

Afterword

Italy, Sudan, Communication and Intercultural Diplomacy

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Writing a manual of intercultural communication for the benefit of the Italians and Sudanese was not just a cultural exercise, a pleasant reading opportunity or a practical handbook aimed at living better in mutual contact.

This work is part of a strategy that, far beyond mere communication, aspires to put the depth and inclusiveness of the intercultural sciences to use in Italian diplomatic operations in the African country.

Bringing together the Italian and Sudanese worlds in a vivid, sometimes ironic way, generates a dynamic-cultural comparison in some key areas of everyday life, such as the dimension of values, communication, language, rights and duties. It is part of a plan which has as its main purpose the creation of even stronger and more productive relations between the two countries in politics, business, cooperation and development, and cultural relations.

Focusing on the most important relational elements between the Italians and Sudanese means above all acquiring a transversal tool that, in a dynamic way, optimises diplomatic relations in a multitude of sectors:

- a shared political path to face the challenges imposed by globalisation, which it in fact favours.
- commercial exchanges and a mutual awareness that enables the negotiation of business opportunities, which it greatly strengthens.
- cultural encounters to discover points of convergence – perhaps in past, present and future dimensions – and increased clarity regarding the profound reasons for mutual appreciation.
- solidarity and support for the weakest and differently-abled, who can benefit from improved understanding.
- the qualitative and quantitative improvement of cooperation and development projects to favour the vulnerable classes of the population and better meet local expectations.
- communication regarding what one is and does in the public and private sectors is exponentially clarified, and one can increasingly adapt to the norms and rules of the other.

- the law, as when it is interpreted in an intercultural key, it searches for common meeting points that go beyond mere interlocutory adaptation.

Politics, trade, culture, solidarity, cooperation and development, communication, law: we have arrived at the birth of intercultural diplomacy (Lobasso 2017a, 2017b), which is a new way of understanding the work of the foreign policy professional and international relations. It is inclined to grasp the dynamic and creative aspects of diversity, to generate a progressive synthesis that can improve the quality of one's professional performance and can favor living everyday in the cultural dimension of the 'other'.

We can be satisfied with the variety of testimonies obtained, and in all of the work done so far. It was not difficult to understand, once again, that each intercultural exercise, far from the temptation to destroy old stereotypes in order to create new ones, is a way of living, interpreting life, and experiencing diversity. It is a curious state of mind, always connected and turned ON.