

**THE INTERNATIONAL STUDENT FESTIVAL IN TRONDHEIM (ISFiT)  
AS A PART OF NORWEGIAN CULTURAL DIPLOMACY**

**UNDERGRADUATE THESIS**



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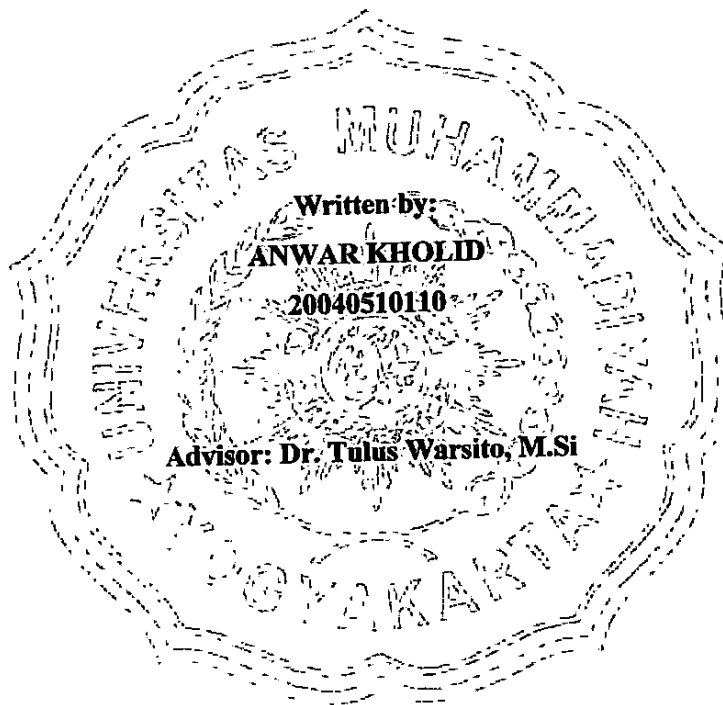
**DEPARTMENT OF INTERNATIONAL RELATIONS  
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**UNDERGRADUATE THESIS**

**INTERNATIONAL STUDENT FESTIVAL IN TRONDHEIM (ISFIT)  
AS A PART OF NORWEGIAN CULTURAL DIPLOMACY**

Presented as partial fulfillment of the requirements for the degree of  
Sarjana Ilmu Politik (S.IP) in the Department of International Relations, Faculty  
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**DEPARTMENT OF INTERNATIONAL RELATIONS  
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**ENDORSEMENT PAGE**

This undergraduate thesis entitled:  
**The International Student Festival in Trondheim (ISFiT) as a Part of  
Norwegian Cultural Diplomacy**



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## ABSTRACT

Norway's government has currently taken initiatives to conduct large-scale cultural diplomacy. This initiative is intended to enhance Norway's national image abroad as solution of "invisibility" issue which was identified by Marc Leonard and Andrew Small in 2003. In this case, the existence of International Student Festival in Trondheim (ISFiT) can help the government to achieve that goal.

The assumption that the festival can help the government is based on the two concepts of Cultural Diplomacy and National Interest. Thereby, the focus of this thesis entitled "The International Student Festival in Trondheim (ISFiT) as a Part of Norwegian Cultural Diplomacy" is to describe about how Norway's government enhance national image abroad via ISFiT.

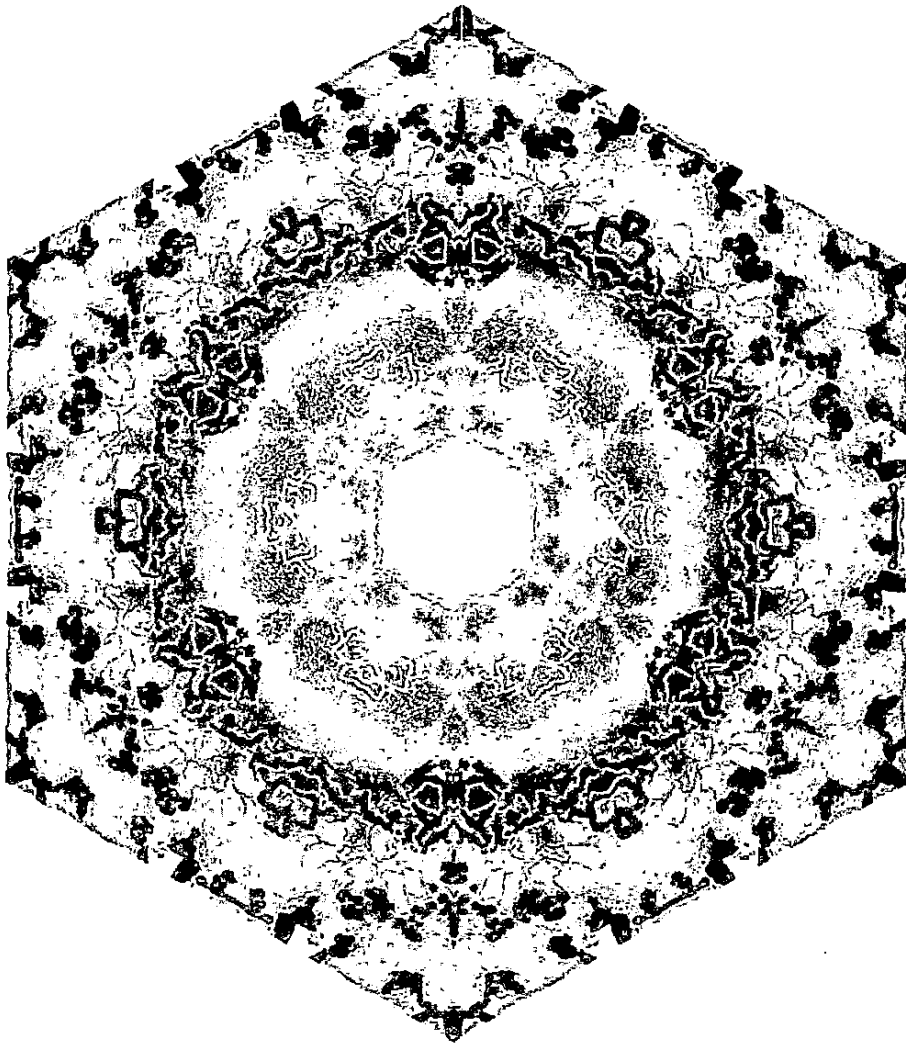
To achieve its goal on enhancing national image at the international level, the government provides support to ISFiT both financial and non-financial. This support is to ensure that this festival, as part of Norwegian cultural diplomacy, can function well because a successfully ISFiT brings benefit to the country in term of image promotion through attending international students.

