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The Position of Cultural Diplomacy in Afghanistan's Foreign Policy (2001-2021)

Abstract

In the new studies of international relations, culture; Application and importance have been found. This issue has made the clash of cultures unavoidable, especially in the era of globalization, when national borders are collapsing and the government's rule is under the influence of the technological revolution. Therefore, culture, values and industrial products, all of them have found political use today. The foreign policy apparatus of the governments are trying to create a positive, acceptable and attractive face for the world community by using cultural diplomacy. Cultural diplomacy helps countries to implement their international and domestic programs; Because in this way, the behavior and policies of the governments are justified and acceptable. In this article, an attempt has been made to examine the extent of cultural diplomacy in Afghanistan's foreign policy. The main question is where is the position of cultural diplomacy in Afghanistan's foreign policy? The findings of his research, using the descriptive-analytical method, show that the Ministry of Foreign Affairs of the country did not pay much attention to cultural diplomatic tools and did not use the media, civil society, and scholarships. Also, the country's tourism potential has been neglected.

Keywords: foreign policy, cultural diplomacy, soft power, media, civil society and tourism industry

Afganistan'ın Dış Politikasında Kültürel Diplomasinin Yeri (2001-2021)

Öz

Yeni uluslararası ilişkiler çalışmalarında kültür; uygulama ve önem bulmuştur. Bu konu, özellikle ulusal sınırların çöktüğü ve devlet yönetiminin teknolojik devrimin etkisi altına girdiği küreselleşme çağında kültürlerin çatışmasını kaçınılmaz hale getirmiştir. Dolayısıyla kültür, değerler ve endüstriyel ürünler, hepsi günümüzde siyasi kullanım alanı bulmuştur. Hükümetlerin dış politika aygıtları, kültürel diplomasiyi kullanarak dünya toplumu için olumlu, kabul edilebilir ve çekici bir yüz yaratmaya çalışmaktadır. Kültürel diplomasi, ülkelerin uluslararası ve yerel programlarını uygulamalarına yardımcı olmaktadır; çünkü bu şekilde hükümetlerin davranış ve politikaları haklı ve kabul edilebilir olmaktadır. Bu makalede, Afganistan'ın dış politikasında kültürel diplomasinin kapsamı incelenmeye çalışılmıştır. Temel soru, Afganistan'ın dış politikasında kültürel diplomasinin yeri nedir? Betimleyici-analitik yöntemi kullanan araştırmanın bulguları, ülkenin Dışişleri Bakanlığı'nın kültürel diplomatik araçlara fazla önem vermediğini ve medya, sivil toplum ve bursları kullanmadığını göstermektedir. Ayrıca, ülkenin turizm potansiyeli de ihmal edilmiştir.

Anahtar Kelimeler: Dış Politika, Kültürel Diplomasi, Yumuşak Güç, Medya, Sivil Toplum ve Turizm Endüstrisi.

Introduction

Cultural diplomacy is considered as the main pillar of public diplomacy and soft power in relations between countries.

Globalization is also a key factor for diplomatic practice. The process of globalization has created opportunities for cultural diplomacy, especially in the cultural dimension. Therefore, culture, globalization and international relations are becoming increasingly dependent on each other and dominating those countries to become powerful and influence cooperation, peace and solidarity. It empowers (Shehram Niya and Naini, 1993, s. 141). In this direction, cultural diplomacy has become one of the important topics in political studies and international relations, and its function and necessity for governments is increasing every day. "Official" cultural diplomacy is sponsored by the government.

Governments use cultural diplomacy not only outside their borders, but also inside the country to persuade and bring people's satisfaction (Vickery, 2020, p. 35). Today, when the role of public opinion and the type of people's view towards the government has found significant

