






MUSIC AS AN INSTRUMENT OF CULTURAL INFLUENCE IN GLOBAL COMMUNICATIONS

OLEKSANDR ZLOTNYK¹, SVITLANA BORYSOVA²,
VOLODYMYR LYTVYNOV³, OLEKSANDR LYTVYNOV⁴,
IRYNA POLUBOIARYNA⁵

SUMMARY. The relevance of the topic is determined by the intensified interest in cultural ways of minimizing tensions in the geopolitical field. The study focuses on the vector of influence of the phenomenon of cultural diplomacy on the formation, development, and strengthening of international relations. A significant part of the article is devoted to the role of musical art in expanding and improving diplomatic cooperation. The study uses analytical and synthetic methods, generalization, comparison, and induction. The article provides a comparative analysis of practical international initiatives in the field of musical diplomacy in selected countries, including Israel and Palestine, the US and Iran, South and North Korea. Critical limiting factors for the development and effectiveness of cultural diplomacy are identified. Key trends in the use of musical art for peace initiatives and the intensification of cultural exchange between countries are determined. Ways to strengthen diplomatic relations and cooperation in the cultural field in the current geopolitical situation are analyzed. The role of cultural diplomacy as a factor in the integration and productive interaction of individual states and their social formations has been proven.

¹ *PhD, Professor, Acting Rector, Department of Singing and Choral Conducting, Faculty of Singing and Jazz, R. Glier Kyiv Municipal Academy of Music, Kyiv, Ukraine. Email: zlotnyk@gmail.com*

² *Candidate of Pedagogical Sciences, Professor, Department of Executive Disciplines No. 2, Dean of the Faculty of Performing Arts and Musicology, R. Glier Kyiv Municipal Academy of Music, Kyiv, Ukraine. Email: sbbbbr89@gmail.com*

³ *Graduate Student, Department of Economic-Legal and Socio-Political Disciplines, Faculty of Law, Volodymyr Dahl East Ukrainian National University, Kyiv, Ukraine. Email: vlitwork@gmail.com*

⁴ *Doctor of Legal Sciences, Professor, Department of Humanitarian and Musical and Innovative Disciplines, Faculty of Singing and Jazz, R. Glier Kyiv Municipal Academy of Music, Kyiv, Ukraine. Email: liltvynn@gmail.com*

⁵ *Doctor of Pedagogical Sciences, Professor, Department of Performing Arts No. 2, Faculty of Performing Arts and Musicology, R. Glier Kyiv Municipal Academy of Music, Kyiv, Ukraine. Email: 195828@ukr.net*



The priorities for the promising application of cultural diplomacy, in particular musical art, for resolving existing conflicts and preventing new ones have been substantiated. The significance of innovative models of cultural and artistic interaction in the international arena for enhancing the effectiveness of interregional diplomatic initiatives has been demonstrated. It is proposed that research within the selected subject area should focus on the development and practical testing of new approaches to the development of musical diplomacy.

Keywords: cultural diplomacy, international relations, law, politics, cultural interaction, musical art, national interests

Introduction

The phenomenon of musical art is positioned as an effective means of the modern concept of cultural and diplomatic relations. Music improves the quality of interstate relations, which are based on a number of symbolic aspects, a system of common values and beliefs, and deep emotional perception.

The phenomenon of cultural diplomacy is based on music and choreography, as these are the most widely accepted and integrated artistic forms in public life. The role of cultural diplomacy in the development of society is not limited to the realization of cultural ambitions but also provides a way to build sustainable cultural bridges that can level out existing misunderstandings, conflicts, and contradictions between nations, often caused by political decisions.

Music has a special place in the field of cultural and diplomatic formation. It is the art of music that forms the preconditions and creates new opportunities for countries to preserve their cultural heritage, develop their own profile in the international artistic field, and formulate a national branding strategy. Numerous interregional musical events in the form of concerts, festivals, etc. occupy a cult place in cultural and diplomatic relations and are considered to be critically important factors in the development of cultural policy. First and foremost, they have the functionality of international exchange of experience, which has the vector of intercultural dialogue and cross-cultural communication, involves mutual respect and cooperation aimed at strengthening relations between individual states.

