The EU– Jordanian Cultural Exchange Program : A Psychological Perspective

Professor Mazen Ahmad Sudgi Alougili[1*], Rawand Alazzeh[2]

Abstract

The objective of this article is to investigate the impact of the cultural exchange programs on bilateral relations. It uses a mixed approach of quantitative and qualitative methods, answering the question which is concerned with the impact of cultural exchange programs throughout tools such as language, education, and media. Hypothesizing that such programs are linked to communication issues when held between collectivist and individualistic communities. This article concluded that cultural exchange programs are positively used to enhance relationships on the international arena it also provides states with the qualifications it needs to enhance its bilateral relations and representation. Whereas it impacts the national identity of the state on the long run. It also analysis the Jordanian experience of cultural exchange and its positive role in enhancing bilateral relations. It provides recommendations on conducting research related to the possibility of enhancing exchange programs to minimize cost, it also recommends eliminating obstacles faced by international students.

Keywords: *Public diplomacy, Cultural exchange, global education, bilateral relations.*

1. Introduction

Cultural exchange programs have a great role in shaping the world and its social constructs, due to the process of cultural integration between different nationals and diverse cultures.
Culture represents a form of soft power for states, as it is a branch of public diplomacy and serves state foreign policy's implementation (B. Oceipka, 2021)

Studies related to this topic discussed it from different aspects and each one of them tried to reveal the positive aspects and challenges happening throughout the process. Previous research reached to a conclusion that such programs have an emotional impact that has in most cases a practical and professional, extends over the life span of its participants (Asada,2019 &Hajro,2014). From a state perspective it is seen as a tool of maintaining good relationships even in the hardest situations of bilateral and multilateral relations (Mutsaka,2013).

In other cases, where Goirizelaia discussed extended exposure in relation to home cultures abroad. Providing the example on the Basque-American research conducted in 2019.

Looking at the importance of cultural integration in terms of mutual understanding and acceptance of other cultures. It also showed the growth in utilizing migration and diaspora as a means of disseminating own culture (Goirizelaia,2019). Whereas cultural exchange was perceived as a mere use of soft power after shifting from using pure hard power like the case of France and China over Vietnam as a form of outside influence (Driks,2010).

However, finding tools by which the impact of such projects can be measures especially those dealing with human capital, social change, cultural perceptions and social constructs alterations on national and

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[1*,2] Professor of International Relations and Regional Studies Prince Al Hussein Bin Abdullah II School of International Studies, Jordan University, Jordan.
Corresponding Email : m.alougili@ju.edu.jo
Email : 2 (rawand95rami@gmail.com)

international levels was a challenge for a number of scholars. Especially with the presence of social media and other informative tools known to have the feature of impacting its recipient's opinions and their perceptions of facts.

Some scholars argued this topic in terms of its relation to resistance in such cases (Hajro,2014). Referring to adaptability and readability to home culture when it comes to the strength of the national and cultural identity of the participant. Findings were also tapping on the creation of an international awareness for the participants and their role as unofficial diplomats abroad.

Jordan has been involved in the Euro Mediterranean agreement since 1995. This agreement was at the time directed towards development of the Mediterranean shores, with the aim at minimizing the migration movement to Europe. The program indicated a section related to offering opportunities to youth from both shores to be involved in cultural exchange journeys.

A **25** years old project is expected to have a significant impact today in 2022. However, no general assessment reveals this impact. Making it clear that integration of cultures may not be sufficient if not well understood and practiced. At the same time, it cannot be separate from the context and structure, as these latter can heavily impact the level of utility of the program.

It is essential today to understand the level to which the Jordanian culture was impacted over the past 25 years due to such programs. It is important as well to identify such programs role in the relations between Jordan and the European union countries. These programs were not merely directed towards public sector, the private sector has its share in such opportunities as different departments of Jordanian universities are part of it.

Universities allow their students from different departments such as engineering, languages and technology, research, political science, law…etc. to visit the host community and study one or two semesters in Europe, depending on the specific program.

This study examines the impact held on the Jordanian national development movement by educational exchange programs provided by the EU on both political and social levels. This study will examine three major factors which are language, culture, and media as motivators of behavioral and social change.
Concepts such as human psyche and Balance perform as the base of explanations. Balance is argued by Freud as a need for humankind, in the sense that when man is found in a situation of unbalance, tendance to work towards reaching the stability as means of survival becomes vital. Using theories of Psychology: the cognitive theory and the psychoanalytical theory, is aimed to help understand how change is made and how does it transcend from below-up building on the constructivist theory of International Relations. Taking in consideration the networking concept presented in communications studies.

This study is relevant as it responds to the need of evaluating the Jordanian experience with cultural exchange in particular this of educational nature conducted throughout the official channels. It also examines the social and psychological influence made on Jordanian participants and how it connects to the state representation on the level of bilateral and multilateral relation in world politics and diplomacy especially those with the EU states.

It could also be seen as an assessment of the role of these projects in accordance with their objectives that has been declared at the 1995 Barcelona Convention. This paper on the other hand targets the growing public need for migration and discusses the challenges leading public discourse towards the migration argument instead of having growing desire for internal development and creation of opportunities. Allowing to support

policy making throughout bridging gaps between the objectives of the project and the implementation phase nationally in Jordan to enable access to development and ensure positive change.

