

## Presenting an Appropriate Model of Cultural Diplomacy Based On the Elite Capacity

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### Abstract

**Purpose:** The present paper aimed to present a suitable model of cultural diplomacy based on elite capacity. **Methodology:** The statistical population included the scientific elite, including professors, students, Executive and cultural managers of universities and the selected institutions and departments, including 4500 people, who was studying in the academic year of 2016-2017, of whom 354 people were selected based on the Kerjenci and Morgan tables, in Simple and randomized stratified method. The extracted components and sub-components, after reviewing the documents of theoretical foundations and factor analysis, the matrix of the research components was examined for the panel of experts and the research components, in terms of naming fitness.

**Findings:** The results of the data analysis showed 6 components were extracted, among which, the components of setting up elite activity space, the utilization of the elite idea's capacity, the fitting of the elite presence based on the cultural diplomacy of the country, in the field of elite capacity and multi-dimensional valuation components of cultural diplomacy of the country, the cultural valuation of cultural diplomacy of the country, and the scientific-expert evaluation of the cultural diplomacy of the country, were included in the field of cultural diplomacy and the model was also drawn and the GFI model was calculated equal to 0.937 and verified. In addition, among these six factors, 5 factors are in a favorable situation, according to the calculated mean (3.90), (3.188), (3.14), (0104), (3.185), and (3.778) and being larger than average of population (3) and the elite presence fitting component had a lower utility than other components, based on cultural diplomacy of the country.

**Discussion:** the structure and set of cultural laws of the country were in a favorable situation in line with the use of elite capacity.

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## 1. Introduction

The changing conditions and the emergence of new effective components on the international scene have led countries to define new tools and policies to further their national interests. As time passed and the situation evolved, public opinion was considered as one of the key pillars of decision-making in different countries; for this reason, countries could no longer rely solely on their intergovernmental exchanges in the form of traditional diplomacy, as before. This led to define new mechanisms for diplomacy, in many countries, one of which was the discussion of "cultural diplomacy" (Ashna and Chaboki in DarZabi, 2013).

Therefore, cultural diplomacy is a purpose-oriented process and is formulated and implemented to achieve goals. As a result, cultural diplomacy is distinguished from cultural relations and advertising, because contrary to advertising, the goal of cultural diplomacy is to interact with the audience, not to induce unrealistic and distorted messages. In addition, in cultural diplomacy, interaction is also emphasized on lasting and long-term interrelationships, rather than a short-term and transient political struggle for instant and immediate interests (Dehghani Firoozabadi, 2010).

In the definition of Milton Kamingz, cultural diplomacy means the exchange of ideas, information, art, lifestyle, value system, traditions and beliefs, to achieve common concepts and to strengthen mutual understanding, between nations and countries, with a comparative conception. Of the common features of these definitions, one can conclude that cultural diplomacy is the storytelling of a civilization for the owners of other civilizations, using tools of the same civilization. Cultural diplomacy, on the other hand, finds its true meaning, when a country introduces it to other nations for transferring the latent richness in its culture and civilization through the mechanisms and instruments of the same kind, and applies it in its foreign policy (Milton Kamingz, 2003).

## 2. literature Review

From the viewpoint of developmental approach, culture and civilization are the foundation of international relations and foreign policy, and play a decisive role in these two areas. This approach is based on the idea of cultural peace, and considering the most important factor of conflict and warfare to be due to a lack of proper understanding of the culture and mutual intentions of countries, and the application of power politics. Consequently, cultural diplomacy addresses the issues of understanding and misunderstandings in two ways. First, cultural diplomacy prompts cultural understanding and understanding between Iran and the countries of the region and the world. Cultural understanding also reduces conflict and war between them, because warfare is rooted in the mind of the people, which, with their transformation for understanding, war and violence and conflict also eliminate from the region and the world. Beyond this, exchange and cultural diplomacy, between Iran and other nations and countries of the region, which leads to the disappearance of ethno-religious prejudices through cultural understanding, creates a regional political community that helps itself to bring peace and security. (Snyder & Pruitt, 1969, p. 14)

Cultural diplomacy can be designed, implemented in a more creative, flexible, and even more opportunistic way, from classical and traditional diplomacy, and has a constructive effect on the attitude of the target community towards the country that uses cultural diplomacy. Therefore, in this case, it will also be powerful (Simber and Moghimi, 2015).

It seems that one of the most important approaches in cultural diplomacy is to pay attention to the use of elite capacities in all fields, including sports, scientific, economic, artistic, cultural and political, in cultural relations and cultural diplomacy of the country. In fact, the only governments are not the main actors in international relationships, but also individuals and elites, academics and experts, in the cultural and non-cultural field can be researched. In this regard, the public opinion of nations also influences foreign policy of nations as an indirect, invisible and effective actor in foreign relations. Accordingly, today, cultural diplomacy is polygonal, or in other words, multi-dimensional. In the current situation of the world, the diplomacy system can no longer only deal with the state-government relations and be ignored in other ways, because, basically, the formal conduct of foreign policy cannot cover all the necessary needs in foreign relations. Therefore, inevitably, it uses diplomacy of a cultural nature. The use of this sort of diplomacy requires the use of all community capacities. Meanwhile, the elites are one of these, as a special formulation of nongovernmental organizations and a symbol of the interest of human groups to a common humanitarian fate. Using the capacity of international elites and personalities, academics and cultural experts in this regard can be effective in a general and comprehensive sense and in order to deepen solidarity, brotherhood and friendship with other nations, and the use of the accumulated experiences of human societies for institutionalization in the field of various activities, in the field of international relations (Salehi Amiri and Mohammadi, 2013).

