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## **Cultural relations and Public Diplomacy in the context of Siberia**

This lecture focusses on the role of culture in relation to public diplomacy. Building upon the well-known concept of cultural diplomacy and against the background of the changing conceptualisation of soft power in the 21st century, particular attention will be paid to the concept of cultural relations. Referring to reciprocal, non-coercive transnational interactions between two or more cultures encompassing a range of activities that are conducted by both state and non-state actors within the space of culture and civil society, cultural relations are a useful lens to explore the increasing role of civic society in the complex game of soft power. In addition, an ongoing international research project on cultural relations in the context of Siberia will be presented.