62]

Mowlana watches that individuals tend to decidedly recognize a specific country when they are presented to its way of life much of the time and redundantly. As cultural exchange incorporates a capacity to grasp contrasts and make common understandings of every group.[63] It is firmly connected to multi-parts of the general public, for example, political, economic, natural and different angles since it changes individuals' discernments. Consequently, cultural exchange is an essential stride.

African leaders now need to adjust the interests of such a variety of various gatherings in the public eye introducing similarly substantial and pressing needs, while endeavoring to hold some thought of national solidarity. Past this, they should likewise consider advancing enthusiasm with worldwide venture, neighborhood relations, and worldwide priorities.[64] Rana contends that in the established sense, diplomacy can be characterized as the substance, point and dispositions of states' relations with others, tact is one of the instruments utilized to place these into impact. It is worried with discourse, and transaction and in this sense is not just an

[61] Lederach, John Paul. *The Moral Imagination.* Oxford University Press, (2005), p. 102-103.
[62] Mans, Minette. *Living in Worlds of Music: A View of Education and Values.* Springer, USA, (2009), p. 45.
[63] Mowlana, Hamid. *Communication and International Relations*. Culture and International Relations. Ed. Chay, Jongsuk. Praeger Publishers, New York, (1990), p. 67-70.
[64] Rana K. *Diplomatic documents*: A workshop paper on written and oral communication in diplomacy. Malta: Diplo foundation (2009), pp. 101-103.

instrument of a state, but rather additionally an organization of the state-framework itself.[65] Cultural diplomacy is regularly seen as one branch or dimension of public diplomacy.

## 2.2    Foreign Relations and Cultural Diplomacy

In essence that "cultural diplomacy reveals the soul of a nation," which makes incredible impact on universal relations thusly. Cultural diplomacy is an essential piece of soft power, and social capital can be respected to assume an unequivocal part in soft power. Dupuis takes note of that the association impacts between cultural diplomacy and social capital can't be disregarded. Great social capital could advance the improvement of cultural diplomacy, while poor social capital impacts the advance of cultural diplomacy, as well as will harm the positive picture of a country.[66]

Taylor contends that today the film, music, and media businesses are Africa's driving accepted social ambassadors. In a moment level behind these excitement enterprises are different ventures, and additionally the projects of numerous administration offices and the parallel endeavors of some non-governmental organizations.[67] Thus in some senses, the tact with the most cultural effect is Africa's trade policy, a policy domain that attempts to set the conditions under which Africa's items (cultural and otherwise) are circulated in different countries.

Ligami places that given contemporary suspicions in Africa and abroad, "cultural diplomacy" is viewed as the general, umbrella term, with "public diplomacy" as a strategic subset. The

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[65] Ibid, pp. 101-103.
[66] Dupuis, Xabier; *Culture et développement*. De la reconnaissance à l'évaluation, UNESCO, Paris, (1991).
[67] Ibid, pp. 101-103.

social component inside public diplomacy confronts specific difficulties.[68] While extensive lip service is still paid to the part of culture in worldwide issues, the truth is that social arrangement has dropped out of form.

Spencer-Oatey uncovers that today there is more discuss "culture" in universal undertakings than whenever since the end of the Cold War. Be that as it may, incomprehensibly, the recently raised profile of social contrasts and social threatening vibe has expanded, instead of lessened, the interest for prompt results. Against a foundation of worldwide disposition surveys that seem at regular intervals, weeks or months, programs expected to change general feeling that require various years to play out need political oxygen.[69] For whatever length of time that Africa cultural diplomacy is considered barely as including visiting craftsmen, scholarly trades, and English lessons.

## 2.3     Cultural diplomacy within Different Cultures

South Africa's exceptional way to deal with worldwide issues has discovered expression in the idea of Ubuntu. These ideas advise our specific way to deal with diplomacy and shape our vision of a superior world for all. The matter of national intrigue can't be the domain of the state alone, however it can support an empowering situation of exchange and talk among all partners to cross examine arrangements and systems, and their application to the greatest interest of the general population.[70]

The Department of International Relations and Cooperation thusly embraces to direct its business of overseeing South Africa's international relations ever aware of its duty to the

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[68] Ligami C, '*EAC fastest growing economic bloc in the world report*', The East African, (2012), p. 19.
[69] Spencer-Oatey, H. *Culturally Speaking. Culture, Communication and Politeness Theory*. 2nd edition. London: Continuum (2008), pp. 101-107.
[70] Ibid, 21.

general population it speaks to, even past the country's fringes. Culture has been critical to America's relations with whatever is left of the world in various ways. While the stakes for exchange social products and enterprises have risen, access to, and comprehension of, the way of life of others offer the same number of chances for collaboration with respect to strife.[71]

Culture's ability to cultivate understanding among people groups is particularly valid in the territory of instructive trade and cultural diplomacy. The most established relations with Europe and Latin America have been cultural.[72] Culture in Politics is to place culture inside state foreign policy as the declaration of a national intrigue, which adds to the reification of the national character, conviction frameworks, vital societies and national personality. It involves advancing and as of now existing society abroad, additionally includes a more dynamic part in ensuring and creating national culture.[73] Culture in Public Diplomacy is a global performing artist's endeavor to advance the national culture, to give impacts on popular assessments of partners and to assemble trustworthiness and believability through cultural exchanges.

Cari and Béha contend that one of the distinctive methods for rehearsing public diplomacy, for example, media diplomacy, aid diplomacy, sport diplomacy, cultural diplomacy, cyber diplomacy and so on.[74] Henceforth, culture out in the public diplomacy infers that cultural diplomacy can be polished as a method for public diplomacy through the multicultural occasions, the craftsmanship display, and through different universal celebrations.

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

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

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

[74] Beauchamp, Cari and Henri Béhar. *Hollywood on the Riviera*. New York: William Morrow, (2002).

As per Collins, universal cultural diplomacy is frequently sought after with a view to goals which lie foreign the field of culture itself. These destinations of what is generally alluded to as cultural diplomacy can be characterized as takes after: advancing shared understanding, expanding a nation's standing and glory, and ensuring the national identity.[75] The endeavor to advance shared comprehension amongst nations and people groups depends on the possibility that ill will between people groups emerges from false impressions and numbness, and that if such misconceptions and obliviousness can be wiped out this will advance the reason for world peace.

The longing to expand a nation's standing and notoriety on the planet might be motivated by financial or political thought processes. It might be vital to attempt to advance one's very own good picture nation among foreign government officials and diplomacy producers, delegates of remote exchange and industry, researchers, scholastics and the media.[76] . A good picture can be improved by more extensive information about the nation concerned and its culture.

Studies have shown the nexus between a nation's local setting and conditions, and its outer diplomacy. For Kenya, the direction of its provincial and global engagements has to a great extent been influenced by domestic agendas.[77] In the immediate post-independence-era Kenya outlined the essential norms and principles to guide its foreign relations.

Kenya's intervention in Somalia denoted a crucial transform from its customary generally safe territorial engagement approach. Applauded by Kenyans at the time as an exhibit of the utilization of the nation's hard energy to secure its key interests, the invasion ran counter to

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

[76] Cairncross, Frances. *The Death of Distance.* Cambridge, MA: Harvard Business School Press, (2007), p. 78.

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

the nation's customary center standards and toppled the nation's arrangement of non-obstruction. In any case, a few onlookers contend that Kenya was compelled to act in quest for its national interests, since its soft power means were ineffective.[78] Kenya, not at all like its other East African neighbors, had never been stood up to by activities from external parties that required military activity.

