

# Performance of the Cultural Diplomacy and Promotion of Kenya's Foreign Relations from 2015 to 2020

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**Abstract:** Cultural relations is the mutual exchange of culture between peoples to develop long-term relationships, trust, and understanding for the purpose of generating genuine goodwill and influence abroad. The study sought to establish the role of cultural diplomacy as a tool for advancing African foreign relations using Kenya as a case study. The broad objective of this study was to assess the performance of the cultural pillar in promoting Kenya's foreign relations from 2015-2020. The study used the soft power theory and liberal theory. A descriptive research design was used to obtain information concerning the status of the problem. The population was drawn from all 850 employees from the following offices: Diplomatic officers, Ministry of Foreign Affairs, Ministry of Sports Culture and Heritage, Ministry of Tourism, Kenya National Theatre and Kenya Cultural Center. The sample size was 255 respondents drawn from this population by applying stratified sampling techniques. The primary data were collected using questionnaires that comprised both open and closed ended questions. The study concludes that that sports and games has a significant effect on the performance of Kenya's foreign policy from 2015-2020. In addition, the study concludes that that music and dance has a significant effect on the performance of Kenya's foreign policy from 2015-2020. From the findings, this study recommends that the ministry of foreign affairs should focus on increasing sports ambassadors, international sports tournaments, and sports tourism.

**Key Words:** *Performance, Cultural Diplomacy, Promotion, Foreign Relations, Sports, Games, Drama, Music*

## Introduction

Historically, there has been a great deal of confusion in the literature regarding hard power and soft-smart power in foreign diplomacy. A well-known problem with hard power use in foreign diplomacy is that it does not take into account the long-term effects to humanity and destruction of the environment. To this end, the Pakistan government has embraced this concept whereby they issue affluent Middle East tourists with exceptional licenses for game sport shooting the houbara bustard as a "soft" overseas international relations approach intended at buoying up the republic's delicate economy. While prohibited in global and Pakistan's specific environment regulations, resource dependence model aids to elucidate by what means numerous domestic matters (e.g., dysfunctional administrative and legal structures) facilitate Pakistan's unauthorized interchange of game sport shooting certifications for crude fuel and small funding (Ralph Adler, 2020). What's more, Singapore hedgerows in contradiction of China, even it pursues to intensely charm China in all magnitudes of bilateral relations, comprising trade and industry, ethnic and dogmatic (Wu, 2020).

In another research paper by Amsalu, (2020), title "Chinese and Indian investment in Ethiopia: infrastructure for 'debt-trap diplomacy' exchange and the land grabbing approach." He found out that the use of soft power collaboration tactics have being utilized by China and India in advancing their foreign policy agenda in Ethiopia (Amsalu K. Addis, 2020). All things considered, the Chinese administration has utilized the panda metaphors to shape its global trademark on Twitter and this has shaped its panda diplomacy strategy influencing its para-diplomatic activities (Zhao Alexandre Huang, 2019). Despite decades of research, this continues to be debated among scholars and researchers. A case in point is the current hard power policies by USA against China not to forget the Covid 19 pandemic. The pandemic has taken a geopolitical dimension. The humanitarian catastrophe intensified the competitive underlying forces concerning the USA and China, affecting the delivery of worldwide community merchandises and introduced uncertainty into the international command against the backlash of the international community. The COVID-19 calamity is taking place in the midst of the failure of international cooperation. The USA has traditionally taken the leading role of helping third world countries and others with international aid when natural disasters occur, but of late it has abandoned its role entirely. It should be noted that the absence of governance at the international stage for the duration of a global catastrophe might bring about the collapse of the universal command (Bahi, 2021).

The recent stormy universal political affairs in Nigeria stresses that a nation need to embrace a fundamental part with obligatory diplomatic efforts to accomplish its objective and to endorse its appearance in the global structure. The age of employment and dependence on armed and financial resources unaccompanied with the intention of networking with other nations has is ancient history. Chiefly, cultural diplomacy is a first-hand feature of communal international relations which embraces the usage of a

nation's beliefs to influence overseas spectators with the intention of scheming an optimistic appearance inside the global structure (Gumbi, 2021).