On the other hand, it seems that by examining the different dimensions, the cultural role can be effective in foreign policy and exploring the mechanisms of using the capacity of elites in all fields, including sports, scientific, economic, artistic, cultural and political, in cultural relations and cultural diplomacy of the country. Unfortunately, in the country of Iran, the potential of the elites is used against national interests and foreign policy, and the Western media has a lot of benefits, from the capacity of scientific, artistic and political elites, against the cultural identity of the country, and to the destruction of cultural diplomacy in the past years, the matter that neglecting it has caused a lot of damage to the country so far. So that, the most elites of various fields, for example, Shajarian Master Capacity has been used as an artistic elite in the international arena, not in the development of cultural diplomacy, but in the opposite direction of the cultural interests of the country, in the international arena (Rafiei, 2011).

Unfortunately, many challenges in this area have caused most elites to think about immigration. According to the International Monetary Fund (IMF), Iran ranked first in the brain drain among 92 countries, developed and not-developed. Between 1981 and 1996, about 2 million people left Iran, about 70% of them were from the scientific elite and educated (Rad, 2004). from Mills' perspective, in our world, powerful organizations and institutions are formed, whose effectiveness is not comparable to previous periods. For this reason, he points out that "a group of people dominate society, by their presence, at the head of important institutions and hierarchies of power, and their influence is far more than ordinary people. They create a group of people, in the name of elite power" (Mills, 2004, p. 34).

Therefore, in the theory of "elite power", the role of organizations and social institutions must be considered. As a result, from Mills's point of view, one should consider the following to look at the elite group of power: 1. Understanding the tendencies and trends of an organization that shapes the structure or infrastructure of our time. 2. Understanding the social aspects of people who occupy positions of command of these organizations. 3. Decisions taken at the top (Mills, 2004, p. 389) should also be considered in the study of an elite group. In other words, the intragroup factors determine whether the dispersed people with

power can be called an elite power group or not. In the elite group, decisions and, in fact, coordinated roles are important, such as a group. Also, one important aspect in the case of the elite group is the attention to the intragroup relations of the elite; among them, one can observe social, individual, as well as working-job relations. The members of this group have particular psychological, social and common interests (Ashraf, 1967, p. 371).

Considering the role and importance of the elites in advancing the goals of cultural diplomacy of the country, this research seeks to provide an appropriate model for the country's cultural diplomacy based on the capacity of the elites. Undoubtedly, addressing such a topic opens up the enrichment of the research literature and the variables associated with it. Therefore, this research seeks to answer the following questions. 1) What are the effective components in identifying the elite's capacity from the point of view of cultural diplomacy? 2. What is the current status of the effective components in identifying the elite's capacity from the point of view of cultural diplomacy? 3. What is the current status of the structure and set of cultural laws of the country in line with the use of elite's capacity in the cultural diplomacy of the country? 4. What is the proper pattern of cultural diplomacy, based on the elite's capacity? 5. What is the appropriateness degree of the suggested pattern?

### 3. Methodology

The purpose of this research is descriptive and analytical applied research, and as a method, is a survey type. Also, the Delphi technique was used to design the model. Its applicability is due to the fact that, from the findings of this research, the authorities of the cultural and human sciences can use the elite capacity to solve problems related to the field of cultural diplomacy. Its analyticity is due to the fact that the findings of the research were analyzed from the analysis of statistical data and through software. The descriptiveness of it is because of the non-interference of the researcher in the research results, that is, the researcher describes the variables, what is happening in the present, and the survey is due to the fact that the researcher asked the opinion of the scientific elite, about the current status of cultural diplomacy in the country. The statistical population of the present study is "Unit of observation analysis of the elite in the field of culture and academia and in the field of human sciences." They include scientific elites, such as university professors and specialists in cultural affairs (academic and executive). Their number is 4,500 and they are studying in the academic year of 2016-2017. Based on the Kerjenci and Morgan's sample size table, 354 individuals were selected as samples. Then, due to the fact that the statistical population size of the classes, (professors, executives, cultural managers and students) was differed from each other, the stratified sampling method was first used, and after determining the number of samples per class, sample subjects were selected randomly, through a list of each class, and the questionnaire was provided to them. Data collection was done in two ways: library and field studies. The data collection tool was a researcher-made questionnaire. In order to formulate this questionnaire, after deep study of theoretical foundations and the background of internal and external research, and the approval of supervisors and counselors, and professors, at first 96 items and after the correction 84 items were formulated. Subsequently, each of these questionnaires was given to subjects in the field and in the natural field of research, and subjects were asked to give their opinion on each of the selected items in the questionnaire by selecting one of the options in the questionnaire. The responses given to each of the items are calculated with scores 5, 4, 3, 2, 1. Assigning a score of 5 is very high, 4 high, 3

