

DOI: <https://doi.org/10.34069/AI/2024.84.12.12>

How to Cite:

Zlotnyk, O., Borysova, S., Lytvynov, V., Lytvynov, O., & Poluboiaryna, I. (2024). Musical art as a facilitator of cultural diplomacy and international relations. *Amazonia Investiga*, 13(84), 197-205. <https://doi.org/10.34069/AI/2024.84.12.12>





Musical art as a facilitator of cultural diplomacy and international relations

Музичне мистецтво як фасилітатор культурної дипломатії та міжнародних відносин

Received: November 1, 2024

Accepted: December 29, 2024

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
Abstract


The article is devoted to the study of the impact of cultural diplomacy on international relations and the role of musical art in building diplomatic ties between countries. The topic's relevance is due to the growing interest in cultural diplomacy to reduce tensions and strengthen international cooperation. The article utilises comparison, synthesis, generalisation, and induction methods to analyse specific cases of musical events that have influenced the formation of positive relations between states. Using the comparison method, the article analyses various international initiatives in music diplomacy, including examples of interactions between the United States and Iran, North and South Korea, Israel, and Palestine. As a result of the study, the article identifies critical aspects of music diplomacy. The main trends and prospects of using music for cultural exchange and peacekeeping initiatives are outlined. The article examines how musical events


Анотація

Стаття присвячена дослідженню впливу культурної дипломатії на міжнародні відносини та ролі музичного мистецтва у розбудові дипломатичних зв'язків між країнами. Актуальність теми зумовлена зростаючим інтересом до культурної дипломатії як засобу зменшення напруженості та зміцнення міжнародного співробітництва. У статті використано методи порівняння, синтезу, узагальнення та індукції для аналізу конкретних випадків музичних подій, які вплинули на формування позитивних відносин між державами. За допомогою методу порівняння проаналізовано різні міжнародні ініціативи у сфері музичної дипломатії, зокрема приклади взаємодії між США та Іраном, Північною та Південною Кореєю, Ізраїлем та Палестиною. У результаті дослідження визначено критичні аспекти музичної дипломатії. Окреслено основні тенденції та перспективи

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strengthen cultural and diplomatic ties, ensuring integration and interaction at the level of the state and society. Particular attention is paid to the prospects for further use of music to resolve contemporary conflicts and potential directions for the development of cultural diplomacy on a global scale. Further research could explore new approaches to music diplomacy, developing innovative cooperation models to increase the effectiveness of international cultural initiatives.

Keywords: diplomacy, international relations, cultural interaction, musical art, national interests.

використання музики для культурного обміну та миротворчих ініціатив. Розглянуто, як музичні події зміцнюють культурні та дипломатичні зв'язки, забезпечуючи інтеграцію та взаємодію на рівні держави і суспільства. Особливу увагу приділено перспективам подальшого використання музики для вирішення сучасних конфліктів та потенційним напрямкам розвитку культурної дипломатії у глобальному масштабі. Подальші дослідження можуть бути спрямовані на вивчення нових підходів до музичної дипломатії, розробку інноваційних моделей співпраці для підвищення ефективності міжнародних культурних ініціатив.

Ключові слова: дипломатія, міжнародні відносини, культурна взаємодія, музичне мистецтво, національні інтереси.

Introduction

Music has long been recognized as a universal language capable of transcending linguistic and cultural barriers, making it a cornerstone of cultural diplomacy. As a potent tool of soft power, music fosters connections between nations by evoking shared emotional experiences, communicating symbolic meanings, and reflecting collective values. In a world marked by geopolitical tensions and socio-political complexities, music has emerged as a non-invasive yet profoundly effective means of promoting intercultural understanding and peace.

Cultural diplomacy, which encompasses the use of cultural assets like music and dance, serves as a bridge between nations, facilitating dialogue and collaboration. Its universal appeal lies in its ability to integrate diverse cultural perspectives while dissolving controversies often fueled by political and nationalistic agendas. From historical instances like the Cold War-era jazz diplomacy of the United States to contemporary events such as Eurovision, music has played a pivotal role in shaping perceptions and fostering goodwill across borders.