Key Words: *National Image, ISFiT, Government's Support*

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**ISFiT PAGE**



“You and I are small snowflakes, and the most important thing we do here at ISFiT is to throw snowballs! When you throw a snowball down a hill, it becomes bigger and bigger, until it gets so big that it’s unstoppable”

—Martin Svarva, President of ISFiT 2007—

## TABLE OF CONTENTS

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<b>TITLE</b> .....	i
<b>ENDORSEMENT PAGE</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>ACKNOWLEDGMENTS</b> .....	v
<b>TABLE OF CONTENTS</b> .....	vii
<b>CHAPTER I – INTRODUCTION</b>	
A. Background.....	1
B. Research Question.....	4
C. Conceptual Framework .....	4
D. Hypothesis .....	9
E. Research Method.....	9
F. Writing Method.....	10
<b>CHAPTER II – THE IMAGE OF NORWAY</b>	
A. Norway’s Internationally Projected Images .....	11
1. A Wealthy Nation with a Well-educated Society .....	11
2. A Beautiful and Environmentally Friendly Country .....	14
3. An International Peace-Broker.....	16
B. Invisibility as a Current Problem Faced by Norway .....	17
<b>CHAPTER III – NORWEGIAN CULTURAL DIPLOMACY</b>	
A. National Branding via the “Four Norwegian Stories” .....	22
B. Forwarding the Messages .....	24
1. Norway’s Involvement in the Humanitarian And Environmental Issues .....	24
2. Education Development Domestic and Foreign .....	30
3. Arrangement of International-level Cultural Events.....	33
<b>CHAPTER IV – THE ROLE OF NORWAY’S GOVERNMENT IN INTERNATIONAL STUDENT FESTIVAL IN TRONDHEIM (ISFIT)</b>	
A. The International Student Festival in Trondheim (ISFiT).....	36

1. An Idea about ISFiT .....	36
2. ISFiT's Characteristic as a Kind of Cultural Diplomacy .....	38
B. The Significant of ISFiT in the Improvement of Norway's	
Image in the International Level .....	42
1. ISFiT Contributes to the Improvement of	
Norway's Prestige .....	43
2. ISFiT Contributes to Norway's Promotion Abroad .....	45
a. ISFiT and Norway's Education Promotion.....	46
b. ISFiT and Norway's Cultural and Tourism Promotion .....	48
c. ISFiT and the Promotion of Norwegian Ideas and	
Values on Peace .....	50
C. The Support of Norway's Government to ISFiT .....	57
1. Financial support.....	59
2. Non-financial Support .....	60
<b>CHAPTER V – CONCLUSION.....</b>	<b>65</b>
<b>REFERENCES .....</b>	<b>73</b>
<b>APPENDICES .....</b>	<b>74</b>



## **LIST OF TABLES**

Table 2.1. The Comparison of GDP per capita in US\$ Among Countries in 2007 (for IMF and CIA) and in 2006 (for World Bank).....	12
Table 4.1. Government's Support to ISFiT.....	59
Table 4.2. Financial Support to ISFiT 2007.....	60

## **LIST OF APPENDICES**

Appendix 1. Map of Norway.....	74
Appendix 2. ISFiT's Themes During Its History .....	75
Appendix 3. List of ISFiT's Student Peace Price Winners.....	76
Appendix 4. Member of SORCE.....	77