



PD-PCF UC REACTIK SYMPOSIUM

Cultural Diplomacy in the 21st Century:
Theorising global, supranational, national and regional intersections

Jean Monnet Network Creative Economy and Cultural International Link (Reactik)

April 28-29, 2022

Room 611, Elsie Locke Building, University of Canterbury & on Zoom

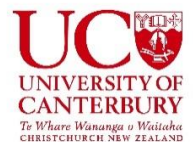


REACTIK
Creative Economy
& Culture International Link



Erasmus+

Public Diplomacy and
Political Communication
Forum



Department of Media and Communication, UC

Cultural Diplomacy in the 21st Century: Theorising global, supranational, national and regional intersections

Jean Monnet Network cReative Economy And Culture inTernational link (Reactik)

Our symposium will explore multiple intersections between international relations and culture – the latter broadly defined as a “complex whole which includes knowledge, belief, art, morals, law, customs, and any other capabilities and habits acquired by man as a member of society” (EB Tylor 1871) - in the age of multiple global crises and new media ecology. Academic literature and practice increasingly agree that in external relations, culture inherently carries “values”.

We invite our contributors to engage with three questions leading our discussion:

- In what way, trans-national cultural interactions contribute to maximise international reputation, recognition and influence in the world challenged by crises, uncertainty and return of the ‘muscle power’ politics’?
- How international cultural relations can produce economic return and serve multiple state and non-state stakeholders?
- How cultural contacts can help to establish true respectful dialogue and genuine mutually-beneficial collaboration and contribute to the “new” public diplomacy approach?

Our Symposium will have a dedicated section on the cultural diplomacy of the EU, as well as contributions reflecting on cultural diplomacy by EU member states and other countries around the world, with a special focus on New Zealand. It will in particular seek to comprehend the current global challenges and rationale for EU’s cultural and public diplomacy, taking on board the global impact of the pandemic as well as explore new frontiers and synergies particularly in the digital area. The symposium calls for innovative theorisation and operationalisation of the cultural diplomacy in the 21st century. We invite contributions that look into complex crossings of global, national, supranational, regional and local levels when it comes to effective public diplomacy.

It is supported by the Jean Monnet Network REACTIK (cReative Economy And Culture inTernational link), Erasmus+, European Commission (2018-2022) and Department of Media and Communication of the UC.

The Symposium will be run in hybrid mode – you may attend in person or via Zoom.



Day 1 – 28 April

<p>06:00 pm-07:30 pm</p>	<p>SESSION 1: The EU, International Cultural Relations and Cultural Diplomacy 6pm-7:30pm NZ time / 8am-9:30am Brussels and Poland / 9am-10:30am Israel / 11:30am-1pm India Click here to join the meeting Chair/discussant: Dr Karine Lisbonne de Vergeron</p>
<p>Natalia Chaban and Karine Lisbonne de Vergeron Yoav Friedman and Rotem Ruff</p>	<p>Greetings to the participants from Symposium organizers and JM Network Reactik Leaders</p>
<p>Dr Pietro de Matteis Advisor on Public Diplomacy Communications Policy & Public Diplomacy, European External Action Service (EEAS), Brussels</p>	<p>Opening key address</p>
<p>Dr Magdalena Góra and Dr Marcin Zubek Institute for European Studies Jagiellonian University, Kraków, Poland</p>	<p>Selling the European dream? Parliaments as cultural diplomacy agents in the EU foreign policy <i>Reactik partner</i></p>
<p>Professor Natalia Chaban and Dr Suvo Bandopadhyaya PD-PCF UC/Media and Communication, UC, NZ and Journalism and Mass Communication, SRM Institute of Science and Technology, India</p>	<p>Soft Power of Culture: Global Perceptions of the EU <i>Reactik partner</i></p>
<p>7:45 pm – 9:30 pm</p>	<p>SESSION 2: Cultural Diplomacy: the EU and its international partners 7:45-9:30pm NZ / 9:45-11:30am Brussels and Warsaw / 10:45am-12:30pm Israel / 1:15-3:00pm India Click here to join the meeting Chair/discussant: Prof Colleen Mills</p>
<p>Dr Karine Lisbonne de Vergeron Associate Director & Head of GPI Europe Programme, Global Policy Institute, Vienna, Austria</p>	<p>Global Challenges for EU Cultural Diplomacy <i>Key note</i></p>
<p>Professor Sharon Pardo Ben-Gurion University of the Negev, Israel</p>	<p>Fame in Contemporary Israeli-European Affairs: Israeli Celebrity Diplomats <i>Reactik partner</i></p>
<p>Assoc Professor Sheetal Sharma Centre for European Studies, School of International Studies, JNU, India</p>	<p>Culture and Cultural Diplomacy: India-EU Cultural Relations <i>Reactik partner</i></p>
<p>Dr Preeti Das Centre for Russian and Central Asian Studies School of International Studies, JNU, India</p>	<p>Use and Misuse of Culture in Ukrainian Crisis <i>Reactik partner</i></p>