There are different courses in which this view can be imagined. Cultural diplomacy can be viewed as a component of country marking, in which case ideas of marking and promoting are be connected to open arrangement. Starting here of view, a country mark utilizes the political part of public diplomacy as stand out part of the whole branding campaign.[79]

Reasonable utilizations of this approach can be seen through national governments' procuring of branding advisors, who have some expertise in nation advancement, keeping in mind the end goal to acquaint a solid strategy with an international relations plan and to give a more extensive gathering of people to enter and in addition input on a country's cultural diplomacy programs, which can be broke down through statistical surveying.[80]

In any case, it ought to be remembered that narrowing cultural diplomacy down to the trademarks and imageries connected with country branding might be a lot of a distortion of what is really a much more extensive idea. The components of "soft power" are truly vital in nation-branding foundation.[81]

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[78] Tehranian M (1999) *Global Communication and International Relations: Changing Paradigms and Policies Introduction*. The International Journal of Peace Studies.

[79] Schuster; Camille P., A. Coskun Samli, and Charies Bodkin (2009). *Marketing a region in the international arena, Emerging International Strategic Frontiers*. Proceedings of the American Marketing Association International Marketing Conference. .

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

[81] Ibid.

Some of the soft power sources such as culture, science, art, sport, education and so forth have helped to set up successful and long haul correspondence and association with the general public opinion. As an aftereffect of the connection set up by these instruments has both made a positive view of nation and set up new relations and enterprise on an alternate territory. In the new universal framework, the most vital impression of a nation is a prestigious, effective, solid and legit nation picture. This discernment is a branding having imperative key esteem for nations. Nations, assembling and enhancing their country branding thusly will get to be craved nations for speculation, building connection on strikingly political, social and social regions and notwithstanding living there.

Shizuru Saeki characterizes that cultural diplomacy is to trade thoughts, data, expressions and culture to advance shared understandings among natives or distinctive nations. In contemporary society there is, obviously, an expanding combination between the economic and the cultural circles.[82] One dramatic illustration of this interpenetration is presented by the media, design and architecture, and more generally by "symbolic products," such as, commercially-produced cultural artefacts Africa's national advancement record is a noteworthy test to viable cultural diplomacy. National Development ought to grasp political, educational, economic, cultural and technological changes.[83]

The study in this manner fights that National Development likewise suggests the procedure through which a state or society enhances its way of life tangibly as well as the domain of its esteem framework. Brautigam and Xiaoyang see improvement as a procedure of societal progression, where change in the prosperity of individuals is produced through solid

[82] Feigenbaum, Harvey. "*Accepting the Cultural Exception: A No-Cost Policy for Cultural Diversity.*" Unpublished paper on file at the Center for Arts and Culture, Washington, D.C., (2000), p. 10.
[83] Gregory Mthembu-Salter (2009), *Elephants, Ants and Super powers: Nigeria's Relations with China*. South Africa Institute of International Affairs.

organizations between all areas, corporate bodies and different gatherings in the society.[84]

It is in this way sensible to realize that advancement is a financial work out, as well as includes both financial and political issues and invades all parts of societal life. The intrinsic affable nature of Africans to other individuals makes tact basically an African culture. As a result, the Nigerian performers and on-screen characters have appeared to the worldwide society that they comprehend the full import of Nigeria's new strategic position, which is native focused tact. Artists are social laborers and their commitment to Nigeria's foreign approach is enormous.[85] For sure, these musicians and actors have contributed largely in projecting Nigeria's cultural heritage abroad.

Thus, any interaction or exchange between the people of two countries in any of these areas is considered cultural diplomacy, as is the study of these fields as they exist in a foreign country. The global system poses serious challenges to national development, especially for resource scarce developing countries like Kenya.[86]

The effects of globalization including unfair competition and dumping continue to deprive the economy of potential capital, investment flows and tourists. This has caused alienation for people who cannot speak foreign languages as language has been used as a vehicle of culture.

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[84] Deborah Brautigam and Tang Xiaoyang (2009) African Shenzhen: China's special economic zones in Africa.
[85] Gaster, R. (2002). *Protectionism with purpose: Guiding foreign investment*. Foreign Policy, (88), 91.
[86] Stefano, B *et, al*., (2009) *Online press and media for diplomatic activities*. Work shop: Diplo Foundation.

## 2.4    Nature of Cultural Diplomacy in Action

The nature of inter-independence of nations makes it necessary for the granting of aid to needy countries.[87] The aid relationship has created a condition of economic subservience and of a master-servant relationship that could generate persistent seeking and lobbying for foreign aid through borrowing.

The diverse cultures of Africa present an opportunity to utilize cultural diplomacy within the continent and around the globe to endear the world to support Africa's socio-cultural and economic development agenda. It is also evident that powerful western powers have used soft power to penetrate the African continent, for Example America by offering education and scholarships to the children of Africa and establishing education institutions around the continent.[88] China is a good example of soft power beneficially in Africa evidenced by the entire infrastructure projects its undertaking in Africa.

## 2.5    Chapter Analysis

In the study notes that globalization which is supposed to bring about peace and harmony and basically lead to cultural diffusion, but instead, it imposed foreign values and culture and a way of life on of other cultures. The study further observes that globalization has its own dominant culture, which is why it tends to be homogenizing.

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[87] T. Standage, *The history of the world in six glasses,* (USA, Walker & Co, 2005).
[88] Ibid.

# CHAPTER THREE: MUSIC AS AN ASPECT OF CULTURE

## 3.0    Introduction

Expressed by Friedrich Nietzsche "Without music, life would be a mistake" Kofi Annan, a former Secretary-General Kofi Annan acknowledges the role of music in international relations in his remarks made on October 24, 2003 at the United Nations Headquarters to mark the occasion of the celebration of United Nations Day.

## 3.1    Cultural Backgrounds

According to Kofi Annan states that through music, all peoples can come together to make the world a more harmonious place.[89] He further visualizes the potential of music to transcend geographical, cultural, economic and political barriers.

The UNESCO *World Report; Investing in Cultural Diversity and Intercultural Dialogue* expresses that arts education allows for a channel of creative and emotional expression − music can "create a pathway in cultural attitudes that leads from awareness to curiosity to discovery and hopefully ultimately leading to tolerance."[90]

## 3.2    Aspects of Culture

There is tendency to learn something more easily and indelibly if it's set to a rhyme or song. Advertisers know this and use it so effectively that sometimes it is difficult getting their

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[89] Annan, Kofi, "Secretary-General underscores the Importance of Music to Humankind". Concert Celebration of the United Nations Day and the Anniversary Membership of Switzerland. United Nations Headquarters, New York City. October 28, 2003.
[90] United Nations Educational, Scientific and Cultural Organization. *UNESCO World Report Investing in Cultural Diversity and Intercultural Dialogue.* UNESCO, France, 2009.

jingles out of our heads. But there are more positive educational uses. Most of people learned the alphabet this through reciting the letters. Recently some foreign language courses have been developed and employ rhyme and song as the central teaching method.

Dupuis notes that culturally bound preferences and familiarity for music begin in infancy and continue through adolescence and adulthood. People tend to prefer and remember music from their own cultural tradition.[91] Culture in music cognition refers to the impact that a person's culture as on their music cognition, including their preferences, emotional recognition, and musical memory.

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.[92] Kenya's foreign policy advances national interests through innovative diplomacy and is anchored on peaceful coexistence with its neighbors.