Today, the practical benefits of cultural initiatives in resolving or mitigating conflict situations in different regions of the global environment are becoming apparent. In general, they provide a stable atmosphere of peace and harmony, and music projects also calm emotional excess, develop communication in a positive way, and create the preconditions for promising cooperation between countries. In addition, such events have a significant economic return and contribute to expanding the employment system, attracting domestic and foreign investment, and stimulating the involvement of foreign connoisseurs.

Despite the long evolution of cultural diplomacy, there are still a number of gaps in its research. In particular, the rapid advancement of digital solutions and information and communication technologies has significantly transformed the concept of music diplomacy, endowing it with the qualities of accessibility in a spatial and temporal format. Online platforms now allow for the representation of national cultural heritage in the international artistic field, contributing to the formation of an effective cultural landscape for diplomatic development. In view of this, it is necessary to expand research on the vectorial impact of the phenomenon of cultural diplomacy on the formation, development and strengthening of international relations.

Literature review

Current scientific publications demonstrate the decisive influence of musical art on the development of a culturally oriented diplomatic strategy in the modern field of international relations, the formation and strengthening of national identity concepts, the promotion of global social values, and the development of international solidarity against the backdrop of geopolitical instability.

Abiolu et al.⁶ analyzed the importance of popular music for the development and strengthening of national identity, as well as explored aspects of its role in shaping political processes. Their findings are particularly important for understanding the relationship between the phenomena of diplomacy and music. At the same time, Atta and Siddiq⁷ studied the temporal aspects of music from the perspective of international political and economic relations. In general, the findings of the researchers demonstrate the rapprochement of countries through empathy produced by the musical arts.

Bannerman⁸ studied the Music to Unite America project and identified its role in the cultural rapprochement of individual states. Kiel⁹ analyzed the phenomenon of musical rivalry in the process of the Eurovision Song Contest 2019.

⁶ Abiolu, R., L. Braithwaite, K. Choudhary, M. Heimonen, M. L. Jakobsen, J Li, ... and A. Yudkoff. *Ethnomusicology and cultural diplomacy*. Rowman & Littlefield, 2022.

⁷ Atta, Misbah, and Sadia Siddiq. "Bridging divides: The trans-formative power of inclusive cultural diplomacy in shaping global relations", *Journal of Quranic and Social Studies*, vol. 3, no. 2, 2023, pp. 106–118.

⁸ Bannerman, Julie. "Music Education and "Music for Uniting the Americas", *Journal of Historical Research in Music Education*, vol. 44, no. 2, 2023, pp. 229–247. <https://doi.org/10.1177/15366006221082563>

⁹ Kiel, Christina. "Chicken dance (off): Competing cultural diplomacy in the 2019 Eurovision Song Contest", *International Journal of Cultural Policy*, vol. 26, no. 7, 2020, pp. 973–987. <https://doi.org/10.1080/10286632.2020.1776269>

The author sees this phenomenon as a form of cultural diplomacy that can actively influence international relations. Similarly, Pasler¹⁰ analyzed the specifics of African diplomacy within the framework of the Dakar Music Festival, actualizing the functionality of music as a basis for the development of cultural dialogue.

The contribution of musical art to the diplomatic initiatives of individual countries has been studied in a number of publications, including Litvinov¹¹, Canales¹², Hong¹³, Dovzhynets et al.¹⁴. Liu¹⁵ made an important contribution by analyzing the visit of the Philadelphia Orchestra to China in the context of practical cultural exchange in the system of international relations. At the same time, Kumalaningrum¹⁶ analyzed the impact of Korean music on relations with Indonesia. Herrera¹⁷ demonstrated the influence of Latin America on strengthening musical identities necessary for the development of productive transnational relationships.

These studies actualize the role of music as an important tool of diplomatic strategy that promotes interregional well-being and intensifies cultural interaction. At the same time, there are gaps in publications that lack an assessment of the economic effect of musical means of diplomacy, as well as identified opportunities for the prospective use of music to balance relations in the geopolitical environment.

The aim of the article is to study the vectorial impact of the phenomenon of cultural diplomacy on the formation, development and strengthening of international relations.

¹⁰ Pasler, Jann. "Music and African Diplomacy at the Festival Mondial des Arts Nègres, Dakar, 1966", *Diplomatica*, vol. 3, no. 2, 2021, pp. 302–334. <https://doi.org/10.1163/25891774-03020004>

¹¹ Litvinov, Oleksander. *Law as a phenomenon of culture: an attempt at philosophical understanding: a monograph*. Luhansk: Yantar, 2014.

