



A Multi-Perspective Reflection on Branding and Communication Strategies of Cultural Organizations and a Shift in the Mindset of the Times

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ABSTRACT

Usually, the word branding is used for commercial goods, but it is also used in the field of culture. In the past few years, China has been able to play a big role in the world in various fields, and as it is predicted, it will become the world's top power soon. Branding, especially in the field of culture and discourse, can play a very important role in China's relationship with international organizations, and on the other hand, it can help China's progress and cultural influence at the international level by changing people's mentality. This research tries to examine the role of branding in China's relationship with international organizations and the impact it has on attitudes. International cultural relations can bring the possibility of understanding and mutual understanding, international cooperation, prevention of violence and conflict, and finally peace, and China will have the ability to play an effective role in this field with cultural-discourse branding.

INTRODUCTION

The collapse of the Soviet Union and the end of the Cold War can be considered a turning point in the history of international relations [1]. Because subsequently, culture and cultural factors, which before this had a minor role in the field of international relations, were faced with the theories of international relations and various thinkers. Theories such as constructivism and postmodernism were given a central and fundamental place in the analysis and explanation of international issues and problems, and various thinkers presented a spectrum of theories, the common aspect of which was to pay attention to the factor of culture and its influence in international relations [2]. In addition, the importance of the military aspect of security was reduced and many health, environmental, economic, welfare, technological, cultural, and social issues were taken into consideration as effective factors in maintaining global peace and security [3]. On the other hand, the increasing importance and attention to soft power have provided the basis for countries to emphasize concepts and tools such as cultural communication, public diplomacy, and cultural diplomacy and use them in their foreign policy strategy [4]. It is believed that with the increase of official cultural communication between the governments while strengthening their positive attitude towards each other, the level of violence and resorting to force in the relations between them will be reduced [5]. For this purpose, governments have formed special organizations and institutions to organize their cultural activities outside their borders [6]. In China, this task is entrusted to cultural institutions. In this context, brands can also play a very important role.

In China, due to the strategic and professional view of branding, when a product becomes famous, the owner of that brand tends to gain maximum profitability by using the reputation, although this is not bad, and creating more value from a brand if it does not harm the brand's architecture and reputation is one of the main goals of branding [7]. But problems arise when the owner of a product with a well-known brand tries to produce and supply products with different features under the same brand [8]. Of course, this research deals with branding in cultural organizations.

Branding in the modern world is closely related to the issue of culture [9]. Many big brands have found the ability to influence a wide range of customers by emphasizing certain cultural aspects [10]. An interesting point in the field of cultural branding is related to the differentiation of entrepreneurs, especially young entrepreneurs, between branding and cultural activity [11]. Nowadays, the branding and cultural activities of brands are inseparable from each other [12]. This mistake is somewhat

similar to equating marketing and branding. Undoubtedly, many of us during our careers in different companies have encountered the sameness of these two concepts. Attempting to show the difference between the concept of marketing and branding, as well as the similarities between branding and cultural activity, takes up a large part of branding consultants' time. But the important question is that branding can cause a change in mentality and what strategies are there for organizations to communicate more with each other?

BRAND AND CULTURE

An important point when discussing the relationship between brands and the issue of culture is to pay attention to its branches [13]. In general, there are two areas of cultural activity for brands. The first area includes specific cultural orientations to appeal to a specific range of customers [14]. This is very important. The second area involves trying to create a specific brand culture. Undoubtedly, this is the key to the longevity of big brands over the decades [15]. Nowadays, the customers of the young generation pay more attention to the specific culture of each brand than anything else, so in addition to producing attractive products for customers, we must consider creating a culture that is compatible with their lifestyle. This will simplify the process of influencing customers [15].

The effect of brand on the communication strategies of cultural organizations

It is a practical and simple solution for designing and creating a unique and attractive culture for the brand. In the following, we will examine each of these techniques [16].

1. Inducing a sense of freedom

The feeling of freedom is one of the greatest pleasures for humans [17]. Undoubtedly, no emotion can attract different people like freedom. In the field of communication, it is important to use this feeling as one of the main foundations of brand culture. This may seem a bit strange at first glance. The first effect of inducing a feeling of freedom among the employees of the company is manifested. Today, one of the main concerns of any brand is to retain its experienced employees. This requires the ability to convince employees against the tempting offers of big brands. Inducing a sense of freedom or creating an atmosphere of free activity for employees is considered one of the most important elements in the direction of long-term cultural cooperation with organizations [18].