medium, 2 low and 1 very low. Then, according to the content of the questions and the deep study of the theoretical foundations and the research background, the factors and sub factors extracted from the factor analysis were first named by the researcher, and then the appropriateness of naming with each factor and its sub factors was approved with 10 experts in the research field, after approving the opinions of the supervisors and counselors that 10 out of 9 people confirmed the appropriateness of naming. In the area of elite capacity variable, three components were considered, including (elaboration of the scientific elite space, utilization of the elite idea's capacity and the fitting of the presence of the elites based on cultural diplomacy of the country) and in the field of cultural diplomacy variable, three components (cultural valuation of diplomacy of the country, Scientific valuation of cultural diplomacy of the country and valuation, multidimensional cultural diplomacy of the country) were considered and for each component, the sub components were extracted. After this stage, the confirmatory factor analysis was performed in full, and the appropriateness degree was also studied through the GFI, and it was confirmed since a GFI degree was over 0.7. In the present research, the validity of the questionnaire was verified using the guidance of counselors and experts (10 people), and the validity of the questionnaire was confirmed by 9 out of 10 people, and after the factor analysis was done and the components and Sub-components were identified. At first, the initial naming was done by the researcher based on the proportionality of the components and items, and after approving the supervisors and counselors and the experts in the field of research (10 people), the validity and appropriateness of naming has been approved. The reliability of the present questionnaire was equal to 0.845 and validated, after applying corrections among 30 subjects, using the internal consistency coefficient (Cronbach's alpha). Analyzing the collected data was done, using descriptive and inferential statistics. In the descriptive statistics section, frequency distribution tables, percent frequency, average calculation, middle, mean, standard deviation, variance, inclination and skewness were used to display the data digits. The bar chart was used in order to visualize the graphs. In the inferential statistics section, using the statistical methods, the Kolmogorov-Smirnov test was used to determine the normal distribution of the data, and if the distribution of the data was normal, the parametric tests were used for Data analysis. To answer the first question: we used to collect documents and checklists and factor analysis, identifying factors, exploring and approving, and determining factor load, for determining factors and naming them. To answer the second and third questions, we used the single sample t test for each of the factors. To answer the fourth question: we used Path Analysis to determine the effect and determine the direction of the effect of components and factors on the capacity of elites, from the cultural diplomacy point of view and to answer the fifth question: we used the degree of GFI fit.

#### 4. Findings

First question: What are the effective components in identifying the elite's capacity from the point of view of cultural diplomacy? to answer the above question, the exploratory factor analysis has been used. In this method, a large number of dependent variables will be reduced in the form of a smaller number of concealed or diminished dimensions, and its main purpose is observance of the principle Economics and savings through the application of the smallest explanatory concepts to explain the maximum value of the joint variance in the correlation matrix. The data matrix must contain significant information for the factor analysis. Significant information in a matrix will be done through the Chi-square test of Bartlett, and the

significance of the Chi-square and the Bartlett test is the minimum necessary condition for factor analysis. Therefore, Bartlett's test was used to verify the validity of the items before using the exploratory factor analysis.

**Table 1.** Bartlett Test

KMO test	0.913
Approximate amount of chi-scar	22625.045
Degrees of freedom	353
Significance level	0.000

According to Table 1 and the KMO index, which is 0.913 and greater than 0.6, it can be concluded that the number of samples is sufficient for factor analysis, on the other hand, the significance level of the Bartlett test is equal to ( $P = 0.000$ ) and, due to its smaller size than ( $p < 0.05$ ), the null hypothesis is rejected. In the Bartlett test, the null hypothesis is that the variables correlate only with themselves and rejecting the null hypothesis suggests that the correlation matrix has significant information and there are minimum conditions for factor analysis, so we can perform the exploratory factor analysis on questionnaire questions.

**Table 2.** Exploratory Factor Analysis Related to the items of Questionnaires

Questions	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Extraction sharing
1				0.612			0.808
2				0.575			0.844
3				0.589			0.841
4	0.548						0.858
5	0.507						0.763
6	0.597						0.599
7	0.746						0.658
8	0.761						0.676
9	0.782						0.738
10	0.692						0.710
11	0.702						0.667
12	0.762						0.764
13	0.721						0.716
14	0.762						0.697
15	0.760						0.758
16	0.798						0.715
17	0.802						0.743
18	-	-	-	-	-	-	0.454

19					0.551		0.661
20	0.778						0.658
21					0.555		0.648
22	0.711						0.653
23	0.682						0.667
24	0.624						0.676
Questions	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 7	Extraction sharing
25					0.556		0.582
26	0.695						0.606
27	0.720						0.698
28	0.742						0.686
29	0.774						0.708
30	0.688						0.597
31	0.770						0.639
32	-	-	-	-	-	-	0.450
33	0.551						0.521
34	0.672						0.785
35	0.723						0.775
36	0.804						0.778
37	0.732						0.663
38					0.507		0.589
39	0.649						0.697
40	0.732						0.683
41	0.711						0.748
42	0.556						0.561
43	0.702						0.664
44	0.725						0.746
45	0.685						0.631
46	0.778						0.688
47	0.803						0.725
48	0.768						0.708
49	0.801						0.709
50	0.632						0.646
	Factor	Factor	Factor	Factor	Factor	Factor	Extraction sharing