importance, it forces politicians and political leaders to portray the face of the government in a positive way more than in the past. Because in democratic governments, people's opinion and their role in political decisions are very important. In fact, parties and government leaders try to manage and coordinate public opinion towards their goals and policies; Because the satisfaction and trust of the people towards the government is decisive for the stability and preservation of the position of political leaders in power. In addition, today, in the age of globalization, when the mutual relations between governments have reached their most complicated state, showing a positive image of the face of the government to the international community, in order to align the country regions and the international community with the goals and programs of the countries, it seems necessary and necessary; Therefore; Through cultural diplomacy, governments should portray a peace-seeking, pro-human rights and democracy face to the world. Due to the importance of cultural diplomacy in foreign policy, governments are making big investments in this field. Countries are trying to attract international attention through media, civil institutions, student exchange, cultural programs and tourism. Considering the importance of the above points, the aim of the article is to examine the use of cultural diplomacy in Afghanistan; Therefore; In order to examine the mentioned topic, this raises the basic question, where is the place of cultural diplomacy in Afghanistan's foreign policy? The hypothesis of this article is that the government of Afghanistan has acted very poorly in the use of cultural diplomacy. This research has used the descriptive-analytical method in examining the above topic; That is, while studying the characteristics and indicators of cultural diplomacy, it has also described its relationship with Afghanistan's foreign policy. Cultural diplomacy studies and its application in foreign policy started in the second half of the 20th century, especially during the Cold War, and many books and articles have been written about it. We will refer to a few cases as examples. Lvey and Paula, (2002) in their research under the title "Cultural Diplomacy and National Interests", examined the place of cultural diplomacy in the foreign policy of the United States of America. The results of this research show that the United States, through educational scholarships such as Fulbright, film production and holding cultural and cinema festivals, promotes western values and is influenced by them. Public opinion prevails in the world. Also, Mohammad Javad Ranjkash and Ayoub Farakhandeh (2016) in their articles entitled "American Cultural Diplomacy towards China", 2001-2012, have studied American cultural diplomacy towards China. The findings of the article show that the cultural diplomatic structure of America in front of China consists of the fast food industry, the spread of culture and values in the framework of the English language and the phenomenon of

Hollywoodism and the spread of lifestyle. American, has been formed. Seyed Mohammad Javad Qorbi (2019) in his article entitled "Functions of friendship associations in the cultural diplomacy of the Islamic Republic of Iran", found that people's organizations and non-governmental organizations play an important role in the actions of Reji, as emerging actors, have diplomatic and cultural relations.

2. Definition of concepts

2.1 Foreign policy

According to the International Relations Encyclopedia, foreign policy is: a strategy or a part of a practical plan for decision-making in a country in relation to countries and international organizations, in order to reach an agreement. A national feature that includes the fulfillment of national interests (security and knowledge, 2013, p. 396). On the other hand, foreign policy refers to government policies beyond national borders. The importance of borders in international relations comes from the fact that borders determine the limits of foreign politicians' activities.

In the opinion of politicians, or political observers, foreign policy refers to the fields of politics that deal with existing borders between countries and international relations.

This border is exactly the same border that determines the scope of the governments' political activity in the field of international relations; Therefore; National governments that claim supreme authority over their own affairs are bound to respect these limits in the field of international relations (Wallace2009, p. 15). In foreign policy, orientations, roles and goals are a combination of the ideas in the minds of politicians, their attitudes towards the outside world, their decisions and aspirations; But politics also has another part, which is actions, that is, the actions that governments take to implement some positions, perform roles, or achieve goals and defend them against others.

Every action is basically a type of communication, with the intention of changing or fixing the behavior of those on whom the government depends to achieve its goals (Mustaqimi, Beta, 233). In addition to this; Governments try to make other countries familiar with their own plans and policies and to have global support for their implementation. Without global acceptance and support, it will be very difficult and impossible to implement programs outside national borders.

2-2 Cultural diplomacy

According to Louis Belanger, cultural diplomacy; It deals with foreign policy activities that are carried out through culture, education, science and technology (Zamorano, 2016, p. 169). In other words, cultural diplomacy means using the art of diplomacy to promote and

develop culture; That is, whenever the way of life of a group of people and their achievements are transferred to other groups in such a way that, as a result, knowledge of their way of life is obtained, in fact, cultural diplomacy has been used.

The diplomatic use of cultural tools in promoting the commercial, political and strategic interests of a country is called cultural diplomacy, which is an example of a two-way process (Amini and Alamdari, 2012, p. 398). From the point of view of international relations theorists, cultural diplomacy is a clear and excellent example of soft power, which gives countries the ability to influence the other side and keep them in check through elements. Culture, values and ideas encourage cooperation.