This study presents a tool that is created to measure the interconnectedness of human psyche and social and political constructs. Examining the three theories and their validity in practice taking into account factors such as language representing the communication tool, culture as the ethical boundary maker in the communication process and media as an informative medium that has an influence over individuals' perceptions.

This study uses a mix of both qualitative and quantitative methods that can help answer the questions and identify the gaps to be filled. An analytical approach of the data collected helps connect the dots and maintain a logical consistency. Using the psychoanalytical theory to identify how human psych works and what causes social and behavioral change, it also provides an explanation regarding collective change and collective actions that can lead to what is explained by the constructivist theory as a change in ideology. Construct changes, without doubt contribute to change in politics and consequently in relations between states on the international arena (Maghrabi,2017).

These three theories represent a chain of actions concentrating on culture and relationship with the other. The other in this context is the one that differs in terms of language, culture and construct. The analysis will explain how these three are connected in theory while the other section of the research works on interacting with a random sample of students who have been or are being part of educational exchange program to measure their cultural, and political background and the level to which they change relaying on own observations and mentors' observations. Using interviews of observers such as professors or program department responsible who had a direct communication with students prior, during and after the experience, is aimed at controlling student bias or unconsciousness. A specially designed tool created to measure impact, as literature did not provide tools as such.

The case study sheds light on the relationship between Jordan and the EU during the period 1995-2021 and takes in consideration the growth of the coordinated projects between both sides inside Jordan. It also considers the role of individuals as advocates and public networkers of concerned states. Survey distributed online, and participants were given two weeks to submit their contributions.
These two methods reveal the connection between the individual, construct and state representation and help identify weaknesses and strengths of implementation of such programs in the context where other influencers exist such as media.

To answer the question related to the role of cultural exchange programs and cultural diplomacy in shaping bilateral relations throughout answering the consequent questions of:
How does the cultural impact held on individuals connect to group and construct and in what manner it impacts state representation within the frame of bilateral relations?
How are media, culture and language perceived to impact the role of such experiences in growing political awareness and interest towards accepting the other?
And eventually it discusses the answer of the question on whether or not there is a need to make change in policy related to regulating such opportunities?

Research Plan:
This article examens the impact on students who participated in programs of educational exchange to the EU who can be reached throughout social media platforms and personal connections.
The variables of the study are the impact of educational exchange programs as the dependent variable and the development of national representation abroad and social and economic growth in Jordan as the dependent variable, measuring the weaknesses and strengths of implementation for such programs. Taking in to account

the media impact variable as a primary source of information for students prior to their experience besides the educational exchange experience.

The article is targeting the program ever since it started in Jordan which means the time frame is between 1995-2021 and is sectioned in to 5 years period for each category.
Data collected using a survey and interviews with observers of the programs studied in this research which are Erasmus program and the French government scholarships.
The survey measures impact by asking questions taking the form of a 5 scale likert format. The questions are considering cultural knowledge, political knowledge, migration and communication aspects to measure the level of influence of exchange programs.

Using theoretical framework helps explain the phenomena and be able to control variables of the study as they are tested, especially that access to the whole sample is not possible.
Information collected from the targeted population may give a hint on the experiences they went through but will not keep it from individual biases due to personal perceptions and individual experiences. While the qualitative analytical section refers to theories explaining the human nature and developmental path of humans seems to be extensively theoretical and does not examine the actual situation on the ground. Using a mixture of both will helps bridge gaps of each method.

Limitations and Ethical Consideration:
The research may reveal gaps in the implementation part of the experiment which may impact the donors/ host decision making related to offering such programs at a certain level.
 It also does not guarantee control over biases of the answers of the beneficiaries as they have already been part of marketing such opportunities as an objective of the project and do not normally discuss weaknesses of the program.
Mitigating these two considerations throughout mentioning both positive and negative impact and try to provide recommendations to resolve issues of implementation and bridging gaps. It deals with bias of participants response throughout observer interview and survey structure of questions.

2. Discussion:

Jordan has been part of the agreements held on this sector between the EU and the Mediterranean shore countries as of the 1995 until today as indicated in the Euro-Mediterranean partnership and the Barcelona declaration, those agreements were held for the cause of increasing intercultural dialogue, understanding, and overcoming the challenges of xenophobia. Those problems were created due to instability in the MENA (Middle East and North Africa) region including economic and political chaos and illegitimate migration movement. Looking at the role and importance of the human resources and intercultural awareness. Those last are connected to the economic development, the integration of human aspect in order to enhance development within the region were proposed throughout cultural activities between the two parties in form of cultural exchange programs in the field of education, art, science …etc. To improve mutual comprehension and cohesion between young people across the Mediterranean basin (**Abbot,2018)**.
 The agreement indicated the economic development and political development consequently of the cultural development; throughout developing special social rights, consolidating social cooperation on issues of interest the concerned parties and financing of exchange and leisure programs for mixed groups of young Jordanians and Europeans residing in the Member States, with a view to promoting mutual cultural understanding and tolerance (Euro-Mediterranean Agreement,2002).
However, education diplomacy is not considered as a direct component of cultural diplomacy, their effects are mutually reinforcing," Acknowledging the role of education in building societal resilience, both in the near-abroad and beyond "(Carta & Higgott,2019,p.11).