In artistic diplomacy, music serves not only as a means of cultural preservation but also as a strategic tool for nation branding. Festivals, concerts, and orchestral performances act as cultural showcases, highlighting a nation's heritage while fostering international connections. For instance, the Vienna Philharmonic's annual New Year's Concert garners worldwide audiences, symbolizing harmony and cultural excellence. Similarly, large-scale festivals like Glastonbury or the Montreux Jazz Festival attract global participants, offering platforms for cultural exchange and dialogue. These events promote mutual appreciation and understanding, enhancing the potential for cooperative international relations.

Cultural initiatives leveraging music have also demonstrated their efficacy in conflict resolution and post-conflict rebuilding. Programmes such as Daniel Barenboim's West-Eastern Divan Orchestra, which brings together musicians from Israel, Palestine, and other Middle Eastern countries, exemplify how music fosters dialogue, calms tensions, and lays the groundwork for long-term cooperation. These initiatives highlight music's role as a peacebuilding mechanism, capable of transforming adversarial relationships into collaborative opportunities.

The economic implications of music-based cultural diplomacy are equally significant. International music events generate employment opportunities for artists, encourage cultural investment, and boost tourism by attracting foreign audiences. For example, large-scale festivals like Tomorrowland in Belgium not only serve as cultural gatherings but also significantly contribute to local economies.

Technological advancements have further amplified the role of music in cultural diplomacy. Digital platforms now enable virtual concerts and global music festivals, extending the reach of cultural initiatives to remote regions. Initiatives like Global Citizen's virtual concert series illustrate how technology bridges physical divides, making cultural diplomacy more inclusive and accessible in an interconnected world.

This research aims to explore the role of music as a facilitator of cultural diplomacy and international relations. By analyzing historical and contemporary examples, it seeks to elucidate how music serves as a medium for intercultural dialogue, peacebuilding, and nation branding. Additionally, the study will examine the economic and technological dimensions of music's influence, providing a comprehensive understanding of its impact in the modern global context.

Literature Review

Music as a Catalyst for National Identity and Cultural Exchange

Modern scientific studies demonstrate that music plays a decisive role in shaping national identity, fostering international solidarity, and promoting shared values. Dunkel & Schiller (2022) highlighted the influence of popular music on national identity formation, emphasizing its integration into political processes essential for understanding cultural diplomacy. Similarly, Davies (2023) explored the temporal aspects of music within the international political economy, demonstrating its role in fostering empathy and facilitating rapprochement among states. Bannerman (2023) examined the "Music for Uniting the Americas" programme, illustrating its significance in promoting cultural convergence within the Western Hemisphere. Kiel's (2020) analysis of musical rivalry during the 2019 Eurovision Song Contest underscored how cultural diplomacy can strengthen international ties. Additionally, Pasler (2021) shed light on African diplomacy at the Dakar Music Festival, illustrating music's role as a medium for cultural dialogue. Prima et al. (2024) emphasized the significance of information influence in fostering social competencies, which aligns with the role of music in promoting intercultural dialogue. Similarly, Tkach et al. (2024) highlighted the importance of innovative approaches in management, reflecting how adaptive strategies in music diplomacy enhance international cooperation.

Music's importance in diplomatic initiatives has been widely noted (Idowu & Ogunnubi, 2021; Kelly, 2019; Ma'arif et al., 2022; Panasiuk et al., 2022). Liu (2021) detailed the Philadelphia Orchestra's visit to China, a landmark cultural exchange, while Kumalaningrum (2021) analyzed Korean music's influence in fostering diplomatic relations with Indonesia through the "Hallyu" phenomenon. Herrera (2021) emphasized Latin America's contributions to shaping transnational musical identities, and Karamy & Baynus (2020) identified the West-East Diwan Orchestra as a harmonious symbol in the Middle East. Fillion (2023) explored Canada's strategic cultural influence through participation in international music festivals, while Jamnongsarn (2017) highlighted the cross-cultural musical exchanges between Indonesia and Thailand, showcasing music's integration into soft power strategies.