Questions	1	2	3	4	5	7	
51	0.649						0.522
52			0.551				0.628
53			0.509				0.663
54			0.572				0.590
55			0.557				0.518
56			0.518				0.596
57			0.516				0.584
58	-	-	-	-	-	-	0.440
59			0.575				0.513
60			0.511				0.550
61			0.620				0.717
62			0.639				0.601
63			0.576				0.509
64			0.626				0.638
65			0.655				0.659
66			0.587				0.665
67			0.584				0.556
68		0.653					0.720
69		0.668					0.706
70		0.601					0.785
71		0.573					0.708
72		0.630					0.778
73						0.586	0.686
74						0.649	0.624
75						0.581	0.599
76						0.580	0.568
Questions	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 7	Extraction sharing
77						0.506	0.622
78		0.735					0.742
79		0.697					0.725
80		0.737					0.754
81		0.616					0.697



82		0.698					0.707
83		0.678					0.710
84		0.737					0.794
Special amount of factors	22.777	6.387	6.128	1.776	2.169	2.902	-
The variance explained by factors	27.115	7.603	7.295	3.923	3.737	2.797	-

The factor analysis test, after several rotations, presented 14 main factors with different factor loadings. Deeply investigating relative to the extracted coefficients, it was observed that 6 out of 14 explored factors have factor coefficients above 0.50. For this purpose, in order to fit into developing the cultural diplomacy pattern based on the elite capacity, Factors that extracted coefficients are less than 0.50, or have coefficients above negative 0.50, have been omitted from the factors used, and finally, the six main factors that have these conditions were remained that their information is described in Table 4-6. Also, according to the data in the table above, it can be observed that the amount of extraction sharing for 3 questions with numbers 18-32-58, is less than 0.50, therefore, the questions are excluded from the questionnaire. In other words, it can be concluded that the questions of the questionnaire, in general, have been scattered in 6 factors.

According to the content of the questions and theoretical foundations and the research background, the factors and sub factors extracted from the factor analysis were first named by the researcher and then the appropriateness of naming, with each factor and its sub factors, after confirming the comments of supervisors and consultants, were approved by ten experts in the field of research, and nine out of ten confirmed the appropriateness of naming, and after this stage, a confirmatory factor analysis was performed in full. Finally, 6 factors were extracted.

**Table 3.** Distribution of central indices and scattering of extracted variables

	Statistical indicators									
	The most frequency	The least frequency	variation range	Exponent	Middle	Average	Variance	Standard deviation	Inclining factor	Elongation
Setting up elite activity space	5	1	4	1	3.19	3.19	1.20	1.09	-0.270	-0.62
Utilizing the elite idea's capacity	5	1	4	3	3.25	3.21	1.27	1.12	-0.22	-0.68
The appropriateness of the elites based on	5	1	4	3.50	3	3.01	1.08	1.04	0.02	-0.62

cultural diplomacy of the country											
Multidimensional Valuation of Cultural Diplomacy of the Country	5	1.53	3.47	4.27	4.06	4.01	0.25	0.50	-0.77	2.01	
Cultural Valuation of Cultural Diplomacy of the Country	5	1.92	3.08	4	3.91	3.81	0.45	0.67	-0.34	-0.48	
Scientific - Specialty Valuation of Cultural Diplomacy of the Country	5	1.20	3.80	4.20	3.80	3.77	0.39	0.63	-0.35	0.64	

According to the data in Table 3, it can be argued that the central indicators of the Exponent, middle, average for each of the six factors, because of their closeness of their numerical value with each other, indicate a tendency to normal distribution. Also, among the identified factors (Setting up elite activity space, Utilizing the elite idea's capacity, appropriateness of the elites based on cultural diplomacy of the country, multidimensional valuation of cultural diplomacy of the country, cultural valuation of cultural diplomacy of the country and scientific- Specialty valuation of Cultural diplomacy of the country), the highest average among the factors (4.01) was the multidimensional valuation factor of cultural diplomacy of the country and the smallest amount, also (with 3.01) was attributed to the factor of the appropriateness of the elites presence, based on the cultural diplomacy of the country.

Second question: What is the current status of the effective components in identifying the elite's capacity from the point of view of cultural diplomacy? to investigate the above question, Single sample t-test was used, as described in the following table;

**Table 4.** Single sample t test

	T	Degrees of freedom	Significance level	Difference of meanings	Confidence interval		Average
					Low limit	Low limit	
Setting up elite activity space	3.274	353	0.001	0.190	0.076	0.305	3.190
Utilizing the elite idea's capacity	3.649	353	0.000	0.218	0.100	0.336	3.218
The appropriateness of the elites based on cultural diplomacy of the country	0.268	353	0.789	0.014	-0.093	0.123	3.014
Multidimensional Valuation of Cultural Diplomacy of the Country	37.400	353	0.000	1.008	0.955	1.061	4.010
Cultural Valuation of Cultural Diplomacy of the Country	22.816	353	0.000	0.815	0.745	0.886	3.815
Scientific - Specialty Valuation of Cultural Diplomacy of the Country	23.201	353	0.000	0.778	0.712	0.844	3.778