As Jordan Is a part of the international community, it is important to understand the influence made by the cultural exchange programs as part of the Jordanian culture over 25 years domestically and internationally. And its contribution to the relationship between Jordan and Europe, France in particular, as Jordanian universities both public and private as well as institutes signed several agreements with different universities in Europe, and some of these agreements were with the French government and institutions, in different fields for developmental purposes and modernization (MFAID,2004,p.5-6). These projects influenced the shape of relations between Jordan and France over the past years.

Similarly, France had an interesting and a historical cooperation with Jordan even prior to the Euro-Mediterranean agreement. These good relations continue to exist today and are in constant improvement day after the other. In fact, this cooperation led to the growing fields of cooperation beyond cultural ones. As it paved the way for further scientific, and economic fields of cooperation. The growth in French projects numbers and different French institutions is an indicator on the growing positive relationship. While only the embassy and the French institute were built in Amman back in the 1964, today Jordan has around 3 more other French institutions on its territories including the international French school in Amman opened in 2013, the French agency for development as an agency supporting sectors such as energy and water and providing aid to accommodate 670,000 Syrian refugees in Jordan and, the French Institute for the Near East. Jordan has an interesting and a fruitful relationship with Europe in the different fields such as trade, economy, education, good governance, justice, and archeology. France has a good share in corporations in these fields it is also considered to be the sixth foreign investor in Jordan after the different gulf states alongside to the USA (France diplomacy,2020). Cultural exchange has been an important pillar of the Franco-Jordanian relationship over decades as France had its first cultural and language institute to teach French and enhance cultural cooperation in Jordan back in 1963 providing Jordanians with different programs inside Jordan to be exposed to French culture and open gates for them throughout the different opportunities including exchange programs and higher education scholarships to France (IFJ,2018).

In this section, a comparison between the French and European influence is made referring to answers of students who have been part of exchange programs between 1 month period to a full academic year in Europe. Interpretation of their answers is made according to observations that were made by professionals who interacted with the participants by referring to their answers of the interviews conducted with them.
The 61 answers provided by the different participants of exchange programs with the European Union may not be as suffisante for a generalization but would for sure give us an indicator on the positive and negative impacts of the programs on individual's culture alongside to media.

Media has become an important tool of boosting influence (Winterstein,2001), especially with the current universal pandemic and its limitations.

Explained in the French case On the International level**,** media have been used to protest not only against national regimes but also any behavior that may be offensive in any part of the world. Recalling the boycott against the French government due to its declarations and silence for offensive actions from one of the teachers who offended the Muslims prophet Mohammad and was killed by one of the students in 2020. Muslims in different parts of the world started an online protest on Tweeter calling to stop consuming French products and use alternatives. Being one of the top trends after the event on Twitter, the French president took the initiative to interview an Arabic media channel -Aljazeera explaining his press releases and apologizing for the misunderstandings of his first declaration. He emphasized during the interview the liberty of expression for different parties inside France and the fact that division does exist and it's not only against Muslims as he explains "extremists attack different ethnic groups such as Catholics, protestant and Jewish just because of their religion". He also explained the non-intervention of the government in what has been said and shared by any organization cannot be held down in democratic states as they have the right to express their perception (Aljazeera, Oct.2020). Some people on the ground interpreted Macron's action as a way to

save his country's interests with Arabs and to maintain good relationships with Muslims, regardless how correct this claim could be the social media campaign paid off in terms of making change.

It worth mentioning that these programs are reciprocal in the sense that French population as well as other European nations are also present in the Jordanian context which allows for direct communications with Jordanian public on Jordanian territories due to multilateral agreements. Giving a two-sided exposition of the different cultures. Around 34.4 percent of the sample of this study are Jordanians who spent their exchange experience in France, and most of them experienced it between 2010 and 2020. The remaining 65.6 percent have been to other parts of Europe including Spain, Italy, UK…etc. and one to the USA.

In 2018, 1569 French citizen were registered in Jordan while in 2015, 320 Jordanian were registered in France. The French government provides scholarships for masters and PHD degrees throughout programs such as the Eiffel program, in 1999 and ongoing. This program was found in order to attract youth elites of Jordanian students and future decision makers to form them. This is only an example on the programs proposed by the French government many others started to take place over time. The witnessed growth of the Franco-Jordanian cultural exchange relations was after 2010 when the Jordanian government approved its recognition to French universities and "Grandes ecoles". More agreements were signed with universities in the public and private sectors for developmental purposes and renovated in 2012,2013,2014 and 2015.

Language is an essential part in such intercultural integration over time as it provides the bases of communication between both contracting states allowing for a well-directed growth and communication leading to a profounder level of cooperation.

According to the numbers collected via the survey, France does not differ massively when it comes to influence over its Jordanian student guests and its specificity as a secular state do not have a huge impact.
Twenty one of the students of the sample confirmed their development to a certain extent in understanding of the cultural factor throughout their experience of exchange indicating that it was possible for them to interact with French natives at home via their universities and a minimal number emphasized on their openness to foreigners and French citizens via social media platforms in a reciprocal communication process where both nationals of each state contributed and become exposed to the other.

The program according to Herve Deschamps- a professor at Lyon 2 University, the program started around 30 years ago and was directed towards nation branding purposes. In the sense that alleviating the numbers of those who speak French in the world and allow them to better understand the French culture.
Similar to those who contributed in programs to other parts of Europe, the head of exchange unite at the University of Jordan Bashar Al-Hammoury emphasize on the same point observed on those who went through experiences in other parts of Europe, indicating "their natural communication with nationals of the host community allowed them to understand the others culture".

