



The World Academy of Arts, Literature & Media – WAALM

**Presents
The First Ever**

SCHOOL OF CULTURAL DIPLOMACY



DIALOGUE – UNDERSTANDING – RECOGNITION

Introduction:

"Where politics fails, independent Cultural Diplomacy often comes into rescue."

M. Dorbayani
Founder of WAALM

"Cultural Diplomacy emerges at times of crisis. But this should be a process of building bridges, not a one-way street. Developing respect for others and their way of thinking – this is what cultural diplomacy does."

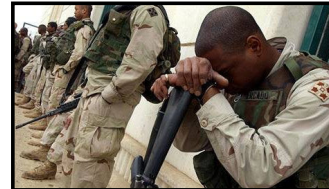
Tahseen Bashir,
Egyptian Spokesperson / Diplomat

"Cultural Diplomacy was persuasive during the cold war because its "Ambassadors" i.e. performers, writers and thinkers were perceived to be independent of the government."

Cynthia P. Schneid,
Brown Journal of World Affairs

Basically when Political Diplomacy get exhausted, politicians and government executives leave the option of using "Hard Power" on table but like any other forces in the universe, a coin has two sides and in oppose to Hard Power, there is a force called "Soft power".

Normally, Hard Power = Force, War, Harsh Encounters etc. On the contrary however, Soft Power = Use of "Cultural Diplomacy".



The word 'Culture' is defined as a shared, learned, symbolic system of values (what is important), beliefs (how things work) and attitudes that shape and influence perception and behaviour (the way we do our affairs).

In principle, Cultural Diplomacy can prevail by applying three *prescriptions*:



Recognition: *each party to recognize the distinct cultural dynamics of the other; this recognition affords equal Human Rights on equal terms.*

Understanding: *the study of foreign cultural dynamics in order to gain an understanding of the traditions, history, language and general way of life, pertinent to the engaging party.*

Dialogue: *basic dialogue requires one party to listen while the other speaks and vice versa. Cultural diplomacy prescribes the observance of this and for parties to draw on their accrued cultural understanding when engaging in dialogue.*

Now, the key point here is: Why look into Hard Power where and when we could give Soft Power avenues a chance? The more we professionally and tactically apply Soft Power, obviously the less Hard Power would be required.

But, using Soft Power requires knowledge, skills, and know-how.

As the world trains 'Soldiers' for possible application of Hard Power, we also need to train 'Cultural Diplomats' to get the balance right and develop individuals who can strategically apply and promote the Soft Power.

While there are some respective institutions around the world that offer programs such as political science, human rights law and cultural studies, actually none truly push the envelop to train and develop individuals/organizations for such a major issue as Cultural Diplomacy.



Why WAALM is persuing this:

Well, as you may know or can find out from our website (www.waalm.com), WAALM stands for Cultural Diplomacy and it promotes it not only in theory, but in action. The past international events of WAALM with participation of well over 20 countries have proved that we are truly an international cultural and artistic organization, which promotes the three essentials of diplomacy: Dialogue, Understanding and Recognition.

Therefore, with view to the nature of WAALM and its mission and vision, it is the best holding organization that could form such a school and be the pioneer in this ground.

Advantages of WAALM taking this initiative:

1. WAALM is a non-for-profit organization registered in England & Wales and situated in Europe.
2. WAALM is secular, Non Governmental Organisation, and belongs to no political party;
3. It has over 20 nationalities in its records: all sharing the same vision;
4. It is highly respected among international communities;
5. It is associated with renowned celebrities and people with goodwill;
6. It has considerable academic credentials and has members from the most prestigious universities and institutions around the world;
7. It has been engaged in promotion of Human Rights Education and Cultural Diplomacy since 2005;
8. The Founders of WAALM are official members of United Nations Association, promote the UN System; they are Ambassadors for Human Rights Education to several organizations and work with Amnesty International.

About WAALM – School of Cultural Diplomacy:

It is a division of The World Academy of Arts, Literature and Media - WAALM (a non-for-profit organisation), which offers distance learning, further and continuing education online for adults.

It consists of five departments:

- Traditions and Cultural History
- Communications
- Arts and Literature in Humanities
- Public Relations and Media
- Human Rights Education

Each department is led by a team of highly acclaimed WAALM award winner Scholars and a selected Adjunct Professors from the most renowned universities and institutions around the world.



The school currently offers postgraduate further study courses at: Certificate, Advanced Certificate, and Diploma levels.

Mission:

To assist the expansion of Cultural Diplomacy throughout the world and to facilitate Recognition, Understanding and Dialogue among individuals and organisations through international education and programs.

Vision:

To assist the prevention of use of hard power and to encourage tackling crisis through Cultural Diplomacy.

Value:

Shared Vision and Respect Humanity.

Faculty, Staff and Advisors:

- The Faculty of the School will be consisting of our WAALM Award Winners (Academicians) as well as a few adjunct Professors from other renowned universities & institutions.

- There will be a team of Course Advisors / International Recruitment Consultants who will promote the school in their area and will help the interested students to select an appropriate course of study.

- There will be an Honorary Advisory Board, who will be invited by the WAALM President of WAALM to join and they will be normally among Ambassadors, Commissioners, and Major NGOs in connection with UN, UNESCO, ECOSOC, A.I and Peace organizations.

What We Hope to Achieve:

- A) To promote Cultural Diplomacy
- B) To promote education of Human Rights.
- C) To Bring affordable Quality Education by a team of Award winners and professional academia.
- D) To bring practical solutions to current & future crisis through research, forums, workshops and seminars.

Special Co-operations:

WAALM – School of Cultural Diplomacy will provide education and qualifications to Less Privileged Countries such as Africa and Bangladesh with min costs.



Expenditure of Income:

- Some percentage of the income goes for publications, learning materials, licenses, membership fees, promotion and subcontracted Recruiters and Instructors;
- Some percentage goes to maintain and to updating the virtual School's website, software and support of less privileged countries;
- The remaining will be used to finance the next international WAALM Cultural and Artistic Awards, Human Rights Art Contest and Workshop.

Contact:

enquiry@waalmdiplomacy.org

School's Website:

www.waalmdiplomacy.org

WAALM Websites:

- www.waalm.com
- www.waalmawards.com

