

Секция «20.11 Глобальный Юг: его место и роль в англоговорящем мире»

## Cultural diplomacy between Africa and the US

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In today's evolving world, cultural and "people-to-people" diplomacy have emerged as the most tangible tools of "soft-power", that are used by various states. It can be seen, that integration of culture in political discourse gain its popularity not only in European Union, but also in USA and across many African countries.

In the conditions of contemporary turbulent world, African region is served as an arena of geopolitical struggle for various countries. However, three political giants: China, Russia and the United States launched an active battle. The countries' strategies are completely different, that makes their studying more interesting for researchers. China, as a global player, strikes a bet on economic aspect. Beijing actively invests funds not only in extraction of mineral resources (such as cobalt, oil and lithium) but also into erecting ports and highways. This approach will definitely provide positive relation tendency to PRC (people's republic of china) on the part of African elites for a really long lasting period of time. Russia emphasizes it's attention on a region's military support. After Africa decided to end all the partnership with France, Moscow has emerged as main partner and suggested to ensure safety in Africa by resisting terrorist and neocolonial threat. USA took a course on a cultural and educational politics as a tool of soft power. US interests spread on many countries, but especially on Rwanda.

Relations between countries were established in 1962, after Rwanda gained independence from Belgium. The tipping point was the genocide against Tutsi that Rwandan government organized. From that very moment French language was considered as a symbol of colonial oppression and regime, that started civil war. Rwandan Patriotic Front (RPF), that won in 1994, was created by US. From that time Washington has started an active diffusion of American culture in Rwanda. US's Cultural politics is focused on promoting democratic values, developing education and exchange programs, that help to improve social and political relations.

The key instruments for implementing this policy have been educational and professional exchanges. Among them, a special place is occupied by the Fulbright Program, which allows Rwandan scholars, lecturers, and graduate students to undertake internships at American universities. This not only facilitates the exchange of knowledge but also fosters strong professional ties with U.S. academic and political circles. For Rwanda, a country that has survived genocide and an acute shortage of qualified personnel, access to American education has become a critically important resource.

An even larger-scale program is the Mandela Washington Fellowship for Young African Leaders, which is part of the Young African Leaders Initiative (YALI). The program is focused on training young leaders in the fields of business, civic activism, and public administration. Given that more than half of Rwanda's population is under 25, training a new generation of leaders through this program is a direct U.S. contribution to shaping the pro-Western orientation of the country's future elites.

The ACCESS program (English Language Micro-Scholarship Program), aimed at teaching English to disadvantaged youth, deserves special attention. In 2008, Rwanda made a historic

transition from French to English as the primary language of education. The ACCESS programs, funded by the U.S. State Department, have played an important role in this process, helping thousands of Rwandan students adapt to the new linguistic reality. Thus, the promotion of English has become a powerful tool for the country's cultural reorientation. In addition to education, the U.S. actively implements large-scale humanitarian programs in Rwanda. Through the President's Emergency Plan for AIDS Relief (PEPFAR), Rwanda receives significant funding for clinic construction, medical personnel training, and information campaigns. The PMI program (President's Malaria Initiative) is aimed at combating malaria. By saving lives and improving public health, the U.S. cultivates an image of a country that cares about ordinary Africans, which creates a favorable basis for the perception of American culture. The U.S. Agency for International Development (USAID) serves as a crucial conduit of American influence. In Rwanda, USAID implements programs for agricultural development, small business support, and gender equality. Special mention should be made of the Academy for Women Entrepreneurs (AWE) program. In Rwanda, where women hold the majority of parliamentary seats (one of the highest rates in the world), support for women's entrepreneurship resonates deeply and greatly enhances the positive image of the United States.

Thus, American cultural diplomacy in Rwanda represents a comprehensive system that combines language training, elite education through exchanges, and direct humanitarian aid. This multi-vector approach ensures a sustained positive perception of the U.S. in Rwandan society and solidifies Washington's role as a key partner for the country in the post-colonial period.

#### **Источники и литература**

- 1) Е.С. Глазова «Руанда после геноцида: формальные и неформальные институты в преодолении «ловушек развития»
- 2) М.Р. Стельмах «Республика Руанда- идея распространения «языка ненависти»: эволюция правовых средств противодействия»