Day 2 – 29 April

<p>09:30 am - 12 pm</p>	<p>SESSION 3: Cultural Diplomacy: Global Perspectives 9:30-12:00am NZ time / 11:30pm-2:00am Brussels and Warsaw / 12:30-3:00am Israel time / 3:00am-5:30am India <i>(with a short break in the middle for coffee and snacks)</i> Click here to join the meeting Chair/discussant: Prof Natalia Chaban</p>
<p>Dr Olli Hellman University of Waikato, NZ</p>	<p>Collective memory of environmental change in New Zealand: challenges for cultural diplomacy <i>Political Communication Network of the NZ PSAA</i></p>
<p>Dr Valerie A. Copper VUW, Wellington, NZ</p>	<p>Negotiated public diplomacy in transnational higher education: A case study of New Zealand academics teaching Chinese programmes <i>Political Communication Network of the NZ PSAA</i></p>
<p>Assoc Prof Alistair Swale GCLS, Japanese Programme, UC</p>	<p>From Colonialism to Post-Colonialism: A Historical Review of the Transformation of Japan’s Cultural Diplomacy.</p>
<p>Daniela Grimberg Media and Communications, UC</p>	<p>The impact of disinformation and attacks against the media on the work of the press: a case study on Brazil under Bolsonaro’s administration</p>
<p>12-1pm</p>	<p>LUNCH</p>
<p>1 pm – 3:30 pm</p>	<p>SESSION 4: Cultural Diplomacy: Focus on Aotearoa New Zealand 1-3pm NZ / 3:00-5:30am Brussels and Warsaw / 4:00-6:30am Israel time / 6:30-9am India/10am-1:30pm Japan <i>(with a short break in the middle for coffee and snacks)</i> Click here to join the meeting Chair/discussant: Dr Valerie Cooper</p>
<p>Dr Antonio Viselli GCLS, French Programme, UC</p>	<p>From Paris to Ōtautahi: Exploring Cultural Diplomacy on Francophone Radio Waves</p>
<p>Dr Victoria Escaip GCLS, Spanish Programme, UC</p>	<p><i>Bailan (Kotahitanga): singing and dancing for unity. An initiative to foster bicultural and intercultural dialogue through music in Aotearoa New Zealand</i></p>
<p>Dmitry Romanenko Media and Communications/GCLS, UC</p>	<p>Influence of Russian cultural diplomacy on foreign audience (case of New Zealand)</p>
<p>Prof Natalia Chaban, Dr Serena Kelly and Alexander Malkov PD PCF/Media and Communications and NCRE, UC</p>	<p>Cultural and Digital: Digital Diplomacy in Communicating the EU and EU Member States as Cultural Diplomacy Actors <i>Reactik partner</i></p>
<p>Prof Christopher Pokarier Waseda University, Japan</p>	<p>Designing Cultural Diplomacy for a Distracted World <i>Reactik partner</i></p>
<p>3:30pm</p>	<p>Concluding remarks: Natalia Chaban (in person) and video address from Karine Lisbonne de Vergeron, Symposium organisers</p>

DAY 1, April 28

WELCOME REMARKS

Natalia Chaban and Karine Lisbonne de Vergeron, Symposium Organisers

Yoav Friedman and Rotem Ruff, Jean Monnet Network Reactik Leaders

SESSION 1: The EU, International Cultural Relations and Cultural Diplomacy

6-7:30pm NZ / 8:00-9:30am Brussels and Warsaw / 9:00-10:30am Israel / 11:30am-1:00 pm India

<https://canterbury.zoom.us/j/97734651225?pwd=S1JZeVdLTzd1aWhFdEVOaXNzdFR2Zz09>

KEY NOTE ADDRESS (6:05-6:40)

Dr Pietro de Matteis

Advisor on Public Diplomacy

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REACTIK PARTNERS (6:40-7:30)

Selling the European dream? Parliaments as cultural diplomacy agents in the EU foreign policy

Dr Magdalena Góra and Dr Marcin Zubek

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The EU's cultural diplomacy even if handled by foreign policy executive usually involves variety of actors. The specific category of actors are parliaments such as the European Parliament as well as interparliamentary bodies. The role of the parliamentary bodies is relevant for cultural diplomacy as these institutions usually are involved in building and developing bilateral relations utilising own pluralistic format representing various perspectives, interests and ideological positions. The aim of the paper is to analyse the role of European Parliament as well as interparliamentary bodies such as ENP Interparliamentary Assemblies (EuroNEST) in EU's cultural diplomacy. We focus on the EU neighbourhood in the framework of the ENP, and specifically the Eastern Partnership (EaP) as the partner countries are closely intertwined with the EU policies. The paper consists of a theoretical part, in which we examine the parliamentary actors as cultural diplomacy agents in the EU neighbourhood as well as discuss a variety of forms of that involvement. In the empirical part we identify and analyse selected mechanisms through which the EU is exercising its cultural message through parliamentarian activities. We mainly look at two institutional levels: (1) the European Parliament and its relevant committees and delegations to partner countries (2) the ENP Interparliamentary Assemblies (EuroNEST).