## 3.3    Combined Aspects of Culture

Music still has these functions today, but additional layers of meaning have been added. Music is a source of intense experiences of both the most individual (personal stereos, headphone listening) and massively communal (large-scale live events, and global simulcasts) kind; and it increasingly brings together – or exploits – an exceptional range of

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[91] Dupuis, Xabier; *Culture et développement*. De la reconnaissance à l'évaluation, UNESCO, Paris, (1991).
[92] Kenya's foreign Policy August 2009 Preamble..

cultures and histories, through developments in 'world music', sampling, historical recording and hybridization.[93]

The older literature on Africa contains occasional references to dancing among chimpanzees. Until physical anthropologists began a close investigation of primates in their natural habitats, all these accounts had to be disregarded. The dramatic image of chimpanzees flinging mud at a spot on the ground until a central platform was built up; the delightful idea of a group of chimpanzees circling the platform, arms waving, whooping, while one old male beat vigorously on the platform, such stories were dismissed as fantasy -until scientists actually saw it occur.[94]

Music is a powerful medium through which individuals, communities, and nations can express themselves. Knowledge of musical traditions, when combined with a broader cultural perspective, awards greater awareness and appreciation of the nuances that shape a place, its people, and even its 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".[95] A music pundit, John Sullivan Dwight, described music as "workmanship and dialect of the emotions, the conclusions, the profound impulses of the

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[93] Carnes, Lord. *Losing Hearts and Minds?: Public Diplomacy and Strategic Influence in the Age of Terror*. Westport, CT: Praeger Security International, (2006), p. 30.
[94] Adler, N. *International Dimensions of Organizational Behavior*. 3rd ed. Ohio: South-Western College Publishing (1997), pp. 2-4.
[95] Ibid.

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".[96]

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. As 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".[97] 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.[98] 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 African societies, individuals 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.[99]

Diverse social orders characterize and clarify music in the same number of courses as there

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[96] Dwight, John Sullivan. The Concerts of the Past Winter and Other Selections (1840-1881). *Journal of Music.* 1852.

[97] Mans, Minette. *Living in Worlds of Music: A View of Education and Values.* Springer, USA, 2009.

[98] Levitin, Daniel. *This Is Your Brain On Music: The Science of a Human Obsession.* London: Atlantic Books, 2006.

[99] Kenya's foreign Policy August 2009 Preamble..

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."[100]

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.[101] 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."[102]

## 3.4 Music as an Aspect 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 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

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[100] Blacking, John. *How Musical is Man?* University of Washington Press, 1973. P. 10

[101] Hauser, Marc and McDermott, John. "The Evolution of Music Faculty: a Comparative Perspective". Review Nature Neuroscience. Volume 6, Number 7, July 2003.

[102] Dowling, W. Jay and Harwood, Dane L. *Music Cognition* San Diego Academic Press, 1986.

open individuals' eyes on different culture and values. In this way music accommodates the likelihood to learn, about music as well as from music.[103] 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.[104] Music, similar to love, is a global dialect. Division of State's Bureau of Educational and Cultural Affairs, runs an imaginative program titled OneBeat 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.[105] In projects, for example, OneBeat 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 4 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. Music 4 Peace has bolstered social music occasions, for example, the United Nation's 'No Excuse Concert'

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[103] Mowlana, Hamid. "Communication and International Relations". *Culture andInternational Relations*. Ed. Chay, Jongsuk. Praeger Publishers, New York, 1990.
[104] Ibid.
[105] Adam Kampe  https://www.arts.gov/audio/onebeat-music-cultural-diplomacy

and Asia's biggest World Performing Arts Festival in Pakistan.[106] The mutual encounters necessary to music and workmanship have demonstrated to bring together individuals from alternate cultures.

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.

Music and move execution is another part of musical action that the Government has

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[106] *www.music4peace.com/foundation.html*

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 a few sections of the nation. Facilitate consolation of music and move 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 move on national days.[107] The vision, at long last, would like to goad money related part methodologies to empower monstrous framework advancement and competiveness. 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. The study noticed that using music, the nation can ppromote 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.[108]

The music of Kenya is a standout amongst the most assorted in the landmass. It is a

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[107] Saranga D. *The use of new media in public diplomacy*: One Jerusalem, (2009), p. 78.
[108] Ibid.

combination of well known music shapes, notwithstanding 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. National interests for Kenya are imagined in its remote arrangement which for quite a while had not been recorded. This is against the foundation of the way that it has utilized its foreign policy as the compass for seeking after its national interests in its journey for financial flourishing. Likewise, Kenya has utilized its foreign diplomacy as a guide for its venture plan and also it is reference point similarly as international relations are concerned.

## 3.5    Chapter Analysis

The Chapter noticed that using music, the nation can promote Kenyan culture and legacy through national and local games, diversions, and music and show celebrations and urges Kenyans Abroad to take an interest. It advances trade programs between Kenyan establishments and those from different nations while advertising Kenya as a favored visitor goal, venture focus while advancing international relations.[109]

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[109] Ibid, (2009), p. 81.

**CHAPTER FOUR: SPORTS AS AN ASPECT OF CULTURE**

## 4.0    Introduction

Sport is undeniably one of the world's most mainstream relaxation exercises and it portrays a captivating wonder: individuals from everywhere throughout the world play, go to, watch, listen to, and discuss brandish at all levels of execution from beginner to first class.

## 4.1    Cultural Aspects of Exchanging Culture

Politics and sports or sports diplomacy depicts the utilization of sport as a way to impact strategic, social, and political relations. Sports diplomacy may rise above social contrasts and unite individuals. The utilization of sports and legislative issues has had both positive and negative ramifications over history.[110]

Sports rivalries or exercises have had the goal to achieve change in specific cases. Nationalistic enthusiasm is in some cases connected to triumphs misfortunes to some sport on sport field. On the one side of the open deliberation, sports-tact is commended as a panacea by government, a to a great extent undiscovered yet effective strategic instrument that can decrease estrangement and promote sustainability, development and dialogue.[111]

The establishments of sport and diplomacy are all inclusive in degree and nature, and working couple can spread positive wearing qualities, for example, common respect, tolerance, discipline and empathy among caustic political connections.

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[110] Leonard, M. (2002). *Diplomacy by other means.* Foreign Policy, (132), pp. 48 – 56.
[111] Berridge, G.R. *Diplomacy: Theory and Practice.* Basingstoke, New York: Palgrave Macmillan, (2005), pp. 92-95.

## 4.2    Sports as Aspect of Culture

Sports have risen as an essential part of the endeavors to fabricate and reinforce relations between countries. Countries utilize the all-inclusive energy for sports as a way to rise above socio social boundaries, and semantic contrasts and unite individuals in festivity of sport action.[112] Thus, the host countries get the chance to look into to the way of life and lives of the foreign country.

Sports diplomacy can be a "soft" method for investigating or flagging an foreign policy move between irritated states. The best case of this is, obviously, the 1971 instance of Ping-Pong Diplomacy, however a later case includes the cricket diplomacy amongst Pakistan and India.40 In March, 2011, and Pakistani Prime Minister Gilani acknowledged a welcome from his Indian partner, Manmohan Singh, to go to the Cricket World Cup semi-last match between the South Asian opponents. Following quite a while, of sharpness, suspicions and trickery brought on by the 2008 Mumbai Terrorists assaults the event was 'an endeavor to utilize sport to make a vibe decent air between the two nations when the environment of suspicion and threatening vibe towards Pakistan in India is exceptionally strong.'[113] The unique air gave two-sided ties a shot between the two countries and it paid dividends.[114]

A group of Kenyan and Nigerian competitors took an interest in a quick paced olympic style events trade. The members joined practices and ridicule track gatherings with nearby secondary school understudies in the Washington, D.C. region. They occupied with teambuilding workshops, incapacity wear exercises, and exchange on strife determination

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[112] Former United States Ambassador to Denmark, H.E. Jim Cain; at the 2nd Hague Conference in Diplomacy in 2009
[113] Ibid.
[114] Ibid.

with their American partners.[115] The universal appointment likewise went to the Penn Relays in Pennsylvania; the most seasoned olympic style events rivalry in the U.S. Kenya is famous for its competitors who have overwhelmed the center and long-remove races. The nation has likewise performed well globally in volleyball, cricket and boxing.

