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The Effectiveness of Cultural Diplomacy in Strengthening Chernivtsi-Saskatchewan Educational Cooperation

The triumphant cultural diplomacy has become of paramount importance in the present-day globalized world – the reality, where culture, knowledge and communication are the core constructs of technological advance and economic thriving as well as social cohesion and sustainable development. The purpose of the research is to retrospect both Canada and Ukraine's academia and students' input into the Canada-Ukraine Studies at Yuriy Fedkovych Chernivtsi National University. To put the topic of Ukraine-Canada cooperation into the context of cultural diplomacy, I should emphasise that our university (the then Chernivtsi State University) is a worthy example of the fact that on July 5, 1977 an action of cultural diplomacy was launched by signing an agreement (initiated by Prof. Yuriy Makar), with the University of Saskatchewan, which immensely contributed to synergy and cooperation in the educational, scientific and cultural fields. The current study on Chernivtsi-Saskatchewan Educational Cooperation found clear support for the cultural diplomacy as an efficient toolkit and best practice of building international bridges and interactions; communicated Ukraine-Canada shared values and virtues; catered to both universities/countries' interest; offered exchange of mutually-enriched information and expertise; both parts were committed, involved, agile and open to experience of establishing and developing long-term fruitful cooperation. Importantly, Chernivtsi-Saskatchewan inter-university and Canada-Ukraine interstate cultural diplomacy act proved to be extremely successful at raising awareness of its importance, promoting understanding to provide the information that could influence its further promotion at state, local and private levels.

Keywords: cultural diplomacy, Canada, Ukraine, Saskatchewan, Chernivtsi, educational cooperation, university, Canadian Studies.

Вплив культурної дипломатії на зміцнення співробітництва між Чернівецьким і Саскачеванським університетами

Культурна дипломатія відіграє надзвичайно важливу роль у сучасному глобалізованому світі – де реалії сьогодення – висока культура, інтелігентність, компетентність та комунікація є основними конструктами як світового технічного прогресу, економічного процвітання, так і соціальної когерентності та сталого розвитку. З появою інформаційних технологій, рушієм чинником м'якої сили стала національна культура, яка уособлює набуті знання, усталені переконання, мистецький арсенал і моральні цінності, створені суспільством.

Метою дослідження є ретроспектива особистого внеску науковців та студентів як Канади так і України у царину досліджень з канадознавства у Чернівецькому національному університеті імені Юрія Федьковича. У контексті українсько-канадського освітнього співробітництва, варто наголосити, що наш університет (на той час Чернівецький державний університет) є гідним прикладом того, що ще 5 липня 1977 року було розпочато акцію культурної дипломатії шляхом підписання угоди (ініційованої професором Юрієм Макаром) з Університетом Саскачевану, що надзвичайно сприяло синергії та плідній співпраці в освітній, науковій та культурній сферах. Розглядаючи проблему співробітництва між Чернівецьким і Саскачеванським університетами, ми чітко простежуємо культурну дипломатію як потужний інструмент та дієву

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практику налагодження міжнародних мостів та взаємодій; сповідування спільних цінностей та чеснот; співпраця в інтересах обох університетів/країн; взаємозбагачення інформацією та досвідом. Синкретичним є той факт, що акт міжуніверситетської та міждержавної культурної дипломатії виявився надзвичайно успішним у сприянні та подальшому просуванні ефективного співробітництва університетів на державному, місцевому та особистому рівнях.

Ключові слова: культурна дипломатія, Канада, Україна, Саскачеван, Чернівці, освітня співпраця, університет, канадознавство.

“The Canada-Ukraine education partnership continues to grow, fuelled by our strong people-to-people ties. More and more Ukrainians are choosing Canada for study and research, and vice versa.

These students and those with whom they interact create lifelong linkages between our two countries to the benefit of Canadians and Ukrainians alike”.