Soft Power of Culture: Global Perceptions of the EU

Prof Natalia Chaban and Dr Suvo Bandopadhyaya

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Informed by the narrative theorisations in international relations, this paper assesses the potential of the culture issue-area to shaping the images and narratives of the EU at times of global changes and challenges. Conceptual intersection between 'power narratives' (Hagström & Gustafsson 2019), strategic narrative theory (Miskimmon et al. 2013, 2017) and the notion of 'soft power' is in the centre of our theoretical discussion. We aim to answer a key research question "How effective is culture as a 'vector' of international political strategy?" and theorise a set of factors behind *how* strategic narratives may get 'powerful'. We analyse texts of the EU Global Strategy (2016), Joint Communication to the European Parliament and Council on the EU's cultural diplomacy strategy (2016) and Briefing on the EU's public diplomacy in third countries (2017) to get the insights into the narratives of formulation. We assess external perceptions and reception of the EU as an actor in the cultural issue area through the analyses of the media framing of the EU as well as perceptions of the EU among the general public, educated youth and stakeholders from the five countries of BRICS (Brazil, Russia, India, China and South Africa), EU Strategic Partners. With culture remaining one of the most widely covered media themes, the media continue to associate culture with Europe, rather than the EU. For the general public, the attractiveness of culture and lifestyle in the EU is high, yet for educated youth, culture is seen to be in a peripheral position, although the EU is visible in this area. The stakeholders see the EU as a cultural actor in intersections with the EU's actions in other issue-areas, and primarily social affairs (migration, managing diversity and multiculturalism), politics, and norms (as a 'safer' common ground if values are seen as different). The paper concludes with discussion about the relevance of our findings and comparative insights to the EU's cultural diplomacy in the context of a "new" public diplomacy an increasingly volatile multipolar world.

7:30 pm - 7:45 pm Break

SESSION 2: Cultural Diplomacy: the EU and its international partners

7:45-9:30pm NZ / 9:45-11:30am Brussels and Warsaw / 10:45am-12:30pm Israel / 1:15-3:00pm India

<https://canterbury.zoom.us/j/92439761883?pwd=b3UwTjBZNld3R2d6S3VyLzdDNnpFQT09>

KEY NOTE ADDRESS (7:45 pm - 8:15 pm)

Global Challenges for EU Cultural Diplomacy

Dr Karine Lisbonne de Vergeron

Associate Director & Head of GPI Europe Programme at the Global Policy Institute, Vienna, Austria

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The perceptions by non-Europeans of Europe as having a common identity and of being a distinct civilisation has long constituted a very important way of thinking about its impact upon the rest of the world. Over the past twenty years, developments within the EU, when taken together with the return of Asia, above all through the return of China, to international affairs, has provided a shift in the definition of the West towards a renewed attention on the notion of a specifically European identity, interest and destiny. The adoption of the EU strategy for culture in international

relations in 2017 eventually gave the EU the necessary impetus to advance cultural cooperation with partner countries with the aim to make the EU a stronger global cultural actor. This more strategic approach to the role of culture in its diplomacy has been essential in the broader context, which Europe faced in the rise of Asia and the development of a new, yet still to be defined, multipolar geostrategic system. The recent global developments with the Covid crisis and the war in the Ukraine are further raising new challenges for Europe and EU cultural diplomacy, which we will seek to assess in our keynote speech today. The paper will first look at the emergence of the EU as a global cultural diplomacy actor and evolving perceptions from key partner countries such as China. It will assess the progress made over the past five years since the 2017 adoption of the EU strategy for culture and finally look into the new challenges the EU is facing for promoting its culture and values globally.

REACTIK PARTNERS (8:15 pm - 9:30 pm)

Fame in Contemporary Israeli-European Affairs: Israeli Celebrity Diplomats

Prof Sharon Pardo

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Celebrity diplomacy is relatively a new phenomenon in Israeli foreign policy in Europe. Israel's winning Eurovision singers, Dana International (1998) and Netta (2018), along with top model Bar Refaeli and Wonder Woman – Gal Gadot – serve as just the most visible of how new Israeli celebrities are performing an expanded range of diplomatic activities on behalf of the State of Israel in Europe and are being recognized on European and international stages. This relatively new Israeli foreign policy instrument requires some conceptual clarification, as well as an extended analytical treatment. This paper teases out the Israeli motivations and modes of operation of this emergent cohort of Israeli diplomats in Europe while finding out exactly who these new Israeli celebrity diplomats in Europe are. Dana International and Bar Refaeli, for example, cover two distinctive streams of Israeli diplomacy in Europe that merit close attention. The Israeli celebrity diplomats featured in this paper perform their roles in Israeli-European affairs through completely different means than Israeli and European officials and diplomats. The paper argues that this is largely a public phenomenon, defined by activism on the Israeli-European stage that is cast as the stylistic opposite from the insulated and service world of mainstream Israeli-European diplomacy. An element of spectacle informs their activities. Their mode of operation is populist in style and their platform of choice includes interviews in a wide cross-section of new and old European media and mass performances via staged events all across the continent.

