



# Shanghai Cooperation Organization Youth Cultural Festival



SCO Countries  
Youth League







# CULTURE

...culture is a product of man-made parts of the environment that subsumed an ensemble of knowledge systems, beliefs, traditions, languages, arts, literatures coalescing into a collective world view.

Harshe, R. (2006). Culture, Identity and International Relations. *Economic and Political Weekly*, 41(37), 3945-3951. Retrieved from <http://www.jstor.org/stable/4418700>



Why culture?

# Definition of the project

To hold the cultural competition, where the young professionals from 18 SCO will gather for the cultural festival. Everyone will be divided into groups of 8 (no representative of the representing country), where participants will be required to make a presentation about one of the 18 countries of SCO with the final prize to go to the Summer school at Saint-Petersburg State University of Economics.







How are we different?





Taking part in our Solutions Culture Competition will inspire and engage your students by giving them the chance to make an interesting short film that brings to life an aspect of their local, regional or national culture.

- ▶ Help develop their English Language skills through working on an exciting and creative project as part of a small group.
- ▶ More support available on the competition website including downloadable handouts, clips from the *Solutions Culture DVD* and more.



Get involved today at  
[www.oup.com/elt/solutionscompetition](http://www.oup.com/elt/solutionscompetition)

Please read the Terms and Conditions before entering.

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## • How are we different

First difference is that OUP cultural competition aims at helping to develop participants their **ENGLISH** language skills through working on a project. SCOYCF aims at helping students to learn a new **CULTURE** from SCO countries.

Second different is that in OUP cultural competition are required to show the culture of representing country **ONLY** through a short interesting video, while where in SCOYCF there are competitions in food, art and the specialty of the representing country.

# Related definitions



## **Soft power—**

“What is soft power? It is the ability to get what you want through attraction rather than coercion or payments. It arises from the attractiveness of a country’s culture, political ideals, and policies.”

Nye, J. S. (2005). *Soft Power: The Means to Success in World Politics*. New York, NY: Public Affairs.



# Goal

The main goal of this project is to raise the awareness among youth of 18 SCO countries of one another culture, enhance the regional exchange in culture.



# Task

- Forming an organizing team;
- Promotion and of the SCOYCF
- Selection of the delegates
- Organizing the festival
- Dealing with the security and visa issues of the winners



# Mechanism and Methods of Implementation

## ■ Selection of the participants from SCO countries

### *Qualifications of the participants:*

Age limits: master and up to 35 years old.

Deadlines: 2 month(1 month for promo and applications, 1 week selections, 2-3 weeks for preparation)

Language efficiency: Either Russian, Chinese or English

Creativity and ability to work in team.

Cultural skills

### *Mechanism of selection*

Information promotion: social media platforms (Wechat, facebook, VK), through youth councils of member state countries in China.

Submission of the applications (CV with an experience of participation in different cultural activities).

Discussion of the applications by the committee and final selection by the interview.

Selection of the winners: invited guests will select the winner by voting.

### *Division of groups*

8 groups with 5-7 participants from different SCO countries in each group with the monitor from the representing culture.

# Mechanism and Methods of Implementation

## ■ Festival tasks

*Location:* SCO secretary office in Beijing, China.

Each group should represent the culture of one of the SCO member state countries, The delegates from representing country should be excluded from the group.

The groups will be given 1 month to prepare for the competition.

The group will have 15 minutes to present the task.

Forms of the performance: cooking, art and specialty of the representing country's culture

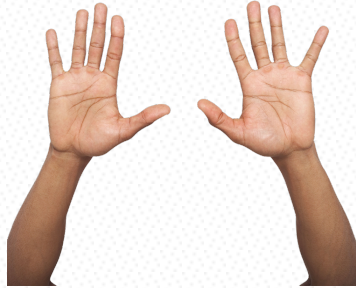
## ■ Festival prize

At the end, the audience will vote for the best team.

The winners will get the opportunity to take part in SCOCYL summer school at UNICON.



# Results



## Countable Results

- Youth gaining the knowledge about the culture of SCO Permanent Member States
- Promotion of SCO



## Uncountable Results

- Attract more foreign students to study at the hosting University



# Projects Resources—available



Online  
Resources



SCO  
Secretariat



Existing net-  
works of people



Group of  
monitors



# Projects Resources- necessary



Participants



Organizing  
Team



Media  
coverage

# Projects Resources- financial



SCO fund



Investors



Hosting University



# Projects risks



- Visa issue
- Safety, security issue





# Summary



# References

Harshe, R. (2006). Culture, Identity and International Relations. *Economic and Political Weekly*, 41(37), 3945-3951. Retrieved from <http://www.jstor.org/stable/4418700>

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Solutions Culture Competition. (n.d.). In *Oxford English Language Teaching*. Retrieved July 25, 2018, from [https://elt.oup.com/feature/global/solutions\\_competition/?cc=hu&sellLanguage=hu](https://elt.oup.com/feature/global/solutions_competition/?cc=hu&sellLanguage=hu)





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# THANK YOU

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