Ed Fast²

If we turn over the pages of the Canada-Ukraine book of their strong historical, political, economic and cultural ties, we could trace vivid memories of Canada’s enormous efforts in supporting Ukraine all-roundly in our most formidable and crucial periods of gaining independence, fighting our fierce enemies. Again and again, with the onset of Russia’s invasion of Ukraine on 24 February, Canada has turned out to be one of the first states to give a helping hand to preserve our identity, freedom and democracy in Ukraine. Importantly, Canadian educational institutions as an indispensable construct of *Cultural Diplomacy*, have been supporting various initiatives to foster closer ties with Ukrainian education institutions, and, eventually, reinforcing Canada’s commitment to Ukraine’s goals of freedom, democracy, peace and prosperity. In the case of unprovoked Russia’s aggression against Ukraine, the response of Canada’s universities was immediate and comprehensive. They “have demonstrated their solidarity with all those impacted by the invasion of Ukraine, making concerted efforts to support all faculty, staff and students affected by these disturbing events. The following is a selection of initiatives and resources provided by Canadian universities to support their communities at this difficult time”³. Namely, Bill Flanagan, the President of the University of Alberta stated in his address that the University “stands with our academic colleagues, students, alumni and friends across the country, as well as those in our community close to home who have deep roots in Ukraine. The U of A’s links with Ukraine and Ukrainian studies span many decades, with our Canadian Institute of Ukrainian Studies, Kule Folklore Centre and Kule Institute for Advanced Study acting as international voices on Ukrainian heritage and research. Our concern and our thoughts are with those impacted by the unfolding conflict. Our university administration is actively working to ensure the safety and security of our students, faculty and staff who may be affected by the events unfolding overseas. Additionally, the university is providing support to students, researchers, and faculty members whose scholarly pursuits may be impacted”⁴.

Cultural Diplomacy gained widespread attention as an efficient toolkit for establishing, enhancing and developing strong international, intergovernmental, interstate and interpersonal trustful relations. This postulate stems from the wider, connective and human values that culture has: culture is both the means by which we come to understand others, and an aspect of life with innate worth that we enjoy and seek out. Cultural exchange gives us the chance to appreciate points of commonality and, where there are differences, to understand the motivations and humanity that underlie. The case studies show that Cultural Diplomacy was traditionally determined largely by national governments as a prime model of “soft power” – a force for good or the ability to persuade through culture, values, and ideas, as opposed to “hard power,” which traditionally conquers or coerces through military, political, or economic might. Cultural diplomacy serves as a force multiplier that enhances good-willing relation-

² Government of Canada (2014). Minister of International Trade Minister Fast Highlights Canada-Ukraine Education Cooperation. URL: <https://www.canada.ca/en/news/archive/2014/07/minister-fast-highlights-canada-ukraine-education-cooperation.html>.

³ Universities Canada (2022). University efforts to support those impacted by Ukraine invasion. URL: <https://www.univcan.ca/media-room/media-releases/university-efforts-to-support-those-impacted-by-ukraine-invasion/>.

⁴ Flanagan, B. (2022). From the President's Desk: Supporting our community - conflict in Ukraine, February 24. URL: <https://www.ualberta.ca/the-quad/2022/02/supporting-our-community-conflict-in-ukraine.html>.

ships, builds tolerance & understanding, advances prosperity, and strengthens our own national security. It starts with recognizing that culture is more than just its paintings, relics, churches, or cuisine. It is about the human aspirations they represent. It should be articulated that currently, the ultimate objective of cultural diplomacy, while crossing ethnic and geographic borders of neighbours with different backgrounds and mentality, aims to share the same values, to appreciate art and become culturally bound. The triumphant public diplomacy has become of paramount importance in the present-day globalised world – the reality, where *culture, knowledge and communication* are the core constructs of technological advance and economic thriving as well as social cohesion and sustainable development.

By large, cultural diplomacy as a vital tool for the 21st Century implies (according to the American scholar Milton Cummings) the exchange of information, values, systems, traditions, ideas, and beliefs in all aspects of the society's life, namely, science, literature, art, music, and sports aiming at fostering mutual embracement and bridging cultures⁵. The importance of cultural diplomacy has been emerging since soft power has grown out of culture, out of domestic values and policies, and out of foreign policy. Whilst public diplomacy extends beyond the formal diplomatic communications of a government to a foreign public, cultural diplomacy advocates that participation in exchange programs helps to further global peace, freedom, mutual understanding, international cooperation, and growth of human knowledge, and plays an important role in shaping how countries are perceived abroad. These activities can have a significant impact on international relations through cross-cultural communications.