## 4.3    Use of Sports to Advance Relations

Customary sports and recreations as a particular part of the worldwide sport framework may incite the idea of old, extraordinary and imperiled social signs, yet to some degree that is just the outcast's view on a greatly across the board and intriguing sub-gathering of sports, which can be broke down from alternate points of view identifying with sociological, anthropological or cultural sciences.[116]

Nelson takes note of that customary sport and recreations are either a greater zone of research as social studies or human studies of sports, or they are specific ideas and models like *habitus*, *collective memory* or *sites of memory*.[117] These methodologies, and the customary amusements and sports themselves, can be effectively connected with character forms, which appear to be the primary point in regards to the part of TSG on individual, neighborhood, local or even national level.

Sports and sporting conduct have complex connections to the ways of life of individuals and to individual manners with respect to investment and utilization of sports. With his idea of Habitus (counting the other catchphrases of capital and field), Pierre Bourdieu clarifies, in

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[115] Barston, Robert. Modern Diplomacy. Publisher, Pearson Longman, (2006), p. 6.
[116] Nelson, A.C. *Prosperity or Blight? A Question of Major League Stadia Locations*. Economic Development Quarterly 15, (2001), pp. 255–265.
[117] Ibid, (2001), pp. 255–265.

which way those inclinations get from one's class and social position.[118] A field is a particular and self-ruling range of social practice, which is impacted by and affecting whatever remains of society.

Sport is unquestionably one of the world's most well known recreation exercises and it portrays a captivating wonder: individuals from everywhere throughout the world play, go to, watch, listen to, discuss and experience wear at all levels of execution from beginner to first class. Sport is regularly portrayed as a dialect that everybody on the planet can comprehend and without a doubt sport can unite and join groups and communities.[119] On an individual level, sports have the ability to build up relationship building abilities' and resources.

Leonard takes note of that sports diplomacy depicts the utilization of sport as a way to impact conciliatory, social, and political relations. Sports diplomacy may rise above social contrasts and unite individuals. The utilization of sports and legislative issues has had both positive and negative ramifications over history.[120] Sports rivalries or exercises have had the expectation to achieve change in specific cases. Nationalistic intensity is here and there connected to triumphs misfortunes to some sport on sport field.

Sports are an inexorably critical part of diplomatic practice and a developing part of the worldwide sports industry. Sport is a widespread dialect and assumes an interesting part in forming and showcasing a country's character, values and culture.[121] The value of sport, that is, rivalry, cooperation and reasonable play helps construct trust amongst nations and unite

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[118] Ibid, (2007), p. 18.
[119] Berridge, G.R. *Diplomacy: Theory and Practice.* Basingstoke, New York: Palgrave Macmillan, (2005), pp. 92-95.
[120] Leonard, M. (2002). *Diplomacy by other means.* Foreign Policy, (132), pp. 48 – 56.
[121] Herman, Michael (1998). *Diplomacy and Intelligence: Diplomacy & Statecraft* 9, no. 2 (Jul.): 1-22. [GenPostwar/Policy/90s].

individuals, but then sports has still not been routinely connected as a type of diplomatic device.

Sports fans without a doubt take after their groups energetically; however they likewise tend to share a thankfulness for the diversion and its players that regularly crosses national and social limits, outlined by the monstrous ubiquity of Kenyan athletes.

On the one side of the debate, sports-diplomacy is commended as a panacea by government, a generally undiscovered yet capable political instrument that can lessen offense and advance supportability, development and dialogue.[122]

The political and social measurements of sport are broadly perceived and global sport is by and large acknowledged as adding to the progression of international relations. It takes after that the changing qualities of sport will reflect something of the general improvements in global relations.[123] Investigations of sport and legislative issues have customarily introduced various creating elements of sport as vehicles through which political targets may be figured it out. This has reliably been the topic all through composing on the subject. More dated work, for example, that of Hoberman, Kanin, and Espy concentrates on both the contention of 'sport as a political instrument' and on the contention that the present-day sports development may, in itself, be ideologically stacked. Similar topics are clear in contemporary written work. Slope takes note of that 'global sport needs the intrigue and support of legislators, however not their impedance.'[124]

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[122] Robert Jackson & Georg Sorensen, Introduction to International Relations: Theories and Approaches, 4th edition, Oxford University Press, Oxford, 2010, p. 59.

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

[124] Nelson, A.C. *Prosperity or Blight? A Question of Major League Stadia Locations.* Economic Development Quarterly 15, (2001), pp. 255–265.

## 4.4     Opportunities of Sports in Influencing Foreign Relations

Sports as an instrument for peace, as a widespread dialect to encourage exchange amongst groups, and through stories of incredible figures, projections of key minutes from the Olympic Sports, trust enlivens and drives the humanist Olympic soul, and spots it inside everybody's range, as a subject for examination and reflection, as we question our own particular day to day conduct.[125]

After the post-election violence in Kenya, in 2007/2008 numerous sports was utilized among the different ethnic gatherings to make peace and agreement, with youth bunches taking an interest in soccer, athletic and different types of sports. In the regard of all-inclusive key moral standards, the conservation of human respect and the act of sport as a human right, every individual must have the likelihood of honing sport, without segregation of any sort and in the Olympic soul, which requires shared comprehension with a soul of fellowship, solidarity and fair play.

Worldwide sports occasions likewise have incredible effect to global relations and politics. With the improvement of media, related innovation and administrations, individuals everywhere throughout the world can sit before TV, and watch significant global sports occasions in the meantime. Therefore worldwide sports amusements are a decent chance to show a state's ethnic components or a state's trusted national prevalence over their partners.

Ever, numerous national pioneers mishandled sports amusements due to such reason, and sports occasions were frequently utilized as an apparatus of political and ideological purposeful publicity in international relations. Nonetheless, in the meantime, a sport likewise

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[125] Ibid, (2001), p. 300.

has the part of advancing peace and bringing shared comprehension up in international relations. Numerous nations exploit this part of sports to construct a positive picture of them. As far as sports diplomacy, the United States has utilized sports as a conciliatory channel all through the history. In any case, the way sports have been utilized was not the same as time to time because of various worldwide political conditions which impacted the United States foreign policy.[126]

Sports are a secure method for communicating dismay with other nation and its strategies since it is a fringe issue to the universal political framework. To show dissatisfaction or raise complaints about a political issue, utilizing sports is a circumambulate method for expression. The most widely recognized method for communicating discontent through sports occasions is to blacklist the sports amusement. It is viewed as a key and minimal effort contrasting option to whatever other political move which states can make. Fifth, dons regularly start the contentions that may turn into the fighting later on.

It frequently starts or exasperates political clash in global relations. Since a competitor or a group speaks to his or their country, contempt of the partner could turn into an unfriendliness of the country. Kenya has a decent chance of misusing its athletic cricket and champions as social diplomats to propel n foreign relations in the locale and world at large.

The impact of sports is becoming greater. A sport is currently worldwide in view of the insurgency in the transportation and media transmission or media enterprises. Each communicating company has sports diverts and even in the feature scope they convey the sports news. Initially, this is started because of individuals' enthusiasm of sports however it

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[126] Barston, Robert. Modern Diplomacy. Publisher, Pearson Longman, (2006), p. 6.

conversely begun to draw the consideration of individuals who had not been keen on sports. Likewise, this transformation has made a worldwide sport work advertise and worldwide movement, and accordingly individuals' interests in sports reach out to international sports.