Our research aims at finding a solution for this challenging problem of the use of cultural diplomacy to promote a country's foreign policy. In the matter of foreign relations in Egypt, nations will continuously chase their domestic welfares. The current diverse technique appropriate to do this, together with the use of soft power and hard power is obligatory to accomplishment. Soft power is all about constructing interactions: acknowledging the necessities of other nations, philosophies and societies; connecting our estimations of explanation; amending misunderstandings; considering for parts we can find in shared origin (Workneh, 2018).

Gichuhi (2016), points out that the ministry of foreign affairs devices for ethnic international relations are not well organized. Further, Mwongeli, (2019), argues that Kenya up until now has not grasped a sports strategy to help it in hunting its domestic objectives via its overseas guiding principles. Kamweti, (2018) conducted a research involving 157 officials from the ministry of foreign affairs, ministry of sports, culture and arts, innkeepers, entrepreneurs, entertainers and foreign investors in 2017 and found that movie business meagre strategies, absence of sought-after cinemas, incomplete imagination and originality and deficiency of resources makes it hard to use Kenya drama and theatre internationally. Bukhala (2018) suggests that to solve this challenge, the ministry of foreign affairs should improve on its policy and strategy on how sports can advance the country's foreign diplomacy idea.

The main practical problem that confronts us is the failure of the of the cultural diplomacy pillar to promote performance of Kenya's foreign policy. This problem has received substantial interest of late particularly on matters concerning sports and games, music and dance and drama and theatre. The foremost problems are the facts that the country lags when it comes to the use of drama and theatre to advocate for Kenya's diplomacy abroad. The Nairobi film festival and the Kenya cultural center have lived short of the glory. Kenya Film commission, Kenya National Film Association and Kenya Film and Television Professional Association support and funding for the development of locally produced remains dismal. The best they can do so far is to organize a national film day once a while in a year with the hope of sharing Kenya's drama and theatre to visiting tourists (Diang'a, 2017). Kenya's mission abroad has equally failed when it comes to promoting Kenya's drama and theatre internationally. The main problem is that the Kenyan government allocated only KES. 16 million for the period 2018-2023 to classify Kiswahili resources including cinemas, dramas and TV appearances in Kiswahili to be highlighted at Kenyan embassy's reception areas (Ministry Of Foreign Affairs, 2018). In addition, music and dance lags behind as well. A mere KSH. 10 million was allocated for supporting Kenyan best musicians and dances to perform in Kenya's mission abroad (Ministry Of Foreign Affairs, 2018). On the contrary, sports and games is performing very well. However, there is over-emphasize on athletics, while the other sectors have been neglected. Thus, the current study assessed the performance of the cultural diplomacy in promoting Kenya's foreign relations from 2015 to 2020 guided by three research questions; 1. What is the influence of sports and games on the country's foreign relations from 2015- 2020? 2. To what extent does music and dance influence the country's foreign relations from 2015- 2020? 3. How does drama and theatre influence the country's foreign relations from 2015-2020?

## Literature Review

### *Sports and Games and Foreign Relations*

A remarkable feature of sports diplomacy is that Australia is acknowledged the world over as an amazing accomplishment and zealous sporting state. Australians' affection for playing, viewing and outshining in unpretentious to multifaceted games all over the country and regionally is unmatched all over the world. To that effect the Australian government developed the Australian Sports Diplomacy Strategy (2015-2018) as a strategic tool to showcase and promotes the countries distinctive sporting culture and use it to advance its interests abroad. A first of its kind, the strategic plan endorses the prominence of using sports and games to advance a countries economic diplomatic interest county-wide and all over the world utilizing interpersonal relationships between nations, organizational collaborations to promote economic cooperation between nations.

In order to achieve this, the government appointed professionals to head the sports sector in the country with the view of ensuring full implementation of the strategic plan (Stuart Murray, 2019). On close analysis, Australia's governance in sports international relations has created mammoth benevolence, and helped establish momentous corporation prospects amongst the state and the game business locally and regionally. And nevertheless, there is a prospect to achieve more. Now, there is a spirited effort to engage researchers and professional in order to come up with an effective sports diplomacy strategic plan that will progress Australia's strategic national interests, exclusively in the Indo-Pacific, and reinforce Australia's sports industry internationally (Stuart Murray, 2019).