While both of the interviewees perceived that change on the level of environment allowed the students to be more independent than at home, as the students had a high level of liberty during their exchange experience that they may not have been through before. However, this was of a lighter impact for those who experienced living alone before the exchange experience whether by studying in another province at home or by traveling in vacations solely. The feeling of independency according to theories may incite the feeling of insecurity which requires adaptation as our first interviewee responds, there are two levels of adaptation for students the first is the academic type of adaptation as the educational methodology defer in both countries, the other type is the cultural one as it may take them more time to understand the differences in the everyday life in terms of food, the way people clothe, the way people speak and interact with others from the other genders.
There may be a slight difference between how female participants and male participants adapt with such changes as they may go through different challenges in some cases. For example, both interviewees

emphasized that Veiled Muslim females were concerned about the way some nationals of the host community may be looking at them due to the way they cloth. This problem was not witnessed for men. The cultural shock that the students may went through had its impacts on their behavior in the sense that it took them time to adapt to the new ambiance and at the end of the experience they suffered from readapting to home culture and habits at home including living again with the family having lesser amount of liberty and independency in comparison to what they had during exchange.

One more factor was raised was marriage to nationals of the host community of the exchange experience having a new level of interaction with the other cultures.

The sentimental link is evident to be present for the great majority of exchange students in the different host communities but at the same time, some of those differences created a need to maintain link throughout migration, it have not been possible practically but continues to have its psychological impact for the different participants in different parts of Europe. France may have been different in this comparison regarding the political awareness as those who already had interest in politics were exposed to new institutional and political system which defers from the Jordanian one.

"The liberty of expression at the French street may have also impacted those who do not have interest in politics in the sense that they obtained basic information throughout their interactions with other colleagues. Liberty of expression in France was delt with during events such as the 2014, Charlie Hebdo caricature as the intercultural dialogue between recipients of both parties was not clear. Students had the chance at the time to express their feelings and thoughts to clear things up in terms of what has been understood and what has not. The freedom of expression allowed the students at the time to share and helped in preventing to maintain things for themselves. This last is a concern as it can possibly lead to greater issues impcting national security", Said Mr. Deschamps.

Jordanians, however, could transmit a good image about Jordan abroad, in the French case as Herve indicated "tens of French students perused employment in Jordan and others were asking their Jordanian colleagues about Jordan, as French people are not aware of Jordan and the Jordanian culture. Similarly, to other countries the exchange experience allowed Jordanians to present their home state in the best possible way and educate French about their home, culture and language".

Problems of culture however arise at the beginning of the exchange journey, at the competition phase issues arise due to parental refusal and mostly refusal is concerned with female participants more than that of males. In some cases, female students withdraw their participation at the very last moment just before taking off, this problem did not occur a lot in the French case and it was mainly resolved by the usage of the waiting lists, same thing for the Erasmus program and another way was used in French departments which is the signed parental approval for their daughter's participation in such programs. Normally the hosting institution of the exchange is not negatively affected if the university loses the scholarship in the French exchange program case as there are no losses for the French part, however this is guaranteed not to happen by the above-mentioned measures.
For the Erasmus case, scholarships are normally carried over to the next year, so that the host institution have no losses, but the loss may be for Jordanian students who may obtain lesser points and being at their senior year where they cannot try once again at the following year.

The pandemic has affected the exchange experience according to Mr.Al-Hammoury as he indicates institutions concerned with these programs had two options regarding the exchange experience the first was to allow participants to travel to the host community and take all their rights including expenses but to study online while residing at the host community. The other solution was to allow them to study online at their home country and without taking the expenses as they are not traveling abroad.

The French experience may not be different from other experiences of other European states or even other individualist structure states as they continue to have the same impact on individuals' behavior. They still allow for students to communicate their thoughts and to express themselves to others, they continue to have their proper influence as tools of nation branding throughout direct communications between nationals of different backgrounds. It creates at certain cases dissatisfaction but continues to enhance understanding of home and host cultures and allows to maintain good relationship with them both.

Exchange creates feelings of uncertainty to individuals; in the sense that it creates an internal conflict where exchange students decide to adapt and readapt culturally.

The French example is an enriching one where many aspects are involved whether on the language diffusion level or juridical and other economic, marketing, and educational ones.

A cultural barrier may have blurred the results and consequently led to the need of a profounder cultural dialogue in both states throughout their institutions. Which could be an aspect to be taken in consideration at the evaluation phase of putting the bilateral agreements in action, to minimize as much as possible, the defects stated above.

The Franco-Jordanian exchange experience like other experiences held a lot of knowledge and openness to Jordanians and was a way for Jordan to be better branded by its nationals abroad. It also facilitated the communication with other cultures inside Jordan and abroad, opening more gates for youth to be integrated in their communities and other communities. Sharing their own experiences allowed other nationals to be more prepared and avoid some of the side effects that one may suffer from individually and culturally.

3. Findings and Results of the Statistical Analysis:

5.1. related to Media experience:
Table 5.1. 1 - (Means and standard deviations for related to Media experience)

Phrases		arithmetic mean	standard deviations	Ranking	approval level
1	Cultural knowledge	3.60	0.58	2	**medium**
2	Political knowledge	2.90	0.52	4	**medium**
3	Communication and Covid-19	3.99	0.83	1	**high**
4	Migration	3.23	0.95	3	**medium**
	Grand Mean	3.45	0.45	---	**medium**

Information related to the general arithmetic mean (3.45). And after this last, analysis finds that the acceptance rate reaches an average. The highest degrees of approval were for distance contact and the Covid-19 pandemic, then cultural knowledge, and in the third order came immigration, while it came after political knowledge in the fourth and final degree.