¹² Canales, Carla Dirlikov. "The hard facts about soft power: lessons learned from US cultural diplomacy", In: *Soft power and the future of US foreign policy* (pp. 180–202). Manchester University Press, 2023. <https://doi.org/10.7765/9781526169136.00016>

¹³ Hong, Ju Lee. *East-West encounters in the music of Isang Yun: analysing musical hybridity*. Doctoral dissertation, University of Glasgow, 2023. <https://doi.org/10.5525/gla.thesis.83663>

¹⁴ Dovzhynets, Inna, Maryna Petrenko, Evgeny Karpenko, Ivan Zabolotnyi and Hennadii Holiaka. "Social values in musical art in the context of intercultural communication: international experience", *Amazonia Investiga*, vol. 12, no. 68, 2023, pp. 151–161. <https://doi.org/10.34069/AI/2023.68.08.14>

¹⁵ Liu, Bess Xintong. "The Timpani Beats Just Hit on My Heart! Music, Memory, and Diplomacy in the Philadelphia Orchestra's 1973 China Tour", *Twentieth-Century Music*, vol. 18, no. 3, 2021, pp. 395–418. <https://doi.org/10.1017/S1478572221000189>

¹⁶ Kumalaningrum, Widya Sari. "Strategi diplomasi publik Pemerintah Korea Selatan terhadap Indonesia melalui Hallyu", *Indonesia Berdaya*, vol. 2, no. 2, 2021, pp. 141–148. <https://doi.org/10.47679/ib.2021128>

¹⁷ Herrera, Eduardo. "The Invention of Latin American Music: A Transnational History", *American Music*, vol. 39, no. 3, 2021, pp. 394–398. <https://doi.org/10.5406/americanmusic.39.3.0394>

Methods

The research process involved a multi-stage and comprehensive analysis of aspects of the influence of musical art on the formation and development of international diplomatic relations.

First of all, the essence of music diplomacy was determined using the analytical and synthetic method. At the same time, cultural diplomacy was considered as a practical tool for influencing international relations. Subsequently, an analysis of the industry market was carried out, which included a study of the statistical indicators of profitability of the global music industry, with the aim of subsequently assessing the economic potential of music initiatives that fall within the scope of cultural diplomacy. Finally, examples of real-life cases of interregional music events of diplomatic significance were studied, which in practice helped to minimize geopolitical tensions and optimize relations between states.

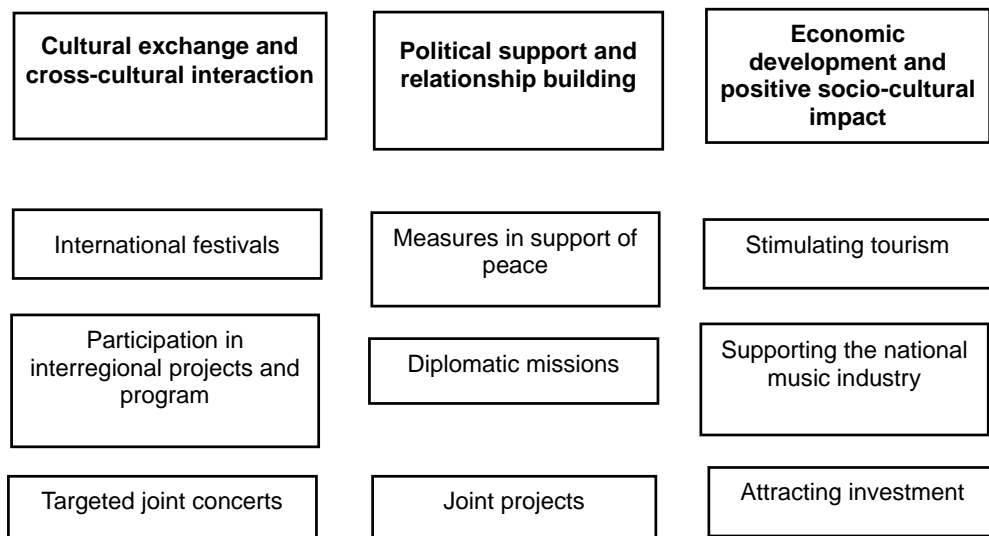
The method of comparison was used to compare case studies of music diplomacy, to identify differences and similarities between them in the context of different countries. The method of synthesis allowed combining information on the cultural and economic significance of the influence of music. The generalization of the results made it possible to determine the key vectors of influence of music initiatives in the system of international relations.