2. Creating a culture

Have you ever wondered what big brands have in common? My idea in this field is that most brands use the element of excitement and surprise. This is best manifested in cultural campaigns [19]. That's why people always get excited when faced with cultural stereotypes. This is also true for the status of employees. Undoubtedly, each cultural brand has its characteristics [20]. The important thing here is to use the element of excitement and unexpected elements to increase the excitement of employees and customers. In this way, our brand will always be in the spotlight [21].

3. Keeping the feeling of difference alive

Cultural brands often use their differences to design advertising and branding campaigns in the context of cultural discourses. This is very important.

4. cultural brand; The possibility of interaction, work, and activity

A cultural brand does not need to spend exorbitant costs. The important thing is to know people's motivations correctly. In this way, it will be possible to influence them favorably. Today, Chinese cultural brands pay a lot of attention to the activity status of their employees. This increases the desire of employees to perform optimally and creatively [22].

If branding; can attract skilled employees to cooperate, the discussion of salary and financial benefits will be the second priority. The attractiveness of working in China's cultural brands is high, so the category of rights will be the next most important [23].

5. Expressing why the brand is active

"We need to have a clear ability to articulate why we focus on a particular pattern of interaction with employees and customers. Otherwise, the nature of the business will remain unclear to customers. This point gradually increases the uncertainty about the brand and the doubts of customers." Therefore, it is necessary to express the purpose and mode of operation of the brand. If this step is neglected, it will not be possible to deal with important issues such as gaining the loyalty of customers and employees [24].

Undoubtedly, it will be very difficult to answer why the brand is active and to justify its specific way of functioning. The important point in this context is the necessity of expressing such an approach. Otherwise, we will be with hundreds of other stereotyped brands. Big brands always can express their unique features in an attractive format, so China should follow suit [25].

China is a large and advanced country. In addition to marketing, branding in this country can also affect international relations and create a new mindset in the people of the world. Branding is not only related to the products of companies or commercial organizations, but it can include a cultural discourse in such a way that the people of the world recognize China with this brand. Therefore, in the following, the role of cultural branding in the relationship of cultural organizations is examined [26].

INTERCULTURAL RELATIONS

A group of scientists and writers of international relations, while accepting the main political and economic factors, pay special attention to the issue of culture and brand, and study this dimension of human social life in the international arena [27]. They identify specific functions for cultural brands and try to show the role of culture in international relations by explaining these functions [28]. An example worthy of reflection in this group of theories is J. M. Michael an English thinker and writer who explains this point of view in international cultural relations and shows the important role of culture in international relations. From his point of view, cultural affairs can be considered the third dimension of international relations [29]. He mentions the uses and benefits of culture: - Cultural relations as a tool for peace: Cultural relations provide the possibility of understanding between nations and provide the basis for preventing war [30]. "Culture of peace" is achieved through the expansion of cultural activities and these are the points that many politicians have pointed out and important international documents have been published about it [31]. - Cultural relations as a support for conventional diplomacy: Cultural relations are the foundation and supporter of official relations between governments. The language of culture is a gentle language that can keep formal relationships alive with understanding. If the relations between the countries are extended to the cultural fields, they will not only remain at the official level, but they will establish broader links between the nations [32]. - Cultural relations as a means for international understanding and understanding [33]: Cultural relations provide the possibility for different nations to understand each other more and not only to benefit from each other's thoughts and assets but with mutual understanding, to create the possibility of international cooperation and conflict prevention. - Cultural relations as a facilitator of trade: history shows that the expansion of trade has always been accompanied by cultural contexts and the expansion of cultural relations. Therefore, if cultural relations prepare the necessary fields, interests, and intellectual tendencies, the trade will be realized in a more prosperous and extensive manner. The main fields and manifestations of international cultural relations are: (tools and contexts) [34]:

- Information and books: Sending cheap and usable books and providing extensive information can transfer the thoughts, concepts, and knowledge of one society to another and realize cultural relations. -

- Exchange of people: the migration of workers and the commuting of students, professors, and professionals, as well as the expansion of tourism, causes more contact between the people of the communities and their cultural influence on each other.