Music as a Tool for Reconciliation and Peacebuilding

A growing body of literature addresses music's transformative role in resolving conflicts and fostering peaceful coexistence. Zhu (2023) analyzed educational initiatives centered around music within the framework of the "Chinese Dream," demonstrating its dual cultural and diplomatic roles. Criss (2019) emphasized music's function as a channel for exchanging ideas and asserting global values, while Novitasafitri and Hartati (2022) examined the cultural-ethical influence of American pop music in Indonesia, illustrating its role in cross-cultural integration. Everist (2021) highlighted the Paris Opera's contributions to French diplomacy, and Ogunnubi & Idowu (2022) explored the religious dimensions of music, underscoring its ability to amplify cultural influence through spiritual practices.

Musical diplomacy has been instrumental in conflict resolution and peacebuilding, fostering dialogue between opposing parties. For example, the West-Eastern Divan Orchestra, as analyzed by Karamy & Baynus (2020), brings together musicians from conflicted regions, promoting communication and mutual understanding. Such initiatives demonstrate how music can transcend political divides, enabling cooperation and peaceful coexistence. These studies affirm music's profound potential as a diplomatic tool for resolving disputes and building bridges between societies.

Methodology

The research procedure included several stages aimed at a comprehensive study of the impact of music on international diplomatic relations. The first step was to define the essence of music diplomacy as a tool of cultural influence that can help strengthen international relations. The next step was analysing the music market, which included statistics on global music industry revenues to assess the economic potential of

music initiatives in cultural diplomacy. The final part of the procedure involved researching real-life cases of international music events that contributed to reducing political tensions and improving relations between countries, including the data in the table to better understand the different contexts of music diplomacy.

The methodological approach employed methods that complemented each other and comprehensively analysed the topic. The comparison method allowed us to compare different cases of music diplomacy to identify similarities and differences between music initiatives in different countries, such as the United States, Iran, Israel, and Palestine. The synthesis method combined data on music's economic and cultural impact. This allowed us to summarise the results and outline the role of music initiatives in international relations.

An inductive approach helped to highlight key trends in the field of musical diplomacy. At the same time, a generalisation method contributed to the development of frameworks and recommendations for the further development of cultural exchange. By academic standards, the study applied a systemic analytical approach that critically analysed cultural, economic and political factors. The applied methodological approach made it possible to comprehensively highlight how musical events can shape international relations due to their influence on social and political processes. The author's approach revealed the possibilities of using musical measures to resolve modern conflicts, opening new perspectives for the study of the role of music as a diplomatic tool.

Justification of Selected Methods

The methods of comparison, synthesis, generalization, and induction were chosen to provide a multidimensional approach to understanding the role of music in international diplomatic relations. The comparison method was instrumental in evaluating diverse cases of music diplomacy across different geopolitical contexts, such as the United States, Iran, Israel, and Palestine. This method ensured the identification of both shared patterns and unique characteristics of musical initiatives globally, providing valuable insights into their effectiveness. The synthesis method was employed to merge quantitative and qualitative data, allowing for a holistic understanding of music's cultural and economic impact. By integrating these perspectives, the study highlighted how music diplomacy serves as a bridge between diverse social and political landscapes.

The inductive approach was pivotal in identifying trends and patterns within music diplomacy, enabling the extraction of general principles from specific instances. For example, the study uncovered common themes, such as fostering mutual understanding and reducing political tensions through musical events. Finally, the generalization method facilitated the development of broader frameworks and actionable recommendations, making the findings applicable to future cultural diplomacy initiatives.

Ethical Considerations

This study adhered to strict ethical standards, especially in the analysis of potentially sensitive data. The research focused on publicly available information, such as statistics, documented events, and case studies, ensuring transparency and accessibility. Care was taken to avoid misrepresentation or exploitation of cultural contexts, particularly when discussing sensitive geopolitical situations involving countries with ongoing conflicts.

Special attention was given to ensuring cultural sensitivity, respecting the values and traditions represented in the musical initiatives analysed. Ethical practices extended to maintaining objectivity and avoiding bias in interpreting the data, particularly when discussing political tensions and their resolution through cultural diplomacy. These ethical considerations were crucial in ensuring the integrity of the study and its applicability to real-world scenarios.