Individuals regularly watch sports amusements not on account of they are occupied with those sports but rather to see particular national competitors. The sport group proprietors know this well, and in this manner they exchange foreign competitors to expand its consideration and fame globally. Notable ties between sports associations and experts in the Netherlands and Kenya have advanced into different types of participation. The Netherlands government bolsters some of these through the Kenya Sports for Development Partnership, which takes wears as a section point for conflicts and reconciliation aversion exercises.

At the 2004 Athens Olympic Games, the Organising Committee pledged to revive the spirit of the Olympic Truce by sending the Olympic torch in a relay around the globe for the first time. During the 2006 Torino Olympic Games, athletes and officials supported the truce by signing one of three walls located in the Olympic villages.

## 4.5    Chapter Analysis

Sports range from very simple games for children to (semi)-professional team sports with well-organized events and leagues. Some sports are very popular in their respective region, other wait to be rediscovered again.

# CHAPTER FIVE:  ADVANCING KENYA'S FOREIGN POLICY

## 5.0    Introduction

Foreign policy, as carried out through cultural diplomacy of a country, seeks to communicate the importance, goodwill and prestige of the relevant state entity to its audience, in order to influence developments for the benefit of the specific state and its alliances.

## 5.1    Foreign Policy and Cultural Diplomacy

Kenya's adoption of cultural Diplomacy in its Foreign Policy is intended to ensure that culture contributes to socio-economic advancement of the country. 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, music and dance and sports to build friendship and foster mutual understanding at the regional and international levels.

## 5.3    Demonstrating Cultural Diplomacy

The study further reveals that colonial factor was essential in the understanding of the process of westernization in Africa. As a result, the effectiveness of colonization in changing the sphere of life in African societies is not hard to establish. Its political effects include western civilization being submerged and with the dismantling of indigenous institutions and cultures by instilling foreign rule.[127]

In Mitchell's view, they should do this not through selective self-projection, but through presenting an honest, rather than idealized, picture of each country. National problems should neither be concealed nor made a show of. Cultural relations 'neither pretend that warts are not

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[127] Interview with Ministry Of Foreign Affairs, Nairobi Office, 14/03/2016.

there nor do they parade them to the repugnance of others.'[128]

Cultural diplomacy is a domain of diplomacy concerned with establishing, developing and sustaining relations with foreign states by way of culture, art and education. It is also a proactive process of external projection in which a nation's institutions, value system and unique cultural personality are promoted at a bilateral and multilateral level.[129]

## 5.4    Cultural Diplomacy in Kenya's Foreign Policy

Kenya unlike most African countries does not have a national dress to help project itself, although several attempts have been made to come up with one. However, 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 *kiko* is – type of men's sarong that comes in many different colors and textiles.[130] 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.[131]

The study therefore notes that it is necessary for in Kenya's interests to be protected, hence Kenyan officialdom should guard against falling into the trap of sacrificing national interests

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[128] Barston, Robert. *Modern Diplomacy*. Publisher, Pearson Longman, (2006), p. 6.
[129] Radcliffe, Sarah. *Culture and Development in a Globalizing World*. Geographies, actors, and paradigms, Routledge, New York, (2006), pp. 36-7.
[130] Interview summary of respondents, Nairobi, 15/03/2016.
[131] Ibid, pp. 100-105.

in order to please powerful external forces which have threatened the country many times and tried on several occasions to influence election outcomes.[132] Culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.[133]

According to Lederach, culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiment in artifacts; the essential core of culture consists of traditional (that is, historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditional elements of future action.[134] As Kenya refashions its policy to turn east, policymakers 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 through line ministries of foreign affairs, education and culture.[135]

In the case of the United States of America, the bond began with Kenyan labour leader Tom Mboya, an advocate for African nationalism who helped his country gain independence in 1963. When that trail went cold, he turned to then-senator Kennedy. One of the first students airlifted to America was Barack Obama senior who married a white Kansas native named Ann Dunham during his US studies.

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[132] Interview with Athletics Kenya, Posta Kenya Entrepreneurs Association, Nairobi Office, 16/03/2016.
[133] Radcliffe, Sarah. *Culture and Development in a Globalizing World*. Geographies, actors, and paradigms, Routledge, New York, (2006), pp. 36-7.
[134] Lederach, John Paul. *The Moral Imagination.* Oxford University Press, (2005), p. 102-103.
[135] Interview with Mary Mwangi, Human Resources Development, Posta Kenya Entrepreneurs Association, Nairobi Office, 16/03/2016.

The other aspect of culture is language. The core sectors of classic cultural diplomacy are arts and language. These two areas account for the majority of activities undertaken by cultural diplomacy organizations. The arts cover a wide area, from the promotion of traditional crafts, fine arts and heritage, through to the contemporary arts sector.[136] These are promoted in a variety of ways but mostly by one-off events involving local partner organisations. Few countries can now afford to organize their own performing arts tours or major travelling exhibitions, but a few support major multi-event festivals: the Brussels 2009 Europalia, for instance, focussed on China, attracted over 1.1 million visitors with over 500 events.[137]

The promotion of languages holds centre stage in cultural diplomacy, delivered through teaching centres, support for language teachers or lectors at universities. The most remarkable practice of Cultural Diplomacy has been displayed by the impact of Kenyan athletes at the global, level. The athletics champions have helped to place Kenya on the global map and broadening Kenya's visibility.[138] 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, all the way to Central Africa with its genres of Benga. The various traditional dance styles from the forty two tribes has 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.

Kenya's Literature is equally very rich and reflects the people's values, hopes and

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[136] Friedman, Thomas L. *The Lexus and the Olive Tree*. Farrar Strauss Giroux, (1999), pp. 60-62.
[137] Ibid, (1999), p. 67.
[138] Interview with Huduma Kenya, Nairobi Office, 16/03/2016.

aspirations. 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.[139] 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 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 Ngũgĩ wa 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.[140]

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: Erasmus. 5881 Asian Master's and Doctoral students received Erasmus Mundus scholarships between 2004 and 2013. Erasmus Mundus was replaced in 2014 by Erasmus+, which provides grants for a wide range of actions and activities in the fields of education, training, youth and sport.[141] Asian students are eligible

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[139] Interview with Bomas of Kenya, Nairobi Office, 16/03/2016.
[140] Interview with Mary Mwangi, Human Resources Development, Posta Kenya Entrepreneurs Association, Nairobi Office, 16/03/2016.
[141] Radcliffe, Sarah. *Culture and Development in a Globalizing World*. Geographies, actors, and paradigms,

for the new scheme as well. 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).[142]

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.[143] Liberia's President Ellen Johnson Sirleaf has thanked Kenyans for the support extended to her country during the Ebola crisis. In a speech during Jamhuri Day celebrations held in Nairobi, Ms Sirleaf said the soldiers who were part of the peace keeping mission and medics who volunteered put their lives on the line to save her country.

There are also many mixed aspects of culture. Cultural diplomacy incorporates activities undertaken by, or involving, a wide range of participants such as artists, singers and so on, but also 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.[144]

Kenya is already doing a lot of big brother things within the region, this position comes with advantages but it also comes with responsibilities. Kenya took in most of the refugees from

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Routledge, New York, (2006), pp. 36-7.
[142] Linton, Robert. *The Cultural Background of Personality*, London: Routledge, (2011) p.31.
[143] Ibid, (2011) p.31.
[144] Carnes, Lord. *Losing Hearts and Minds*. Westport, CT: Praeger Security International, (2006), p. 15.

there and employed them; it also took steps to ensure that Rwanda became peaceful and once Rwanda became peaceful we helped with reconstruction including with human resources such as in the Information Technology (IT) sector. The Sudanese government for Southern Sudan was housed in Kenya as was the Somali Assembly at one time. Kenya has even pledged money to for reconstruction of Southern Sudan.