According to the data in Table 4 and the significance level of the tests, ( $p = 0.001$ ), ( $p = 0.000$ ), ( $p = 0.789$ ), ( $p = 0.000$ ), ( $p = 0.000$ ) And ( $p = 0.000$ ) and smaller of the five factors ( $p < 0.05$ ), it can be concluded that the test is significant, in these five factors (Setting up elite activity space, Utilizing the elite idea's capacity, appropriateness of the elites based on cultural diplomacy of the country, multidimensional valuation of cultural diplomacy of the country, cultural valuation of cultural diplomacy of the country and scientific- Specialty valuation of Cultural diplomacy of the country). There is a significant difference between the calculated averages and the average of society (3), and it is argued that the response of the elites in the field of culture and university is statistically different to the existing status of identifying components effective in cultural diplomacy with the rate of society average. According to the calculated averages in these five factors (3.190), (3.218), (4.010), (3.815), and (3.778), and larger than the average Society (3), it can be concluded that, for the elite in the field of culture and university, the five components mentioned above are in a favorable situation in cultural diplomacy. But, on the other hand, considering the greater significance level of the test ( $p > 0.05$ ) in the component of the appropriateness of the elites based on cultural diplomacy of the country ( $p = 0.789$ ), it can be concluded that the test is not significant in the component. In other words, from the point of view of the elites in the field of culture and university, the component of the appropriateness of the elites based on cultural diplomacy of the country is in a favorable situation compared to the other components.

Third question: What is the current status of the structure and set of cultural laws of the country in line with the use of elite's capacity in the cultural diplomacy of the country? to investigate the above question, a single-sample t-test was used as the following table;

**Table 5.** Single sample t test

	T	Degrees of freedom	Significance level	Difference of meanings	Confidence interval		Average
					Low limit	Low limit	
The current status of the structure and set of cultural laws of the country	9.869	353	0.000	0.502	0.402	0.603	3.502

According to the data of Table 5 and the significance level of the test ( $p = 0.000$ ) and being smaller than ( $p < 0.05$ ), it can be concluded that the test is significant. Meanwhile, there is a significant difference between the calculated average, and the average of society (3), and it is argued that the response of the elites in the field of culture and university to the existing status of the structure and the set of cultural rules in the country, in line with the use of elite capacity in the cultural diplomacy of the country, is different from the average population, statistically. Considering the average calculated (3.502) and their larger size than the average of society (3), it can be concluded that, according to the elite in the field of culture and university, the structure and set of cultural laws of the country, in line with the use of elite's capacity are in a favorable position.

Question Four: What is the proper pattern of cultural diplomacy, based on the elite's capacity? to draw up a proper model of cultural diplomacy, based on the elite capacity and according to identified factors, the path analysis method using the AMOS software was used. This method is used to determine which route is more important or significant. The path coefficients are calculated based on the standardized coefficient of regression. So, a variable is assumed to be a function of other variables and its regression model is plotted. To get estimates of the main coefficients of the path, it is enough to return each dependent variable (Endogenous) to the variables that directly affected by it. In other words, for the estimates of each specified path, standardized regression coefficients are calculated (or path coefficients). But before implementing this method, the main assumptions of using this method are available, most notably: 1) Sample number is sufficient 2) Distance and relative scale for model variables 3) Normality of data 4) Lack of multiple Collinearity 5) Single variables.

Now, each given assumption is considered: 1) Sample number is sufficient: It can be concluded from the data obtained and the value of the KMO index, which is equal to 0.913 and greater than 0.6, that the number of samples is sufficient for a factor analysis, this sufficient sample for factor analysis can be generalized to the analysis of the path. 2) Distance and relative scale for model variables: Given that the six explored factors of the questionnaire are created in each factor from the combination of all questions, this assumption is also observed. It means the questions on the questionnaire, which have a rating scale, have become distanced

scale after being computed. 3)Normality of data: The Kolmogorov-Smirnov test was used to determine the normal variables. The results of this test are presented in the table below.

**Table 6.** Results of Normality Testing of Data

Setting up elite activity space	Utilizing the elite idea's capacity	The appropriateness of the elites based on cultural diplomacy of the country	Multidimensional Valuation of Cultural Diplomacy of the Country	Cultural Valuation of Cultural Diplomacy of the Country	Scientific - Specialty Valuation of Cultural Diplomacy of the Country	
Number	354	354	354	354	354	
Average Parameters	1.190	3.218	3.014	4.010	3.815	3.778
Standard deviation	1.096	1.127	1.040	0.507	0.672	0.631
Most of the upper bound Complete	0.061	0.068	0.064	0.064	0.064	0.072
Positive Differences	0.056	0.057	0.064	0.037	0.039	0.072
Negative	-0.061	-0.068	-0.061	-0.064	-0.064	-0.070
Z value Kolmogorov-Smirnov	1.151	1.272	1.200	1.208	1.212	1.348
Significance level	0.142	0.079	0.112	0.108	0.106	0.053

According to the data in Table 6, it can be seen that the significance level (Sig) of the normal data test in this variable is greater than ( $p > 0.05$ ). Therefore, with a confidence of 0.95, it can be stated that the above variables are of the normal assumption. 1)Lack of multiple Collinearity: to investigate the lack of multiple Collinearity, the Pearson correlation coefficient test is used as described in the following table.