Results

The findings of this study align closely with the existing body of literature, affirming music's transformative role in cultural diplomacy as a bridge between nations and cultures. Building on Dunkel & Schiller's exploration of music's influence on national identity and Davies' insights into its empathetic potential, the results underscore the practical and symbolic significance of musical initiatives in fostering mutual

understanding and resolving political tensions. By highlighting case studies where music diplomacy reduced conflicts and strengthened international bonds, this research deepens theoretical frameworks, showcasing music as a dynamic agent in both cultural integration and global political strategy. These implications not only validate prior academic perspectives but also provide actionable insights for leveraging music in modern cultural diplomacy to address contemporary geopolitical challenges.

Over the centuries, the art of music has had a considerable influence on the negotiation processes in various empires and states. Numerous examples highlight the vital role of music as a means of communication that unites civilisations and promotes positive international relations. As shown in Figure 1, there are three areas of music in diplomacy.

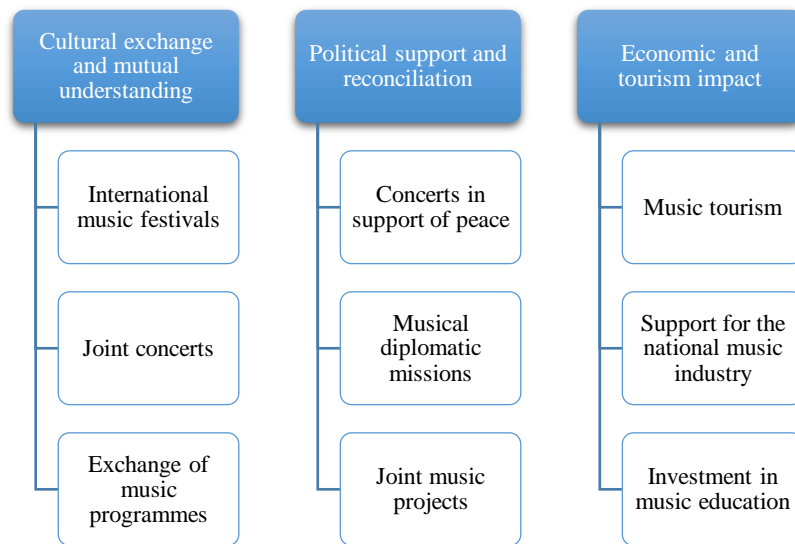


Figure 1. The role of music in strengthening international diplomatic relations.

Source: developed by the authors

Cultural exchange and mutual understanding are actively promoted through international music festivals such as Glastonbury in the UK, which has brought together musicians from different countries every year since 1970 (Lytvynov, 2014). Joint concerts, such as the 2018 South and North Korean concert at the Pyeongchang Winter Olympics, have become a symbol of peace and understanding between the two countries. Political support and reconciliation are realised through musical diplomatic missions, as in 1956, US jazz musicians, including Louis Armstrong, took part in international tours as part of the Jazz Diplomacy programme to strengthen relations with European and Asian countries. Music's economic and tourism impact is evident in the case of music tourism in Vienna, Austria, where annual classical music concerts attract tourists worldwide and support the local economy.

One example of this strategy is international music festivals, which are held to strengthen friendly relations and mutual understanding between nations. These events provide cultural exchange and help reduce tensions in relations, which is especially important for countries with different political interests.

The music market is showing a steady development, as it underlines the growing importance of music in the world. According to Statisticians 2024, global music industry revenue increased from \$13.7 billion in 2010 to \$28.6 billion in 2023, indicating a significant increase in the popularity of music. After a stable period in 2010-2014, when the market remained at 13-14 billion, the industry began to proliferate in 2016. This growth is driven by the development of digital platforms that have facilitated access to music and contributed to its global popularisation. The steady growth in music revenues reflects the growing interest in music as a tool for cultural diplomacy, as music becomes more accessible to a broader audience and provides a platform for interaction between countries (Figure 2).