- Language and language education: spreading the language of a nation means influencing its culture and increasing cultural relations

Arts: For politicians, diplomats, and journalists, art is the main manifestation of a nation's cultural life. The cultural characteristics of a country can be found in its arts, and the degree of cultural relationship between two countries can be measured by examining the way their arts are presented to each other. The import of artistic products is one of the most important foreign issues for many countries, and for this reason, the institutions that export these products play an important role in the foreign relations of nations.

- Scientific-educational activities: the presence of professors, students, and scientists of different countries in the scientific assemblies of other countries causes contact and communication between the elites of the present and their future, and ultimately affects them in the form of cultural relations.

Global media and new communication technology: the emergence of satellites and new radio-television networks provides the possibility of extensive cultural exchange. The extensive influence of these media on various cultures and shaping the existing mentalities in various countries is such that it can be an independent and important factor in the field of international relations.

UNESCO WORLD CONFERENCE ON CULTURAL POLICIES

The World Conference on Cultural Policies was held in Mexico City in 1982 by UNESCO to expand understanding and cultural relations between nations [35]. With the aim that these relations can create the biggest field for peace and development in today's world. The representatives participating in this conference look at the cultural relations between nations as a factor that creates the basis for the realization of peace and the creation of international understanding and solidarity [36]. From this point of view, culture, education, and dialogue between nations will reduce differences, inequalities, and conflicts. Article 4 of the Declaration of Mexico City states:

"All cultures are part of the common heritage of mankind. The cultural identity of a nation is renewed and enriched through an understanding approach to the traditions and values of others. Culture is a dialogue. Exchange of ideas, thoughts, and experiences and respect for the values and traditions of others.

As can be seen from this statement, the nations participating in the Mexico City Conference do not consider cultural identity as the cause of confrontation and separation of nations, but consider it as the result of dialogue and respect between nations. Of course, from their point of view, peace and cultural harmony do not require obedience to the superior culture. Article five of the declaration states:

"The global issue cannot be based on the perception of a single culture. This issue originates from the experiences of all the people of the world, which are based on their identities. Cultural identity and cultural diversity are not separate and they are not opposite.

Therefore, it is assumed that with the participation and interaction of all cultures and their understanding, it is possible to create a "global thing" and if something called a global culture is being formed, the existence of different cultural identities will not be contradictory, but it is the interaction between them that global culture is formed. In this declaration, the cultural dimensions of development are paid attention to, and by emphasizing the need for extensive activity and paying attention to the

issues of time, the need for the development of science, technology, communication, and education has been paid attention to. With the expansion of cultural, scientific, and educational relations, it becomes possible to realize comprehensive development and understanding between nations [36]. Also, in a separate chapter in this announcement, artistic products and the necessity of exchanging artistic works for cultural growth and expansion of cultural exchanges have been emphasized and paid a lot of attention. According to the point of view of this declaration, if the nations increase their cultural exchanges in various fields, the ground for understanding and cooperation between them and the reduction of international conflicts will be provided [37]. In this environment, it will be possible to achieve international peace and security. If these relations make nations respect each other's values and cultures, then the field of international clashes and tensions will disappear [38]. The last paragraph of the declaration of Mexico City states:

The international community that has gathered at this conference confirms this statement (Benito Juarez) that in the relations between individuals and nations, peace means respect for the rights of others. Respecting the rights of others is formed only through the development of cultural relations and understanding between different nations [39]. The exchange of artistic works, scientific achievements, media communications, and educational exchanges are prominent aspects of cultural relations, which will eventually lead to global peace, stability, and security, as well as the cultural, social, and economic development of various nations. In this way, cultural relations serve to establish peace and stability, and global development. If we want to go to the most important common points of the theories of J. M. Michael and the provisions of the Mexico City declaration, we must say that both of them consider the cultural relations of international organizations as a way to ensure global peace and stability [40].

According to this point of view, since culture is rooted in the thoughts, customs, traditions, and beliefs of societies and is the factor of their knowledge, the expansion of cultural communication provides the basis for knowledge and friendship between nations and helps them to overcome misunderstandings and tensions in their relations. In addition, by stating the fields and fields of international cultural relations, both of them point to things such as the exchange of artistic products, scientific-educational exchanges, and the use of media and communication technology [41].