2.3. Soft power

According to Joseph Nye, soft power is the ability of a government to achieve desired goals by creating attraction and traction and not by using coercive power and force. According to him, soft power is applied to them through the expansion of relations with countries and cultural interactions.

As a result, such a policy of the government will paint a favorable image in front of the public opinion of the destination country and it will lead to gain prestige, credibility and a good international image (Gohri Moghadam and Harandi, 2014, p. 121). On the other hand, soft power means the ability to shape the preferences of others by persuading and attracting others in an obvious but subtle way to achieve desired results through attraction rather than coercion or persuasion. It is used and by using indirect tools and methods on benefits. Or the behavior of other countries will be affected (Safawi et al., 2018, p. 198). The influence of cultural power is much more stable and stable because it is institutionalized in people's minds. Also, the goal of the people's cultural power is whenever the people of a country are influenced by their cultural preferences, they have a deeper and greater impact on the governments' goals. Soft power consists of "persuasive power" which is shown by arts, culture and other related tangible and intangible terms. This force forces the opposite party to perform the actions considered by the actor.

In the era when all countries, big and small, intervene militarily in other countries, they need to use soft power to justify their attacks and the dissatisfaction of neighboring countries. In summary, soft power in international relations refers to a set of methods through which governments try to implement their goals without resorting to force (Ada, No Date, p. 51). In the era when issues such as respect for human rights and non-interference in the internal governance of countries have become very important, the use of force is met with strong

reactions and opposition from the people; Therefore, Governments try not to carry out policies and behaviors contrary to the feelings of the people, and if they want to implement a program, they provide a justification and acceptance for the people in advance.

3. The position of cultural diplomacy in Afghanistan's foreign policy

Considering the changes that have occurred in the international environment, new needs have also been created to establish diplomatic relations. Some international relations researchers believe that new types of diplomacy will penetrate the boundaries of the state-oriented system and traditional diplomatic processes.

In his book *Clash of Civilizations*, Samuel Huntington (1993) predicts that the major future differences between human beings will be the cultural domain.(Pervizi, 2013, p. 1042) Therefore; The developments of recent decades in the field of international relations indicate the importance of the category of culture to achieve goals and improve relations between governments; In such a way that today the world is witnessing the emergence and formation of cultural associations in the world arena, so that through it the field of international conflicts and challenges will be eliminated and it will lead to the convergence of governments and nations.

In addition to this; Gaining international prestige and influence in public opinion is one of the important and unspecified diplomatic goals of countries in the field of international politics. (Amini and Alamdari, 2020, p. 402). Cultural diplomacy has been important in the foreign policy of developed countries, especially the United States of America. Government institutions and non-governmental organizations in the United States have designed and implemented many cultural programs and exchanges, the main goal of which is to promote Western values and influence public opinion with the policies of the United States. America has been all over the world.

About 37 non-governmental organizations manage scholarship programs like Full Bright, as well as major American companies in the United States and abroad for cultural events and programs. Philanthropists, musicians and other cultural figures are making a move (Lvey & Cleggett, 2002). But in less developed countries, governments allocate a very small budget for the implementation of government policies through cultural diplomacy. In fact, in these countries, less attention is paid to the role of cultural diplomacy in foreign policy, and they often rely on official diplomatic relations with other countries. In Afghanistan, this issue is facing a lot of challenges due to the financial limitations, the lack of development of the foreign policy apparatus and the possibilities and tools through which cultural diplomacy can be carried out. Following the three -way, the form of a dignity and, especially in the form, for the sake, for the sake of the universities, the second, the second. It is not possible to get it.

The activities of the media, the creation of diverse and diverse civic associations, the establishment of the Ministry of Higher Education and the opening of the gates of universities in the country, the activation of the Ministry of Information and Culture and attention to the cultural heritage in the country are among the important measures. It could be that there has been an agreement in the cultural field of the country during the past twenty years. Eftad and these issues created the possibility of cultural interaction with the countries of the region and the world; But with the collapse of the government of the Islamic Republic and the domination of the Islamic Emirate in the country, many cultural infrastructures, including the cinema industry, tourism, higher education and knowledge, were seriously damaged. After the escape of the high-ranking officials of the previous government, many filmmakers, academics, cultural workers and civil activists also left the country.