Furthermore, sports and games has turned out to be progressively substantial for modern economies, cultures, countries and sports people. As a result of the substantial international importance in competitions such as the World Cup and the Olympic Games, which are characteristically demonstrated by features such as rewarding profitable contracts and communications agreements, wide-ranging spectator assessments and mass media publicity, small and micro-enterprises have stood mounted as significant probable instruments for a home country in the quest of getting hold of soft power (Rookwood, 2019). Cultural diplomacy has over and over again remained termed as a method of "soft power", as the third pillar of foreign policy, in the company of political and economic international relations. Secondly, it has an influential expression in state imprinting and has demonstrated to be precisely fruitful in serving a state advance its image overseas. Consequently, state branding is nowadays well recognized as a significant means of endorsing trade and developing exports along with a country's cultural legacy and value arrangement. On the other hand, it needs to be used with caution to shun it being understood as barefaced publicity and wishes to emphasis on attainable along with necessary objectives. Above all, the prominence of cultural diplomacy, in specific state branding, be duty- bound to be assimilated into a nation's teaching and improvement (Tomalin, 2013).

Preliminary work in this field focused primarily on athletics and rugby to promote Kenya's agenda abroad while ignoring other forms of sports such as football, hockey, cricket or even tennis. Kenya has a history of outstanding global sporting lineage in athletics and rugby and therefore should promote the use of other forms of sports to achieve the same status (Mwongeli, 2020). Much work on the potential of sports promoting a country's foreign diplomacy has been carried out however there are still some critical issues affecting this area. Chief among them, is the lack of a policy framework to guide the sector, poor funding and lack of commitment from the government (Busolo, 2016).

### ***Music and Dance and Foreign Relations***

It is of interest to know whether the notion that music and dance influence foreign diplomacy still hold true. According to views of the United Nations secretary general António Guterres, song and dance are universal languages that bring people and nations together. Whereas song and dance embody harmony and peaceful coexistence within an ethnic group, they correspondingly aid to signify diversity by been acknowledged and hugged by other nations. To put it another way, each country in the world is made up of several ethnic groups and each has its distinctive and gorgeous language as well as song and dance. On close analysis, members of an ethnic group equally enjoy the song and dance from their neighboring communities, and you will often find traditional songs enjoying airplay on national radio and television as well as making it to the top charts. (Nations, 2019). In the light of past reported research by Njiru. (2015), it is conceivable that the potential of song and dance surpass host topographical expanses, ethnicity, commercial and governmental barriers. This is now a mature field which is now being spun out into commercial applications. Research on cultural diplomacy has a long tradition including but not limited to, discussion on philosophies, talent and linguistic for the greater purpose of creating understanding between nations and people (UNESCO, 2020). An equally significant aspect of this concept is the human tendency to learn new things quickly through music and rhyme. Furthermore, markets have capitalized on this concept by using appearing and dramatic musical advertisements to promote their products thereby reaching a wider audience, consequently converting more new customers. All things considered, the use of music should be embraced to promote a country's foreign diplomacy because it will be more effective in promoting cultural tolerance thereby opening up economic and political opportunities (Njiru, 2015).

Diverse structures of song and dance, that is to say, Hindustan , pop, jazz, benga, Chinese opera, and Seggae and Bhojpuri have been blossoming for quite a while on the Mauritian territory in this day and age (Pudaruth, 2017) Moreover, this close by encounter and crossing point has prearranged growth of ethnic and melodious discourses and partaking in the midst of various ethics; as a consequence arose a new genre of music as a result of fusing common elements together. what's more, these varied art forms are performed, esteemed, relished, accomplished, shared, and trained and cultured by the inhabitants and are consumed, chiefly, as means for increasing making yourself heard, endorsing personalities, nourishing communal association, upholding communal solidity, nurturing societal and public assimilation, exciting spiritual and divine sentimentalities, above and beyond being means of relish, recreation, and regeneration. Most significantly, these art practices are also probable foundations of "soft power," nonetheless still uncharted (Pudaruth, 2017).