The role of international cultural organizations in ensuring global peace and security (case study: UNESCO organization)

The Second World War is considered the biggest and bloodiest general war in the history of mankind, which spread to five continents and affected the world in some way. The huge destruction and damage caused by it made everyone think of a solution to prevent such wars and incidents from happening. The result of this thinking was the establishment of the United Nations, whose main goals were to maintain international peace and security, develop friendly relations between nations based on respect for the principle of equality of their rights, international cooperation to solve international problems, and respect for human rights and basic freedoms for all without discrimination in terms of race, sex, language, and religion. This organization pursues its goals with the help of related specialized organizations such as UNESCO. UNESCO educational, scientific, and cultural organization was established in 1946 and its headquarters is in Paris [41]. The predecessor of UNESCO was the International Organization for Cultural Cooperation, which was established by France in 1925 and handed over to the League of Nations. In 1946, at the London Conference, 44 countries established UNESCO to defend peace. In December of the same year, special coordination between UNESCO and the United Nations was carried out, and for this reason, it was included in the Jirga of the specialized organizations of the United Nations [42]. It starts in the minds of humans, so humans must first defend peace in their minds" and continues to emphasize: "Peace that is created solely based on political and economic agreements of governments cannot sustainably and sincerely support the world; it will be a successful peace that is built on the intellectual and moral solidarity and cohesion of mankind [43]." It does four ways:

1. Equipping educational resources and facilities: so that all children, boys, and girls have access to education, which is considered one of the basic human rights and a necessary condition for development and progress;
2. Creating intercultural understanding and understanding: It is done by preserving cultural heritage and supporting cultural diversity. UNESCO proposed the idea of world heritage to protect places containing cultural heritage;
3. Scientific collaborations to strengthen relations between nations and societies: such as the tsunami early warning system or agreements related to the management of transboundary water resources;
4. Support for freedom of expression, which is considered the basic condition of democracy, development, and protection of human dignity [44].

One of the most important actions of UNESCO in the field of ensuring global peace and security has been strengthening and expanding the culture of peace. The idea of "Peace of Culture" (Peace of Culture) was proposed for the first time at the International Congress of Peace in the Minds of Humans. In its final declaration, the Congress proposed that UNESCO "help create a new image of peace by expanding the culture of peace based on universal values such as respect for life, freedom, justice, cooperation, solidarity, tolerance, human rights, and the equality of men and women".

This was influenced by the international environment (the fall of the Berlin Wall and the end of the tensions of the Cold War era). In its definition, it can be said that the culture of peace is a set of values, attitudes, behaviors, and lifestyles that do not accept violence and prevent it by challenging the roots of violence so that problems can be solved through dialogue and negotiation between individuals, groups, and nations. In 1992, the Executive Committee of UNESCO requested the development of specific programs for the culture of peace to help the efforts of the United Nations in the field of peacekeeping and defined its services in the form of establishing peace after the resolution of conflicts [45]. For this purpose, national programs were developed and implemented in countries such as El Salvador, Mozambique, Burundi, and the Philippines. In 1994, the first International Association for the Culture of Peace began working in San Salvador (El Salvador). In the following year, at the 28th General Conference of UNESCO, a project called "Towards a Culture of Peace" was introduced and proposed as the mid-term strategy of this organization for the years 1996 to 2001 [46]. According to this plan, humanitarian organizations, associations, youth, adults, and religious leaders strive to cultivate and promote a culture of peace, non-violence, and tolerance in the world. In

1997, according to UNESCO's experience in the field of culture of peace, the United Nations General Assembly approved an agenda for it and, on the recommendation of the Economic and Social Council, declared the year 2000 as the "International Year of the Culture of Peace". Also, in 1998, in its fifty-third meeting, the assembly declared the decade 2001 to 2010 as the international decade of a culture of peace and non-violence for the children of the world, which was based on the proposed plan prepared by the Nobel Peace Prize winners. In November of this year, UNESCO's executive committee also approved the Tashkent declaration on the culture of peace and action of UNESCO in its 55th meeting in Tashkent, Uzbekistan.

In 1999, the General Assembly of the United Nations approved the declaration and action program of the Culture of Peace containing eight operational areas. These areas include 1. Education, 2. Economic and social development, 3. Respect for human rights, 4. Equality between men and women, 5. Democratic participation, 6. Understanding, tolerance, and cohesion, 7. Cooperative communication and free flow of information and knowledge, and 8. International peace and security.

