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TRANSFORMATION OF CULTURAL ORGANIZATIONS IN MODERN INTERNATIONAL RELATIONS: ON THE EXAMPLE OF ICESCO AND IRCICA

Eshankulova Dilafro'z Alisherovna
Author:
Uzbek State University of World Languages, Faculty of International Journalism, Senior Lecturer, Department of "Social Sciences"
Email: d.eshonqulova@uzswlu.uz
ORCID: 0009-0005-4555-6613

Annotation. This article analyzes the transformation processes in the activities of international cultural organizations in the context of global changes. ICESCO and IRCICA were chosen as the objects of research. The article covers new stages of cultural diplomacy, digital transformation and institutional development strategies of organizations based on a constructivist approach. Uzbekistan's cooperation with these organizations, in particular, the establishment of the ICESCO department at the International Islamic Academy of Uzbekistan and its role in strengthening educational diplomacy are revealed with practical examples.

Keywords: cultural diplomacy, ICESCO, IRCICA, international relations, transformation, digital culture, soft power.

1. INTRODUCTION

International relations of the 21st century are characterized by the acquisition of a new geopolitical significance of cultural identity and "soft power" resources. International cultural organizations, without abandoning their traditional conservation function, are moving to modern institutional models that respond to global challenges.

This study is based on the theories of "Liberal institutionalism" and "Constructivism". According to liberal institutionalists (R. Kehan), international organizations are a means of coordinating interstate cooperation. The constructivist approach (A. Wendt) assesses these organizations as entities that form "identity politics". Today, ICESCO and IRCICA are reshaping the international cultural space through digital technologies, transferring their activities to a "creative-innovative" function. The purpose of the study is to scientifically analyze this transformation and identify promising directions for Uzbekistan.

2. METHODOLOGY

A comparative-analytical, systematic approach and descriptive methods were used in the research process. The strategic programs of ICESCO and IRCICA for 2020–2026, memorandums signed by the Republic of Uzbekistan with international cultural organizations, and scientific sources in the field of international relations were the objects of analysis.

3. RESULTS

3.1. Historical context and differences between organizations

ICESCO (Islamic World Educational, Scientific and Cultural Organization): Founded in 1979 in Rabat. Its main goal is to form a strategic platform for coordinating education, science and culture in the Islamic world.

IRCICA (Center for Research on Islamic History, Art and Culture): Founded in 1980 in Istanbul. Its main goal is to study the history of Islamic civilization through fundamental research and to preserve cultural heritage.

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The main difference between the organizations is that ICESCO is a global organization that manages educational and methodological policies, while IRCICA is a specialized center engaged in scientific research and archival work.

3.2. Comparative analysis table

Comparative Table Analysis

Criteria
ICESCO
IRCICA
Year of establishment
1979
1980
Main focus
Education, science, strategy
History, art, heritage
Type of activity
Institutional management
Research and archives
Relations with Uzbekistan
Academic departments
Manuscripts and restorations

3.3. Uzbekistan and educational diplomacy

Uzbekistan's cooperation with these organizations has become systematic. One of the most important achievements is the opening of the ICESCO department at the International Islamic Academy of Uzbekistan. This department not only conducts scientific research, but also systematically conducts international student exchanges, online lecture series, and seminars and trainings on the digitization of Islamic cultural heritage. This forms modern diplomatic skills in students.

4. DISCUSSION AND RECOMMENDATIONS

The transformation of cultural organizations is increasing their independent political weight in international relations. Educational diplomacy is becoming a sustainable tool for smoothing political differences between countries.

Recommendations:

Digital hubs: Establish an ICESCO hub for young scientists in Uzbekistan "Researching Digital Heritage".

Internship programs: Establishing systematic internships for specialists in the restoration of Islamic art and manuscripts on the basis of IRCICA.

Virtual branding: Promoting historical monuments on international platforms through VR (Virtual Reality) technologies.

5. CONCLUSION

In conclusion, it is worth noting that the transformation processes in the activities of ICESCO and IRCICA are taking international relations to a new, intellectual level. Uzbekistan, actively participating in these processes, not only demonstrates its cultural potential, but also directly contributes to strengthening educational diplomacy in the Islamic world. In the future, further expansion of cooperation with these organizations will further strengthen Uzbekistan's position on the global cultural map.

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