4. Cultural diplomatic tools of Afghanistan

Cultural diplomacy is a tool and a means of creating peace and conflict resolution. Cultural diplomacy is primarily an effort to promote world peace and stability by strengthening and supporting cultural relations and also in order to facilitate interaction between people with cultural, scientific and liberal backgrounds. Faye is all over the world.

Now people in the international system are witnessing life on a more global level; Therefore, interaction is a basic need for world peace and stability (Shahram Niya and Naini, 2014, p.155). In today's world, the means and tools of communication that connect different groups and people all over the world are very diverse and numerous. In addition to the official relations that take place through political representations between countries, there are various types of relations and at different levels of interaction among the players in the international system. From the conversation between non-governmental organizations to the interaction of civil societies with each other, the exchange of students between countries, the activities of the media that have global broadcasts, the tourists who visit from all over the world. And all are in global interaction and can be a powerful goal for governments to act Be cultural diplomacy. Although the cultural diplomatic components are many and varied, but in Afghanistan, the most important tools that have been used as a diplomatic tool so far and can be used in the future are can be summed up to national media, civil society, educational scholarships and tourism.

4.1 media

The target community of cultural diplomacy is the ordinary people of foreign countries, and although it is generally supported by governments, it is actually a non-governmental voice of international relations. Public diplomacy takes advantage of the cultural

sector and the governments consider large budgets for cultural institutions and cooperate with them.

Postmodern man's mistrust of government institutions forces governments to outsource things to other organizations. (Moneiri et al., 2018, p. 127). In this direction, the media is an appropriate tool for cultural diplomacy and an attractive means to change the look, thoughts and finally the behavior of others towards oneself. From the point of view of freedom, Afghanistan's media was in the best conditions in the region during the past two decades, because the laws of Afghanistan had given the necessary amount of freedom for the activities of the media. According to Article 4 of the Mass Media Law, in Afghanistan, every person has the right to freedom of thought and expression; And the government supports, strengthens and guarantees the freedom of mass media. No real or legal person, including the government and government departments, can prevent, ban, censor or limit the free activity of news or information media. Also, according to article 12 of the law of mass media, all political parties, social organizations and non-governmental organizations have the right to establish electronic media such as; They have radio and television. According to the information of the Afghanistan Statistics Center, (2020) there were about 813 radio stations in the country that were broadcasting almost all over Afghanistan. In this way, about 331 TV transmitters were operating in the country. In general, Afghanistan's televisions had about 2159 hours of television broadcasts daily, of which 340 hours were broadcast by state televisions and 1819 hours by private televisions in the country. Government televisions mostly broadcast news, reports and information related to the government, but private televisions mostly contain entertainment, business and news programs. After the collapse of the previous government on August 15, 2021, the activities of most print publications, some private radios and televisions were stopped due to economic problems. However, now state media and a number of private television networks have regular broadcasts. The country's radio and television broadcasts, although they mostly cover Afghanistan; But some of these transmitters can be received through satellite and have global broadcasts. The important and noteworthy point about the country's electronic media before the collapse of the republican system was that these media mostly broadcast entertainment, music and entertainment programs. In addition to the contents of these programs, such as; Music, movies and series were mostly foreign and these programs had no attraction for the countries of the region and the world to hear and see. Instead, Afghanistan's media broadcasted most of its local and national programs in international languages, so that in this way people could see other parts of the world with culture, music, antiquities, and places. Ney

and tourism of the country were familiar. In addition to this, the condition of Afghanistan's cinemas and film production institutions was also unfortunate.

According to the statistics of the Ministry of Information and Culture, there were about 8 film production institutes in the country in total during four years (2017, 2018, 2019, and 2021). He had produced less than 50 films in the country. The produced films, in addition to the quality. They were not well-behaved, its contents mostly reflected the violence and corruption in the country. Such films, however, could not reflect the messages that reflect the needs and policies of the government and create a little interest in Afghanistan for the people of the world.