In addition, by creating and establishing institutions and cooperating with various countries and groups, UNESCO has greatly contributed to the growth and expansion of scientific, cultural, and educational communication in the international arena; As 185 countries of the world are members of this organization and are connected with the organization through their national commissions. Many NGOs, companies, and commercial organizations have official and cooperative relations with UNESCO. In addition, UNESCO-affiliated schools in the member countries are trying to cultivate a tolerant and understanding attitude in students. Also, a 40-member group of high-ranking personalities with the title of "UNESCO Goodwill Ambassadors" is taking measures to draw the world's attention to the goals and missions of this organization. On the other hand, UNESCO has made effective efforts in introducing the culture of countries to each other and creating a suitable environment and atmosphere for dialogue and interaction of different strata of countries with each other, which is an important move in the development of global peace and security. In fact, in the light of these efforts, people learn to live together, which prepares them to cooperate with others in all human affairs. Since UNESCO considers its most important mission and function to be inculcating and institutionalizing the thinking of peace in the minds of people, the main role of this organization in the field of ensuring international peace and security can be considered as infrastructure and long-term activities [47].

The functions of culture in ensuring peace and security

China, as an ancient country, can be the foundation of its relationship with international organizations by creating cultural brands; On the other hand, it can make mentalities in the world more positive towards themselves [48]. To change China's mentality and communicate more effectively with cultural organizations, China must do more activities in the following areas:

1-Activity in the field of religious dialogue: they mention dialogue and interaction as the most effective tool and the only way to achieve the desired human peace and tranquility; Because they consider the need for peace to be understanding and mutual understanding, and the need for understanding to be dialogue. Dialogue is considered a suitable way to resolve interpersonal, national, and international conflicts and tensions. Peace, prosperity, and prosperity are possible in the shadow of increasing interaction with others and creating bridges and channels between different civilizations to receive real images from each other. For this purpose, dialogue is considered necessary. We can build a safe and moral world when we learn to talk and listen to each other. Real conversation means that "you penetrate the skin of others." In addition, it should be emphasized that there is an inevitable dependence between different human groups and everyone has mutual responsibilities on the way to achieving peace. A positive and constructive dialogue requires at least two things: one is a dialogue from an equal position and the other is a dialogue without mental false preconceptions. Two major reasons have doubled the necessity of conversation for mankind today: one is the acceptance of the culturalizing power of religion and the other is the shrinking of the world and the compression of time and space due to communication technology. These two factors justify closer human interaction. Based on this, if religion, which is the most stubborn element of culture, accepts that it is capable of dialogue, naturally, other elements of culture will also be negotiable. So, first of all, one should pay attention to the necessity of dialogue and secondly, acknowledge the importance of inter-religious dialogue and religious dialogue.

The meaning of the dialogue between religions is an effective and useful dialogue, that is, a dialogue that leads to understanding and discovering the overlaps in the teachings of religions. The overlapping cases of religions are the same cases, positions, scales, and rules that are common between religions. When we discover the common points of the dialogue between religions, when we realize with courage and reasoned and documented dialogue, the common teachings and instructions of religions are many times more than what we thought, the amount of conflict and falsity will be reduced. Decreasing the illusory cases of conflict and lying and increasing the cases of sharing and unity of opinion and action paves the way for revising the place of conflict. As a result, the topic and content of the discussion becomes clearer and the way to search for the truth and get closer to the truth becomes smoother.

Inter-religious dialogue makes the path of resolving inter-religious differences smoother and shorter, and by reducing inter-religious conflicts, it creates a safer world for the followers of religions and the people in general, especially in the Middle East. Religions are the most important factors in the formation and diversity of cultures. Dialogue between religions is the most difficult level of dialogue between scientists and the general public, due to the sanctity of religion.