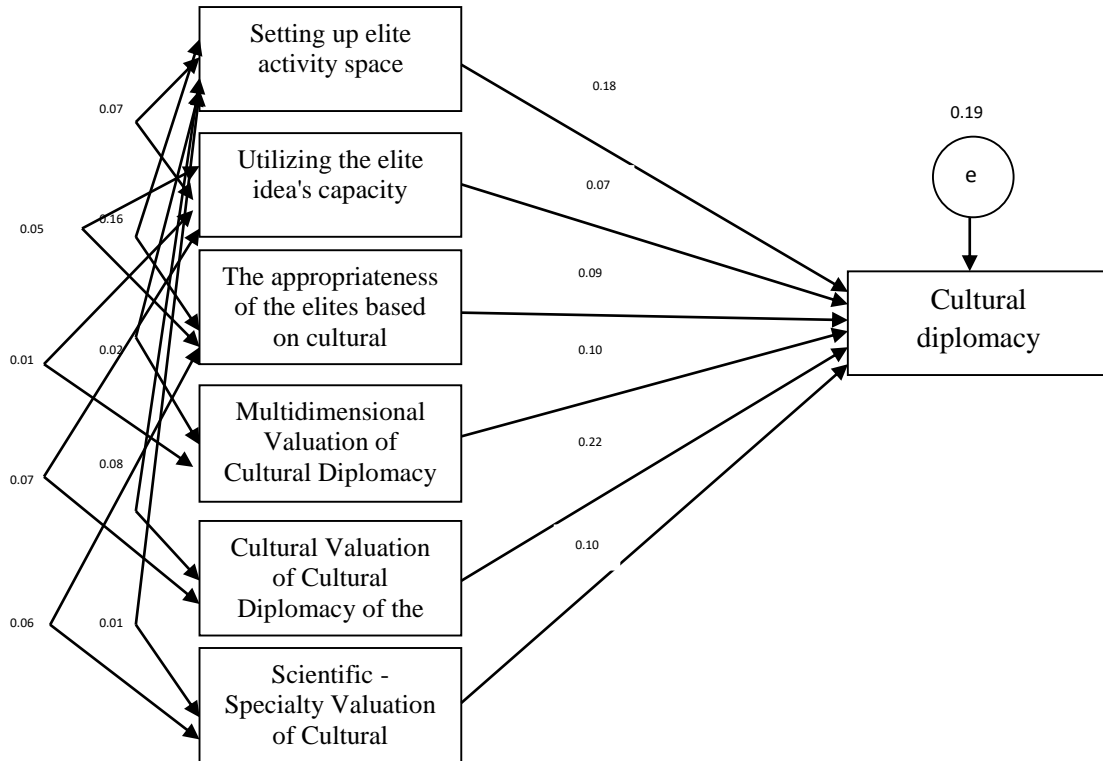
**Table 7.** Pearson correlation coefficient test

Setting up elite activity space	Utilizing the elite idea's capacity	The appropriateness of the elites based on cultural diplomacy of the country	Multidimensional Valuation of Cultural Diplomacy of the Country	Cultural Valuation of Cultural Diplomacy of the Country	Scientific - Specialty Valuation of Cultural Diplomacy of the Country	
Correlation	1	0.055	0.045	0.020	0.078	0.009

Setting up elite activity space	Significance level		0.298	0.401	0.707	0.143	0.871
	Correlation	0.055	1	-0.133	0.012	0.164	-0.055
Utilizing the elite idea's capacity	Significance level	0.298		0.012	0.824	0.002	0.300
	Correlation	0.045	-0.133	1	0.031	0.100	-0.089
The appropriateness of the elites based on cultural diplomacy of the country	Significance level	0.401	0.012		0.556	0.059	0.093
	Correlation	0.020	0.012	0.031	1	0.079	0.193
Multidimensional Valuation of Cultural Diplomacy of the Country	Significance level	0.707	0.824	0.556		0.138	0.000
	Correlation	0.078	0.164	0.100	0.079	1	-0.021
Cultural Valuation of Cultural Diplomacy of the Country	Significance level	0.143	0.002	0.059	0.138		0.698
	Correlation	0.009	-0.055	0.089	0.193	-0.021	1
Scientific - Specialty Valuation of Cultural Diplomacy of the Country	Significance level	0.871	0.300	0.093	0.000	0.698	

Multiple Collinearity occurs when there is a high correlation between at least two independent variables. Given the existing coefficients, it can be seen in Table 7, there is not much correlation between the observed variables. In other words, this assumption is observed. 1) Single variables: This assumption implies that a variable is made up of a combination of at least two sub-variables, and sub variables have similar symbol communication with other variables and, as seen in Table 4-6, each variable consists of a combination of more than two variables.

