

CULTURAL RELATIONS AS ONE OF THE MAIN DIRECTIONS OF INTERNATIONAL COOPERATION (IN THE CONTEXT OF AZERBAIJAN– TÜRKİYE RELATIONS)

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SUMMARY

This study examines the role and significance of cultural relations in the modern globalized world. It argues that cultural interaction serves as a key instrument for strengthening mutual understanding, promoting tolerance, and ensuring peace and stability among nations. The paper analyzes the concept and essence of cultural relations, highlighting their multidimensional nature, including art, education, language, and traditions. Particular attention is given to the impact of globalization, which accelerates intercultural communication while simultaneously emphasizing the need to preserve cultural diversity.

The research also explores the main directions of cultural cooperation, such as education, student exchange programs, cultural events, tourism, and media collaboration. It underscores the importance of cultural diplomacy as a tool of soft power that enhances international reputation and fosters political and economic cooperation. Additionally, the study identifies existing challenges, including language barriers, stereotypes, financial limitations, and political tensions, and proposes practical solutions to overcome them.

In conclusion, the paper emphasizes that cultural relations are a fundamental pillar of international cooperation and sustainable development. Strengthening these relations through education, digital technologies, and increased international collaboration can contribute to long-term peace, mutual respect, and global integration.

Keywords: *culture, diplomacy, globalization, dialogue, cooperation.*

Introduction – Relevance and Importance of the Topic

In the modern era, relations between states have acquired a multidimensional character. One of the most important directions of these relations is cultural interaction. Cultural relations act as a bridge between nations. The process of globalization has

further increased the importance of these relations. The development of information technologies accelerates cultural integration. Today, countries have easier access to each other's cultures. This strengthens mutual understanding [1; p.50].

Cultural relations play an important role in preserving peace and stability. As nations get to know one another better, the possibility of conflict decreases. In this regard, cultural cooperation has strategic importance. States pay special attention to this field. International organizations also support cultural projects. Culture is one of the main indicators of national identity [5; p.34].

Its preservation and promotion are essential. Cultural relations between two countries create mutual respect. These relations help eliminate stereotypes. People learn to accept different values. Cultural exchange contributes to the development of tolerance. This process forms more open-minded societies. Cultural relations shape not only the past but also the future. Through these relations, young people gain new perspectives. They acquire experience in different environments [4; p.12].

This has a positive effect on their personal development. At the same time, interstate relations are strengthened. Cultural relations also influence economic and political spheres. Therefore, this topic is highly relevant. Especially in the modern era, this issue attracts more attention. Countries around the world are expanding ways of cooperation. In this cooperation, the cultural factor plays a leading role. Thus, the continuation of cultural relations is an important and necessary process [3; p.20].

The Concept and Essence of Cultural Relations

Cultural relations are the process of mutual cultural exchange between nations and states. This concept has a broad and multifaceted meaning. Cultural relations encompass such areas as art, literature, language, and traditions. At the same time, while also extending to social and humanitarian spheres. Cultural cooperation promotes closer ties between

peoples. This process is characterized by interaction and enrichment. Each nation preserves its own culture while also sharing it. Such exchange contributes to the emergence of new cultural syntheses.

Cultural relations are carried out both formally and informally. At the official level, state programs and agreements exist. At the informal level, direct communication between individuals plays a central role. Through cultural relations, nations become acquainted with one another's lifestyles, values, and traditions. This leads to the formation of mutual respect [2; p.15].

Culture includes not only material but also spiritual values. From this perspective, cultural relations serve as a means of transmitting values. The main purpose of cultural relations is to strengthen mutual understanding. These relations develop friendly ties between nations. Cultural exchange creates conditions for the emergence of new ideas. This positively affects the development of creativity. Cultural relations also encourage language learning. People become interested in the languages of other nations. This expands communication opportunities.

Cultural relations continue to develop over time. Technological advancement accelerates this process. Today, intercultural communication has become more accessible than ever before. Social media and digital platforms play an important role. Cultural relations occur at both individual and collective levels. This process contributes to the development of societies. The continuity of cultural relations forms the basis of stable connections. Thus, cultural relations are an inseparable part of the modern world [1; p.57].

The Role of Cultural Relations in the Context of Globalization

Globalization is one of the main characteristics of the modern world. This process leads to the relative reduction of barriers between countries. Cultural relations constitute an inseparable component of globalization. Globalization strengthens the interaction between cultures. Different nations become closer to one another's cultures [4; p.76].

As a result, cultural integration accelerates. Cultural relations form the foundation of global cooperation. As a result of globalization, intercultural dialogue expands. This dialogue promotes mutual understanding among nations. At the same time, globalization also encourages the preservation of cultural diversity. Cultural relations help maintain this diversity.