My primary goal is to retrospect both Canada and Ukraine's academia and students' input into the Canada-Ukraine Studies at Yuriy Fedkovych Chernivtsi National University. While unifying theoretical and practical perspectives, I would state that scholars and students of our university are regarded as highly respected diplomats and ambassadors who act as architects of international bridges in today's globalised world. Furthermore, the realities of today – *high culture, intelligence, competence and communication*, to my strong conviction, are the main constructs of both world technological progress, economic prosperity, and social coherence and sustainable development. In the context of cultural diplomacy, the main purpose of which, crossing the ethnic and geographical boundaries of countries of peoples with different origins and mentality, is the desire for common norms and values, cultural goods and spiritual mutual enrichment. With the advent of information technology, the driving factor of soft power was national culture, which personifies the acquired knowledge, established beliefs, artistic arsenal and moral values created by society.

To put the topic of Ukraine-Canada cooperation into the context of cultural diplomacy, I should emphasise that our university (the then *Chernivtsi State University*) is a worthy example of the fact that on July 5, 1977 an action of cultural diplomacy was launched by signing an agreement (initiated by Prof. *Yuriy Makar*), with the *University of Saskatchewan*, which immensely contributed to synergy and cooperation in the educational, scientific and cultural fields. The first five-year agreement was signed (and later extended) between the University of Saskatchewan and the State University of Chernivtsi, Ukraine. This was the first formal agreement between a North American university and a university in Ukraine. In 1978, for the first time a delegation of Chernivtsi University, headed by the then rector *Konstantin Chervinskyi*, the Dean of the Faculty of History *Yuriy Makar* and a senior lecturer of the Department of English *Roman Turchyn* paid an official visit to Canada. During 1978-1979 eight Lecturers (including our former Rector Professor *Stepan Melnychuk*, Professors *Oleksandr Sych*, *Serhiy Fedunyak*, *Volodymyr Fisanov*, *Anatoliy Kruglashov*, Associated Professors *Taras Ivasyutyn* and *Petro Yatsenyuk*) had the opportunity to show considerable talent and charisma to influence national security issues, promote positive image, stimulate the further development of science and culture, strengthen their own national identity, and enhance the system of democratic values. The priority of such inter-university cooperation was to develop the bilateral international relations, work out and implement educational and research projects. It has become of a significant value for Ukraine to be incorporated into the international (Canadian, in particular,) educational space and advance promoting Ukrainian educational services on the international market and tailor the curriculum to the needs of tailor the curriculum to the academic environment of higher education institutions. So far, our university has established itself as a viable academic centre for scientific and cultural research in various fields and in this regard all academia aims at developing it into a traditional conference series. Nowadays the University collaborates with more than 84 establishments of higher education in Europe,

⁵ Cummings, Milton C. (2003). *Cultural Diplomacy and the United States Government: A Survey*. Washington, D. C: Centre for Arts and Culture, 15 p.

Asia, North and South America. International cooperation is annually being expanded and enhanced⁶. The university's international activity is also promoted by a range of scientific centres, including *Ramon Hnatyshyn Centre for Canadian Studies* (headed by Professor *Vitaliy Makar*), a scholarly centre devoted to the study of Canada as an open, pluralist and democratic polity and society⁷.

There has been a lot of research which shows the importance of the stages and effective outcomes of Canadian Studies establishment and its integration into the academic study and the educational process of Yuriy Fedkovych Chernivtsi National University (the then Chernivtsi State University). The academic fruitful and mutually enriching cooperation dates back to the 1980s, "when the first formal agreement between the University of Saskatchewan and the University of Chernivtsi was signed (Government of Saskatchewan, 2017). The agreement was renewed in 2008 when the province developed a Memorandum of Intent on Education with the Chernivtsi Oblast. This inter-university agreement is considered the longest-standing partnership between Canadian and Ukrainian universities (Saskatchewan Ukraine Relations Advisory Committee, 2012). Since then, the Saskatchewan-Ukraine relationships in education have been a product of individual and organisational efforts on both sides. These connections have taken different directions and forms, but a significant shift in the relationships occurred in 1991 after the collapse of the Soviet Union when Ukraine gained its independence (Government of Saskatchewan, n. d.; Saskatchewan Ukraine Relations Advisory Committee, 2010)"⁸.

