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THE ROLE OF ART AND CULTURE IN GEOPOLITICAL RIVALRIES

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***Abstract.** The article explores the importance of art and culture in shaping and influencing geopolitical rivalries, highlighting their role as instruments of soft power in international relations. The study highlights how countries strategically use their cultural assets to gain advantages and assert influence in global politics.*

***Key words:** art, culture, geopolitics, soft power, international relations.*

Problem Statement. The problem statement of this article addresses the need to understand the role of art and culture in contemporary geopolitical dynamics. It seeks to elucidate how nations utilize cultural elements as tools for influence and power projection in international relations. The study aims to analyze the impact of cultural diplomacy and artistic expressions on shaping perceptions and narratives in the global arena. It also explores the challenges and complexities associated with the use of cultural strategies in geopolitical competition. Ultimately, the research seeks to provide insights into the evolving nature of power dynamics in the context of cultural and artistic influence.

The Purpose. Examine the role of art and culture in contemporary geopolitical dynamics, focusing on how nations leverage cultural elements as instruments of influence and power projection in international relations. This study aims to analyze the impact of cultural diplomacy and artistic expressions in shaping global perceptions and narratives. Additionally, it seeks to explore the challenges and complexities associated with employing cultural strategies in geopolitical competition. By doing so, the research aspires

to provide valuable insights into the evolving nature of power dynamics through cultural and artistic influence.

The Analyses of Recent Researches. Several prominent scientists have contributed to the understanding of the role of art and culture in geopolitical rivalries, including Dr. James Cummins, Dr. Stephen Krashen, Dr. Vivian Cook, Dr. Merrill Swain, Dr. Rod Ellis, Dr. Diane Larsen-Freeman, and Dr. Ofelia García.

Article Objective: analysis of the role of art and culture in contemporary geopolitical rivalries.

The Main Material Statement. Cultural diplomacy as an institution emerged in the aftermath of World War II, when the world was in disarray, lacking unity. The establishment of this network of culture served as a new bridge between countries and regions that were previously divided. Initiated by the French Government, "The Directorate-General of Cultural Relations" was based in the Ministry of Foreign Affairs and received support from other government departments, notably the Ministry of Education, as well as non-governmental organizations [Bennett, 2020, p. 60]. This institution subsidized private sector operations and coordinated various activities through specially established committees, aiming to establish a centralized cultural sector functioning internationally and enhancing the country's global recognition and influence through a range of available "instruments".

International relations significantly impact global populations, shaping our contemporary world through social, economic, and political interactions between nations. These interactions are influenced by factors such as cultural differences, economic interests, geography, and political ideologies. International relations promote cooperation to address global issues like climate change, public health, poverty, and terrorism, while also regulating state behavior and shaping the global economic system. In today's interconnected world, they are crucial for promoting peace, preventing conflicts, and fostering dialogue. International organizations like the United Nations and the International Court of Justice play a critical role in maintaining peace and stability internationally.

Arts and culture serve as a significant pathway for fostering trust and understanding among nations. They play a crucial role in enhancing international relationships, including those related to trade and security. A nation's cultural reputation is closely tied to its soft power, influencing its ability to navigate diplomatic relationships effectively. Cultural diplomacy has been recognized as a means to strengthen international relationships and build trust with global partners, leaders, and populations. Australia could utilize targeted cultural activities and investments to regain influence and rebuild its international reputation. Recognizing the importance of arts and culture in both international and domestic tourism is essential for effectively promoting and sustaining tourism activity. Understanding the distinctiveness of a nation's cultural offerings is key to targeting investments and promotions effectively. Arts and culture can serve as powerful tools for enhancing a nation's image and influence on the global stage. By investing in and promoting its cultural heritage, a nation can bolster its soft power and strengthen its international relationships [Brown, 2020, p. 80].

Art can profoundly impact international politics by offering inspiration and perspective to relations between people from different nations and life experiences. It can also help to "re-enchant" the world as humanity confronts critical challenges such as threats to peace and security, violations of rights, and environmental degradation. One of

the most direct ways art contributes to international relations is through its instrumental use, where art is intentionally employed to achieve specific objectives like stirring patriotic sentiments or mobilizing action against perceived issues. Additionally, art holds extrinsic value in international relations, offering knowledge, ideas, inspirations, and sympathies of political relevance to those who engage with it. This value is distinct from instrumental art, as extrinsic art seeks to convey the artist's thoughts and emotions, irrespective of political intent. On the other hand, there is the intrinsic value of art, seen in artworks with universal appeal that communicate feelings and ideas universally perceivable. Such works enchant observers and can influence nations by presenting elevated visions that blend imagination, intuition, and objectivity.

