

The future of cultural diplomacy research

Dr Natalia Grincheva

Senior Lecturer, LASALLE College of the Arts
Senior Research Fellow, The University of Melbourne



Aims and objectives



- ✓ Exploring the development of cultural diplomacy
- ✓ Tracking research development from its inception
- ✓ Identifying future research trajectories

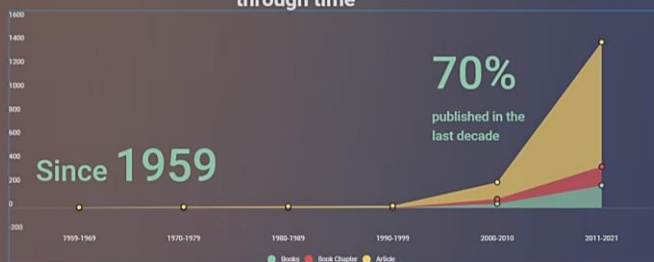
Methods



- Mapping
- Chronology building
- Content analysis
- Thematic analysis

1663 articles on
cultural diplomacy
from Scopus

Cultural diplomacy scholarship through time



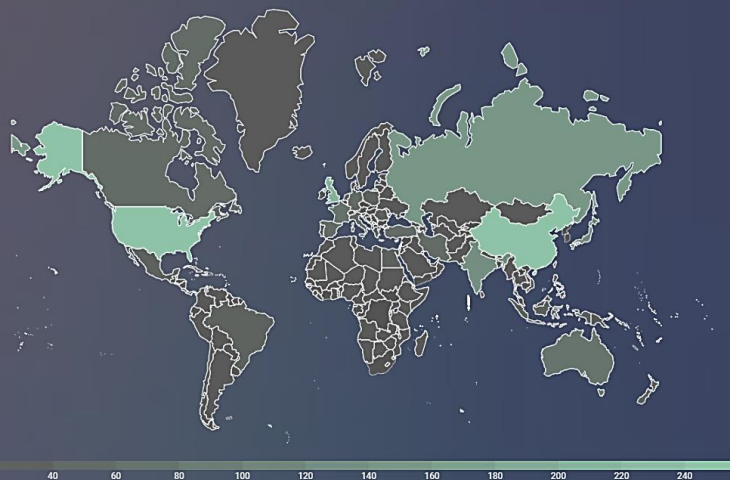
Where is the research produced?

Revealing academic colonialism?



USA & UK vs
China & Russia

From Cold War legacies to the complexities
of the current geopolitical climate



Future research trajectories:

1 Geography

From macro to micro diplomacies

TO EXPLORE:

- Diaspora diplomacy
- Indigenous communities/
first nations diplomacy
- Marginalized cultural
groups and communities
diplomacy



Diversifying cultural diplomacy research

Putting developing countries on the research map

Challenging the status quo of nation states

2 Research focus

From bilateral diplomacies to human-centered

TO EXPLORE:

- Climate change
diplomacy
- Disability diplomacy
- Feminism & LGBT
- Health and well-being
- Covid-19 diplomacy



Moving away from parochial diplomacy to
planetary thinking

Investigating the impact of global agenda

Addressing concerns of communities in need

3 Understanding mechanics

From human-to-human relationships to
Metaverse, AI and Big Data diplomacies

TO EXPLORE:

- Impacts of digitalization,
datafication and
platformization
- Hybrid and mixed realities
immersive environments
- New non-human actors



Understanding how cultural diplomacy operates in
virtual environment

Investigating the effects of Industry 4.0 on
the practices of diplomacy

Exploring risks existing in the post-truth informational
environments