

quality of life - for such relations to be ignored. These multifarious benefits account for the dramatic ascendancy of cultural relations in the modern world. At the present time, it is impossible to think of a more lucrative investment. For investments here represent strategic investments, guaranteed to bring many financial and non-financial returns on the volume of capital invested. Countries which fail to realize this would be well advised to reflect on the experience of France, Great Britain, the Federal Republic of Germany, United States and Japan - to cite only a few of the more obvious examples - in this critical area of foreign policy.

Some Case Studies in Cultural Diplomacy

Without doubt, France is a world leader in cultural diplomacy. Its encounter with it can be traced back to the seventeenth and eighteenth centuries, when French language and culture were carried all over Europe. By the time of the French Revolution, the French language had become the lingua franca of continental Europe, not only in the courts, but also among the European aristocracy. In the nineteenth century, French language and culture became the chief instruments in French diplomacy. By this time, the foundations were laid for the Alliance française - an organization devoted exclusively to the propagation of French language and culture around the world.

In 1900, a special bureau was opened in the Ministry of Foreign Affairs - the Bureau of Schools and French Works Abroad - to keep in touch with, and to subsidize, schools and organizations maintained abroad by private initiative. In the early 1900's, France signed cultural exchange agreements with a number of European countries. By 1936, France had established an Interministerial Commission attached to the Prime Minister's Office to coordinate the international activities of the Ministry of Foreign Affairs, the Ministry of Education and the Ministry of Public Works. This provided the administrative base that was needed to service the overseas operations which had grown from language and education to include such diverse activities as literary and artistic matters, tourism, sport, cinema and scholarly and archeological affairs. By 1938, the budget for these activities was slightly in excess of 70 million francs. The presentation of French culture in all its diverse aspects had obviously become an integral part of French diplomacy.

As soon as France was freed from enemy occupation, it immediately set about rebuilding its excellent system of cultural relations. This it pursued with even greater vigour and enthusiasm than before. In 1945, recognition was given to the seminal role of cultural diplomacy by the creation of a Directorate-General of Cultural Relations at the Quai d'Orsay. This Directorate was imbued with a budget of some 460 million francs, about 36% of the total budget of the Ministry of Foreign Affairs. Occupying a central position within the Ministry of foreign Affairs, the Directorate was able to draw on the support of other government departments - particularly the Ministry of Education - as well as on numerous non-governmental organizations. In this way, it was able to coordinate a broad variety of activities as well as to plan effectively for future development. In addition, it was able to make maximum use of lecturers, scientific and technical specialists, artists and scholars - many of whom were drawn from non-governmental walks of life - as well as on the various arts to acquaint people in every part of the world with the distinctive accomplishments of French culture.

By 1969, the Directorate had been expanded to become the Directorate-General for Cultural, Scientific and Technical Relations. Today, it works closely