Furthermore, the trade of art can offer economic advantages to developing nations. By emphasizing grassroots methods in art trade, these countries can utilize their artistic abilities and cultural resources to generate revenue and encourage sustainable development. This strategy supports local artists, craftsmen, and communities, enabling them to showcase their innovation and contribute to their nation's economic advancement. By acknowledging the importance of art in constructing strong international relations, we can promote a more comprehensive and interconnected world. Let us embrace the influence of art as a catalyst for discussion, cultural interaction, and economic empowerment. Together, we can establish a global society that values diversity, promotes understanding, and lays the groundwork for a better future.

Culture and identity play significant roles in shaping power dynamics in international relations, with dominant cultures often creating imbalances of power and privilege. Their impact is multifaceted, influencing interactions, priorities, and power dynamics between nations, contributing to national interests, and shaping foreign policy priorities. They also impact negotiations, cooperation, competition, and the development of international institutions and norms. Integrating interdisciplinary perspectives can offer a comprehensive understanding of their contribution to shaping international relations, identifying power dynamics and the role of dominant actors in shaping the global order. Cultural differences can lead to conflict or facilitate cooperation and understanding, while dominant cultures and identities can create imbalances, leaving marginalized cultures and identities struggling to assert their interests. Studying culture and identity in international relations can promote a more equitable and just global order, recognizing the diversity of perspectives and interests among nations. By analyzing cultural differences and identities, policies and practices can be developed to promote cooperation, respect, and understanding among nations. Culture encompasses shared beliefs, values, practices, customs, and artifacts that characterize a group or society, shaping individual and collective identity, behavior, and communication. It serves as an adaptive mechanism and social construct influencing power relations and social norms. Identity, on the other hand, is dynamic and multidimensional, defined by various characteristics, values, beliefs, and experiences that evolve over time and can be negotiated and contested. Understanding these concepts is crucial for promoting cross-cultural understanding, analyzing interactions between societies and nations, and promoting social inclusion and diversity [Bednarski, 2024, p. 25].

Culture and identity play a crucial role in international relations, serving as the foundation for interactions between states and societies and influencing policy formation and decision-making. They strengthen relations between countries, promote international

cooperation, and foster understanding and tolerance among different cultures and societies. Understanding other cultures is essential for overcoming obstacles and difficulties in intercultural interactions, enhancing cooperation in various fields such as economy, trade, culture, science, and technology. Overall, culture and identity are essential elements in shaping healthy international relations, enhancing understanding of different cultures and societies, and stimulating cooperation and understanding between countries. Understanding different cultures is crucial in international relations, as culture significantly shapes behavior and interactions. It includes various factors like language, religion, history, values, and beliefs, which influence how individuals and groups perceive the world and interact with others. Studying culture in international relations is challenging due to its complexity and dynamic nature, especially in cross-cultural contexts, leading to miscommunications and misunderstandings. Different cultures' ways of understanding and expressing themselves can lead to miscommunications and misunderstandings, and cultural differences can be used for political or economic domination, leading to cultural imperialism and the marginalization of minority cultures. Building bridges between cultures is vital for promoting understanding and cooperation in international relations. Cultural diplomacy, interfaith dialogue, and language learning are some ways to achieve this objective, but cultural differences can be challenging to overcome, and these approaches can be used for political or economic domination. [Dittmer J., Bos D., 2019, p. 39]

There are numerous conflicts worldwide where culture and identity play stimulating roles, impacting policies and decisions by states and individuals. These conflicts range from ethnic and religious minority disputes to regional and politically-driven conflicts, affecting international stability and hindering cooperation. The Israeli-Palestinian conflict exemplifies cultural and identity conflicts, where both sides rely on their distinct cultures, identities, and religions, particularly regarding land disputes. Similarly, conflicts like the genocide in Rwanda, the Kashmir conflict, and the Balkan wars are fueled by cultural and ethnic tensions, destabilizing regions and impeding international cooperation. The Arab-Israeli Conflict, for instance, is deeply influenced by cultural differences, particularly regarding land ownership and religious beliefs. The conflicting claims to the land, considered holy by both Jews and Arabs, have intensified the conflict. Religion also plays a significant role, contributing to a profound cultural divide that hinders effective dialogue and negotiation. In the Rwandan Genocide, ethnic and cultural tensions between the Tutsi and Hutu communities were exploited, leading to mass slaughter. The Hutu extremists used cultural and ethnic differences, fueled by hate propaganda, to justify the genocide, highlighting the destructive power of cultural disputes in conflicts. The Kashmir conflict between India and Pakistan, rooted in the partition of India in 1947, showcases the impact of cultural and religious differences. The region's majority Muslim population sees itself culturally and religiously aligned with Pakistan, leading to violent clashes with Indian security forces. International efforts to resolve these conflicts underscore the importance of addressing cultural and religious differences in international relations, emphasizing the need for understanding and respect among diverse cultures and societies [Csurgai, 2021, p. 36].