In the era of globalization, the flow of information has accelerated. This causes cultural values to

spread more quickly [2; p.98]. People gain access to different cultures more quickly than ever before. This process creates opportunities for the formation of new perspectives. Globalization creates interdependence among cultures. This interdependence makes cooperation necessary. Cultural relations serve as one of the principal mechanisms of international cooperation.

During globalization, preserving national cultures is essential. Cultural relations support this preservation while also creating balance between cultures. Globalization leads to the emergence of new cultural trends. These trends spread across different countries, and cultural relations facilitate this spread [1; p.29].

Globalization creates both opportunities and challenges. Cultural relations play an important role in addressing these challenges. Mutual respect between nations increases, contributing to peace and stability. Globalization allows cultures to enrich one another. Thus, cultural relations gain special importance under globalization.

Main Directions of Cultural Cooperation Between Two Countries

Cultural cooperation between two countries is carried out in various directions. These areas encompass diverse spheres of cultural activity. One of the main areas is art. Through painting, music, and theater, nations become closer to one another. Joint exhibitions and concerts are organized. These events strengthen cultural exchange.

Literature is also an important area of cooperation [2; p.45]. Literary works are translated into other languages. This broadens readers' perspectives and deepens their understanding of other cultures. Education is another important field. Cooperation is established between universities. Student and teacher exchange programs are implemented. This process creates opportunities for sharing new knowledge and experience.

Within cultural cooperation, festivals are organized. These festivals serve to promote national cultures. Cooperation is also widespread in cinema and media. Joint films and projects are produced. These projects help present different cultures [3; p.44].

Tourism is another important direction. People learn about other countries' cultures directly by visiting them. This increases mutual interest. Museums and cultural centers also cooperate through joint exhibitions and programs. These activities help preserve cultural heritage.

At the same time, folklore and traditions are shared. National holidays and customs are introduced. This contributes to the formation of emotional and symbolic bonds between nations. Digital platforms also increase opportunities for cooperation. Online events and projects are organized. Thus, cultural cooperation is a multifaceted and dynamic process [4; p.33].

Cultural Diplomacy and Its Role in International Relations

Cultural diplomacy is an important component of relations between states. This concept refers to influencing other countries through culture. Cultural diplomacy functions as an effective instrument of soft power. States use this instrument to shape their image. Culture influences a country's international reputation.

Cultural diplomacy strengthens mutual understanding. This process supports the development of political relations. Trust is formed through cultural ties, which creates a favorable environment for cooperation. Cultural diplomacy also helps reduce conflicts. Nations begin to understand each other better, which leads to a decrease in tensions.

States invest considerable resources in cultural projects and initiatives. These projects expand international cooperation [5; p.25]. Cultural events strengthen diplomatic relations. Exhibitions, festivals, and conferences are significant in this regard. These events promote national cultures.

Cultural diplomacy serves to promote national values while also encouraging respect for other cultures. This balanced approach is considered essential. Cultural diplomacy is also reflected in education. Programs are organized for international students. These programs strengthen ties between countries.

Media and cinema are also tools of cultural diplomacy. Films and television series present national cultures to wider audiences. This creates influence on a broad scale. Cultural diplomacy has long-term effects, and its results become clearer over time. This field requires continuous development. Thus, cultural diplomacy is an inseparable part of international relations.

The Importance of Education and Student Exchange Programs

Education plays an important role in the development of cultural relations. Student exchange programs are especially significant in this area. These

programs create new opportunities for young people. Students have the chance to study in different countries. This broadens their worldview.

They become closely acquainted with different cultures and traditions. This process is highly important for personal development. Student exchange contributes to the improvement of language skills [1; p.34]. Young people learn foreign languages in practice. This positively affects their future careers.

Educational programs strengthen intercultural dialogue. Friendly relations are formed among students. These friendships may later evolve into long-term academic and professional cooperation. Cooperation between universities expands through joint projects and research. This accelerates scientific development.

Students become familiar with different educational systems, which enriches their way of thinking. Exchange programs also increase tolerance. Young people learn to accept different perspectives, which strengthens harmony in societies. Modern education system is the most important factor of humanization social and economic relations, the formation of new life personal attitudes that promote the expansion of intercultural interaction [6; p.34].

Educational cooperation strengthens interstate relations. Young people continue these relations in the future. This process is essential for sustainable development. Exchange programs also contribute to the preservation of cultures, as students present their own traditions and values [2; p.67].

Thus, student exchange programs play a major role in the development of cultural relations.

Cultural Events (Festivals, Exhibitions, Conferences) and Their Impact

Cultural events play a significant role in strengthening relations between nations. These events include festivals, exhibitions, and conferences. Festivals provide broad opportunities for presenting cultures. Through such events, people become familiar with various cultures.