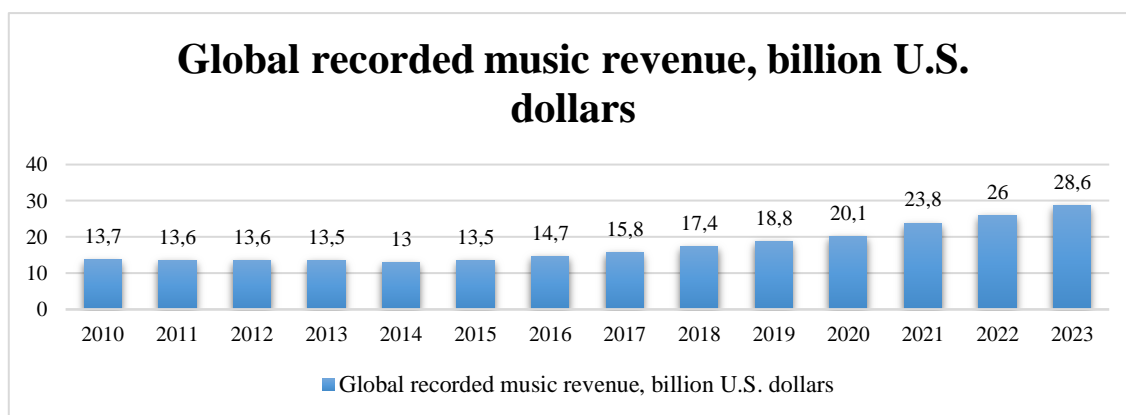


Figure 2. Global recorded music revenue from 1999 to 2023 (in billion US dollars)

Source: Statista (2024)

Studies of traditional music from Africa and Asia at leading European universities provide a deeper understanding of these regions' historical and socio-cultural contexts. Scientific symposiums and conferences dedicated to the intercultural analysis of musical forms contribute to the development of music diplomacy. International music therapy seminars help expand the application of scientific knowledge in practical areas. Scientific and cultural exchange in music is becoming a research and practical tool that enriches cultural experience and opens new horizons for interdisciplinary cooperation.

Music has proven to be an effective tool for resolving military conflicts and reducing tensions in different parts of the world. During the Cold War, joint musical projects between the United States and the Soviet Union, such as jazz tours, promoted cultural rapprochement between peoples and highlighted the importance of dialogue. More recently, music has also been used for peacemaking initiatives in the Middle East: the West-Eastern Divan Orchestra, founded by conductor Daniel Barenboim, brought together musicians from Israel, Palestine and other Arab countries to promote dialogue between nations in conflict. Such initiatives demonstrate the power of music to create an atmosphere of understanding and cooperation, even in regions where traditional diplomatic efforts may not be practical.

Table 1.

International diplomatic events related to music

Country	Year/Date	Event	Content of the diplomatic meeting
South Korea and North Korea	2018/April 27	Spring is Coming concert in Pyongyang	A concert featuring South Korean musicians symbolises the rapprochement between the two Koreas and promotes cultural exchange.
Cuba and the United States	2019/October 15	Concert by the Minnesota Symphony Orchestra in Havana	The orchestra's performance is aimed at improving US-Cuban relations through cultural exchange.
Austria and Iran	2020/February 12	Music evening "Bridges of Friendship"	A joint concert by the Vienna Philharmonic Orchestra and Iranian musicians to demonstrate cultural respect.
China and Germany	2017/9 July	German-Chinese music festival	A classical music concert in Berlin highlights the two countries' cultural partnership.
The United States and Iraq	2014/August 30	Concert of the orchestra "In Support of Peace"	An Iraqi youth orchestra performs in Washington, DC, supporting peace initiatives and cultural understanding.
Ukraine and Poland	2021/August 24	Concert "Ukrainian Independence" in Warsaw	A joint concert honouring the 30th anniversary of Ukraine's independence to support cultural dialogue.
Israel and France	2013/November 20	Music Without Borders Festival	A classical music concert in Paris to strengthen cultural ties between the Israeli and French communities.
The United States and Iran	2015/April 27	Jazz evening "Sounds of Peace"	American jazz musicians performed in Tehran for cultural exchange and tension reduction.
India and Japan	2022/March 23	Concert "Musical Dialogue" in Tokyo	A joint concert honouring the 70th anniversary of diplomatic relations aimed at strengthening cultural cooperation.