Culture and Cultural Diplomacy: India-EU Cultural Relations

Assoc Professor Sheetal Sharma

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Cultural diplomacy is a type of public diplomacy and soft power that is formed by the exchange of “ideas, information, language, art and other aspects of culture among nations and their people in order to foster mutual understanding. The concept of culture remains at the heart of Cultural diplomacy more than the conventional security concerns and helps to develop an understanding of the nation's ideals, values and beliefs. The relationship between India and the European Union (EU) is based on a shared set of values and principles such as democracy, global order based on peace, freedom of expression, rule of law, mutual understanding and respect for rights of people and rules-based international order and multilateralism. Along with traditional diplomacy both are effectively utilising the channels of Cultural diplomacy as well. Both India and the EU have a lot to offer to each other and to the world in the sphere of culture and diversity. The historic relationship shared between the two sides has evolved tremendously over years. Although the interactions between India and Europe can be traced way back in time, but the end of the 20th century, as the transition to a multipolar, plural world order took place the geopolitical environment fostered deeper relations and interconnectedness between India and Europe. With the strategy of ‘culture in external relations’ the EU in India

has committed itself to encourage people-to-people exchanges, and harness the benefits of cultural exchanges. The EU aims to play a significant role in capacity-building, empowerment of individuals and communities and mutual learning through cultural cooperation in different domains. This journey has been characterized by its unique strong points accompanied by areas of weaknesses and opportunities that lie ahead. This presentation attempts to comprehend the strengths and weaknesses of India-EU cultural relations; map the manner in which the notion of culture is defined and inferred in the context of the EU's policies in its external relations and the idea of culture in India. The presentation attempts to highlight some the conceptual and operative framework of the notion of culture in the respective entities and how the notion of culture is reflected in their cultural policies.

Use and Misuse of Culture in Ukrainian Crisis

Dr Preeti Das

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Culture in the 21st century was the only hope that would have brought people together in finding the solutions to uncertainties in building a fresh relationship between the countries. More than ever before the eyes were on Europe and European Union in navigating through global challenges and uncertainties. Majority strongly agreed that it is only the culture that can unite us and bring us together. Unfortunately, when the societies were still struggling to overcome the trauma of pandemic crisis, were in the middle of discussing how to collaborate together in difficult and polarizing times, Russian attack on Ukraine caused such a big failure of cultural diplomacy which shook not only Ukrainian and Russian citizens, but the whole world. The proposed paper develops arguments around why cultural dialogues have failed in resolving disputes between the two countries and what would be the possible trend of future cultural diplomacy in the light of present situation.

DAY 2, April 29

SESSION 3: Cultural Diplomacy: Global Perspectives

9:30am-12:00pm NZ / 11:30pm-2:00am Brussels and Warsaw / 12:30- 3:00am Israel / 3:00-5:30am India

<https://canterbury.zoom.us/j/94837142395?pwd=a2JLbFc5YVN2cUJLWEc2UytxZ0R2UT09>

Collective memory of environmental change in New Zealand: challenges for cultural diplomacy

Dr Olli Hellman

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Fostering intercultural dialogue through cultural diplomacy as a means to promote post-national values – such as human rights, democracy, and climate change action – risks coming in conflict with national identity projects of other countries. As I will argue in this paper, collective memory of 18th and early 19th-century environmental change plays an important role in the construction of New Zealand identity. Hence, while New Zealand seeks to portray itself as “green” and “clean” globally, domestic cultural policy poses certain challenges when it comes to developing a mutual understanding of global environmental issues through cultural diplomacy.

Negotiated public diplomacy in transnational higher education: A case study of New Zealand academics teaching Chinese programmes

Dr Valerie A. Cooper

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China's transnational higher education (TNHE) partnerships reverse the traditional international education approach of overseas student exchanges by instead having overseas lecturers teach into Chinese universities. While such public diplomacy-based initiatives can be economically beneficial for partnered universities, there are often overlooked cultural and ideological challenges facing academics delivering courses in China. As China's TNHE programmes expand beyond the hard sciences and into more ideologically varied social sciences, these challenges warrant a closer, critical look. This research centres the lived experiences of lecturers teaching into Chinese TNHE programmes, and the cultural and ideological challenges they face as academics working in a public diplomacy capacity.

From Colonialism to Post-Colonialism: A Historical Review of the Transformation of Japan's Cultural Diplomacy

Assoc Prof Alistair Swale

Department of Global, Cultural and Language Studies, Japanese Programme, UC, NZ

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Japan was initially on the defensive when 'opening up' prior to the Meiji Restoration of 1868. The Restoration 'succeeded' but soon traversed into a colonialist phase culminating in the Pacific War and Japan's defeat. The Post-War period entailed a balancing of status as a former colonial aggressor and the position of a nation whose foreign policy was largely subjugated to the interests of the United States. This presentation explores the cultural dimension of how this tension has been mediated to date.

REACTIK PARTNERS

The impact of disinformation and attacks against the media on the work of the press: a case study on Brazil under Bolsonaro's administration

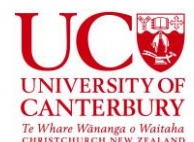
Daniela Grimberg

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This presentation discusses how disinformation and attacks against the professional press are presented on social media and their potential implications on the work of journalists and news outlets. It focuses on the administration of Brazil's far-right president Jair Bolsonaro, who frequently uses his social media channels to encourage distrust in the traditional press and harass news outlets and journalists. In the past few years, several reports produced by journalism entities such as the Federal Association of Journalists in Brazil and Reporters Without Borders, have linked the rise of harassments against journalists and press freedom in the country to the hostile messages communicated by the president and his supporters. The presentation shows a content analysis of Bolsonaro's communication on Twitter and the rhetorical strategies he uses to undermine the work of the press. It also discusses preliminary findings of in-depth interviews with some of the mainstream journalists who have been targeted, aiming to understand how the political moment affects their work and the strategies they make use of to cope with persecutions and secure the integrity of their reporting.