Cross-cultural communication involves various factors such as language, cultural understanding, and social expectations, leading to differences in interpreting vocabulary, phrases, and gestures across cultures, which can result in misunderstandings. Tensions and

misunderstandings may arise due to differences in beliefs, values, and social perceptions. Different cultural communication styles, including direct and low-context communication, present challenges in today's globalized world, requiring cultural competence for effective communication. Nonverbal communication, like eye contact and gestures, also varies across cultures and must be considered. Misunderstandings in cross-cultural communication can have negative effects on individuals and societies, leading to frustrations, misinterpretations, negative perceptions, and damaged relationships, as well as conflicts between nations or social groups. Economic losses, such as terminated business relationships or missed opportunities, can also occur. Developing cultural competence and promoting effective cross-cultural communication are crucial to prevent these negative consequences. Cultural diplomacy, a soft power strategy, enhances relations between nations through cultural exchanges and collaborations, aiming to break down cultural barriers, increase mutual understanding, and build trust. It uses cultural elements like art, music, film, literature, and language to promote mutual understanding, intercultural dialogue, respect, and tolerance. By showcasing a nation's cultural heritage and creating opportunities for learning about different cultures, cultural diplomacy strengthens relationships between nations and fosters international understanding and cooperation across various fields.

Emerging trends and technologies are reshaping cultural diplomacy and international relations, offering both opportunities and challenges. One major trend in cultural diplomacy and international relations is the growing importance of digital communication tools and social media platforms. These platforms facilitate direct and immediate interaction between people from different cultures, breaking down traditional barriers of time and space. Virtual reality (VR) and augmented reality (AR) technologies are also revolutionizing cultural experiences by offering immersive ways to explore and understand other cultures. Digital communication tools such as video conferencing, messaging apps, and social media platforms like Facebook, Twitter, and Instagram are being used by governments, organizations, and individuals to engage in cultural exchange and promote cross-cultural understanding [Clarke, 2020, p. 102]. These platforms enable people to share their culture, traditions, and perspectives with a global audience, fostering a sense of connection and community across borders. VR and AR technologies are taking cultural experiences to a new level by allowing users to virtually visit museums, historical sites, and cultural events from anywhere in the world. This immersive technology provides a more engaging and interactive way to learn about and experience different cultures, enhancing cross-cultural understanding and empathy. Furthermore, digital tools and platforms are enabling cultural diplomacy efforts to reach a wider audience than ever before. Online cultural exchanges, virtual exhibitions, and digital art projects are just a few examples of how technology is expanding the reach and impact of cultural diplomacy initiatives. However, the growing reliance on digital communication tools and platforms also raises concerns about privacy, security, and authenticity. There is a need for policies and guidelines to ensure that digital interactions are respectful, ethical, and inclusive.

Another significant trend in cultural diplomacy and international relations is the rise of cultural exchange programs and initiatives. These initiatives are designed to promote cross-cultural understanding and collaboration by facilitating interactions between people from different cultural backgrounds. In recent years, these programs have increasingly

leveraged technology to reach wider audiences and facilitate more meaningful interactions. [Grincheva, 2022, p. 10]

One example of this trend is the use of online platforms and social media to connect people from different cultures and facilitate cultural exchanges. These platforms allow individuals to share their culture, traditions, and perspectives with a global audience, fostering a sense of connection and understanding. Additionally, technology has enabled the development of virtual cultural exchange programs, which allow participants to engage in cultural activities and experiences from the comfort of their own homes. Another emerging trend in cultural diplomacy is the growing emphasis on sustainability and inclusivity. There is a recognition of the importance of promoting environmental awareness and supporting marginalized communities in cultural diplomacy efforts. Initiatives focused on sustainability aim to promote environmentally friendly practices in cultural exchanges and events, while efforts to promote inclusivity seek to ensure that cultural diplomacy is accessible to people from all backgrounds.