Therefore, when religions accept dialogue and the tradition of dialogue between them is institutionalized, the way for dialogue in all fields of culture and civilization will be opened and the intellectual and cultural interaction of human societies will become more possible. Today, a large part of human pains and sufferings such as genocides, massacres, and massacres are not inherently political issues, but spiritual, moral, and human rights related issues. Religions have clear positions in these cases and condemn any criminal act, murder, and genocide. The increase in sectarian tensions requires new solutions to deal with this global problem. An example of these solutions was presented in the final announcement of the meeting of the Association of People with Common Interests in 2007 in Uganda. The aforementioned declaration asked the heads of governments to prepare programs to support the exchange between religions to achieve cooperation and world peace. Various religions express important

teachings about peace and proper interaction of people with each other. Buddhism states: Just as a mother protects her only child with all her being, every person can also express his unlimited love to all beings. Christianity believes: treat others as you would like them to treat you. Islam says: No one will be a true believer unless he wishes for his brother what he wishes for himself. Sikhism says: No one is my enemy and no one is considered a stranger. I live in peace and harmony with everyone. Therefore, all major religions of the world teach humanity as a basic principle. If religion is considered as the greatest savior of humanity and the remover of differences, division, and conflict, the followers of different religions will be able to gather their energy to move towards cooperation and peace with each other.

Today, in the post-industrial and post-modern era, contrary to the extensive efforts of philosophical and social materialists, religions play an important role in all areas of human social life, and in following these religions and their followers, religious leaders have an important position in global politics, openly and secretly.

2. Establishing dialogue between civilizations and cultures: Culture is something that belongs to an ethnic group, a nation, or a society. Such as traditions, beliefs, customs, holidays, gods, and myths. While civilization is something that can be transferred from one culture to another. For example, potato cultivation was transferred from America to Europe and then to other parts of the world. Just like the use of plow that started in the corners of the world and spread everywhere. In other words, civilization is techniques, industries, goods, and materials that can be transferred. Although the word civilization is mostly touched in the concept of culture, it refers to a set of distinctive features that cannot be mixed with culture. When we talk about dialogue between civilizations in its usual sense, we think of the simplified way of Western civilization or Chinese, Islamic, Christian, Iranian, African, etc. However, if I talk about Chinese civilization, I think of Tao or Confucius or, for example, Islamic civilization includes many countries and populations that have different cultures. In short, it should be said that civilization and culture are vague concepts and changing topics. It seems that although we are different and have different beliefs and religions, our unique personality traits should not stop us from having a conversation.

The dialogue between civilizations, like diplomatic negotiations, involves the use of dialogue tools instead of using force in the international arena, but it is not state-oriented, but it places interactions between civilizations as its point of departure. Also, it seems that in another dimension it is based on the anti-realistic and anti-politics perception of those in power; In the sense that he does not consider violence at the international level as inevitable.

Also, the non-state-oriented approach means that actors other than governments (such as individuals and various groups) have legitimacy in the international scene. Unlike governments, civilizations do not have official representatives; Therefore, it is possible to consider conversations between different people and groups at different levels. Another feature of the concept of dialogue between civilizations is that it is assumed that dialogue can lead to a more just world, and this also shows its justice-seeking feature, which is again against the so-called realistic perceptions of international relations.

Intercultural (civilized) dialogue can establish a relationship between the three categories of dialogue, culture, and peace. If the cultural evolution is aimed at peace and if the cultural relationship is in the direction of peace, then on the one hand, dialogue perfects the culture towards mutual understanding, and on the other hand, it mediates the cultural relationship towards peace. Therefore, intercultural dialogue is a mechanism that can make peace possible through cultural evolution and the deepening of relations between cultures. Culture is the realm of mental sharing, and dialogue is the process of bringing minds together and reaching an understanding between alien minds. When these two are linked together, it becomes possible to establish a relationship of understanding between the shares and mental relations. On the other hand, in the light of intercultural kinship, understanding, and understanding, it can promote the sharings and relationships to the transcultural level and in the meantime narrow the field to alien and hostile factors. Therefore, inter-civilization dialogue can be a solution for intercultural affinity and understanding and as a result international peace.

CONCLUSION

In this article, the branding and communication strategies of cultural organizations and the change in the mentality of the times were examined and explained, and functions such as activities related to the dialogue of religions and civilizations and cultural-discourse branding were pointed out. As described in the comments of J. M. Michael and the contents of the declaration of UNESCO's World Cultural Policy Conference (1982) stated that international cultural relations can bring the possibility of understanding and mutual understanding, international cooperation, prevention of violence and conflict, and ultimately peace. The Ministry of Culture in China, as the official body in charge of China's cultural activities abroad, has the main role in this field. The mentioned organization can use cultural activities, elements and tools, and expand and strengthen them. It provided the ground for eliminating misunderstanding, violence and conflict, and realizing peace and peaceful coexistence in relations between governments and nations.

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