



moroccan public
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Call for papers

Symposium organized by Moroccan Public Diplomacy Center

“What Cultural Diplomacy? For which Soft Power in the era of the Covid 19 pandemic?”

May 21, 2022 - Rabat (Morocco)

Faithful to its mission to advance and enrich the study and practice of public diplomacy in Morocco through research, training and the community engagement, the Moroccan Public Diplomacy Center (MPDC) is organizing on Saturday May 21st, 2022 in Rabat, the first edition of the MPDC Symposium under the theme: **“What cultural diplomacy? For which Soft Power in the era of the COVID 19 pandemic?”**

The concept of cultural diplomacy refers to **“the exchange of ideas, information, values, systems, traditions, beliefs and other cultural aspects, with the aim of promoting mutual understanding”**. The ultimate goal is to build trust and maintain a long-term relationship. Language teaching and learning; exchanges of students, teachers, scientists, etc.; the export of cultural products, for example films and songs; and the holding of exhibitions, concerts or other cultural events always belong to Cultural Diplomacy.

The organization of this Symposium is an opportunity to:

1. Raise debate on the importance of having a public diplomacy strategy that includes the cultural dimension;
2. Come out with recommendations and guidelines that may constitute real research issues that MPDC members can address;
3. Overview of Moroccan Cultural Diplomacy, evaluation of Cultural Diplomacy actions and the methods used to measure their impact.
4. Celebrate the World Day for Cultural Diversity for Dialogue and Development;
5. Reward the best cultural diplomacy initiatives by the MPDC Awards;
6. Bring together researchers and professionals specialized in cultural diplomacy field in Morocco and abroad.

The theme of this Symposium was chosen in order to fit into the global vision of Morocco’s new development model, which advocates the adoption of a soft power strategy while highlighting the role of culture in this field. This choice is also justified by the context of the COVID-19 health crisis, which has allowed the development of other issues linked with the practices of each cultural diplomacy player.



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All topics related to the following areas can be covered through different approaches:

- Overview of Moroccan Cultural Diplomacy (vision, objectives, players, practices, impact and areas of improvement);
- Culture as a Source of Soft Power: Morocco's Needs in the light of the New Development Model;
- Moroccan culture in the era of the health crisis and the role of digitalization in its diffusion;
- Role of Moroccans living abroad in spreading Moroccan culture in their host countries in the era of the pandemic.

Communications can be in **Arabic or French**. The best communications will be published on the website of Moroccan Public Diplomacy Center (www.mpd.ma).

Submission Procedure:

Papers proposals themes should be sent to the following email:
moroccanpublicdiplomacycenter@gmail.com

Authors are invited to submit a theme proposal in Arabic or French from **1 to 15 March 2022**.

The selected authors will be invited to send a CV and a summary of their paper between **21 March and 10 April 2022**. The full text, not exceeding 5 pages containing a maximum of 5 keywords, must be written in the following format:

- A4 Format
- Margins (top, bottom, left, right) 2.5cm
- Police : Times New Roman (12 points), 1.5 line spacing.

All proposals must include a cover page. It is not counted in the maximum number of pages. The cover page includes:

- The title of the paper (Times 16 Bold).
- The name(s) of the author(s) (Times 12 Bold).
- Affiliations and addresses (Times 12).
- The email address (Times 12).
- Necessary notes will be footnoted.
- Bibliographic references should be in alphabetical order of authors.
- Annexes.

The Scientific Committee will communicate the final decision to the authors no later than **21 April 2022**.

For further information, please contact us on the following email:

moroccanpublicdiplomacycenter@gmail.com