Kenya, as a state, must project and protect its "national interests" in a hostile international environment and be able to know the points of convergence and divergence with the interests of any other country. It is also necessary to make a distinction between primary or core and secondary interests. While secondary interests can be negotiated, the primary should not. The challenge is to know the difference so as not to give away primary interests while protecting secondary ones.[145] Thus among the core interests are the sovereignty of the state and the right of the citizens to have ultimate authority on what happens, the governing structure or the constitution from which all activities including diplomacy are derived, and the security of that state.

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.[146]

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

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[145] Shannon R (2008) The history of the Internet.
[146] Ibid.

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".

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.[147]

Cultural actors are people, institutions and enterprises in art, design & architecture, film & media, cultural heritage, sport, education, leisure, communication and many more areas. In diverse and wonderful ways they express identity, communicate and bring their perspectives alive in practice.[148] Historically, national cultural foundations, for example, exhibition halls, have 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.[149]

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 not more often than not deliver the books, music, movies, Television (TV) programs, purchaser items, and so on that reaches a crowd of

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[147] Schuster; Camille P., A. Coskun Samli, and Charies Bodkin (2009). *Marketing a region in the international arena, Emerging International Strategic Frontiers*. Proceedings of the American Marketing Association International Marketing Conference.

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

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

listeners.[150]

The most the administration can do is attempt to work to make opening so the message can break through to mass groups of audiences abroad. To be cultural relevant in the age of globalization, a government must exercise control over the flows of information and communication technologies, including trade. This is also difficult for governments that operate in a free market society where the government does not control the bulk of information flows.[151]

What the government can do is work to protect cultural exports where they flourish, by utilizing trade agreements or gaining access for foreign telecommunication networks. Cultural products and services are increasingly important to countries competitiveness, as national and global economies are more and more based on information and the means of its exchange.[152] This issue focuses on the significance of globalization and its policy implications for education, the regulation of intellectual property and monopolies, and the financing of new creative enterprises.

Cultural offices abroad need to be tailored to fit each country's specific situation and be staffed with states of high achievement. Distinguished university professors, arts and educational administrators, journalists, trade union officials, and artists should be recruited for temporary assignments.[153] 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

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[150] Webber, M. and Smith, M. *Foreign policy in a transformed world*. (Harlow: Prentice-Hall, 2000), p11.
[151] Ibid, (2000), p11.
[152] Robert Jackson & Georg Sorensen, Introduction to International Relations: Theories and Approaches, 4th edition, Oxford University Press, Oxford, 2010, p. 59.
[153] Rebecca Katz, Sarah Kornblet, Grace Arnold, Eric Lief and Julie E. Fischer. 2011. Defining Health Diplomacy: *Changing Demands in the Era of Globalization*. Milbank Quarterly.
[9]Kenya National Policy on Culture and Heritage
[10]Ibid.

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.[154] 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 a political league, Nairobi would most likely be a noteworthy recipient beneficiary.[155]

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. Cultural diplomacy takes a gander at advancing its way of life for long haul points while fleeting with regards to current foreign policys and can likewise be taken a gander at as purposeful publicity for a country state by enhancing its picture abroad which will be favourable to the state.[156]

On account of Africa, particularly in Kenya - the significance of foreign public diplomacy is that it is affected by soft power instead of utilization of drive or hard power and has brought reliance of natives on their legislatures and the neighborhood press for data on remote occasions and expanded potential focuses for direct correspondence of diplomatic messages. What's more, there are other crucial interests that shape the character of state. Among these is

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[154] Saranga D. *The use of new media in public diplomacy*: One Jerusalem, (2009), p. 78.
[155] Ibid.
[156] Linton, Robert. *The Cultural Background of Personality*, London: Routledge, (2011) p.31.

the economic prosperity and capacity to act self-reliant.[157] Overdependence on others is impeding to national interests and has a tendency to disintegrate a nation's its capacity to act in a sovereign way. It makes it troublesome for Kenya to request correspondence, which is indispensable to national intrigue and feeling of national security. This suggests relative equity of states and involves requesting that a nation's subjects are regarded with as much regard in different places as they accord to foreigners.[158]

It is a conviction that a given nation is not a lesser nation and that its subjects are not lesser individuals 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.[159]

## 5.5    Chapter Analysis

Kenya, as a state, must venture and ensure its "national interests" in an antagonistic global environment and have the capacity to know the purposes of union and difference with the interests of whatever other nation. It is likewise important to make a qualification between essential or center and auxiliary interests.

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[157] Interview with Kenya National Museum, Nairobi Office, 16/03/2016.
[158] Shannon R (2008) The history of the Internet.
[159] (Nye, 2004).

# CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS

## 6.0    Introduction

The study goes for setting up the part of cultural diplomacy as a device for propelling African foreign relations utilizing Kenya as a contextual analysis. Particularly the study planned to reply; what is the part of cultural diplomacy progressing foreign relations in Africa? What the part music as a viewpoint the way of life, What the part wears as an angle the way of life and the part of cultural diplomacy in propelling g Kenya's foreign    relations?    From    the exploration directed, the accompanying was derived:

## 6.1    Data Analysis

## 6.2.1   Rate of response

The informants were obtained from the 100% (60) respondents initially targeted.
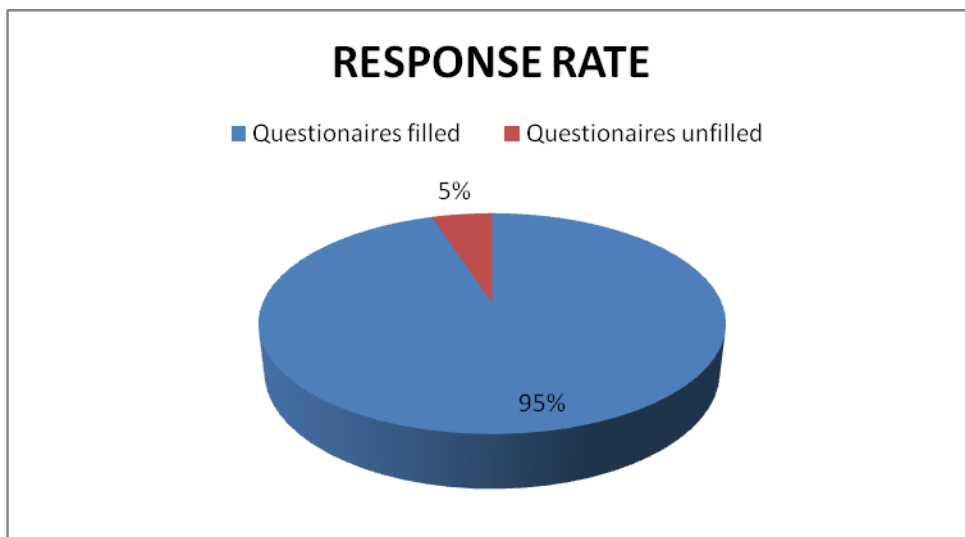


**Figure 1:** Rate of response

Figure 1 shows the rate of informant response, (57) out of (60) questionnaires that were administered were successfully filled and returned. This represented (95%) response rate, ensuring that the sample size remained as close to the original size as possible.