Induction was used to identify key trends in the field of music diplomacy. In general, the study used a systematic analytical approach to identify opportunities for integrating musical events into strategies for mitigating modern geopolitical conflicts, which creates new perspectives for an in-depth analysis of the role of music in diplomatic tools.

Results

The evolutionary progress of the phenomenon of musical art was accompanied by a significant impact on both the negotiation processes between different state formations and the formation of the overall geopolitical situation. Historical examples actualize the role of music as an effective means of communication and cross-cultural interaction that assimilates aspects of positive international relations. Figure 1 shows the main areas of music use in the diplomatic field.

Figure 1



The influence of music on the development of diplomatic relations

Source: author's development

As practice shows, the organization of international music festivals and other targeted projects significantly contributes to the development of the system of international cultural exchange and the improvement of mutual understanding between individual countries. In particular, Glastonbury (UK) has been attracting numerous musicians from different countries every year since 1970.

Joint concerts also have important functions. An example is the concert of South and North Korea that took place during the Pyeongchang Winter Olympics (2018). This cultural event was endowed with the symbolism of understanding and peace between the two states, which are characterized by complex geopolitical relations.

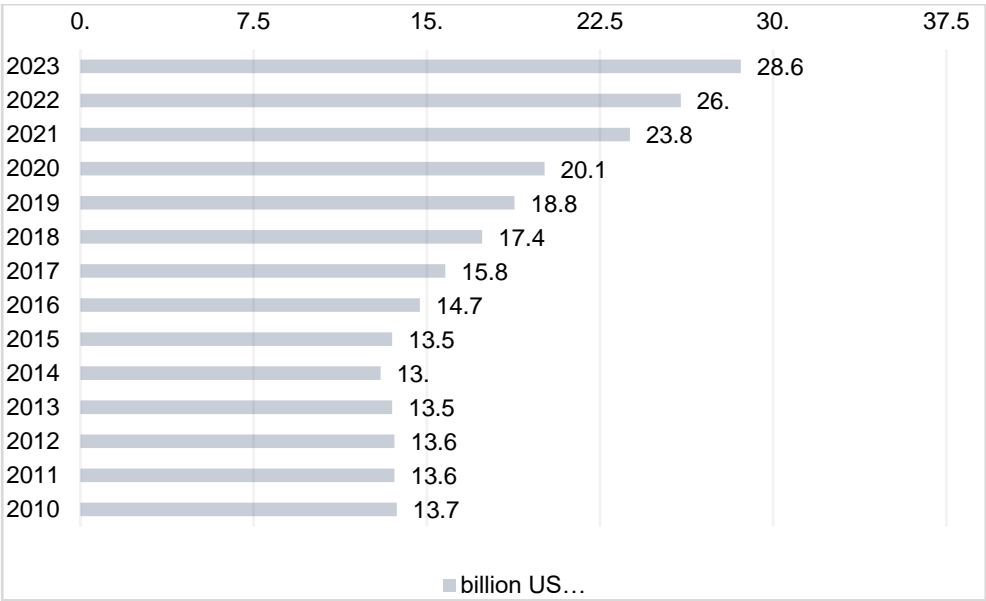
Active political support is provided through musical diplomatic missions. In particular, in 1956, an unprecedented participation of American jazz musicians, together with Louis Armstrong, took place in an international tour to strengthen relations with the countries of the Eurasian continent.

The importance of music and its diplomatic capabilities in the context of influencing the economic growth of countries is vividly demonstrated by the example of music tourism in Vienna (Austria). This European city annually hosts classical music concerts that attract cultural tourists from all over the world and actively support the development of the local socio-economic system.

It is worth noting the strategic importance of international music festivals, which are organized to build and strengthen positive friendly relations between countries and improve aspects of mutual understanding. International music festivals promote intensive cultural exchange and cross-cultural communication, reduce tensions in relations, which is especially important in the context of the development of international diplomatic relations between countries with different political interests.