1. Cultural knowledge
Table 5.1. 2 - (Means and standard deviations for Cultural knowledge.).

Phrases		arithmetic mean	standard deviations	Ranking	approval level
1	I always search for information about the history of my own and other countries especially European ones on the internet.	3.70	1.09	4	**high**
2	I use social media to communicate with people from Europe or other parts of the world to be more exposed to other cultures.	3.56	1.35	5	**medium**
3	I follow social media pages related to cultural	3.95	1.38	3	**high**

	exchange programs to better understand and learn from the other experiences.				
4	I profoundly understand the construct within the society of the host community.	4.20	1.00	2	**high**
5	I suffered from cyber hatred attacks online because of my ethnic and religious background.	1.79	1.27	6	**low**
6	I have a high level of openness to the culture of the host community where the scholarship took place.	4.38	0.93	1	**high**
	Grand Mean	3.60	0.58	---	**medium**

It is noted that there is a medium degree of agreement with regard to cultural knowledge, where the general mean (3.60) and a standard deviation (0.58) are observed. At the level of the dimension paragraphs, it finds that one paragraph came with a low approval rating, one paragraph with a medium degree, and four paragraphs with a high approval rating. The highest degree of approval was for Paragraph No. (6) with an arithmetic mean (4.38) and a standard deviation (0.93), which states "I have a high level of openness to the culture of the host community where the scholarship took place". While the lowest degree of approval was for Paragraph No. (5) with an arithmetic mean (1.79) with a standard deviation (1.27) and states "I suffered from cyber hatred attacks online because of my ethnic and religious background".

This should in fact allow us to understand that most of those who had good exposition to the other culture had good cultural background and a high level of openness to the different other.

Allowing for high interest towards the host community and low level of refusal for the other or miscommunication.

2. Political knowledge

Table 5.1. 3 - (Means and standard deviations for Political knowledge)

Phrases		**arithmetic mean**	**standard deviations**	**Ranking**	**approval level**
1	I have a high level of understanding for all/most political events of the host community of exchange experience, as I follow political related media.	3.13	1.28	2	**medium**
2	Before contributing to any cultural exchange program, I used to follow political news and discussed my opinion online regarding political issues (demonstrations, elections...etc) in the Middle East and Globally including events in the host country.	2.59	1.33	3	**medium**
3	I used to follow the media where the opportunity took place *for security purposes* only, and I do not have any political interests.	2.56	1.35	4	**medium**
4	I have no interest in politics for any reason, not of my home politics neither these of others.	2.54	1.37	5	**medium**
5	I prefer to use social media to access the information I need to know in the political field rather than TV channels.	3.67	1.11	1	**medium**
	Grand Mean	2.90	0.52	---	**medium**

It is noted that there is a medium degree of agreement with regard to Political knowledge, where the general mean (2.90) and a standard deviation (0.52) are observed. At the level of the dimension paragraphs, all paragraphs came with a medium approval level. The highest degree of approval was for Paragraph No. (5) with an arithmetic mean (3.67) and a standard deviation (1.11), which states "I prefer to use social media to access the information I need to know in the political field rather than TV channels". While the lowest degree of approval was for Paragraph No. (4) with an arithmetic mean (2.54) with a standard deviation (1.37) and states "I have no interest in politics for any reason, not of my home politics neither these of others".

The use of media in accessing to political news especially for those having interest in such a field have been shown of high importance regardless the level of accuracy these platforms may have or affiliations they may be following.

3. Communication and Covid-19

Table 5.1. 4 - (Means and standard deviations for Communication and Covid-19)

Phrases		arithmetic mean	standard deviations	Ranking	approval level
1	I communicate with native citizens of the host community frequently via social media even before the exchange experience.	3.52	1.30	5	**medium**
2	During my online interaction with foreigners I used to behave as an unofficial diplomate of my home country.	4.02	1.34	3	**high**
3	The communication process is normally a positive one that happens for mutual benefit (e.g. education and practicing a foreign language)	4.26	1.05	1	**high**
4	The communication process via social media was strongly enhanced due to the global pandemic Covid-19	3.97	1.02	4	**high**
5	I believe that social media played a huge role in cross-culture communications during the pandemic period.	4.20	0.95	2	**high**
	Grand Mean	3.99	0.83	---	**high**

It is noted that there is a high degree of agreement with regard to Communication and Covid-19, where the general mean (3.99) and a standard deviation (0.83) are observed. At the level of the dimension paragraphs, it finds that one paragraph came with a medium approval rating, and four paragraphs with a high approval rating. The highest degree of approval was for Paragraph No. (3) with an arithmetic mean (4.26) and a standard deviation (1.05), which states "The communication process is normally a positive one that happens for mutual benefit (e.g. education and practicing a foreign language)". While the lowest degree of approval was for Paragraph No. (1) With an arithmetic mean (3.52) with a standard deviation (1.30) and states "I communicate with native citizens of the host community frequently via social media even before the exchange experience".