Based on a personal rich and fruitful experience, an outstanding Professor Yuriy Makar has highlighted the crucial role and impact of Canadian Studies (CS) on training and instructing students who major in International Studies, History and Political Science. According to the founder of establishing Ukraine-Canada relations on the local level, Canadian Studies as an interdisciplinary field promotes and enhances the development of the research in a huge variety of academic domains, emphasising that owing to the systematic extension of the Agreement concluded in 1977, the cooperation has been yielding successful outcomes for 50 years so far. Throughout this period a fruitful partnership has been established with many Canadian universities; in particular the University of Alberta (Canadian Institute of Ukrainian Studies), aiming to further the interdisciplinary and international development of Canadian Studies. The Ramon Hnatyshyn Centre for Canadian Studies owns a large Library of Canadian studies, collected and donated by Canadian universities, Ukrainian NGOs and individuals. It is important to stress that the Centre for Canadian Studies is home to a considerable number of archival material copies, mainly obtained from the Library and Archives Canada (formerly the National Archives), as well as from the provincial archives of Alberta, Manitoba and Saskatchewan. Equally honoured should be Canada and Ukraine's making great strides in the development of scientific research, started in the late 80s of 20th century, with a common research topic "The Impact of National and Ethnic Minorities on the Development of Western Canada", agreed between Chernivtsi and Saskatchewan universities. Subsequently, the Canadian Institute of Ukrainian Studies (University of Alberta) considerably facilitated collaborative research projects. Over the last decades, Yuriy Fedkovych Chernivtsi National University academically developed and encouraged for further advance cohort of brilliant scientists in the interdisciplinary field of Canadian Studies⁹.

If to speak about another case that would exemplify the principle from information to participation, I can't but mention about our wonderful experience of bountiful and mutually enriching cooperation with interns from the University of Saskatchewan, originated from a longstanding University of Saskatchewan Chernivtsi National University Cooperation Agreement, the *University of Saskatchewan Graduate Internship Program*, coordinated and managed by Prof. *Bohdan Kordan*. The program, funded by the Government of Saskatchewan through the Department of Advanced Education and Immigration, was created and approved in 2006 and coordinated by the Prairie Centre for the Study of Ukrainian Heritage. "The purpose of the program is to place a University of Saskatchewan graduate or postgraduate at the Hnatyshyn Centre for Canadian Studies (HCCS), Chernivtsi National University.

⁶ International Office of CHNU (2022). About Us. URL: <http://interof.chnu.edu.ua/index.php?page=en/01about>.

⁷ Ramon Hnatyshyn Centre for Canadian Studies (2011) Description of Centre, Mission Statement and Statement of Objectives. URL: <http://rhsc.chnu.edu.ua/index.php?page=en/4description>.

⁸ Zakharchuk, N. (2021). Saskatchewan-Ukraine Relationships in Education: History, Current State, and Prospects. *Actual Problems of International Relations*, (Vol 1 No 147), 4-17. <https://doi.org/10.17721/apmv.2021.147.1.4-17>.

⁹ Makar, Yu. (2020). Canadian Studies at Chernivtsi University. *Modern Historical and Political Issues*, (41), 19-28. <https://doi.org/10.31861/mhpi2020.41.19-28>.

...Their duties include instructing an introductory Canadian-topic course from within their field of study, assisting in curriculum development, securing academic resources, helping the HCCS Director organise and plan conferences/colloquia, and completing other Centre-related tasks, i.e., English-language updates to the website, writing grant proposals, etc. From the perspective of CNU, the graduate student is an important resource: enhancing the teaching profile of the Centre, while also providing the only opportunity for its students to acquire first-hand English language instruction from an individual with relative expertise. The appointment also serves as an important resource for the Centre's faculty and their curricula, professional, and pedagogical development. Eric Woods (2007); Nicholas Deacock (2008); Carl Hydomako (2010); Tara Longmire (2011); Sarah Shoker (2013); Dallas Posavad (2014); and Mitchell Dowie (2018) represented this program.¹⁰

