



CULTURAL DIPLOMACY AND NATION BRANDING A Small State Perspective

28 July–4 August 2019

20 classes, 2 credits

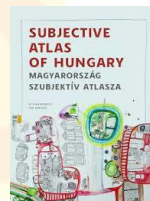
Course Description:

Small states cannot gain resource-based power (lacking the appropriate size of territory, population, or armed forces). Thus, they are advised to build their reputation on cultural assets. Meanwhile, some sceptics warn that there are also dangers in this globalized cultural competition. Pursuing international success, nation branding may become homogenized, and thus disintegrated from the national identity of inhabitants.

The course has been designed to illustrate these dilemmas through Hungarian examples. It reveals how Hungary started to develop its cultural diplomacy infrastructure in the 1920s (after having lost the two-thirds of its territory), the experiments with cultural seasons in the first decade of the 21st century (when Hungary joined the European Union), nation branding concepts in some commercials and country brand videos of the 2010s, and finally a few media genres which may be peculiar formats for articulating Hungarian national identity.

Major Topics:

- [1] Cultural Diplomacy and Nation Branding: Overlaps and Differences;
- [2] Dilemmas of Nation Branding: Globalized and/or Nationalist?
- [3] Dilemmas of Nation Branding: Only an Image or Rather Achievements?
- [4] The Cultural Policy of Kunó Klebelsberg and the First Hungarian Cultural Institutions in the 1920s;
- [5] The Global Network of Cultural Institutions and the Series of Cultural Seasons in the 21st Century;
- [6] “Wellspring of Wonders” (2017-): a Country Brand Video Channel;
- [7] “What’s Typically Hungarian” (2018): a Big Company’s Commercial with a Nation Branding Intent;
- [8] “1.5 Million Steps in Hungary”: a Popular Educational Docuseries from the 1970-80s;
- [9] “Wild Hungary” (2011): an Internationally Successful Nature Film and its Franchise-creating Influence;
- [10] “Subjective Atlas of Hungary” (2011): an Unofficial Arty Guide of the Hungarian Way of Living



Program Director:

DR. ATTILA SEBESTYÉN, *Assistant Professor of Communication and Media Studies*
(University of Debrecen)

Structure of the Course:

- 2 blocks of classes (2 × 90 min) a day
- examination offered at the end of the course (ECTS credits)



Cultural Activities

- guided tour in Debrecen
- excursion on Saturday
- Hungarian gastronomy and foodways
- folk dances and folk songs

Leisure Activities:

- disco, karaoke night
- sports

EXTRA Program:

- Hungarian cuisine
- traditional handicrafts
- sightseeing tour by night



Dates & Reminders:

- registration: 29 July (Monday), 08:30-09:00
- course starts: 29 July (Monday)
- daily schedule: 9:00-10:30; 11:00-12:30
- tuition ends: 02 August (Friday)
- weekend excursion: 03 August (Saturday)
- check-out time: 04 August (Sunday), before 10:00

Accommodation and Meals:

- on-campus accommodation: Kossuth Lajos Dormitories (single or double rooms)
- upon request, we can book a room in a hotel (please contact the Summer School staff)
- full board (breakfast, lunch and dinner)

Application Deadline: 30 June 2019

To apply, please send us a completed application form with a photo and a proof of the advance payment of 70 EUR, which will be counted towards the tuition fee.

Please note that launching the course will require the registration of at least 10 participants.

Course Fees*:	1 week
Course fee (incl. tuition, cultural activities)	450 EUR
Advance payment on the course fee (non-refundable)	70 EUR
On-campus accommodation:	
single room (7 nights)	185 EUR
double room (7 nights)	130 EUR
Full board	120 EUR
EXTRA programs	10 EUR/program

* All bank charges must be paid by the remitter. (Our bank charges are 10 EUR if you pay in Euro).

Please read carefully the Useful Information section at our website before filling in your application form.