In general, most of the sample expressed positive impact throughout the social interactions with the other as it consists of some sort of benefit for both. This was supported by the online communication experiences that they had. It also shows that the communication process throughout online communications have filled a huge gap in cross cultural communications during the global pandemic.

4. Migration

Table 5.1. 5 - (Means and standard deviations for Migration)

	Phrases	arithmetic mean	standard deviations	Ranking	approval level
1	I used to follow migration agencies social media pages and websites before the exchange opportunity.	2.85	1.51	4	**medium**
2	Media news enhanced my understanding of the differences and increased my well for leaving my home country and move to the host community or abroad.	3.44	1.27	2	**medium**
3	Media impacted my perception to home country negatively, which lead to take the migration/work abroad decision.	3.00	1.40	3	**medium**
4	Economic, social and democracy related issues that are arising lately on social media at home supported the decision of leaving to other country.	3.64	1.34	1	**medium**
	Grand Mean	3.23	0.95	---	**medium**

It is noted that there is a medium degree of agreement with regard to Migration, where the general mean (3.23) and a standard deviation (0.95) are observed. At the level of the dimension paragraphs, all paragraphs came with a medium approval level. The highest degree of approval was for Paragraph No. (4) with an arithmetic mean (3.64) and a standard deviation (1.34), which states "Economic, social and democratic issues arising lately on social media at home supported the decision of leaving to other country". While the lowest degree of approval was for Paragraph No. (1) with an arithmetic mean (2.85) with a standard deviation (1.51) and states "I used to follow migration agencies social media pages and websites before the exchange opportunity".

Apparently, the way in which the sample participants compared between home and host community to the host branded economy, social and democratic sphere was an important factor in the dissatisfaction against home. However, not to the level that they would take an actual decision of migration especially with legal migration policies.

a.   **Related to Educational and Cultural Exchange Experience.**

Table 5.2. 1 - (Means and standard deviations for related to educational and cultural exchange experience)

	Phrases	arithmetic mean	standard deviations	Ranking	approval level
1	Cultural knowledge	3.67	0.68	3	**medium**
2	Political knowledge	2.46	0.80	4	**medium**
3	Communication and Covid-19	4.11	0.94	1	**high**
4	Migration	3.74	1.09	2	**high**
	Grand Mean	3.47	0.50	---	**medium**

The table of data indicate a moderate degree of agreement with regard to the educational and cultural exchange experience, where the overall average was (3.47) and a standard deviation (0.50). Depending on the dimensions, analysis that tow with a medium degree and tow with high degree. The highest degrees of approval were for communication and Covid-19 pandemic, then Migration, and in the third order came Cultural knowledge, and at last the political knowledge came in the fourth and final degree.

1. **Cultural knowledge**

Table 5.2.2 - (Means and standard deviations for Cultural knowledge)

	Phrases	arithmetic mean	standard deviations	Ranking	approval level
1	I learned about the history and culture of the host community prior to the experience during the school and college.	3.62	1.37	5	**medium**
2	I had a good communication (face to face) experience with foreigners in Jordan.	3.51	1.35	6	**medium**
3	I tried as much as possible to communicate with other participants from the Jordanian universities and foreign teachers working in Jordan having direct relationship to such programs.	3.69	1.35	4	**high**
4	The experience helped me understand the host community's societal constructs.	4.43	1.01	1	**high**
5	I suffered from hatred speech in the host community as an Arab.	2.05	1.36	7	**low**
6	During the exchange program I had good experience with nationals of the host community and had a good understanding of others culture.	4.28	1.03	2	**high**
7	My interactions with the host community nationals positively impacted my perception and understanding of my own culture.	4.11	1.24	3	**high**
	Grand Mean	3.67	0.68	---	**medium**

It is noted that there is a medium degree of agreement with regard to cultural knowledge, where the general mean (3.67) and a standard deviation (0.68) are observed. At the level of the dimension paragraphs, finding that one paragraph came with a low approval rating, tow paragraph with a medium degree, and four paragraphs with a high approval rating. The highest degree of approval was for Paragraph No. (4) with an arithmetic mean (4.43) and a standard deviation (1.01), which states "The experience helped me understand the host community's societal constructs". While the lowest degree of approval was for Paragraph No. (5) with an arithmetic mean (2.05) with a standard deviation (1.36) and states "I suffered from hatred speech in the host community as an Arab".

Cultural knowledge collected by those connected to such programs and the actual communication with the host community have in general the least negative impact. Although higher amount of knowledge of cultural sphere of the host community allows for a shorter adaptation period and a better use of the opportunity for educational and nation branding purposes.

2. **Political knowledge**

Table 5.2.3- (Means and standard deviations for Political knowledge)

Phrases	arithmetic mean	standard deviations	Ranking	approval level

		arithmetic mean	standard deviations	Ranking	approval level
1	I have political related interest and always participate in elections and other democratic events.	2.26	1.42	4	**low**
2	Before contributing to any cultural exchange program, I used to have political activity at home (demonstrations, elections, protests ...etc) in the Middle East	1.90	1.30	5	**low**
3	I had to collect political related information for security reasons in the sense that I needed to remain away from any intense areas.	2.34	1.40	3	**medium**
4	The cultural exchange programs did not improve or increased my interest in political participation neither enhanced the ideology of "change for the better".	2.57	1.36	2	**medium**
5	I trust mouth word news from trusted people more than media news or social media that may be governed or manipulated.	3.20	1.26	1	**medium**
	Grand Mean	2.46	0.80	---	**medium**

It is noted that there is a medium degree of agreement with regard to Political knowledge, where the general mean (2.46) and a standard deviation (0.80) are observed. At the level of the dimension paragraphs, tow paragraph came with a low approval level. And three with medium. The highest degree of approval was for Paragraph No. (5) with an arithmetic mean (3.20) and a standard deviation (1.26), which states "I trust word of mouth news from trusted people more than media news or social media that may be governed or manipulated". While the lowest degree of approval was for Paragraph No. (2) with an arithmetic mean (1.90) with a standard deviation (1.30) and states "Before contributing to any cultural exchange program, I used to have political activity at home (demonstrations, elections, protests ...etc) in the Middle East".