However, the existence of the cinema and the cinema industry is one of the cultural needs of the country, through which the cultural elements and cultural products of the country can be shown to other societies and the world. Also, until the fall of the previous regime, about 823 magazines, including newspapers, weekly and periodicals, were published, which published various news and analytical programs about Afghanistan. (Afghanistan Statistics Center, 2019). Unfortunately, the activity of most of these publications in printed form has been stopped in the country, and only a limited number of these magazines are now publishing news and daily reports online and electronically. In addition to the fact that these publications are mostly published in local languages, their contents are also basic research and research about Afghanistan's historical past, mineral resources, sightseeing, history and entertainment. Afghanistan does not take place and the social, cultural, economic and political realities of the country It does not reflect for the world. As a result, if radio, television, publications and film production institutions would do the work according to the needs of Afghanistan and if these programs are coordinated with the Ministry of Foreign Affairs of Afghanistan and from the channel of The country's culture is being assimilated; Without a doubt, it had a deep impact on public opinion and even on the policies of countries in the region and the world. After the Taliban took control of the country, the media has been placed in unfavorable conditions from the financial point of view and from the point of view of restrictions, and it is likely that this situation will continue until the stage of stopping and closing of the private media. Human Rights Watch announced in its annual report on November 3, 2021 that the Taliban authorities imposed extensive restrictions on the media in Afghanistan. At the same time as many journalists fled the country, nearly 70 percent of the media in Afghanistan were suspended. Reporters Without Borders recently announced the ranking of countries in 2022 in a report on the occasion of the World Press Freedom Day, where Afghanistan fell from 122nd last year to 156th.

4.2 Civil society

In today's world, even the most powerful states are no longer the only international players in the global diplomatic system.

Bilateral diplomacy has become more complete day by day with multilateral forms of diplomacy and a combination of governmental and non-governmental actors involved in politics.

Today's multilateral diplomatic imperatives impose limitations on the ability of all players to control the final outcome; Because they discuss a wide range of issues. The international framework in which these negotiations take place has been greatly changed by the degree of independence or mutual communication between societies and the impact of the revolution in communication technology (Whit, 2016, p. 727). The theory of civil power is part of the analyzes related to foreign policy. Although in this theory, the government is considered the main actor, but other civilian actors affect it. The theory of civil power pays attention to values, democratic issues, social issues, external issues arising from the system or the pressure of allies that are effective on the behavior of a civil power. From this point of view, it presents human characteristics in relation to the government. In the theory of civil power, democratizing or rejecting violent politics is the result of the elite's value orientation.

After the collapse of the Soviet Union and the information revolution in international politics, the structure of issues in international relations changed fundamentally, and in connection with the theory of roles, another theoretical framework was presented. It was named "Civil Power Role Plan". The design of the role of civil power is one of the roles that can be used to examine the role of a government actor and the foreign policy of this actor (Harsij and Sidi, 2017, p. 184). Civil society is one of the active parts of society, which plays a key role in political decision-making and promoting civic responsibility in society.

Cultural policy is meaningless without the participation of civil society. In other words, the cultural policy, if it is formed without the participation of the civil society, the content of one of the most vibrant parts of culture, which is related to the general political ideal and is always against the culture. It removes the "official" or government that is shown. (Kjulavkovski, No Date, p. 222). Therefore; Today, governments are not like a black box, but like a glass container where every member of the society can have their role in the government's policies. As long as people have better understanding and capacity, they will have a better foreign policy.

In developed countries like America, active civil society plays an important role in reducing the vulnerability of the US government's foreign policy. (Institute of Strategic Studies of Afghanistan, 2016, p. 7). In Afghanistan, after 2001, many civil society organizations were established. At first, foreign institutions played an active role in the establishment of civil institutions in the country, and these institutions made a lot of efforts to educate and strengthen civil activists and civil institutions. The government of Afghanistan also approved laws for the activities of social institutions that guaranteed their freedom. The Law of Non-Governmental Organizations, 2005 and the Law of Social Organizations, 2013 regulate the activities of civil organizations in the country. According to the reports of the Ministry of Justice of Afghanistan, there are about 1,675 non-governmental institutions and 1,028 social organizations in the country. Civil society activists in the National Assembly and other institutions of Afghanistan are a growing force in Afghanistan's politics. Most of these people are intellectuals, businessmen, and female activists who work under the support of international aid, the United Nations, and the Afghan government. Activists of the civil society fight with most of the leaders of the traditional wing to achieve democratic values.