12:00 pm - 1:00 pm Brunch



SESSION 4: Cultural Diplomacy: Focus on Aotearoa New Zealand

1:00 -3:00pm NZ / 3:00- 5:00am Brussels and Warsaw / 4:00-6:00am Israel / 6:30-8:30 am India)

<https://canterbury.zoom.us/j/95957664479?pwd=bFl4cGN1RW5OWXQ1aWhHVHBIMiViUT09>

From Paris to Ōtautahi: Exploring Cultural Diplomacy on Francophone Radio

Dr Antonio Viselli

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This presentation will analyze the role of “Paris s’éveille”, a French-language radio show on the community radio of Plains FM (96.9 FM) in Christchurch, and its role within the realm of cultural diplomacy beyond the nation state. How and why is a community formed around te reo wīwī in Aotearoa? Furthermore, how compatible are transnational and (post)colonial perspectives in cultural diplomacy, and why might these matter? These are some questions that will frame a discussion of topics ranging from New Zealand’s perspective on France in Europe, in the Pacific as well as Francophone countries, including Canada.

Bailan (Kotahitanga): singing and dancing for unity. An initiative to foster bicultural and intercultural dialogue through music in Aotearoa New Zealand

Dr Victoria Escaip

Department of Global, Cultural and Language Studies, Spanish Programme, UC, NZ
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In the globalised yet diversified world of today, actions that aim to foster respect and appreciation of the different cultural values, not only between nations but within nations, become particularly important. Music, as an essential element of culture, provides us with valuable opportunities to build intercultural dialogues that heighten communication and bring people together. In this context, the creation of *Bailan (Kotahitanga)*, a song incorporating Spanish and Te Reo Māori lyrics, aims to enhance the awareness of bicultural and intercultural values in Aotearoa New Zealand.

Influence of Russian cultural diplomacy on foreign audience (case of New Zealand)

Dmitry Romanenko

Department of Media and Communication, UC, NZ
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When exploring communicative strategies (‘visions’) of people belonging to different socio-cultural groups (‘dominant group’ and ‘co-cultural groups’, according to Razante & Orbe, 2018) at the backdrop of Russia’s war against Ukraine, I noticed that quite a few dominant group members in NZ (supposed to be the bearers of the western cultural values) are advocating or normalising Russia’s position or replicating narratives of Russian propaganda. Based on media-texts analysis, this presentation will address the role of Russian cultural diplomacy in this phenomenon, discuss the methods of Russian cultural diplomacy and the effects of its influence on New Zealand in current context.

Cultural and Digital: Digital Diplomacy in Communicating the EU and EU Member States as Cultural Diplomacy Actors

Prof Natalia Chaban, Dr. Serena Kelly and Alexander Malkov
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This contribution will explore the potential of the collaborative diplomacy concept (Riordan 2005) to the cultural diplomacy of the EU. Critically engaging with the original model by Riordan and revising the public diplomacy paradigm of monologue- dialogue-collaboration (Cowan and Arsenault 2008) – both models proposed in the first decade of the 21st century -- we propose a novel theorisation of collaborative cultural diplomacy while factoring the impact of digital communication. The EU has to navigate the new media ecology marked by distinct patterns of information flows --- global, horizontal, powerful and immediate. We test our model by applying it to the case of the digital cultural diplomacy of the EU towards New Zealand. Positioning our enquiry within the context the changing nature of (international) communication, we explore the intersection between studies of media and communication and studies of the EU in the issue-area of public diplomacy and in the interdisciplinary setting.

Designing Cultural Diplomacy for a Distracted World

Prof Christopher Pokarier
School of International Liberal Studies, Waseda University, Japan
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In approaching the contemporary practice of cultural diplomacy we should focus on how communications and events must cut through the noise of overwhelming demands upon audiences' attention. While the COVID-19 pandemic has hastened the shift to digital diplomacy, profound questions arise about the communication design capabilities, and professional latitude, of agencies tasked with realising effective cultural diplomacy in an age of attention scarcity.

CONCLUDING REMARKS (2:30-2:45)

Natalia Chaban and Karine Lisbonne de Vergeron

SYMPOSIUM PARTICIPANTS:



Professor Natalia Chaban, Symposium Co-Organiser

Professor Natalia Chaban of Department of Media and Communication, University of Canterbury (UC), New Zealand, is a twice awarded Jean Monnet Chair holder, President of Ukrainian Studies Association of Australia and New Zealand, a co-editor of peer-reviewed *Australian and New Zealand Journal of European Studies* and Director of the Public Diplomacy and Political Communication Forum (PD-PCF) at UC. Professor Chaban focuses her interdisciplinary research on cognitive and semiotic aspects of political and media discourses, image and perceptions studies within the EU and IR contexts, and public diplomacy and political communication. Natalia widely publishes including articles in high impact journals such as the *Journal of Common Market Studies*, *Cooperation and Conflict*, *Journal of European Integration*, *Foreign Policy Analysis*, *Mobilities*, *Comparative European Politics*. She is a leader of a number of transnational research projects supported by the European Commission and NATO.