Source: developed by the authors

The musical diplomatic events presented in Table 1 have played a key role in strengthening cultural ties between states, promoting deeper mutual understanding and spreading respect. The 2018 Spring Has Come concert symbolised improved relations between South and North Korea and highlighted the unifying power of music. Likewise, the performance of the Minnesota Orchestra in Havana and the "Bridges of Friendship" concert between Austria and Iran demonstrate how artistic initiatives can bridge cultural and political divides, providing neutral platforms for cross-border dialogue and mutual respect.

The notebooks used in this project can be used as compelling evidence in presenting artistic encounters as an approach to diplomacy relations for countries such as Ukraine and Israel that have been at war with each other. Music used in conflict resolution strategies often depicted in the art of children can serve beyond the imagination of the present socio-political calamitous polemics. Specific initiatives, particularly those embracing music, will enhance the existing ties between the nations. The prospects for peace-building through music in today's divergent themes of development cooperation are very bright, if not the brightest, bar the current politics of the day. Seeking examples in the past, regional music projects involving local countries in Europe could play a more positive role than aggravating the conflicts. In this line, musical-based exchanges will likely promote peace-building efforts within conflict-zoned territories.

Discussion

The study we present here shows that cultural events such as concerts or festivals play a crucial role in bridging the gap within the G7 countries and in their external relations, to the extent that even Choudhary (2022) and Marc (2020) agree. Choudhary (2022) studies music's utility in safeguarding one's ethnic culture in the twentieth century.

Marc (2020) demonstrates the synergy between music and national interests by discussing how French music is diffused as a means of cultural diplomacy to support one's nation's image abroad. Mishra (2022), while emphasising the political dynamics of music diplomacy, evaluates the usefulness of music in the reconciliation process between India and Pakistan, which have always been at war.

Tallis (2022) studies the reception of the musical group Kraftwerk about the German nation's image, particularly after World War II, and explains how music can restore a country's pride again. They have searched for existing theories that would allow looking at music.

De Oliveira et al. (2021) argue that it can be implemented in education and add that it is useful in overcoming cultural attitudes. Quevedo-Redondo et al. (2023) note the importance of access to digital services such as Spotify and other music platforms in pursuing music diplomacy.

O'Keeffe (2024) shows the importance of military music in France to sustain the national spirit and unity, particularly in war times. Rijo Lopes da Cunha (2024), regarding the transfer of musical practices from the Arab Levant to the Gulf region, suggests that music is a regional uniter and helps communication in the sense that its practice is intercultural, thus supporting our claims regarding the purpose of cultural exchange which is global solidarity. Paczkowski (2020) focuses on the various facets of 'music diplomacy' since the 18th century when music became essential in aristocracy communication to reaffirm influence.

Conclusions

Music is one art that can be used in cultural diplomacy and stands above all because of her ability to reach out and captivate emotional spaces. Studies on how nations have tried to resolve issues through music events show how, in some cases, music promotes peace even where there is apprehension and conflict. Opportunities for interacting through musical performances such as joint concerts, international music festivals, and other cultural activities help in projecting a good image and creating respect for different peoples' cultures. Music as a diplomatic communication medium allows countries to lobby tendencies, defend borders and cultures and promote regional goodwill on a broader scale.

This study provides a novel contribution to the field of cultural diplomacy by emphasizing the multifaceted role of music as a bridge between cultures and a tool for fostering peaceful international relations. By integrating insights from global case studies, it underscores how musical initiatives transcend political boundaries, promoting empathy, cultural exchange, and long-term cooperation. The research highlights the

amplified impact of digital technologies in enhancing music's reach, presenting innovative pathways for leveraging music as a transformative diplomatic instrument in contemporary global politics.

These developments help the countries retain their music and share that music with the world, thus promoting cultural diversity. In these instances, music begins to be viewed as a powerful weapon in global politics, assisting in maintaining world peace and preserving common civilisation. The positive aspects of musical performances in foreign policy are necessary for mitigating tensions between states with different, often contradictory goals and achieving long-term cooperation. Music diplomacy can be further researched regarding its political aspects and the effectiveness of such approaches in conflicts. Understanding music as quite an integral component of cultural diplomacy, it is easy to agree that this will promote international relations, create and develop a shared cultural sphere and ensure practical international cooperation in the future.

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