Over the last few years, mounting apprehension in global affairs to offer a further comprehensive and full of life erudition capability has directed to the amplified use of concrete maneuvers, graphical instruction resources like music and dance, as well as internet community and web- based training gears (Rosch, 2017). Regardless of worth mentioning accomplishments in linking the ordinary lives of global association's scholars, these instruction aids have yet to discover its prospective more lengthily. Students who prefer to learn through practical exercises still struggle to access the more abstract and theoretical topics of international relations, and the role of emotions for active learning remains underdeveloped. This can be attained on condition that a supplementary comprehensive global associations trainings that contemplates the necessities of wholly kinds of apprentices, to buoy up scholars to reconsider what is taken for granted in the discipline by reconnoitering their sensations, and to uphold deliberations about matters that otherwise might have been kept hushed (Rosch, 2017)

It should be noted that, salespersons time and again practice global opening out as an advancement tactic. Cultural technology is a tactical basis that simplifies the international marketplace infiltration of South Korean cultural merchandises for instance K-pop. Generally, this study contributes to the collected works by concentrating on the international promotion of cultural merchandises (e.g., music) in contrast to durable customer merchandises and trademarks. Precisely, the approaches of entrance that are characterized inside the cultural technology model consist of exportation and joint ventures; there was partial putting into practice of licensing or direct foreign investment in the statistics (Chen, 2016).

### ***Drama and Theatre And Foreign Relations***

A more systematic and theoretical analysis is required for determining the influence of drama and theatre on Kenya foreign relations. Ellen R. Welch's investigation of the connection concerning the drama and theatre and the upsurge of certified international relations in France from 1565 to the end of Louis XIV's period of influence is an appropriate, indispensable escort to indulgent in the prominence of soft power in French and European international relations. On account of the latest government duty calls compered by the new head of state of France, it is essential to dredge up and to consider righteously and precisely the starring role of theatricality in consular undertakings (Welch, 2017).

More specific research questions will be introduced and investigated in determining the influence of drama and theatre on Kenya's foreign relations. This research article puts to rights performative theorizing, which apprehensions the abode of structures of thought on foreign policy exercise, and far-reaching sociological methodologies that tie setups and foundations through the universe, exclusively as they narrate to the international frugality. As soon as they are developed, the model, which is dubbed here 'spatial

performativity', is smeared to modern struggles to endorse economic growth over and done with the growth of extraordinary trade and industry areas in Ethiopia. As a consequence, thoughtfulness is pinched to a rapidly increasing region of African and Chinese overseas guiding principle and commercial teamwork (Becker, 2021).

To summarize, Minangkabau traditional dance movement, which is founded on tradition and religious conviction, consist of actions originating from the Silat society. Body movements in Minangkabau dance include Silat body movements, for instance confronting and defending, rising and falling, sawhorse stance and leg and hand activities. This is a unique movement foundation and originates from cultural body activities natural commencing with the wrestler. For this reason, the Minangkabau performer is a male; females were in the beginning not permissible to dance for the reason that their body activities were not appropriate for them. Body movement activities stylization were not appropriate for a woman's appearances once she started connecting in dance movements in Minangkabau. In the view of the traditional beliefs and religious conviction, the perception of appropriate body movements for a woman contains partaking no pelvic-rocking body movements, suggestive activities (by use of limbs, hands and head) or additional activities, for instance rising and falling over, combat war and defending on self. The minute male and female performers carry out dances together, they are not permitted to touch one another (Wahyono, 2019).

Widely considered to be a good way to promote cross cultural interactions, drama and theatre has gained popularity as the number one form of art spearheading foreign diplomacy relations in the modern world. A series of recent studies has indicated that African traditional drama performances during cultural festivals and tourism programs has been at the forefront to promote foreign diplomacy. For instance, the Maasai performers from Kenya have showcased Kenya's beliefs song, custom, wearing and discos in Africa and out there and it has fashioned an in-depth image of the republic's revelation, its advancement outline and distinctive involvement to African rebirth.