In 2021-2022, Professor Chaban has been a Team Leader of the 13-country project *External Perceptions of the EU and EU Policies: Update Study 2021* commissioned by the Foreign Policy Instrument of the European Commission in collaboration with European External Action service; Vice-Leader, Work Group 2 "Perceptions and Communication", COST Action ENTER *EU Foreign Policy Facing New Directions* supported by the European Commission; Team Leader of the New Zealand chapter of the Jean Monnet Network *REACTIK (cReative Economy And Culture inTernational link, EU Cultural Diplomacy)*, Erasmus+, European Commission (2018-2022); Director of Research, Jean Monnet Project *Youth Opinion and Opportunities for EU Public Diplomacy: Youth Narratives and Perceptions of the EU and EU-Ukraine Relations in Ukraine and the three Baltic States (E-YOUTH)* (2018-2021), Erasmus+, European Commission; Member of International Advisory Board of the project *Swedish Feminist Foreign Policy (FFP)*, supported by Riksbankens Jubileums Fond, Lund University, Sweden; and Senior Research Fellow, Institute of Advanced Studies (ISA), University of Bologna, Italy. She also serve as a Member of Advisory Boards of peer-reviewed journals *European Foreign Affairs Review* and *Media, War, Conflict*.



Dr Karine Lisbonne de Vergeron, Symposium Co-Organiser

Dr Karine de Vergeron is Associate Director and Head of Europe Programme at the Global Policy Institute. She is a member of the scientific committee and longstanding contributing author to the leading Robert Schuman Foundation in Paris and a senior fellow of the Federal Trust. She was previously associate to Chatham House (the Royal Institute of International Affairs) and further provided strategic expertise to the European External Action Service, particularly on the development of culture in European external relations and EU-China cultural exchanges, as well as to the Foreign Affairs Committee of the National Assembly. She is a Professor of European Cultural Policies (MBA) at Icart Paris. She is a Young Leader of the French-China Foundation and guest speaker and contributor to many conferences and media across Europe. She received a Special Prize from the French Minister of Culture for her contribution to art foundations across Europe (2005).

Her publications include notably: Team leader of the India Country Report in Update to the 2015 Perceptions Study funded by the European Union (PD-PCF and PPMI, 2022); Expert Voices in The Future of the Multilateralism Post-Covid (Irish Institute for European Affairs, 2019); The New Silk Roads: European Perceptions and Perspectives (International Studies, 2018), China-EU relations and the future of European soft power: A strategy for a European Cultural Diplomacy (LSE Ideas, 2015), Chinese and Indian views of Europe since the crisis: New perspectives from the emerging Asian giants (Global Policy Institute, Konrad-Adenauer Stiftung and the Robert Schuman Foundation, 2012), France, European Defence and NATO (Forum Press, 2008), Contemporary Chinese views of Europe (Chatham House, 2007), Contemporary Indian Views of Europe (Chatham House & Robert Schuman Foundation, 2006).





Dr. Yoav Friedman, Co-Leader of the JM Network Reactik

Dr. Yoav Friedman, received his PhD from the Department of Politics and Government at Ben-Gurion University of the Negev. His doctoral research dealt with EU's higher education policies, namely the Bologna Process and internationalization policies. He is a graduate of the European Forum MA program at the Hebrew University of Jerusalem and holds a BA in European History from BGU. Currently, Dr. Friedman serves as the head of Bezalel Academy of Art and Design's Research & Innovation Authority, serves as an Israeli representative at the EU's HERE Forum and chairs the Jean Monnet international research network on Cultural Diplomacy.



Rotem Ruff, Co-Leader of the JM Network Reactik

Rotem Ruff is Head of the Office of International Academic Affairs and a lecturer in the Department for Visual and Material Culture. She is also Associate Director at Artis, and has extensive experience in the curation and production of exhibitions, conferences and cultural events at museums and other Israeli and international cultural venues, including the Museum of Modern Art (MoMA) in New York and the Haifa Museum of Art. Ruff is the co-founder and co-director of REACTIK, an International Erasmus+ Jean-Monnet Network, researching EU Cultural Diplomacy and Policy. Ruff holds a B.A. and M.A. in Art History from Hunter College, New York. She served on the International Council of the renowned television series Art21 and on the judging panel of the Landau Prize. She currently sits in the Israeli Lottery Committee for the Arts, the International Exposure dance festival, and DocAviv film festival.



Dr Pietro de Matteis

Pietro is the advisor on Public Diplomacy at the European External Action Service, the EU diplomatic corps, where he supports the development of new approaches to build trust and mutual understanding between the EU and citizens worldwide. In this capacity he currently also serves as the Deputy Commissioner General for the EU at EXPO2020 Dubai. He is also an elected city councillor in Brussels (Saint Gilles) to connect the European project with local citizens and for many years he has supported citizens' activism at European level through various organisations (e.g. JEF, GFE). He is the initiator of PowerCrowd.org (a start-up connecting local change-makers for global impact), #EUsolidarity Now (a 80.000 people-strong Facebook Group for European solidarity), Stand Up for Europe (formerly of the European Federalist Party) and he is a founding member of Alliance4Europe. Pietro holds a PhD in international studies from the University of Cambridge where he researched in the field of Energy and Climate Change Diplomacy. An economist by training, he graduated from the University of Milan-Bicocca (summa cum laude) after an Erasmus year at University of Paris I Pantheon-Sorbonne and then obtained a Masters-level degree from the European College of Parma. He has been a visiting scholar at Columbia University (NY) and at Renmin University 人民大学 (Beijing).