### 6.2.2 Gender

The informants indicated their gender as shown in figure 2.
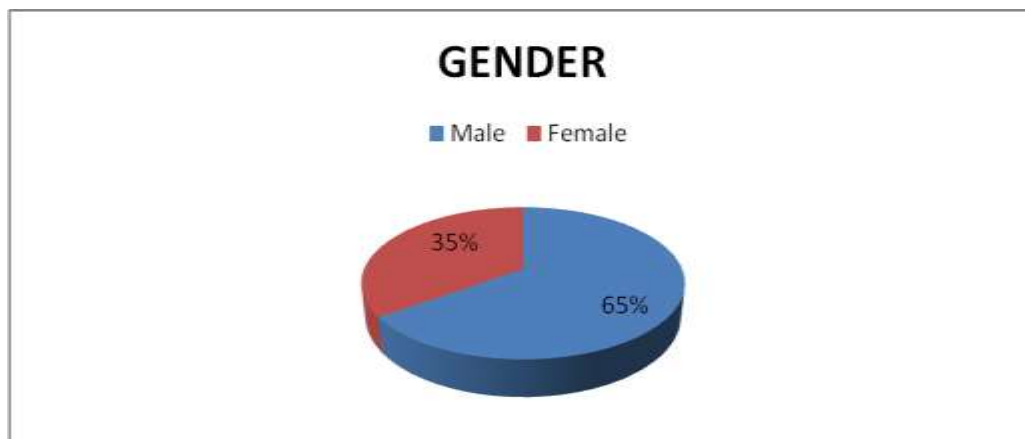


**Figure 2:** Gender of informants

Figure 2 on the gender of informants fund that (65%) of the respondents were male, while (35%) were female. Cultural diplomacy seems male dominated in the Kenyan context.

### 6.2.3 Age

The informants gave their age, as shown in table 1.

**Table 1**: Age of respondents

| Age | Frequency | Percent (%) |
|---|---|---|
| Below30 years | 6 | 16.2 |
| 30-39 years | 21 | 28.7 |
| 40-49 years | 23 | 35.1 |
| 50-59 years | 7 | 18.9 |
| Total | 57 | 100% |

The ages were grouped into four classes with a difference of ten years apart, The Modal class being the ages between 30-39 which was represented by 35.1%, followed by 40-49 which had a percentage of 29.7%; 50-59 years had 18.9% while those who were below 30 had 16.2%.

The table shows that the majority of informants were found in age group 40-49 years.

**6.2.4    Education**

The respondents were asked of their level of education as shown in table 2.

**Table 2**: Education level of respondents

| Level of Education | Frequency | Percent (%) |
|---|---|---|
| Secondary | 2 | 5.4 |
| Tertiary College | 8 | 29.0 |
| First | 30 | 44.0 |
| Postgraduate | 17 | 22.3 |
| Total | 57 | 100% |

The study found that 44% of the informants had attained a university degree at the graduate level, 422.3% at tertiary/college education, and 29.0% of the respondents had attained postgraduate level of education while 5.4% had secondary education. Therefore based on the education level, many respondents seem to be aware of the cultural diplomacy concept.
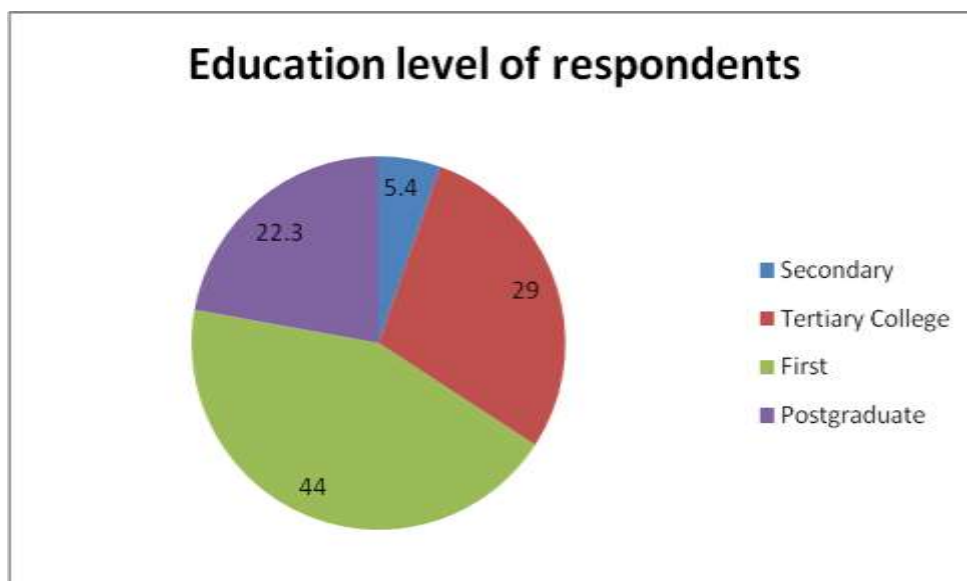


**Figure 3 Education levels of respondents**

### 6.2.5   Work Place of Respondents

The figure 4 indicates that 44% of the respondents worked in the Ministry of Foreign Affairs, 30% in cultural related institutions and while 26% worked in Embassies respectively. Many respondents in were informed on matters to do with cultural diplomacy, due to their exposure in related matters.

| Place of work | (%)of those  Informed |
| --- | --- |
| Foreign Affairs | 42.0 |
| Embassies | 33.0 |
| Musicians/officials | 22.0 |
| Sports men/women/officials | 20.0 |

**Table 3: Work Place of Respondents**

### 6.2.6   Informants awareness

The respondents were asked to indicate their awareness of the concept of cultural diplomacy.
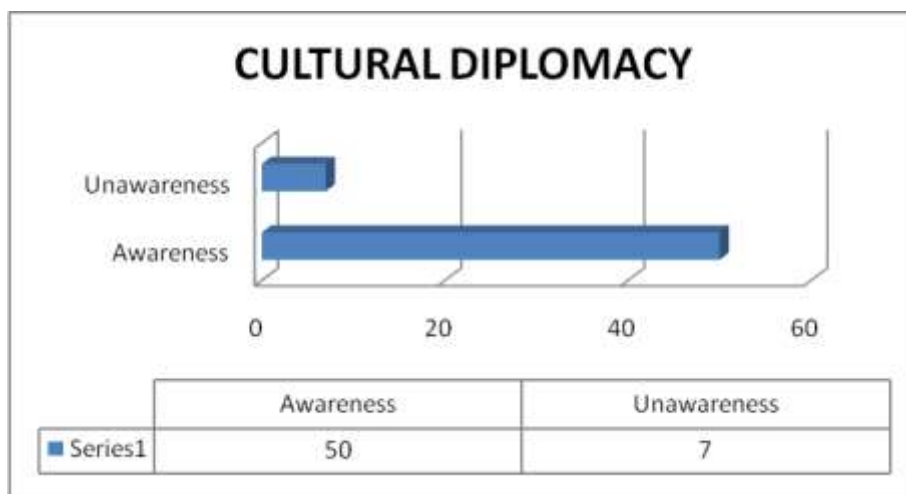


**Figure 4**: Awareness level

The figure 4 indicates that 50 of the respondents were very much aware of the term cultural diplomacy, while only 7 were quite unsure of its true definition.

## 6.3    Summary

The study aims at setting up the role of cultural diplomacy as an instrument for propelling African foreign relations utilizing Kenya as a contextual investigation. Particularly the study meant to reply; what is the part of cultural diplomacy progressing foreign relations in Africa? What the part 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 g Kenya's foreign relations? From the exploration led, the following were found:

The study found that the way of life and national legacy are focal Kenya's socio-economic and sustainable development needs that cannot be underpinned nor disclaimed. The study underpinned the global partnership established among Countries on bilateral relations with Kenya around which underline the vital part of cultural diplomacy in meeting development challenges.