Even though a number of the sample did not have a huge interest in politics, the word-of-mouth trust level has shown the trust problem that nation has against media news is high. Reflecting on the point mentioned on perceptions and how important it is in building national identity. Putting fingers on an important factor in maintaining and transmitting positive image abroad and maximize trust domestically. In the sense that higher awareness of politics may make it clear for participants to identify the problems and work to adjust and provide solution throughout the exposition to new political constructs.

3. Communication and Covid-19

Table 5.2.4- (Means and standard deviations for Communication and Covid-19)

Phrases		arithmetic mean	standard deviations	Ranking	approval level
1	I have direct (face to face) communication with native citizens of the host community during the exchange program period.	4.15	1.38	3	**high**
2	My direct communication with the host community's nationals was positive and mostly friendly.	4.25	1.11	1	**high**
3	I believe that the Pandemic impacted the cultural exchange programs and	4.16	1.14	2	**high**

		arithmetic mean	standard deviations	Ranking	approval level
	postponed several opportunities for those applying. It has impacted the communication process for those already engaged in the opportunity at the host country.				
4	The pandemic created barriers of communication and negatively impacted the cross-culture communication in host and home countries.	3.90	1.27	4	**high**
	Grand Mean	4.11	0.94	---	**high**

It is noted that there is a high degree of agreement with regard to Communication and Covid-19, where the general mean (4.11) and a standard deviation (0.94) are observed. At the level of the dimension paragraphs, finding that all paragraphs with a high approval rating. The highest degree of approval was for Paragraph No. (2) with an arithmetic mean (4.25) and a standard deviation (1.11), which states "My direct communication with the host community's nationals was positive and mostly friendly". While the lowest degree of approval was for Paragraph No. (4) with an arithmetic mean (3.90) with a standard deviation (1.27) and states "The pandemic created barriers of communication and negatively impacted the cross-culture communication in host and home countries".

On the communicative approach the interaction with the other showed of a good impact on participants as it reflects the mutual benefit and good representations. The good communication was impacted by the global pandemic and slightly decreased the actual level and direct communications between nationals from both parties. However, the cross-cultural communication usage of media sources minimized the cultural cooperation and pushed to continue its role.

4. Migration

Table 5.2.5 - (Means and standard deviations for Migration)

Phrases		arithmetic mean	standard deviations	Ranking	approval level
1	I was first seeking the exchange opportunity as a first step to discover the world abroad and to facilitate moving or migrating later on.	3.79	1.31	2	**high**
2	Throughout the experience I developed an understanding of the differences between both host and home countries which consequently supported my decision of migration or moving out.	3.97	1.29	1	**high**
3	Economic, social and democracy related issues (which are tolerated abroad) are the main reasons why I think of moving abroad.	3.51	1.39	4	**medium**
4	I prefer to move to the host community of the scholarship as I had a great experience there and had the chance to find a better job opportunity and/or higher education opportunity, better social ambiance, where I can find many people who can understand me better.	3.70	1.42	3	**high**
	Grand Mean	3.74	1.09	---	**high**

It is noted that there is a high degree of agreement with regard to Migration, where the general mean (3.74) and a standard deviation (1.09) are observed. At the level of the dimension paragraphs, three paragraphs came with a high approval level and one with medium. The highest degree of approval was for Paragraph No. (2) with an arithmetic mean (3.97) and a standard deviation (1.29), which states "Throughout the experience I developed an understanding of the differences between both host and home countries which consequently supported my decision of migration or moving out". While the lowest degree of approval was for Paragraph No. (3) with an arithmetic mean (3.51) with a standard deviation (1.39) and states "Economic, social and democracy related issues (which are tolerated abroad) are the main reasons why I think of moving abroad".

The knowledge collected about the host country after the experience showed the awareness of the differences between both host and home communities including more knowledge about the economic, societal, and democratic spheres which may have been seen differently prior to their experience. The difference between what is being seen on media channels and what is happening on the ground supported the awareness and perception towards own and other contexts.

Migration is known to be part of the human rights. And should not be a threat for any state however the dissatisfaction at home and the usage of such programs allows for better understanding of the world and other policies, rising awareness on penalties on misconducts. The use of exchange remains a good tool for all nationals, states and the international relations allowing for the growth and development but continues to be the least controlled communicational field where any issues may arise. Perceptions, identities, and actions are part of the perceptions built in today's experiences. Those experiences must be of the best interest for the state not only on the international level but also domestically.

Rising awareness of the different cultures and countries allow for better communication process and a good usage of alternatives, minimizing issues such as illegal migration movement and misusage of such exchange opportunities for personal uses.