Civic activism in Afghanistan covers a wide range of political, social, cultural and human rights issues. (Vafa'i, 2020, p. 249). These groups have carried out extensive campaigns and activities for human rights, social justice, and the fight against corruption and insecurity in the country. The activities of the country's civil society also reflect most of the internal issues for the government and sometimes they petition the government for the people's demands and wishes. Nowadays, due to the revolution of technology and communication, the world has become like a small village, whose news and issues are instantly reflected all over the world. This situation has led to the creation of a complex network of communications that connects various groups, especially the civil society. Through these channels, the civil society can send its wishes and views to the whole world, and by conducting comprehensive research, the pains and voices of its people can be heard by international actors. Lee conveys and somehow changes his attitude and as a result their policies towards his country. The civil society of Afghanistan, considering the opportunities that were provided to them in the last two decades, unfortunately, they could not make good use of the country's situation. Civil society should work with various human rights groups, international civil organizations, aid and development organizations for poor countries, women's activist associations, the United Nations, and the United Nations. Europe, the Islamic Conference, established charity and communication associations and discussed the issues and problems of Afghanistan with them. There is talk and bargaining. Also,

these institutions could through the media, social networks and civil marches abroad; To influence public opinion, international political parties, representatives and political leaders of the world and put them under the influence of the country's interests. Unfortunately, after the collapse of the previous regime and the rule of the Taliban in the country, the activities of all associations, parties, local and national councils in the country were suspended. In a way that, from the legal point of view, there is no field of activity and participation in political, social, cultural and economic discourse for any of the active civil institutions.

4.3 Educational scholarships

In fact, in the new environment of public and multilateral diplomacy, the general attitude of the people towards international and cultural issues is key to projecting a positive image of a country. This issue makes educational relations in the general diplomatic group to be of vital importance.

The emergence of new diplomacy and increasing relations, the importance of modern cultural relations as vital aspects, reflects the fact that technological changes and movements in the world community are creating a situation. It is where all citizens are potential ambassadors (Parvizi, 2013, p. 1045). The important characteristic of today's world is change and acceleration. For countries, rapid change can be destabilizing and sometimes cause violence.

Therefore, joint learning and education together with free speech will most likely lead to peaceful relations between the people of the world more than any other conditions, because knowledge is unity (Kovach, 2010, p. 75). The United States by creating the necessary platforms in the direction of student exchange, educational scholarships, scientific committees, using the diplomatic capacity of science and technology in an effort to have a deep cultural impact in the centers of It has the thinking and decision-making of other countries and uses the mentioned items as diplomatic tools of its own culture.

In addition to this; Effective presence in international gatherings and conferences, in addition to active participation in international art and sports events and festivals, including film, story, theater, sports, and also holding exhibitions, gatherings, and workshops. Conferences of students from other countries are considered as an ideal model to increase informal relationships. (Gohri Moqadam and Harandi, 1994, p. 123). Therefore; Countries that attract foreign students create a suitable opportunity for cultural influence. In addition to being familiar with the history, geography, language and culture of the host country, students from foreign countries also transfer the policies and political orientations of the countries in their own countries.

Although Afghanistan has a large number of students studying outside the country, their statistics reach more than a hundred thousand people; But the number of foreign students in the country is very small and their number is less than 50 people. Although Afghan students who study abroad have a double function from the point of view of cultural diplomacy; that is, On the one hand, they transfer their authentic culture abroad and in interacting with international students, they introduce the culture, history and cultural values of the country to them; But on the other hand, Afghan students are exposed to the influence and acceptance of the culture, values and policies of foreign governments. In both cases, the cultural interaction of the country's students with international students and foreign governments is useful; because; Studying in the most developed countries and getting to know their experiences and achievements is very useful for a less developed country like Afghanistan. Therefore; When these students return to the country, they try to use their scientific, economic, political and social experiences and achievements in the country. In this regard, the Ministry of Foreign Affairs of Afghanistan in coordination with the Ministry of Higher Education should work and design regular and accurate programs for the use of cultural diplomacy by Afghan students and foreign students. The Ministry of Foreign Affairs and the Ministry of Higher Education should provide scholarships for foreign students in the country.