The dynamics of the global music market demonstrate a steady positive development, which actualizes the diplomatic mission of music in the global community. According to Statistians 2024, the profitability of the global music industry increased from \$13.7 billion in 2010 to \$28.6 billion in 2023 (Figure 2). This demonstrates the popularization of music in an integrated global environment.

Figure 2



Global revenue from the sale of music recordings, 2010–2023
Source: Statista¹⁸

¹⁸ Statista. “Global recorded music revenue from 1999 to 2023 (in billion U. S. dollars)”, 2024.
<https://www.statista.com/statistics/272305/global-revenue-of-the-music-industry/>

As Figure 2 shows, the rapid growth has been characteristic since 2016, which is due to the intensive development of digital platforms that have made music accessible to society. In general, the steady growth of the music industry's profitability demonstrates an increased interest in the phenomenon of music as a tool of cultural diplomacy. Music is becoming an instrument of cross-cultural interaction, forming a platform for productive interaction between individual countries.

It can be argued that cultural exchange in the field of music is now becoming an effective research and practical tool that can ensure the sustainable growth of cultural experience and create new opportunities for interdisciplinary cooperation. Music diplomacy has proved to be an effective tool for reducing geopolitical tensions and resolving military conflicts in different regions of the world. In particular, during the Cold War, interstate musical projects between the United States and the Soviet Union served as an effective means of stabilizing the political situation, promoting cultural rapprochement between social formations, actualizing and emphasizing the importance of dialogue. In the modern dimension, peacemaking initiatives in the musical environment include a project in the Middle East, in which the West-Eastern Divan Orchestra brought together musicians from Palestine, Israel, and a number of Arab countries to establish interregional dialogue.

Artistic and cultural initiatives demonstrate the potential of music to create an atmosphere of interaction and understanding, even in situations where traditional diplomatic strategies are not effective. Other music diplomacy events that have proven particularly effective include the Minnesota Symphony Orchestra's concert in Havana (2019), aimed at improving U.S.-Cuban relations; the Bridges of Friendship concert (2020), a joint concert by the Vienna Philharmonic and Iranian musicians as a sign of cultural respect; and the Orchestra for Peace concert (2014), a performance by the Iraqi Youth Orchestra in Washington, D.C., in support of peace initiatives and cultural understanding; Ukrainian Independence Concert in Warsaw (2021) – a joint concert in honor of the 30th anniversary of Ukraine's independence to support cultural dialogue; Sounds of Peace Jazz Night (2015) – a performance by American jazz musicians in Tehran to promote cultural exchange and reduce tensions; Musical Dialogue Concert in Tokyo (2022) – a joint concert in honor of the 70th anniversary of diplomatic relations to strengthen cultural cooperation.

Humanitarian joint efforts strengthen and develop global cooperation, help remove barriers to understanding, and encourage intercultural interaction. Music used in strategies to resolve inter-regional conflicts is often reflected in children's creativity and goes beyond the current socio-political debate. The prospects for establishing peace through music diplomacy are especially important in the context of current geopolitical tensions. Historical examples show that interregional music projects and cultural exchanges can effectively contribute to peacekeeping efforts and reduce conflict in interstate relations.

Discussion

The current study demonstrates the impact of musical cultural events, including festivals, concerts, and other initiatives, which play a crucial role in offsetting the imbalance in relations between the G7 countries and their external partners. This is confirmed in previous publications, including Ramel¹⁹, Salois²⁰, Wozniak²¹, Zlotnyk et al.²². The authors explore the significance of musical art in preserving and enhancing ethnic culture in the present.

Marc²³ explores aspects of the assimilation of national interests and musical art, discussing ways to disseminate French music as a means of cultural diplomacy aimed at popularizing the country's image in the international field. Instead, Mishra²⁴ focuses on the political dynamics of the phenomenon of music diplomacy, assessing the importance of music in the process of establishing peaceful relations between India and Pakistan, which have always been characterized by increased complexity.