3. Conclusion:

To sum up the answers this thesis posed at the beginning, it is apparent that change is not subject to avoidance due to varying contexts.

Cultural diplomacy has in forming qualifications on the international level where exchange experiences allow nationals of different parts of the world to interact with others and construct an intercultural understanding. Opening gates for dialogue on the international level and support the formation of a one shared base for world politics whether internationally, regionally, and domestically. However, exchange continues to have some implications concerned with identity and culture as so many researchers arose the issue of cultural alterations especially those of collectivist communities permitting internal divisions and minimizing domestic unity. The impact does not only take place on a national level it may at the long run alongside to national dissatisfaction influence bilateral relations. Such dissatisfaction appears due to constant comparisons between home and other developed nations where liberty of expression is guaranteed, and democracy is of a higher value. The survey shows that the impact of actual communication is normally higher of the virtual one using social media and therefore have greater impact in taking actions.

Identity and culture are those who direct governments in their interactions identifying what is acceptable and what is not for nations. Language has the role of the mediator as well as the media where people identify the set of concepts to be agreed up on and it represents the first reference for decision makers.

International agreements were found by the international community with its states and organizations as an organizational instrument. Concerning those in the educational sector the main features of these agreements were the development of different aspects including educational, economic, cultural, and social ones.

Human psyche is subject to influence throughout the communication process with other factors in this case the article considers communication as sourced by the exchange experience and media exposition to other cultures or other's perspectives to own culture.

The communication process with the other includes the use of language and knowledge about the culture and identity of the other, it is not evitable to compare between both home and host or foreign cultures as different perspectives may arise. Perspective is important at this point as the ability to manipulate it or redirect it may cause behavioral change in order to adapt.

Adaptation indicates changing ideologies and, going through internal conflict of the ethical base given by home culture consequently these conflicts are reflected in the action of adaptation which is revealed in the form of protests against societal issues and governmental matters or dissatisfaction of the ambiance and difficulties of readaptation at home. For example, the Lebanese case where youth in large numbers decided to go out in revolutions against their government while some others took the decision to migrate as their state no longer provide them with their needs resulting in revolutions and domestic destabilization.

The manipulation of thoughts and perceptions by publics or by governments is considered as part of the constructivist perception. The fact that manipulating others in order to achieve own interest is an important factor that is linked with public diplomacy threatening the state domestically, if not controlled properly. The aim of exchange programs was a developmental one and therefore, sourcing development without control over usage is one of the greatest issues in the Levant as it's the gate way for corruption and misuse of sources. Jordan entered the cultural exchange circle in the 90s, throughout the Euro-Mediterranean agreement of the Barcelona convention 1995 alongside to bilateral relations with individual states.

And had an effective and fruitful outcome of the exchange programs, especially in its relations with France. As it supported Jordan to build national capacities by allowing Jordanian nationals to learn the French language allowing for better communications. The effective and growing communication lead to the continuity and development of cooperation between France and Jordan. French projects in Jordan grew massively after the year 2000, which started from cultural and educational cooperation and today it is expanding to the Jordanian public and private sectors in different domains.

Jordan was very careful at the beginnings of internationalizing higher education and continues to be. In the sense that foreign institutions did not have an actual presence on the Jordanian territories, instead they were allowed to conduct agreements with national institutions. Where the foreign activities are supporting the national education throughout trusted channels of communication. The usage of such technics was directed towards maintaining sovereignty over national institutions. Especially those concerned with two of the most important components of the national identity which are language and culture. At the same time these opportunities allowed students to get lesser expensive education abroad with higher qualifications which consequently was seen as a way of removing foreign qualifications from national institutions by elevating nationals' qualifications. These experiences according to psychoanalytical theory impact individuals who go through it directly and influence those with whom they interact at home, reflecting the concept of networking. The growth of the adoption to a certain perspective that reflects a foreign perspective is not seen positive by state and its national identity.

Internationally, cultural shocks either cause misconduct or isolation. In both cases it leads to undermining the growth in fields of cooperation between states. The Franco-Jordanian case shows that cultural exchange has a positive role in the bilateral relations and its growth. Hence, higher positive influence could be achieved by controlling points of vagueness emerging due to communication issues.

Recommendations:

This article proposes a number of recommendations that are feasible and not of a high cost such as consciousness of the other. Consciousness through the formation of participants prior leaving their home state by introducing them to the other culture, political systems, domestic matters are also of high importance. Mandatory cultural exchange with foreigners domestically - inside Jordan - as a requirement before going through the exchange experience may allow them to interact positively with the other

maintaining good understanding of points of strength and weakness that they have. This recommendation responds to the input received from the tested sample. Realizing that 41 participants of the sample had a prior communication with foreigners and around 39 of them assured a good experience with the other culture based on mutule benefit and 24 approved their prior communication with institutions or colleagues who have been part of similar programs and who had a direct communication with foreigners.

Covid-19 with no doubt influenced the exchange experience in Jordan and in the world in general as actual communications were cutoff for the very first time in centuries. The loss of the communication caused a gap in a way or another in the ongoing process of cultural dialogue in terms of diplomatic representation or nations communication. Questions were raised on whether the actual expensive exchange programs can be replaced by virtual exchange programs, minimizing costs on contracting states. Questions on whether it would have the same advantages and disadvantages for nations and the international community's relations? taking us to a new stage of discussion in a separate Article where finding alternatives and responses to more and more challenges can be found.

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