Dr Magdalena Góra

Magdalena Góra is Associate Professor of political science and European studies at the Institute of European Studies of the Jagiellonian University. Her research deals with the legitimacy and contestation in external relations of the European Union, EU actorness in international relations especially in EU's close neighborhood as well as on democracy challenges in the European Union. She has published several journal articles (Cambridge Review of International Relations, East European Politics & Societies, European Security, Religion, State & Society), book chapters and co-edited volumes.



Dr Marcin Zubek

Marcin Zubek holds a Ph.D. in political science and an Assistant Professor at the Institute of European Studies, Jagiellonian University (JU), where he also obtained his MA in European Studies. His academic interests revolve around peacebuilding processes in the post-conflict environment as well as parliamentary control of foreign and security policy.

He has been a researcher and coordinator in a number of national and international research and educational projects, including the Jean Monnet Monnet Networks, Modules as well as Horizon 2020.



Dr Suvo Bandopadhyaya

Dr Suvojit Bandopadhyaya is an Assistant Professor and Program Coordinator at the Department of Journalism and Mass Communication at SRM Institute of Science and Technology situated in Chennai, India. He also spear heads the SRM Centre of Journalism which focuses on web journalism and Indian online media scenario. Suvojit completed his PhD from Canterbury University, New Zealand, in 2020. His research focuses on terrorists' use of social media for propaganda and radicalisation, use of social media platforms in accelerating different forms of terrorism.



Prof Sharon Pardo

Prof. Sharon Pardo (Ph.D., Ghent University, Faculty of Political and Social Studies) is a full professor and a Jean Monnet Chair ad personam in European Studies in the Department of Politics and Government at Ben-Gurion University of the Negev (BGU). Pardo is the Chairperson of The Simone Veil Research Centre for Contemporary European Studies – The National Jean Monnet Centre of Excellence at BGU. He is the co-editor of Europe and the World book series by Lexington Books. Prof. Pardo served as the Chairperson of the Department of Politics and Government at BGU between the years 2016-2018, and is currently serving as the President of The Israeli Association of International Studies (IAIS), as a Senior Adjunct Fellow at the National Centre for Research on Europe (NCRE), University of Canterbury, New Zealand, a Member of the Academic Council of the European Association of Israel Studies (EAIS), a Member of the Board of the Israel Council on Foreign Relations (ICFR), and a Member of the Israel Bar Association. His research interests focus on the legal and political dimensions of European Union foreign and security policy. Prof. Pardo also has a significant interest in the development of the Euro-Mediterranean region, in Israeli-European Union relations and in the Israeli-Canadian relationship. He has published widely on these issues. Prof. Pardo teaches courses on the European integration process, diplomacy and public international law.



Assoc Prof Sheetal Sharma

Dr Sheetal Sharma is an associate professor at the Centre for European Studies, School of International Studies, Jawaharlal Nehru University, New Delhi. Her research interests include social and cultural issues in contemporary Europe and India and their historical roots, Multiculturalism, Methodology of Social Sciences, Gender and empowerment of women. She has received JNU Research Excellence Award for outstanding contribution and excellence in the field of Social Sciences and Humanities in the Young Scholars Category for the year 2018-19. She has been awarded financial grants for a number of projects funded under the framework of the Erasmus Program of the European Union and has been part of a number of international projects as a project investigator from India. Dr Sharma is also selected for the prestigious European Union Visitors Program, 2020. She is also the Course Coordinator for MOOCs Courses titled Sociology-I, and Sociology-III, and Subject Matter Expert on the subject of Sociology and political science for NCERT (National Council of Educational Research and Training), offered through the SWAYAM platform of the Ministry of Education, Government of India. She has completed Video Lecture Series in Sociology for CIET, NCERT's project NROER (National Repository for Educational Resources and Training). She writes regularly on socially relevant issues in India and Europe for journals and magazines of national and international repute and has been invited as a discussant on a number of programs on radio and TV.



Dr Preeti Das

Dr Preeti D Das has her masters from Simferopol State University, Crimea, Russia and pursued her Doctorate from Jawaharlal Nehru University, New Delhi. She was awarded the fellowship by ISCUS (Indo-Soviet Cultural Centre) to study in the erstwhile USSR. Her primary training is in Russian Culture, Literature, and folklore. She has many articles related to religious studies and culture to her credit and books on Russian language, Society, culture and politics. Her expertise includes Russian language, literature, culture, religious, and Eurasian studies. She has worked on the University Grant Commission project e-pathshala and IGNOU projects under the Ministry of Education, India. She has been awarded EU Erasmus+ Project under 2020 on Strengthening and Promoting EU Studies Across India as Principal Investigator from Jawaharlal Nehru University and is co-partner in many other international projects funded by National and

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Dr Olli Hellman

Olli Hellmann is Senior Lecturer in Political Science and International Relations at the University of Waikato. Prior to his current appointment, he held roles at the University of Sussex (2013-2019) and Durham University (2010-2013). Olli specialises in collective memory and visual political communication. His research has been published in leading peer-reviewed journals, such as Democratization, Third World Quarterly, and Visual Communication. Olli convenes the Political Communication network of the New Zealand Political Studies Association.