Regarding the observance of each of the analyzed assumptions, in all the factors and conditions of using the path analysis method, in order to develop a proper model of cultural diplomacy, based on the elite capacity, the obtained variables were entered into AMOS software, to display the extent of the direct and indirect coefficients of variables graphically. The graphic result of the AMOS software application to design the perceptual framework of cultural diplomacy based on the elite capacity is as follows.



**Chart 1.** An Appropriate Model of Cultural Diplomacy Based on Elite Capacity

Question 5: What is the appropriateness degree of the suggested pattern? to assess the appropriateness of the proposed model, the GFI (Goodness of Fit Index) coefficient is cited. This index evaluates the relative value of variances and covariance in the common way, by model. The range of the GFI changes between zero and one, and the appropriate pattern will be a pattern that its GFI value is equal to or greater than 0.90.

**Table 8.** GFI coefficient of proposed model

GFI coefficient	0.937
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According to Table 8 and the GFI coefficient, which is 0.937 and greater than 0.90, it can be concluded that the proposed model of cultural diplomacy based on the elite capacity is of a high degree of appropriateness.

## 5. Discussion

In response to the first question: According to the content of the theoretical questions and the research background, the factors and sub factors extracted from the factor analysis were first named by the researcher and then the naming appropriateness, with each factor and sub factor, after verifying the opinions of the supervisors and counselors, was confirmed by 10 experts in the research area that nine out of ten confirmed the rate of naming appropriateness, and after this stage, the confirmatory factor analysis was completed entirely. Finally, the six main factors, including Setting up elite activity space, Utilizing the elite idea's capacity, appropriateness of the elites based on cultural diplomacy of the country, multidimensional valuation of cultural diplomacy of the country, cultural valuation of cultural diplomacy of the country and scientific- Specialty valuation of Cultural diplomacy of the country, are among these components.

This finding is in line with the findings of Simfer and Moghimi (2015), Asgharan et al. (2014), Khorasani (2008), Khosravi and Jabari Sani (2011), Kharazi and Mohammadvandi Azar (2009), Hassan Khani (2007), Quan Currina (2014), Rashadat Juo Rashidi (2013) and Ashena and Chaboki Darzayi (2013), followed by the appropriateness of the elites based on cultural diplomacy of the country, Setting up elite activity space, as well as scientific-Specialty valuation of Cultural diplomacy of the country, and multidimensional valuation of cultural diplomacy of the country. In addition, it is in line with the findings of Asgari et al. (2008), Ghani Raad (2008), Shahabadi et al. (2008) and Bayat (2014), along with the multidimensional valuation of cultural diplomacy of the country as well as utilizing the elite idea's capacity.

In response to the second question: the results showed that the appropriateness of the elites based on cultural diplomacy of the country is not in a favorable situation compared to other components.

This finding, with the findings of the research, along with the cultural valuation of cultural diplomacy of the country is in line with the findings of Simber and Moghimi (2015), Asgharian et al. (2014), Amini and Anami Alamadi (2012), Khorasani (2008), Khosravi and Jabbari Sani (2011), Kharrazi and Mohammadvandi Azar (2009), Hassan Khani (2007) and Quan Currina (2014).

Also, this finding along with the multidimensional valuation of cultural diplomacy of the country is consistent with the findings of Rashadat Juo Rashidi (2013), Iranshahi (2012) and Troy (2011). In addition, this finding along with the appropriateness of the elites based on cultural diplomacy of the country is not consistent with the findings of Iranshahi (2012), Ashena and Chaboki Darzayi (2013) and Bayat (2014). Also, this finding is consistent with the results of Iranshahi (2012), Asgari et al (2008), Ghanaie Rad (2008) and Bayat (2014) regarding Setting up elite activity space. This finding is consistent with the research of Iranshahi (2012) regarding Scientific-Specialty valuation of Cultural diplomacy of the country.

In response to the third question: the results showed that, in terms of elites in the field of culture and university, the structure and set of cultural laws of the country in line with the use of elite capacity, are in a favorable situation.

This finding is consistent with the findings of Shahmohammadi and Qareati (2012) and Shahabadi et al. (2008). in response to the fourth question: To draw up a proper model of cultural diplomacy, based on the elite capacity, and according to the identified factors, the path analysis using AMOS software has been used. But before implementing this method, the main assumptions of using this method should be available, most important of which are: the number of samples is sufficient, the distance scale and relative for the model variables, the normality of the data, the lack of Multiple syntax, single variables. Considering the observance



of each of the analyzed assumptions, in all the factors and the conditions of using the path analysis method, in order to develop a proper model of cultural diplomacy, based on the elite capacity, the obtained variables were entered into AMOS software, to display the extent of the direct and indirect coefficients Variables graphically. The graphic result of AMOS software is to illustrate the conceptual framework for cultural diplomacy based on the elite capacity, which has been presented in the previous section.