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 diplomatic discourse with remote countries. Other basic social on-screen 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 points of view alive practice.

The study further found that Cultural tact assumes an essential part in building relations among states in contemporary international relations, as it serves as a successful instrument in supporting national remote arrangement targets or a productive channel on occasion of political trouble. Cultural diplomacy as a subset of public diplomacy or the operation of culture in support of Kenya's foreign approach objectives, to battle stereotyping, create common comprehension, and propel national notoriety and connections no matter how you look at it. Culture keeps entryways open in troublesome times, where cultural diplomacy gives a sheltered and productive discussion for relationship-building or facilitating relations when they get strained.

Amid the study it was understood that culture requires expressing its key perspectives. To start with, culture is a nature of society, not the individual; second, it is procured through the procedure of individual cultural assimilation or socialization; and third, every culture is an exceptional arrangement of qualities managing conduct in each part of an individual's life. Culture is the social personality people begin to create when they get to be mindful of having a place with a social gathering: national societies and in addition political, financial, social, and chronicled components frame a national character. It was hard to recognize a Kenyan Culture as the forty Kenyan people groups have unmistakable individual societies that overlap in a few occasions.

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 is 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.

## 6.4    Conclusion

### 6.4.1   Integration and relationship-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 relationship-working among states and their societies. 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.

### 6.4.2 Culturally diverse groups

Diplomacy deals with culturally diverse groups by means of 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.

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 of shorter span or for a particular reason, people are lead and errand orientated, and information is imparted explicitly.

### 6.4.3 Style of discourse

The study infers that in a common arrangement with numerous ambassadors, it is normal to begin with well-disposed casual chitchat and to approach the substance just when time appears to be fitting. They don't take after plans inflexibly and like to talk about any moment that it is by all accounts the most advantageous time. By and by, the issues can then be talked about finally, and as discussion is viewed as a craftsmanship, they look for the endorsement or transformation of their partner. In this way, energy and expert articulation are fundamental to their style of talk, and emotions are more imperative than certainties. Reaching an end of

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the arrangement procedure, symbols of achievement are imperative.

### 6.4.4 Modern diplomacy

The aim of diplomacy is twofold: to secure and direct the individual interests of states and to advance worldwide standards and qualities describing the developing feeling of a group of states and universal solidarity. Current diplomacy is a manage administered movement including correspondence, arrangement, and representation between states, global associations and trans-national members. These principles maintain a strategic distance from or settle clashes. In the 21st century, tact is pervasive and expanding practically speaking; non-state performing artists are all the more ready to participate in conciliatory techniques and practice an unmistakable kind of diplomacy.

In conclusion, 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. These are difficult errands, however they are of basic significance as public diplomacy tries to keep up its pertinence in progressing foreign relations.

Culture is an essential wellspring of soft power is which can impact the general population peacefully and even now and again, unconsciously. Culture is the arrangement of social standards, convictions and qualities held by the general population in a nation. 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, soft power enter in securing national enthusiasm, extending companionship and comprehension between various individuals upgrading a state's security, and securing peaceful concurrence.

## 6.5    Recommendations

### 6.5.1   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 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.

### 6.5.2 Cultural Diplomacy 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 engagement its expansive Diaspora. Nationals living abroad are a vital soft power 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 at advancing its way of life for long haul points while fleeting with regards to current foreign strategies and can likewise be taken a gander at as promulgation for a country state by enhancing its picture abroad which will be good to the state. The study suggests that on account of Africa, particularly in Kenya, the significance of remote public diplomacy is that it is impacted by soft power instead of utilization of drive or hard power and has brought reliance of natives on their administrations and the neighborhood press for data on foreign occasions and expanded potential focuses for direct correspondence of diplomatic messages.

### 6.5.3  Cultural Globalization

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 work out satisfactory answers for a wide extent of common concerns.

## 6.6      Areas of further studies

### 6.6.1   Nation state image

Cultural diplomacy takes a gander at advancing its way of life for long haul points while transient with regards to current foreign approaches and can likewise be taken a gander at as publicity for a country state by enhancing its picture abroad which will be great to the state.

### 6.6.2   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. Public 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.

### 6.6.3 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 world. Great contentious focuses and diplomatic systems are futile without the capacity to impart them. As 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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# APPENDICES

**Appendix 1:** Data Collection Authority Letter

**Appendix 2:** Questionnaire

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

**Part A:** Participants Information

**Introduction**

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.  How long have you worked your current organization?

    Less than 5 years              [  ]

    5-10 years              [  ]

    More than 10 years          [  ]

4.  What is your position

    Work in Government Ministry                    [  ]

    Embassy in Kenya                    [  ]

    Others

**Part B: Section B: Study variables**

**5.** Do you think culture plays a key role in enhancing country's image?

Yes  [ ]                    No  [ ]          I don't know [ ]

If yes why do you think it is so?

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**6.** Do you think there is a connection between culture and diplomacy?

Yes [ ]              No [ ]                I don't know [ ]

If yes, please explain.

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**7.**   Can cultural diplomacy be used as a tool for advancing Kenya's foreign policy?

Yes [ ]                No  [ ]        I don't Know [ ]

If yes, please explain.

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8.  Can Kenya leverage its culture to attract economic foreign investment in the country?

Yes [ ] No  [ ]

If yes, please explain.

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9.  Do you think music is key cultural aspects that would be for useful in advancing Kenya's

foreign relations?

Yes [ ] No  [ ]

If yes, please explain.

10. Do you think sports are key cultural aspects that would be for useful in advancing

Kenya's foreign relations?

Yes [ ] No      [ ]

11. Which type of sport would be more useful for advancing foreign relations?

a)  Soccer/football [  ]  b) Rugby [   ] c) Athletics [  ] d) swimming [  ] e)

Please explain why

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…………………………………..…………………………………………………………….

12. Do you think music is key cultural aspects that would be for useful in advancing Kenya's

foreign relations?

Yes [ ] No      [ ]

13. Which type of music would be more useful for advancing foreign relations?

b)  Folk [  ]  b) Rugby [   ] c) Pop [  ] d) Traditional [  ] e)

Please explain why

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14. 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 [  ]

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

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

**16.** Do you think there is a future for cultural diplomacy in Kenya?

Yes [  ]              No [  ]          I don't know [  ]

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

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17. In your knowledge are there set policies and strategies for cultural diplomacy in advancing Kenya's foreign policy?

Yes [ ]          No [ ]          I don't know [ ]

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

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

Yes [ ]              No [ ]          I don't know [ ]

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

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

Yes [ ]          No [ ]          I don't know [ ]

20. Explain.......................................................................................................................

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21. . Are you aware of recent examples of cultural diplomacy practices undertaken by Kenya internationally?

Yes [  ]  No [  ]  I don't know [  ]

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

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

a)…………………………………………………………………………………………

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b)…………………………………………………………………………………………

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23. What do you suggest should be done so as to enhance Kenya's foreign relations?

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**Part C:** Cultural diplomacy support documents for secondary data include;

a. Agenda 2063 – Africa

b. Bilateral agreements

c. Country signed cultural agreements – Brazil, Cuba, Venezuela, India, China, USA

d. Diaspora Policy 2015

e. Kenya's cultural policy

f. Kenya's Foreign Policy 2014

g. Military sports events

h. School Music Festival

i. Strategic Plan - ministry of foreign affairs 2015

j. Theater arts

k. UNES cultural policy

l. Vision 2030

m. Youth and sports policy

n. Others.

**END**