

## The role of the Mustafa International Society in public diplomacy of the Islamic Republic of Iran

*Mohammad Ali Hosseinizadeh \**

*Atefeh Shahsavari\*\**

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### Abstract

In today's world, all countries of the world use public diplomacy as one of the main components of their country's soft power to achieve their goals. The establishment, expansion and activation of non-governmental organizations and institutions have led to the formation of a new and softer form of public diplomacy. In this regard, the Islamic Republic can not be indifferent to public diplomacy and has always tried to use public diplomacy to achieve its foreign policy goals. One of the positive things that has been done in recent years to strengthen the public diplomacy of the Islamic Republic of Iran is the establishment of universities to attract foreign students, hold international conferences and seminars. One of these institutions is Al-Mustafa Al-Alamiyah Society. In this regard, the present study examines the role of Al-Mustafa International University in public diplomacy of the Islamic Republic of Iran using content analysis method and to examine the role of this institution through interviews with a number of Al-Mustafa Al-Alamiya Those who have worked as cultural advisors in other countries seek to answer the question of what is the position of the Al-Mustafa International Society in the public diplomacy of the Islamic Republic of Iran and what effect have they left on the growth of its influence in the world arena?.

**Keywords:** Public Diplomacy; Al-Mustafa International University; Islamic Republic; Soft Power.

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\* Assistant Professor, Faculty of Political Science and Economics, Shahid Beheshti University, Tehran, Iran.

Email: hosainizadah@gmail.com

\*\* M.A.in international relations, Faculty of Political Science and Economics, Shahid Beheshti University, Tehran, Iran.

Email: at.shahsavari@gmail.com