Schneider²⁵ argues that music needs to be introduced into the educational field, which will allow it to be useful in leveling preconceived cultural attitudes. At the same time, Grincheva²⁶ and Masters²⁷ emphasize the need to provide access to digital services and online music platforms in the process

¹⁹ Ramel, F. "Beyond Bellephonic Sound: Exploring some Musical Diplomacies during the Ukraine War", *Global Journal of Human-Social Science*, vol. 24, no. F1, 2024, pp. 31–40. <https://doi.org/10.34257/GJHSSFVOL24IS1PG31>

²⁰ Salois, Kendra. "Music/hip-hop diplomacy", In: *Handbook on Public Diplomacy* (pp. 297–309). Edward Elgar Publishing, 2025. <https://doi.org/10.4337/9781803926568.00034>

²¹ Wozniak, Audrey. "Cultural Diplomacy Despite the State: Mobility and Agency of State and Amateur Musicians in Turkish Classical Music Choirs", In: *Music and Cultural Diplomacy in the Middle East: Geopolitical Re-Configurations for the 21st Century* (pp. 93–121). Cham: Springer International Publishing, 2024. https://doi.org/10.1007/978-3-031-36279-8_5

²² Zlotnyk, Oleksandr, Svitlana Borysova, Volodymyr Lytvynov, Oleksandr Lytvynov, and Iryna Poluboiaryna. "Musical art as a facilitator of cultural diplomacy and international relations", *Amazonia Investiga*, vol. 13, no. 84, 2024, pp. 197–205. <https://doi.org/10.34069/AI/2024.84.12.12>

²³ Marc, Isabelle. "Around the world: France's new popular music diplomacy", *Modern and Contemporary France*, vol. 28, no. 3, 2020, pp. 253–270. <https://doi.org/10.1080/09639489.2019.1682533>

²⁴ Mishra, Mayank. "Instrumentality of music in cultural diplomacy between India and Pakistan", *International Journal of Public Law and Policy*, vol. 9, no. 1, 2022, pp. 75–91. <https://doi.org/10.1504/IJPLAP.2023.127321>

²⁵ Schneider, Cynthia. "Building peace and citizenship through cultural and public diplomacy", *Journal of Communication Management*, vol. 27, no. 2, 2023, pp. 293–308. <https://doi.org/10.1108/JCOM-01-2023-0011>

²⁶ Grincheva, Natalia. "The past and future of cultural diplomacy", *International Journal of Cultural Policy*, vol. 30, no. 2, 2024, pp. 172–191. <https://doi.org/10.1080/10286632.2023.2183949>

²⁷ Masters, Giles. "Performing Internationalism: The ISCM as a 'Musical League of Nations,'" *Journal of the Royal Musical Association*, 2022, vol. 147, no. 2, pp. 560–571. <https://doi.org/10.1017/rma.2022.25>

of developing music diplomacy. Tallis²⁸, analyzing the reception of the music band Kraftwerk in the context of promoting the image of the German nation, demonstrates the potential of music to restore the country's image and pride. In general, researchers are focused on finding theories of the diplomatic significance of music.

O'Keeffe²⁹ actualizes the importance of military music in France in the context of practical support for social unity and national spirit. At the same time, Rijo Lopes da Cunha³⁰ analyzes the process of transferring musical practices from the Arab Levant to the Gulf region, based on which they assume that music is an active and effective regional unifier, promoting intercultural communication. Fléchet et al.³¹ focus on the evolutionary context of "musical diplomacy," arguing the importance of music in aristocratic communication to reassert their influence.

The scholars' research compliments our assertion about the importance of cultural exchange, which is seen in global solidarity. At the same time, the active progress of digital solutions and information and communication technologies has significantly transformed the concept of music diplomacy, endowing it with the qualities of accessibility in a spatial and temporal format that allows for the formation of an effective cultural landscape for diplomatic interregional development.

Conclusion

Music is a cultural phenomenon that can be effectively used in the development of international relations and cultural diplomacy. Music is endowed with the ability to penetrate the emotional space, relieve excessive tension, and facilitate the communication process. The study demonstrates the potential of music to solve a number of problems between individual countries, to establish peace even in those regions where traditional diplomacy is not effective.