Of particular value was the experience of Canadian interns' delivering lecturers in Chernivtsi National University to introduce our Faculty of History, Political Science and International Studies (HPS&IS) students to the courses on the state structure of Canada, the development of Canadian federal policy of multiculturalism, the Canadian Ukrainians' impact on Canadian-Ukrainian interstate relations moulding. It should be emphasised that graduate interns of the University of Saskatchewan have made their immense contribution to the academic program at our university and, predominantly, and had their considerable input into the development of Canadian Studies at our university, teaching masters the courses in the relative major, namely, political culture in Canada, Canadian foreign policy, and Canadian federalism. In addition, interns from Canada were very proactive and enthusiastic in delivering quite informative, insightful and exciting lectures on immigration, education, health care, and the press to the students of the Department of International Relations, who were specialising in English. Respectively, our students were taught an incredible CLIL (Content and Language Integrated Learning) method, an amazing language immersion method of teaching Canadian policy, literature, and political culture through English. Such lectures, being dual-focused, promoted construction and fluency, appeared to be quite beneficial from different aspects, our students enjoyed interacting with native English speakers while receiving direction on various educational opportunities in Canada and abroad.

In view of aforesaid, I would single out *Eric Woods* who produced an unforgettable impression on both the students and me, while interning at the Centre in 2007. I was attending Eric's course on 'Conflicting Nationalisms in Canada'. Frankly speaking, he significantly influenced my scientific approach to highlighting the Quebec's problem in my dissertation 'Multiculturalism of Canada: Political Experience and Social Practice (National and Global Dimensions)' (23.00.04 – Political Problems of International Systems and Global Development). Furthermore, my students and I were so inspired and motivated by his classes and his personality that we decided to manifest our gratitude to him by taking him to Kolomyia Pysanka Museum, a flamboyant and exquisite Easter egg-shaped building. While going to Kolomyia, Eric mentioned that the people, landscape and natural environment resembles his native land as if he were travelling in his birthplace. Naturally, Eric was deeply impressed and thrilled with the intangible cultural heritage of Hutsuls, by the fabulous collection of pysankas from various regions of Ukraine and other countries. Especially, his heart was fixed on the eggs decorated with embroidery, wooden inlaid and carved, enamelled and made of semi-precious stones. For us it was a real discovery to figure out how many commonalities we share: our love of nature, language, history, identity and culture. Such a deep connection is all-important and it matters.

Another bright memory I have about *Carl Hydomako* (2010), who delivered his course on "Canadian Federalism". His classes were both informative and entertaining, after the classes we would enjoy our coffee-time, having buzz discussions on how immigration and multiculturalism fits into the English Canadian identity and the English Canadian narrative. Sometimes we raised the problem of the 4th wave of Ukrainian immigrants who, regrettably, did not fit into the retention model of liberal multiculturalism because of their being mostly Russian-speaking, whose prime idea was earning income, without establishing any close-knit Ukrainian-Canadian community. Furthermore, it was Carl who enormously assisted the Centre with the First Bi-annual Conference on Canadian Studies (February 2010) and the Chernivtsi-University of Saskatchewan Roundtable on Saskatchewan-Ukraine Immigration (May 2010). From 26 to 28 February 2010 the Ramon Hnatyshyn Centre for Canadian Studies at our University in cooperation with the Department of Foreign Affairs and International Trade and the Em-

¹⁰ Prairie Centre for the Study of Ukrainian Heritage (2022). Chernivtsi Graduate Internship Program. URL: <https://pcuh.stmcollege.ca/grad-studies/graduate-internship/>.

bassy of Canada in Ukraine held the “*First Bi-annual Conference on Canadian Studies*”. The conference brought together academics, think-tanks and government officials whose focus revolved around embracing various aspects of Canadian Studies and Canadian-Ukrainian relations. The key issues addressed during the conference included: Canada-Ukraine relations since Ukraine’s independence, researches on Canada’s history, political science, economy, culture, language and literature, domestic and foreign policy, etc. Among the participants were Canadian Studies scholars from The Netherlands, Ireland, Poland, and Germany - the latter represented by Professor Martin Kuester, Vice President of the Association for Canadian Studies in German-Speaking Countries. Ukrainian Canadians who took part were Dr. Roman Yereniuk of the Centre for Ukrainian Canadian Studies at the University of Manitoba; Orysia Tracz from the University of Manitoba Libraries; Jurij Fedyk, the John Yaremko Teaching Fellow at the Ivan Franko National University of Lviv; and Dr. Valerii Polkovsky of St. Albert, Alberta, who is currently at the Ostroh Academy National University¹¹.