In the future, art and culture are likely to play an increasingly important role in geopolitics, shaping international relations in new and innovative ways. One potential trend is the use of art and cultural diplomacy as tools for soft power projection, with nations using their cultural assets to enhance their global influence and reputation. This could involve the promotion of national culture through cultural exchanges, exhibitions, and events, as well as the use of cultural diplomacy to build bridges between nations and promote understanding. Another potential trend is the use of art and culture as a means of addressing global challenges such as climate change, inequality, and conflict. [Mirrlees, 2023, p. 193] Artists and cultural organizations are already playing a role in raising awareness about these issues and promoting social change, and this trend is likely to continue in the future. Cultural diplomacy could also be used to promote sustainable development and environmental protection, with nations working together to address common challenges through cultural exchange and collaboration. Overall, the future role of art and culture in geopolitics is likely to be multifaceted, with nations and organizations using cultural diplomacy in new and creative ways to promote their interests and address global challenges. By recognizing the power of art and culture to transcend boundaries and unite people from different backgrounds, we can harness their potential to build a more peaceful, inclusive, and sustainable world.

Emerging trends and technologies are poised to significantly impact cultural diplomacy and international relations, presenting both challenges and opportunities for how nations engage with one another and promote mutual understanding. One major trend is the growing importance of digital communication tools and social media platforms, which allow for direct and immediate interaction between people from different cultures. These platforms enable cultural diplomacy efforts to reach wider audiences and facilitate more meaningful interactions, but they also bring challenges such as the spread of misinformation and the potential for digital divides. Virtual reality (VR) and augmented reality (AR) are also revolutionizing cultural experiences, offering immersive ways to explore and understand other cultures. [Goff, 2020, p. 32] These technologies have the potential to create virtual cultural exchanges and exhibitions, allowing people to experience different cultures without leaving their homes. However, they also raise questions about authenticity and the potential for cultural appropriation. Another trend is the rise of cultural exchange programs and initiatives that promote cross-cultural

understanding and collaboration. These programs often leverage technology to reach wider audiences and facilitate meaningful interactions. Additionally, there is a growing emphasis on sustainability and inclusivity in cultural diplomacy, with efforts to promote environmental awareness and support marginalized communities.

Conclusion. The evolving nature of art, culture, and geopolitics reflects the dynamic interplay between these three elements in shaping our world today. Art and culture have long been used as tools of diplomacy, with artists and cultural ambassadors playing key roles in fostering understanding and cooperation between nations. In recent years, there has been a growing recognition of the importance of cultural diplomacy in addressing global challenges and promoting peace and stability. Geopolitics, on the other hand, refers to the influence of geographical factors on political and economic relations between nations. The evolving nature of geopolitics is reflected in the changing dynamics of power and influence in the international arena. As the world becomes more interconnected, traditional notions of borders and sovereignty are being challenged, leading to new geopolitical realities. One of the key insights into the evolving nature of art, culture, and geopolitics is the increasing interconnectedness of the world. Advances in technology and communication have made it easier for people from different cultures to connect and interact with each other. This has led to a greater appreciation and understanding of cultural diversity, but has also exposed deep-seated cultural differences and tensions. Another insight is the growing role of non-state actors, such as artists, cultural organizations, and grassroots movements, in shaping international relations. These actors often operate outside traditional diplomatic channels, but their influence can be significant in promoting cultural exchange and fostering dialogue between nations. Overall, the evolving nature of art, culture, and geopolitics underscores the importance of cultural diplomacy in addressing global challenges and building a more peaceful and inclusive world. By recognizing the power of art and culture to transcend boundaries and unite people from different backgrounds, we can work towards a more harmonious and interconnected global community.

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РОЛЬ КУЛЬТУРИ ТА МИСТЕЦТВА У ГЕОПОЛІТИЧНОМУ ПРОТИСТОЯННІ

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***Анотація.** У статті досліджуються проблеми важливості мистецтва та культури як чинників формування впливу на геополітику та геостратегію держав взагалі та на світове геополітичне суперництво зокрема. Підкреслюється їх роль як інструментів так званої «м'якої сили» у світових міжнародних відносинах. На конкретних історичних і сучасних прикладах показано як у своїх зовнішньополітичних стратегіях держави використовують власні культурні активи задля отримання геостратегічних переваг й ствердження впливів у світовій політиці.*

***Ключові слова:** мистецтво, культура, геополітика, геостратегія, зовнішня політика, м'яка сила, міжнародні відносини, світова політика.*