4. 4Tourism and tourism

Cultural diplomacy is actually securing national interests by using cultural tools.

Cultural diplomacy allows a country to introduce its culture, society and people to others and by increasing the private relations between the people of different countries, it enables countries to achieve ideals. political and their programs in view and public opinion Show attraction (Qarbi, 2019, p. 87). This kind of diplomacy is one of the most influential issues in the foreign policy of the countries in which significant investments are made by the governments in order to present a favorable image of their countries.

Most countries have a tendency for others to have a positive view of their country.

For this reason, they try to strengthen the positive image of politicians and people of other countries about their own country and prevent the formation of negative images about their own country (Salimi Bani and Shikhan, Beta, p. 185). Therefore; The kind of look and attitude of the people of the world towards the policies of the countries and its people is of great importance. As an example, for the British government, culture is one of the main components of diplomacy.

Considering its historical and cultural advantages, this country first attracts tourists from all over the world to this country, and in the second step, attracts customers and markets for British products, and finally through - Times and cultural leaders in the policy making process (Bound and Others, No Date, p. 81). This trend has now become common for all industrialized and large countries to sell domestic products by attracting tourists in their countries on the one hand, and to introduce them to others on the other hand. Finally, their plans and policies will take place in the international arena. Although the main goal of countries to attract tourists to their countries is to earn income, and the governments earn a lot of income in this way, but through tourists, culture, goods and services are hidden. They also transfer their lives to the target countries. When tourists return to their countries, they naturally describe the sights, culture, products and goods there. This action will make people have a positive view of this country and will also buy their products. In Afghanistan, however, no basic work has been done in this matter yet. The scenic and ancient places of the country were destroyed during the long wars, and in recent years, no action has been taken to restore them. While Afghanistan is considered one of the most ancient countries in the region, and its ancient monuments can open the feet of many scientists and tourists to the country. The Ministry of Information and Culture had a duty in this context to protect the historical monuments of Kash and prepare museums and historical areas for tourists to visit. Some areas of Afghanistan, such as Bamyan, have religious importance for Buddhists, and if this is taken into consideration, considering the location of Afghanistan, which is close to India, China, and Buddhists, thousands of Buddhists visit the shrine every year. The Buddha was traveling to the country. In addition, Afghanistan has many natural and scenic sights that, if they are paid attention to and prepared in accordance with international tourism standards, they will draw many tourists to this direction every year.

Conclusion

Cultural diplomacy means the transfer of values, policies and culture through media, publications, cultural artifacts, antiquities, manufactured goods, tourism industry, civil society, and human rights organizations. People, educational scholarships and cultural festivals are discussed at the level of the international system. The goal of cultural diplomacy is to create a positive image of the government for the people of nearby countries and the world. By using this method, the governments want to show the people that their policies are peaceful and not against human and global values. Nowadays, due to globalization, which has made international relations and interactions very fast and complicated. The way people look or think about governments has become very important. In fact, public opinion has emerged as an influential and powerful force in the present era, and countries cannot and do not want to put their policies

in opposition to public opinion. The use of cultural diplomacy in Afghanistan's foreign policy is still not very common, and it can be said that the country's foreign policy apparatus has been unfamiliar with this concept so far and its use has been neglected. It is to be noted that the findings of this research show that such programs have not yet been considered in the country's foreign policy. Due to budget, planning and decision-making limitations, the Ministry of Foreign Affairs is not yet able to use cultural diplomatic tools in the country; Therefore, the proposal of this article for the government and the Ministry of Foreign Affairs is that; Afghanistan has good and appropriate opportunities for cultural diplomacy that the government should pay attention to. Media, civil society, educational scholarships and tourism in the country are opportunities that are of considerable importance for the country's cultural diplomacy and foreign policy. Considering the freedom and rights they have in the constitution, the country's media in coordination with the Ministry of Foreign Affairs can prepare the necessary programs that provide national interests and attract the people of the world. Through the relations and links they have with international organizations, civil society can influence the policies of international countries and encourage governments and international organizations to support Afghanistan. The Ministry of Higher Education should also provide scholarships for foreign students in the country. Also, Afghanistan can provide a very good opportunity to attract tourists and use cultural diplomacy for the country due to its ancient, historical and scenic monuments.

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