Highly efficient example of cultural diplomacy was a joint faculty and graduate student roundtable ‘*Managing Immigration: The Recent Canadian/Ukrainian/Saskatchewan Experience*’, held in May 11 & 12, 2010, at the Ramon Hnatyshyn Centre for Canadian Studies, organised by Professors *Yuriy Makar* and *Vitaliy Makar* within the framework of the academic partnership agreement between the University of Saskatchewan and Yuriy Fedkovych Chernivtsi National University. There were invited academics and graduate students at both institutions who explored and assessed the problems of managing immigration within the context of the gained Ukrainian/Canadian/Saskatchewan experience. The topics under study encompassed the domain of the multiculturalism/immigration policy nexus in Saskatchewan; the problem of cultural retention versus the cultural integration of immigrants; the social justice aspects of Canadian immigrant recruitment; the issue of federal/provincial jurisdiction; assessing new immigration opportunities including the international student and the youth mobility programs; the nature of Ukrainian emigration to Canada and Saskatchewan; the impact of emigration on Ukrainian society; and the importance and utility of contemporary research methods¹². Significantly, the roundtable, attended by some fifty participants, provided an opportunity for academic research and discussion, helping to stimulate interest in an area of mutual concern between Saskatchewan/Ukraine and the UofS/CNU. It has laid a foundation for future collaborative work in this important policy area, having generated important interpersonal relationships between Canadian and Ukrainian academics. It further offered a rare opportunity for graduate students to participate, engage and present their work in an international forum. And finally, the event has reinforced existing institutional connections while helping to build new ties between Chernivtsi National University, the University of Saskatchewan, St. Thomas More College, the Prairie Centre for the Study of Ukrainian Heritage, Hnatyshyn Centre for Canadian Studies, and the Canadian Embassy in Ukraine.

Importantly, *Managing Immigration: The Recent Canadian, Ukrainian, Saskatchewan Experience* was an initiative of the Prairie Centre for the Study of Ukrainian Heritage at St Thomas More College and the Ramon Hnatyshyn Canadian Studies Centre at Chernivtsi National University. The roundtable was supported by a grant from the Government of Saskatchewan, Department of Advanced Education, Employment, and Immigration. Additional support was provided by the Prairie Centre for the Study of Ukrainian Heritage (PCUH), the University of Saskatchewan College of Graduate Studies, and the Department of Foreign Affairs and International Trade – Government of Canada.

The Second International Conference on Canadian Studies (12-13 September. 2019) brought together academics, non-governmental organisations, and government officials who stirred an interest in understanding various aspects of the Canadian studies field and of Canada-Ukraine relations. Key topics were addressed to shed light on the problem of Canadian-Ukrainian relations, history and current issues of Ukrainians in Canada, and various aspects of Canadian history, political science, economy, culture, and domestic and foreign policy. Two biannual Canadian conferences were attended by scholars from Alberta, Manitoba, Saskatchewan and other universities of Canada and Ukraine. The conferences were held under the auspices of the Embassy of Canada to Ukraine. The invaluable experience of Yuriy Fedkovych Chernivtsi National University was later emulated by Volyn, Lviv and other Ukrainian universities.

¹¹ Ramon Hnatyshyn Centre for Canadian Studies (2010). First Bi-annual Conference on Canadian Studies, URL: <http://rhscs.chnu.edu.ua/index.php?page=en/5activities/1conference>.

¹² Ramon Hnatyshyn Centre for Canadian Studies (2010). Dominant Themes of Chernivtsi Roundtable, May 11-12, 2010. URL: <http://rhscs.chnu.edu.ua/index.php?page=en/5activities/2roundtable/4themes>.

Noteworthy, the conferences and the round table have become an outstanding experience for me in developing and sharpening my skills in both interpreting and translating from English into Ukrainian and vice versa¹³.

In light of the current inter-university fruitful cooperation context, intern *Dallas Posavad* (2014) became a valuable asset to both Saskatchewan Graduate Internship Program and our Faculty. Dallas delivered the course in 'Canadian History' through the Ramon Hnatyshyn Centre for Canadian Studies. Mr. Posavad immensely assisted in curriculum development and contributed to the academic life of the centre during the winter session, 2014. Besides, Dallas cordially shared with me profound and extensively covered research papers on Canadian foreign policy, ethnicity and multiculturalism as well as insights into Canadian and Ukrainian poetry.