The ethnic and cinema concerts of the Maasai ethnic band is the initial phase to buoy up the person to person relations which expedites likenesses about the historical and enables on to have a gaze of the yet to come. Kenya's communal international relations is a passage that appeals the folks of the expanse nearer together for the grasp of a melodious, unwavering and flourishing yet to come (Obengo, 2015). In what manner can cinema, fine art and song go to advance associations in the middle of nations? A concept that is debated time and again in overseas strategy, ethnic international relations is blossoming at Georgetown University, where an Iraqi cinema don is discovering this query on stage in a show concerning Iraqi women (Cynthia, 2012). it should be noted that this fascinating new concept uses a theater-based metaphor to converse philosophies and methodologies for resounding out virtual reality to promote foreign diplomacy (Ben-Yehuda, 2021).

## Methods

The study used the soft power theory and liberal theory. A descriptive research design was used to obtain information concerning the status of the problem. The population was drawn from all 850 employees from the following offices: Diplomatic officers, Ministry of Foreign Affairs, Ministry of Sports Culture and Heritage, Ministry of Tourism, Kenya National Theatre and Kenya Cultural Center. The sample size was 255 respondents drawn from this population by applying stratified sampling techniques. The primary data were collected using questionnaires that comprised both open and closed ended questions. In addition, interviews were used targeting senior officers in the selected sectors. Data obtained from the questionnaires were processed through editing and coding using SPSS and data findings presented inform of percentages, pie charts and bar charts. The qualitative data was analyzed thematically and presented using verbatims.

## Results

### *The Use of Sports and Games to Promote the Country's Foreign Relations*

The first specific objective of the study was to analyze Kenya's performance in the use of sports and games to promote the country's foreign relations from 2015-2020. The respondents were requested to indicate their level of agreement on various statements relating to the use of sports and games to promote the country's foreign relations from 2015-2020. A 5-point Likert scale was used where 1 symbolized strongly disagree, 2 symbolized disagree, 3 symbolized neutrals, 4 symbolized agree and 5 symbolized strongly agree. The results were as presented in Table 1.

From the results, the respondents agreed that hockey is advantageous for progressing foreign relationships. This is supported by a mean of 3.987 (std. dv = 0.676). In addition, as shown by a mean of 3.897 (std. dv = 0.712), the respondents agreed that soccer/football is advantageous for progressing foreign relationships. Further, the respondents agreed that swimming is advantageous for progressing foreign relationships. This is shown by a mean of 3.789 (std. dv = 0.876). The respondents also agreed that Kenya's participation in international sporting activities has led to a sense of prestige in international sporting arena. This is shown by a mean of 3.768 (std. dv = 0.897).

From the results, the respondents agreed that participation of international sporting activities has led to elevation of Kenyan sports. This is supported by a mean of 3.685 (std. dv = 0.878). In addition, as shown by a mean of 3.631 (std. dv = 0.904), the respondents agreed that Rugby is advantageous for progressing foreign relationships.

Further, the respondents agreed that athletics is advantageous for progressing foreign relationships. This is shown by a mean of 3.596 (std. dv = 0.937). The respondents also agreed that participation in international sporting activities has led to a sense of nation hood and patriotism. This is shown by a mean of 3.564 (std. dv = 0.909). The respondents agreed that soccer/football is advantageous for progressing foreign relationships. This is shown by a mean of 3.526 (std. dv = 0.841).

Table 1: The Use of Sports and Games to Promote the Country’s Foreign Relations

	Mean	Std. Deviation
Soccer/football is advantageous for progressing foreign relationships	3.526	0.841
Rugby is advantageous for progressing foreign relationships	3.631	0.904
Athletics is advantageous for progressing foreign relationships	3.596	0.937
Swimming is advantageous for progressing foreign relationships	3.789	0.876
Hockey is advantageous for progressing foreign relationships	3.987	0.676
Participation of international sporting activities has led to elevation of Kenyan sports	3.685	0.878
Kenya’s participation in international sporting activities has led to a sense of prestige in international sporting arena	3.768	0.897
Participation in international sporting activities has led to a sense of nation hood and patriotism	3.564	0.909
Soccer/football is advantageous for progressing foreign relationships	3.897	0.712

***The Use of Music and Dance to Promote the Country’s Foreign Relations***

The second specific objective of the study was to analyze Kenya’s performance in the use of music and dance to promote the country’s foreign relations from 2015-2020. The respondents were requested to indicate their level of agreement on various statements relating to the use of music and dance to promote the country’s foreign relations from 2015-2020. A 5-point Likert scale was used where 1 symbolized strongly disagree, 2 symbolized disagree, 3 symbolized neutrals, 4 symbolized agree and 5 symbolized strongly agree. The results were as presented in Table 2.

