

Секция «Англоговорящий мир и Восток: лингвокультурный аспект»

## US Cultural Diplomacy in the Middle East

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### «US Cultural Diplomacy in the Middle East»

#### **US Cultural Diplomacy in the Middle East: Spreading American Values or Adapting to Local Realities?**

The role of US cultural diplomacy in the Middle East presents a compelling exploration of soft power, influence, and mutual understanding. This presentation delves into the dual function of American cultural diplomacy: as a means of spreading American values and as an adaptive strategy to build trust in a complex geopolitical region. It examines key initiatives, their effectiveness, and the broader implications for international relations.

In exploring the balance between cultural influence and local adaptation, one must consider the historical and political contexts that have shaped US diplomatic efforts in the Middle East. Programs such as Fulbright scholarships, American cultural centers, and media platforms like Voice of America serve as instruments for engagement, fostering both admiration and skepticism in local communities.

Furthermore, the impact of Hollywood, American music, and sports diplomacy highlights the negotiation between attraction and resistance. While some Middle Eastern societies embrace elements of US culture, others perceive them as a form of cultural hegemony. This interplay creates a dynamic where cultural diplomacy is both a bridge for understanding and a source of tension.

The digital age has further transformed the landscape of US cultural diplomacy. Social media campaigns, online educational programs, and influencer collaborations serve as modern tools of engagement. However, they also face challenges such as misinformation, cultural misinterpretation, and regional conflicts that complicate diplomatic efforts.

This presentation ultimately aims to illuminate how US cultural diplomacy operates within the Middle East and whether it successfully fosters genuine cross-cultural exchange. By examining key initiatives, public perceptions, and diplomatic strategies, we can better understand the complexities of soft power in an era of globalized communication and shifting international dynamics.

In conclusion, US cultural diplomacy in the Middle East is not simply about promoting American ideals; it is a nuanced process that requires constant adaptation and sensitivity to local cultures. It demonstrates the intricate balance between influence and respect, shaping international relationships through cultural narratives, educational exchange, and public diplomacy efforts.

### **Источники и литература**

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- 5) Zaharna, R.S. Battles to Bridges: US Strategic Communication and Public Diplomacy after 9/11