I dare conclude that such fruitful and productive interpersonal networking with Canadian academia yielded fruits of my further research on Canada and better understanding and awareness of my vision of "Canada to be globally accepted as the intellectual home of the notion of "multicultural citizenship". Additionally, both theoretical and practical perceptions of multiculturalism draw heavily upon the Canadian paradigm, using the lessons derived from observing the case to infer the root causes of Multiculturalism"¹⁴. Significantly, Ukrainian Canadians were one of the first ethnic groups to exercise the respect to their cultural distinctiveness, maintaining their individual sense of self-worth and identity, attachment to the country and sense of belonging. Owing to its social, political and economic integration it has reached a rather high level of culture perception and blending into a mosaic Canadian society. And what is more, the Ukrainian immigrants' long struggle for being accepted by Canada has been largely won by their robustness, ingenuity and flexibility. Taking into consideration both its self-organisation and momentous impact on domestic and foreign policy, Ukrainian Canadians belong to the most globally recognized Diaspora community. My strong conviction is that their experience could be taken as a model to emulate for Ukraine (especially under the present-day situation)¹⁵. In recent years in Canada as well on the global level, digital media, including social media, have become a topic of pivotal importance for politicians throughout their political communication, digital campaigns and elections. Owing to the different architectures of social media platforms as well as information revolution and globalisation, digital media, branding and political image management prove to have become of significant value in changing the landscape and essence of traditional political campaigning into one of the most proficient and sophisticated marketing tactics¹⁶.

The current survey on *Chernivtsi-Saskatchewan Educational Cooperation* found clear support for the cultural diplomacy as an efficient toolkit and best practice of building international bridges and interactions; communicated Ukraine-Canada shared values and virtues; catered to both universities/countries' interest; offered exchange of mutually-enriched information and expertise; both parts were committed, involved, agile and open to experience of establishing and developing long-term fruitful cooperation. Our inter-university and interstate cultural diplomacy act proved to be extremely successful at raising awareness of its importance, promoting understanding to provide the information that could influence its further promotion at state, local and private levels.

As a final remark, it is also vital to mention that cultural diplomacy should involve the systematic intervention of governments in the sciences, arts, and other cultural expressions as the basis of an official categorization of national identity. Presently, however, cultural diplomacy is characterised by the multiplication of its intervenient agents at different scales and levels and by the growing importance of supra-national organisations. Importantly, cultural diplomacy remains a subject for future studies. Moreover, with globalisation and advances in technology, peer-to-peer cultural interaction will continue to thrive. Currently, countries increasingly rely on their individual citizens to shape a positive

¹³ Prairie Centre for the Study of Ukrainian Heritage (2010). *Managing Immigration: The Recent Canadian/ Ukrainian/ Saskatchewan Experience/* URL: <https://pcuh.stmcollege.ca/programs-and-projects/conferences-symposia-exhibitions/managing-immigration-the-recent-canadianukrainiansaskatchewan-experience/>.

¹⁴ Bohatyrets, V. (2018). Embracing multiculturalism of Canada: the roots & the present-day realities. *Modern Historical and Political Issues*, (35-36), 32-41. <https://doi.org/10.31861/mhpi.2017.35-36.32-41>.

¹⁵ Bohatyrets, V. (2017). Canadian Ukrainians' Tremendous Contributions to A Mosaic Canadian Society (in the context of celebrating Ukrainians' 125th settling in Maple Leaf country). *Modern Historical and Political Issues*, (33-34), 33-39. <https://doi.org/10.31861/mhpi2016.33-34.33-39>.

¹⁶ Bohatyrets, V. (2021). Insights Into Canada's Digital Media, Branding and Political Image Management. *Modern Historical and Political Issues*, (43), 158-166. <https://doi.org/10.31861/mhpi2021.43.158-166>.

image of their nation abroad, instead of leaving this role to traditional state-to-state diplomacy. I want to emphasise, all of us are the 'Peaceful Army' of unofficial agents – people who build cultural relations not by office, but by the call of the heart, since 'our word is our sword'.

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