From the results, the respondents agreed that more government funding to music and dance enhances the country’s foreign policy internationally. This is supported by a mean of 3.981 (std. dv = 0.923). In addition, as shown by a mean of 3.987 (std. dv = 0.921), the respondents agreed that promoting the countries music and dance electronically enhances the country’s foreign policy internationally. Further, the respondents agreed that Kenyan musicians have achieved advanced global standing among nations. This is shown by a mean of 3.786 (std. dv = 0.787). The respondents also agreed that traditional dance is advantageous for progressing overseas affairs. This is shown by a mean of 3.701 (std. dv = 0.908).

Table 2: The Use of Music and Dance to Promote the Country’s Foreign Relations

	Mean	Std Deviation
Folk dance is advantageous for progressing overseas affairs	3.596	0.865
Rugby is advantageous for progressing overseas affairs	3.719	0.945
Pop is advantageous for progressing overseas affairs	3.508	0.611
Traditional dance is advantageous for progressing overseas affairs	3.701	0.908
Rhumba music is advantageous for progressing overseas affairs	3.561	0.776
Kenya has launched music and dance training centers	3.675	0.875
Kenyan musicians have achieved advanced global standing among nations	3.786	0.787
Promoting the countries music and dance electronically enhances the country’s foreign policy internationally	3.987	0.921
Kenyan musicians have Identification of music and dance envoys to global music establishments	3.655	0.789
More government funding to music and dance enhances the country’s foreign policy internationally	3.981	0.923
Partnership with foreign universities enhances the country’s foreign policy internationally	3.698	0.786

From the results, the respondents agreed that partnership with foreign universities enhances the country’s foreign policy internationally. This is supported by a mean of 3.698 (std. dv = 0.786). In addition, as shown by a mean of 3.675 (std. dv = 0.875), the respondents agreed that Kenya has launched music and dance training centres.

The respondents agreed that Kenyan musicians have identification of music and dance envoys to global music establishments. This is shown by a mean of 3.655 (std. dv = 0.789). The respondents also agreed that folk dance is advantageous for progressing overseas affairs. This is shown by a mean of 3.596 (std. dv = 0.865). The respondents agreed that rhumba music is advantageous for progressing overseas affairs. This is shown by a mean of 3.561 (std. dv = 0.776). In addition, the respondents agreed that pop is advantageous for progressing overseas affairs. This is shown by a mean of 3.508 (std. dv = 0.611).

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**The Use of Drama and Theatre to Promote the Country’s Foreign Relations**

The third objective of the study was to establish Kenya’s performance in the use of drama and theatre to promote the country’s foreign relations from 2015-2020. The respondents were requested to indicate their level of agreement on various statements relating to the use of drama and theatre to promote the country’s foreign relations from 2015-2020. A 5-point Likert scale was used where 1 symbolized strongly disagree, 2 symbolized disagree, 3 symbolized neutrals, 4 symbolized agree and 5 symbolized strongly agree. The results were as presented in Table 3.

Table 3: The Use of Drama and Theatre to Promote the Country’s Foreign Relations

	Mean	Std. Deviation
Kenyan Kiswahili films	3.336	0.708
Kenyan vernacular films.	3.928	0.925
Theatre.	3.842	0.821
Ethnic cultural theatre and performances.	3.738	0.809
The role of Kenya broadcasting corporation.	3.610	0.981
Broadcasting of news and cultural programs.	3.586	0.798

From the results, the respondents agreed that Kenyan theatre is endorsing the country’s foreign policy abroad. This is supported by a mean of 3.842 (std. dv = 0.821). In addition, as shown by a mean of 3.738 (std. dv = 0.809), the respondents agreed that ethnic cultural theatre and performances are endorsing the country’s foreign policy abroad. The respondents agreed that the role of Kenya broadcasting corporation is endorsing the country’s foreign policy abroad. This is shown by a mean of 3.610 (std. dv = 0.981). The respondents also agreed that broadcasting of news and cultural programs is endorsing the country’s foreign policy abroad. This is shown by a mean of 3.586 (std. dv = 0.798).