Exhibitions serve to display works of art, including painting, sculpture, and handicrafts. This highlights cultural diversity [5; p.27].

Conferences are important for scientific and cultural exchange of ideas. Specialists share their experiences, which leads to the emergence of new ideas and knowledge. Cultural events strengthen international cooperation by bringing together participants from different countries.

Festivals also contribute to tourism development. People travel to other countries to attend these

events, which increases economic activity. Cultural events increase the engagement of young people. They gain new knowledge and skills while also presenting their own cultures.

This mutual exchange is highly valuable. Cultural events help eliminate stereotypes. People understand each other better, which leads to greater tolerance [3; p.87].

International festivals contribute to the integration of cultures. Music and dance events play a special role, as these fields function as a universal language. Cultural events also influence a country's image, making it more recognized worldwide. Thus, cultural events are an important tool for developing relations [1; p.44].

The Impact of Cultural Relations on Tourism and Economy

Cultural relations directly influence the development of tourism. People experience to see the cultures of other countries, which increases tourist flows. Historical monuments and cultural heritage are among the main attractions for tourists.

Cultural events also attract visitors. Festivals and exhibitions contribute to the stimulation of the tourism sector. Tourism has a positive effect on national economies. Tourists' expenditures strengthen local economies. Hotels, restaurants, and transportation sectors develop.

Cultural relations expand international cooperation, which can also affect economic projects. As countries become more familiar with each other's cultures, interest grows. This interest may later transform into economic relations.

Cultural tourism is one of the fastest-growing sectors. It is important for both culture and economy. Cultural events increase tourist numbers, which leads to the creation of new employment opportunities [2; p.15].

Employment opportunities for young people expand. Cultural relations improve a country's international image, attracting even more tourists. Economic revenues increase, contributing to national development.

Cultural products also create economic value. For example, souvenirs and national products are sold, supporting local production and economic activity. Cultural tourism contributes to regional development by increasing activity in both rural and urban areas.

Cultural relations contribute to economic stability. Thus, culture and economy are closely intercon-

nected, and this relationship ensures the development of both fields [4; p.78].

Existing Problems and Their Solutions

There are certain challenges in the development of cultural relations. These challenges hinder the effective implementation of cultural cooperation. One of the main issues is the language barrier. People often face difficulties in fully understanding one another, which creates communication problems.

Another issue is stereotypes and misconceptions. Some individuals may have biased attitudes toward other cultures, which weakens mutual understanding.

Insufficient financial resources is also a significant challenge. Cultural projects require funding, but sometimes they do not receive enough support. Infrastructure problems also exist. In some countries, conditions for organizing cultural events are weak, which slows development.

Lack of information is another serious issue. People may remain uninformed of international cultural events, resulting in low participation rates. Political tensions can also affect cultural relations, sometimes limiting cooperation [5; p.93].

There are various ways to solve these problems. First, language learning programs should be further expanded and strengthened. Cooperation in education should be strengthened. Awareness campaigns are necessary to eliminate stereotypes. Media can play an important role in this regard.

Financial support for cultural projects should be increased. Both state institutions and the private sector should cooperate. Infrastructure should also be improved [3; p.75].

International events should be organized on a wider scale, and opportunities for communication between people should be expanded. Thus, solving these problems creates favorable conditions for the development of cultural relations.

Conclusion and Recommendations

In conclusion, cultural relations play an important role in international relations. These relations strengthen mutual understanding among nations. Intercultural dialogue is one of the main factors of peace and stability.

Cultural cooperation between two countries develops friendly relations. Globalization creates favorable conditions for the expansion of these ties. Education, art, and tourism are among the main directions of cultural relations.

Student exchange programs play an important

role in the development of young people. Cultural events help nations become more familiar with one another. Cultural diplomacy strengthens countries' international image while also supporting economic and social development.

Despite existing challenges, cultural relations have great development potential. Language barriers and stereotypes can gradually be overcome. For this purpose, awareness activities should be increased. States should provide greater support for cultural projects.

Educational institutions should pay more attention to international cooperation [1; p.28]. Digital technologies should be used to expand cultural relations. The involvement of young people in this process is highly important, as they are the foundation of future cooperation.

Intercultural understanding creates long-term stability. Therefore, cultural relations should be continuously developed. Countries should respect one another's cultures. Joint projects should be increased.

International festivals and events should be organized on a broader scale. Media and social platforms should also play an active role in this field. Thus, the development of cultural relations is beneficial for both countries [4; p.54].

As a result, these relations are one of the main pillars of global cooperation. In the future, it is possible to establish stronger and more sustainable cultural ties. This will ensure peace, development, and mutual respect.