²⁸ Tallis, Benjamin. "Kraftwerk and the international 're-birth of Germany': Multiplicity, identity and difference in music and international relations", *Cooperation and Conflict*, vol. 57, no. 3, 2022, pp. 268–289. <https://doi.org/10.1177/00108367221098488>

²⁹ O'Keeffe, Eamonn. "Military music and society during the French wars, 1793–1815", *Historical Research*, vol. 97, no. 275, 2024, pp. 108–128. Oxford University Press. <https://doi.org/10.1093/hisres/htad027>

³⁰ Rijo Lopes da Cunha, Maria. "Music as Cultural Diplomacy: Analyzing the Role of Musical Flows from the Arab Levant to New Cultural Poles in the Arab Gulf in the Twenty-First Century", In: *Music and Cultural Diplomacy in the Middle East* (pp. 221–240). Springer International Publishing, 2024. https://doi.org/10.1007/978-3-031-36279-8_10

³¹ Fléchet, Anaïs, Martin Guerpin, Philippe Gumpłowicz and Barbara L. Kelly (Eds.). *Music and Postwar Transitions in the 19th and 20th Centuries* (Vol. 10). New York, Oxford: Berghahn Books, 2023. <https://doi.org/10.1515/9781800738959>

The potential of intercultural interaction is expressed through targeted musical performances, projects, festivals, joint concerts, and other cultural events that help to strengthen a positive image and cross-cultural understanding, lobby for peace trends by individual countries, and promote regional goodwill in a large-scale context. In addition, such events have significant economic benefits and contribute to expanding the employment system, attracting domestic and foreign investment, and stimulating the involvement of foreign connoisseurs.

Thus, music should be positioned today as a powerful means of political influence that helps maintain peace in the global community and develop a common civilization, ease tensions between individual countries with conflicting goals, and promote long-term cooperation.

The political aspects of the impact of music diplomacy in the context of conflict resolution should be the subject of further research.

REFERENCES

- Abiolu, R., L. Braithwaite, K. Choudhary, M. Heimonen, M. L. Jakobsen, J Li, ... and A. Yudkoff. *Ethnomusicology and cultural diplomacy*. Rowman & Littlefield, 2022.
- Atta, Misbah, and Sadia Siddiq. "Bridging divides: The trans-formative power of inclusive cultural diplomacy in shaping global relations", *Journal of Quranic and Social Studies*, vol. 3, no. 2, 2023, pp. 106–118.
- Bannerman, Julie. "Music Education and "Music for Uniting the Americas", *Journal of Historical Research in Music Education*, vol. 44, no. 2, 2023, pp. 229–247. <https://doi.org/10.1177/15366006221082563>
- Canales, Carla Dirlikov. "The hard facts about soft power: lessons learned from US cultural diplomacy", In: *Soft power and the future of US foreign policy* (pp. 180–202). Manchester University Press, 2023. <https://doi.org/10.7765/9781526169136.00016>
- Dovzhynets, Inna, Maryna Petrenko, Evgeny Karpenko, Ivan Zabolotnyi and Hennadii Holiaka. "Social values in musical art in the context of intercultural communication: international experience", *Amazonia Investiga*, vol. 12, no. 68, 2023, pp. 151–161. <https://doi.org/10.34069/AI/2023.68.08.14>
- Fléchet, Anaïs, Martin Guerpin, Philippe Gumplowicz and Barbara L. Kelly (Eds.). *Music and Postwar Transitions in the 19th and 20th Centuries* (Vol. 10). New York, Oxford: Berghahn Books, 2023. <https://doi.org/10.1515/9781800738959>
- Grincheva, Natalia. "The past and future of cultural diplomacy", *International Journal of Cultural Policy*, vol. 30, no. 2, 2024, pp. 172–191. <https://doi.org/10.1080/10286632.2023.2183949>
- Herrera, Eduardo. "The Invention of Latin American Music: A Transnational History", *American Music*, vol. 39, no. 3, 2021, pp. 394–398. <https://doi.org/10.5406/americanmusic.39.3.0394>