From the results, the respondents were neutral on the statement indicating that Kenyan Kiswahili films are endorsing the country’s foreign policy abroad. This is supported by a mean of 3.336 (std.dv = 0.708). In addition, as shown by a mean of 3.928 (std. dv = 0.925), the respondents were neutral on the statement indicating that Kenyan vernacular films are endorsing the country’s foreign policy abroad.

**Correlation Analysis**

The present study used Pearson correlation analysis to determine the strength of association between independent variables (the use of sports and games, music and dance, drama and theatre) and the dependent variable (the performance of Kenya’s foreign policy from 2015-2020) dependent variable. Pearson correlation coefficient range between zero and one, whereby the strength of association increase with increase in the value of the correlation coefficients. The current study employed Taylor (2018) correlation coefficient ratings where by 0.80 to 1.00 depicts a very strong relationship, 0.60 to 0.79 depicts strong, 0.40 to 0.59 depicts moderate, 0.20 to 0.39 depicts weak.

Table 4: Correlation Coefficients

		1	2	3	4
1	Kenya's Foreign Policy				
	Pearson Correlation	1			
	Sig. (2-tailed)				
2	Sports and Games				
	Pearson Correlation	.818**	1		
	Sig. (2-tailed)	0.002			
		N	N		
		232	232		

3	Music and Dance	Pearson Correlation	.834**	0.289	1	
		Sig. (2-tailed)	0.001	0.061		
		N	232	232	232	
4	Drama and Theatre	Pearson Correlation	.839**	0.172	0.193	1
		Sig. (2-tailed)	0.003	0.079	0.084	
		N	232	232	232	232

From Table 4, there was a very strong relationship between sports and games and the performance of Kenya’s foreign policy from 2015-2020 ( $r = 0.818$ ,  $p$  value =0.002). Moreover, the results revealed that there is a very strong relationship between music and dance and the performance of Kenya’s foreign policy from 2015-2020 ( $r = 0.834$ ,  $p$  value =0.001). Further, the results revealed that there is a very strong relationship between drama and theatre and the performance of Kenya’s foreign policy from 2015-2020 ( $r = 0.839$ ,  $p$  value =0.003).

**Regression Analysis**

Multivariate regression analysis was used to assess the relationship between independent variables (the use of sports and games, music and dance, drama and theatre) and the dependent variable (the performance of Kenya’s foreign policy from 2015-2020).

Table 5: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940	.884	.885	.10582

a. Predictors: (Constant), the use of sports and games, music and dance, drama and theatre

The model summary was used to explain the variation in the dependent variable that could be explained by the independent variables. The r-squared for the relationship between the independent variables and the dependent variable was 0.884. This implied that 88.4% of the variation in the dependent variable (the performance of Kenya’s foreign policy from 2015-2020) could be explained by independent variables (the use of sports and games, music and dance, drama and theatre).

Table 6: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	172.027	3	57.34	644.27	.002 <sup>b</sup>
	Residual	20.568	229	.089		
	Total	198.595	232			

a. Dependent Variable: the performance of Kenya’s foreign policy from 2015-2020

b. Predictors: (Constant), the use of sports and games, music and dance, drama and theatre

The ANOVA was used to determine whether the model was a good fit for the data. F calculated was 644.27 while the F critical was 2.644. The p value was 0.002. Since the F-calculated was greater than the F-critical and the p value 0.002 was less than 0.05, the model was considered as a good fit for the data. Therefore, the model can be used to predict the influence of sports and games, music and dance, drama and theatre on the performance of Kenya’s foreign policy from 2015- 2020.