Dr Valerie A. Cooper

Valerie A. Cooper is a lecturer in media and communications at Victoria University of Wellington | Te Herenga Waka in New Zealand. Her research focuses on global power dynamics and international relations through communication, especially in the areas of public diplomacy, communication for development and transnational education of communication and media. She holds a PhD in Communication from Hong Kong Baptist University, where her thesis analysed public diplomacy media outlets broadcasting in the Global South. She has previously been a lecturer in Moçambique, Hong Kong and China. She is a member of the editorial board for the recently re-launched Media Peripheries, a journal centered on media and communication at the margins.



Assoc Prof Alistair Swale

Dr Alistair Swale is an Associate Professor in Japanese at the University of Canterbury, New Zealand. He has written on the career and thought of Mori Arinori, one of Japan's first diplomatic representatives to the United States following the Meiji Restoration of 1868. His work has also covered the Restoration more broadly in *The Meiji Restoration: Monarchism, Mass Communication and Conservative Revolution* (Palgrave Macmillan, 2009). More recently he has been engaged in collaborative research at the International Research Center for Japanese Studies in Kyoto where he is completing a project examining responses in popular culture to the government's drive toward "Civilization and Enlightenment" in the early Meiji period.





Daniela Grimberg

Daniela Grimberg is a PhD candidate in the Department of Media and Communication at the University of Canterbury, New Zealand.

She graduated in Journalism at the Pontifical Catholic University of Rio Grande do Sul, in Brazil, and has a master's degree in Communication Sciences, granted by the same university. Her research topics include disinformation, journalistic practices, and press freedom.



Dr Victoria Escaip

Victoria Escaip, currently Spanish Programme Coordinator at the University of Canterbury in Christchurch, NZ, came to New Zealand 26 years ago. Having completed a BSc in Psychology back in Mexico, her native country, Victoria completed an MSc, and then a PhD in Psychology at the University of Canterbury. Since her arrival, Victoria has been practicing cultural diplomacy by sharing her love for her culture through teaching Spanish language and Hispanic history and culture, and by performing Mexican folkloric dances at cultural events in New Zealand. Victoria always highlights the effectiveness of music as a powerful tool in language teaching and cultural diplomacy, and her most recent project resulted in the creation of an original song with Spanish and Te Reo lyrics, "Bailan (Kotahitanga)", which celebrates cultural diversity and togetherness in Aotearoa, New Zealand.



Dr Antonio Viselli

Dr Antonio Viselli is a Senior Lecturer and Head of French, as well as Head of Applied Translation and Interpreting (University of Canterbury), whose research in Comparative Literature focuses primarily on intermediality (musico-literary texts) and translingual writing. Beyond articles on European and Francophone literature and film, theory and philosophy, he is co-author of *Iconoclasm: the Breaking and Making of Images* (McGill-Queens UP, 2020). He is currently PI on a French Embassy Pacific Funds project entitled "From Humanitarian to Ecological Crises: (De)Constructing Minorities and Freedoms".



Dmitry Romanenko

Dmitry is currently a PhD student at the UC Media & Communications / Global, Cultural and Language Studies Departments.

His research is focused on how perceptions of a dramatic event (war) are shaped by people's socio-cultural backgrounds, experiences, and media-sources.



Dr Serena Kelly

Dr Serena Kelly is co-deputy director of the National Centre for Research on Europe, and lecturer in European and European Union Studies at the University of Canterbury. Serena has been a project leader of, and contributor to, a number of EU perceptions research projects, including on perceptions of the EU in the Asia-Pacific. These projects examine Elite, Media and public opinion perceptions of the EU. Her current research examines the impact of BREXIT on New Zealand and the proposed EU-NZ Free Trade Agreement. Her research interests include: European diplomacy, international political communication and Europe's relations, presence, impact in and, with the Asia Pacific.



Alexander Malkov, PhD Candidate

Alexander Malkov is a PhD student at the National Centre for Research on Europe, University of Canterbury. Back in 2005, Alexander was awarded the qualification of Physical Training Teacher. He graduated Cum Laude from Tallinn University of Technology in 2015, obtained MA degree in International Relations and European-Asian Studies. His current research analyses the impact of Russia's relations with the V4 counties on EU cohesion and EU integration. His research interests include: international relations theory, EU-Russia and in particular Russia-CEEC relations, foreign policy decision-making, cooperation between Europe and Asia.



Prof Christopher Pokarier

Christopher Pokarier is Professor in the School of International Liberal Studies, Waseda University, teaching creative industries, communication design, and comparative enterprise. He has undergraduate and masters degrees, in journalism and government, from the University of Queensland, and completed his Ph.D, on foreign investment policy, at the Australian National University. Before joining Waseda in 2004 he was senior lecturer in international business at Queensland University of Technology, Brisbane, Australia. His current research interests encompass the creative industries in place branding, higher education marketisation, and the future of the university campus.



Prof Colleen Mills

Prof Mills' research interests focus on the management of organisational processes that create uncertainty and change (e.g., transitioning to contemporary workplace designs, organisational restructuring, CEO succession, business startup, responding to natural disasters). Colleen and her co-researchers are particularly interested in how people communicate and make sense of their interaction at critical interfaces, both within and between organisations (e.g., between energy retailers and consumers, line managers and frontline workers). Recently completed studies have explored (1) the utility of mundane management tools when implementing a global strategic change, (2) the impact of narrativity on the success of strategic change, (3) communicating during a disaster - the Canterbury earthquakes, (4) business startup in the New Zealand designer fashion industry.