It is worth noting that the present research model was unique, and in general, no research was found regarding its rejection or confirmation. But in line with the dimensions of this model, the following findings can be made:

Regarding the cultural valuation of cultural diplomacy of the country, this finding is in line with the findings of Simber and Moghimi (2015), Asgharian et al (2014), Amini and Anaami Alamdari (2012), Khorasani (2008), Khosravi and Jabbari Sani (2011) Kharazi and Mohammadvandi Azar (2009), Hassan Khani (2007), Quain Corinne (2014), Troy (2011). Regarding the multidimensional valuation of the country's cultural diplomacy, this finding is consistent with the findings of Reshadat Juo Rashidi (2013) and Iranshahi (2012). In addition, regarding the appropriateness of the elites based on cultural diplomacy of the country, this finding is consistent with the findings of Iranshahi (2012), Ashena and Chaboki Darzayi (1997) and Bayat (2014). Also, this finding is consistent with the results of Iranshahi (2012), Asgari et al (2008), Ghanaie Rad (2008) and Bayat (2014) regarding the Setting up elite activity space. Regarding the scientific-specialty evaluation of the cultural diplomacy of the country, this finding is consistent with the research findings of Iranshahi (2012).

In response to the fifth question: To assess the appropriateness of the proposed model, the GFI (Goodness of Fit Index) coefficient is cited. This index evaluates the relative value of variances and covariance in the common way, by model. The range of the GFI changes between zero and one, and the appropriate pattern will be a pattern that its GFI value is equal to or greater than 0.90. According to Table 8 and the GFI coefficient, which is 0.937 and greater than 0.90, it can be concluded that the proposed model of cultural diplomacy based on the elite capacity is of a high degree of appropriateness. No finding was found regarding the confirmation or rejection of this finding.

According to the findings of this research, the following suggestions are presented to cultural managers, executives, university professors, students and elites of the country: 1) Because the researcher, in the present study, concluded that in developing a model of cultural diplomacy based on the elite capacity, one of the factors is setting up the elite activity space, therefore, it is suggested to the authorities and managers that support the elite of the country through various channels, including the media. Also, scientific and political elites should be used in important positions in the country. In addition, it is recommended that university officials and administrators use student opinions in the political affairs of the country. Also, the works of Iranian scholars and authors will be supported in the international arena and in this area also provide the field of their propaganda. In addition, support the active presence of elites in international and regional cultural organizations. Also, as much as possible, select the cultural advisers of a country among the elites of the country. 2) Since the researcher, in the present study, concluded that, in the developing of a model of cultural diplomacy based on the elite capacity, one of the factors is utilizing the elite idea's capacity, therefore, it is suggested to managers and authorities, which supports and uses the ideas of the elites, if necessary. In addition, they will provide facilities for education, inventions, and ideas for them. In addition, encourage and support their plans and ideas. 3) Since the researcher, in the present study, concluded that in developing

a model of cultural diplomacy based on the elite capacity, one of the factors is appropriateness of the elites based on cultural diplomacy of the country, and this component has the minimum average score, among other components, it is suggested that authorities and managers adopt policies and measures that put elites in their real positions in line with their potential and capacities and positions. It means that their positions should be in line with their intelligence and experience. 4) Since the researcher, in the present study, concluded that in developing a model of cultural diplomacy based on the elite capacity, one of the factors is the multidimensional valuation of cultural diplomacy in the country, therefore, it is suggested to managers and authorities in this regard to promote the culture, traditions, values and civilization of our country in other countries, as far as possible, as well as use elite's ideas in all areas, including economic, political, cultural and social fields. 5) Since the researcher, in the present study, concluded that in developing a model of cultural diplomacy based on the elite capacity, one of the factors is the cultural valuation of cultural diplomacy in the country, therefore, it is suggested to managers and authorities in this regard to concern about cultural interactions with other countries. In this regard, it has supported the participation of artists and athletes in international festivals and competitions, as well as provided the legal context and conditions. Moreover, in this regard, use of modern media such as the Internet, satellite, written publications, etc. as an effective component of Iran's foreign policy, and to use expert opinions in this regard. 6) Since the researcher, in the present study, concluded that in developing a model of cultural diplomacy based on the elite capacity, one of the factors is the scientific-specialty evaluation of the cultural diplomacy of the country, therefore, it is suggested to managers and authorities to provide facilities for students as far as possible and, of course, hire experienced professors and, in this regard, try to increase the skills of students to enter the labor market, as well as use Experienced, competent, sympathetic and scientific specialist in the field of diplomacy of the country, and the necessary investment is required in this regard. 7) Since the researcher, in the present study, concluded that in developing a model of cultural diplomacy, based on the elite's capacity, the highest average among the factors with (4.01) is allocated to the multidimensional valuation of cultural diplomacy of the country, therefore, it is suggested to managers and authorities that in the course of cultural diplomacy of the country, they should strengthen the cultural brands, patterns, and social, political and economic views of the country in international relations, and in this regard, use the experience of professional and the experience of other countries in the world, as well as investing in this area and try to show the Iranian face positive from any perspective in the world. Also, the behaviors and consequences of political movements are analyzed from a variety of dimensions, so that when they implement those policies, their full vision is evident for policy makers. 8) Given the fact that in the present study it became clear that in terms of culture and university elites, the structure and set of cultural laws of the country is in a favorable situation in line with the use of the elite capacity, the enforcement of the rules is defined so that the political and scientific elites of the country will be used in accordance with their capacity and ideas, and in the right place, in order to realize both the interests of the elites and the national and transnational interests of the dear Islamic country.

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