Table 7: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	0.139	0.041		3.390	0.001
	sports and games,	0.486	0.107	0.482	4.121	0.001
	music and dance	0.387	0.112	0.384	3.545	0.003
	drama and theatre	0.454	0.088	0.452	5.057	0.002

\_\_\_ a Dependent Variable: the performance of Kenya's foreign policy from 2015-2020

The regression model was as follows:

$$Y = 0.139 + 0.486X_1 + 0.387X_2 + 0.454X_3 + \epsilon$$

From Table 7 and the developed model, sports and games has a significant effect on the performance of Kenya's foreign policy from 2015-2020  $\beta_1=0.486$ , p value= (0.001). The results also revealed that music and dance have significant effect on the performance of Kenya's foreign policy from 2015-2020,  $\beta_1=0.387$ , p value= 0.003). Furthermore, the results revealed that drama and theatre have significant effect on the performance of Kenya's foreign policy from 2015-2020  $\beta_1=0.454$ , p value= 0.002).

### Discussions

The relationship between sports and international relations was significant since the p-value 0.002 was less than 0.05 (significant level). The findings are in line with the findings of Kaburu (2017) who indicated that there is a very strong relationship between sports and games and Foreign Relations. The Kenyan government promotes tourists to visit the Kenya national theatre, but the government has done little to promote this outside the country (Irindu, 2017).

The best channel for promoting music, dance, drama and theatre is the use of the media. However, the government has done very little in promoting the Kenyan culture abroad through our media platforms. A study by Festus et al, 2020 titled "Nature of Media Diplomacy in Influencing Foreign Policy Decision Making Process in Kenya." vouch for the establishing of operational media diplomacy policy.

The relationship between music and dance and foreign relations was significant since the p-value 0.001 was less than 0.05 (significant level). The findings conform to the findings of Awuor (2019) that there is a very strong relationship between music and dance and Foreign Relations. Recent theoretical developments have revealed that several African musicians and actors based in the USA and to an extent Europe have contributed a lot in advocating and promoting Africa's interests abroad (Ronald Chipaike, 2018). Carnivals, ethnic displays, theatre, poetry or motion pictures are in the midst of the utmost influential techniques at folks' disposal for them to express their civic attitude, passions and beliefs. Music is the furthestmost instrument for recollection and celebration of imperative occasions, for conserving communal characteristics and for recognizing society heroes. By way of music, persons and crowds correspondingly enthusiastically wield social conscience and promulgate attitudes: they are entitled to privileges, censure mayhems, sway communal judgement and buoy up deeds of their associates. Music and dance instruct young people, to sentient crowds, to arouse cohesion and shared relations and to foster community welfare, or exclusively to trace the inner realm of religiousness and devotion, pleasure and delight. Above all, owing to such countless and subconscious command, and for the reason that music and dance masters and links the vernaculars of thought and passions, arty manifestation is over and over again used as a instrument to better comprehend distinctiveness and to converse with the Others (Susana Gonçalves, 2016).

The relationship between drama and foreign relations was found to be significant since the p-value 0.003 was less than 0.05 (significant level). The findings are in line with the findings of Catano et al., (2017) who posited a strong relationship between drama and theatre and foreign relations. It is determined that arts inclusion policies in western nations remain more industrialized in directed ranges and programme variety related to those of Asian nations and areas. Continuous research in this discipline is cheered (Alvin Cheung, 2019). Moreover, there are five magnitudes of cross-cultural theatre versions that have developed lately (traditional beliefs, emotive, community, real-world and employment), accompanied by 18 contributing factors associated with four diverse stages: individual, interactive, communal and situational. In the final analysis, these contributing factors are associated with the pre- and post- relocation stages of contributors' expulsion knowledge and more or less they perform as shock absorber, apprehending a more integrative image of the cross-cultural amendment procedure (Diana Farcas, 2019).

### Conclusion and Recommendations

The study concludes that that sports and games has a significant effect on the performance of Kenya's foreign policy from 2015-2020. In addition, the study concludes that that music and dance has a significant effect on the performance of Kenya's foreign policy from 2015-2020. Further, the study concludes that that drama and theatre has a significant effect on the performance of Kenya's foreign policy from 2015-2020. From the findings, this study recommends that the ministry of foreign affairs should focus on increasing sports ambassadors, international sports tournaments and sports tourism. In addition, the ministry of foreign affairs should push for more play of Kenyan music abroad, quality of traditional music and dance tourism. Further, the ministry of foreign affairs should organize regular international festivals, promotion of Kenyan films abroad and ensure more government funding and policy support for local films.



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