- Hong, Ju Lee. *East-West encounters in the music of Isang Yun: analyzing musical hybridity*. Doctoral dissertation, University of Glasgow, 2023.
<https://doi.org/10.5525/gla.thesis.83663>
- Kiel, Christina. "Chicken dance (off): Competing cultural diplomacy in the 2019 Eurovision Song Contest", *International Journal of Cultural Policy*, vol. 26, no. 7, 2020, pp. 973–987. <https://doi.org/10.1080/10286632.2020.1776269>
- Kumalaningrum, Widya Sari. "Strategi diplomasi publik Pemerintah Korea Selatan terhadap Indonesia melalui Hallyu", *Indonesia Berdaya*, vol. 2, no. 2, 2021, pp. 141–148. <https://doi.org/10.47679/ib.2021128>
- Litvinov, Oleksander. *Law as a phenomenon of culture: an attempt at philosophical understanding: a monograph*. Luhansk: Yantar, 2014.
- Liu, Bess Xintong. "The Timpani Beats Just Hit on My Heart! Music, Memory, and Diplomacy in the Philadelphia Orchestra's 1973 China Tour", *Twentieth-Century Music*, vol. 18, no. 3, 2021, pp. 395–418.
<https://doi.org/10.1017/S1478572221000189>
- Marc, Isabelle. "Around the world: France's new popular music diplomacy", *Modern and Contemporary France*, vol. 28, no. 3, 2020, pp. 253–270.
<https://doi.org/10.1080/09639489.2019.1682533>
- Masters, Giles. "Performing Internationalism: The ISCM as a 'Musical League of Nations,'" *Journal of the Royal Musical Association*, 2022, vol. 147, no. 2, pp. 560–571.
<https://doi.org/10.1017/rma.2022.25>
- Mishra, Mayank. "Instrumentality of music in cultural diplomacy between India and Pakistan", *International Journal of Public Law and Policy*, vol. 9, no. 1, 2022, pp. 75–91. <https://doi.org/10.1504/IJPLAP.2023.127321>
- O'Keeffe, Eamonn. "Military music and society during the French wars, 1793–1815", *Historical Research*, vol. 97, no. 275, 2024, pp. 108–128. Oxford University Press. <https://doi.org/10.1093/hisres/htad027>
- Pasler, Jann. "Music and African Diplomacy at the Festival Mondial des Arts Nègres, Dakar, 1966", *Diplomatica*, vol. 3, no. 2, 2021, pp. 302–334.
<https://doi.org/10.1163/25891774-03020004>
- Ramel, F. "Beyond Bellephonic Sound: Exploring some Musical Diplomacies during the Ukraine War", *Global Journal of Human-Social Science*, vol. 24, no. F1, 2024, pp. 31–40. <https://doi.org/10.34257/GJHSSFVOL24IS1PG31>
- Rijo Lopes da Cunha, Maria. "Music as Cultural Diplomacy: Analyzing the Role of Musical Flows from the Arab Levant to New Cultural Poles in the Arab Gulf in the Twenty-First Century", In: *Music and Cultural Diplomacy in the Middle East* (pp. 221–240). Springer International Publishing, 2024.
https://doi.org/10.1007/978-3-031-36279-8_10
- Salois, Kendra. "Music/hip-hop diplomacy", In: *Handbook on Public Diplomacy* (pp. 297–309). Edward Elgar Publishing, 2025.
<https://doi.org/10.4337/9781803926568.00034>
- Schneider, Cynthia. "Building peace and citizenship through cultural and public diplomacy", *Journal of Communication Management*, vol. 27, no. 2, 2023, pp. 293–308.
<https://doi.org/10.1108/JCOM-01-2023-0011>

- Statista. "Global recorded music revenue from 1999 to 2023 (in billion U. S. dollars)", 2024. <https://www.statista.com/statistics/272305/global-revenue-of-the-music-industry/>
- Tallis, Benjamin. "Kraftwerk and the international 're-birth of Germany': Multiplicity, identity and difference in music and international relations", *Cooperation and Conflict*, vol. 57, no. 3, 2022, pp. 268–289. <https://doi.org/10.1177/00108367221098488>
- Wozniak, Audrey. "Cultural Diplomacy Despite the State: Mobility and Agency of State and Amateur Musicians in Turkish Classical Music Choirs", In: *Music and Cultural Diplomacy in the Middle East: Geopolitical Re-Configurations for the 21st Century* (pp. 93–121). Cham: Springer International Publishing, 2024. https://doi.org/10.1007/978-3-031-36279-8_5
- Zlotnyk, Oleksandr, Svitlana Borysova, Volodymyr Lytvynov, Oleksandr Lytvynov. and Iryna Poluboiaryna. "Musical art as a facilitator of cultural diplomacy and international relations", *Amazonia Investiga*, vol. 13, no. 84, 2024, pp. 197–205. <https://doi.org/10.34069/AI/2024.84.12.12>.