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BEYNƏLXALQ ƏMƏKDAŞLIĞIN ƏSAS İSTİQAMƏTLƏRİNDƏN BİRİ KİMİ MƏDƏNİ ƏLAQƏLƏR (AZƏRBAYCAN–TÜRKİYƏ MÜNASİBƏTLƏRİ KONTEKSTİNDƏ)

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XÜLASƏ

Bu tədqiqat müasir qloballaşan dünyada mədəni əlaqələrin rolunu və əhəmiyyətini araşdırır. Məqalədə qeyd olunur ki, mədəni qarşılıqlı əlaqə xalqlar arasında qarşılıqlı anlaşmanın möhkəmləndirilməsi, tolerantlığın təşviqi, sülh və sabitliyin təmin olunması üçün əsas vasitələrdən biridir. Tədqiqatda mədəni əlaqələrin anlayışı və mahiyyəti təhlil edilir, onun incəsənət, təhsil, dil və ənənələr kimi çoxşaxəli xarakteri vurğulanır. Qloballaşmanın təsirinə xüsusi diqqət yetirilir; bu proses bir tərəfdən mədəniyyətlərarası ünsiyyəti sürətləndirir, digər tərəfdən isə mədəni müxtəlifliyin qorunmasının vacibliyini ön plana çıxarır.

Araşdırmada təhsil, tələbə mübadilə proqramları, mədəni tədbirlər, turizm və media əməkdaşlığı kimi mədəni əməkdaşlığın əsas istiqamətləri də nəzərdən keçirilir. Məqalədə mədəni diplomatiyanın dövlətlərin beynəlxalq nüfuzunu artıran, siyasi və iqtisadi əməkdaşlığı gücləndirən “yumşaq güc” vasitəsi kimi əhəmiyyəti vurğulanır. Bundan əlavə, dil baryerləri, stereotiplər, maliyyə məhdudiyyətləri və siyasi gərginliklər kimi mövcud problemlər müəyyən edilir və onların aradan qaldırılması üçün praktiki həll yolları təklif olunur.

Nəticə etibarilə, məqalədə mədəni əlaqələrin beynəlxalq əməkdaşlığın və davamlı inkişafın əsas sütunlarından biri olduğu qeyd edilir. Təhsil, rəqəmsal texnologiyalar və beynəlxalq əməkdaşlığın genişləndirilməsi vasitəsilə bu əlaqələrin gücləndirilməsi uzunmüddətli sülhə, qarşılıqlı hörmətə və qlobal inqeqrasiyaya töhfə verə bilər.

Açar sözlər: *mədəniyyət, diplomatiya, qloballaşma, dialoq, əməkdaşlıq.*

КУЛЬТУРНЫЕ СВЯЗИ КАК ОДНО ИЗ ОСНОВНЫХ НАПРАВЛЕНИЙ МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА (В КОНТЕКСТЕ ОТНОШЕНИЙ АЗЕРБАЙДЖАНА И ТУРЦИИ)

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РЕЗЮМЕ

Данное исследование рассматривает роль и значение культурных связей в современном глобализирующемся мире. В статье утверждается, что культурное взаимодействие является одним из ключевых инструментов укрепления взаимопонимания, продвижения толерантности, а также обеспечения мира и стабильности между народами. Исследование анализирует понятие и сущность культурных связей, подчеркивая их многогранный характер, включающий искусство, образование, язык и традиции. Особое внимание уделяется влиянию глобализации, которая, с одной стороны, ускоряет межкультурную коммуникацию, а с другой — подчеркивает необходимость сохранения культурного разнообразия.

В работе также рассматриваются основные направления культурного сотрудничества, такие как образование, программы студенческого обмена, культурные мероприятия, туризм и сотрудничество в сфере СМИ. Подчеркивается значение культурной дипломатии как инструмента «мягкой силы», способствующего укреплению международного авторитета и развитию политического и экономического сотрудничества. Кроме того, в исследовании выявляются существующие проблемы, включая языковые барьеры, стереотипы, финансовые ограничения и политическую напряженность, а также предлагаются практические пути их преодоления.

В заключение подчеркивается, что культурные связи являются одной из фундаментальных основ международного сотрудничества и устойчивого развития. Укрепление этих связей посредством образования, цифровых технологий и расширения международного сотрудничества

может способствовать долгосрочному миру, взаимному уважению и глобальной интеграции.

Ключевые слова: культура, дипломатия, глобализация, диалог, сотрудничество.

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tarix elmləri doktoru Həbil Nürkişi oğlu Məmmədov
Məqalə redaksiyaya daxil olub: 03.01.2026
Çapa qəbul olunub: 12.01.2026*

*The date of the admission of the article
to the editorial office: 03.01.2026
Accepted for publication: 12.01.2026*