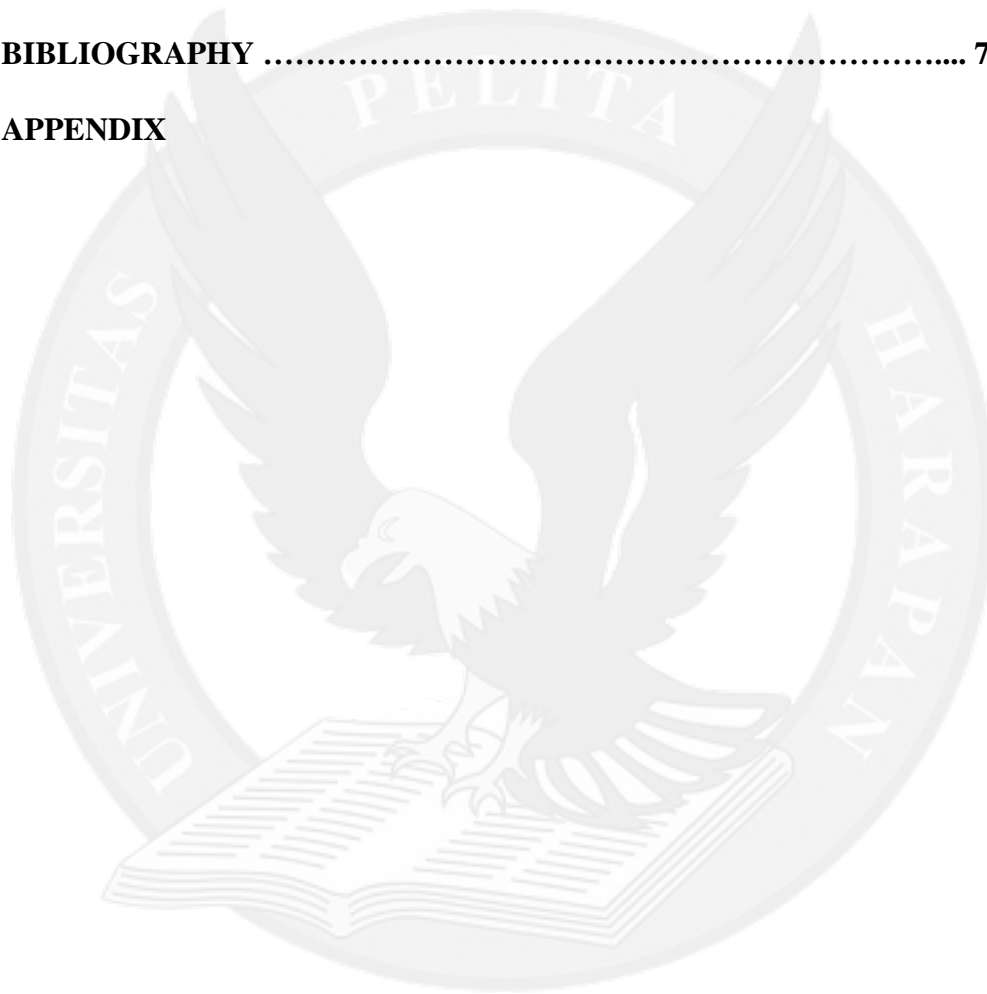


TABLE OF CONTENTS

TITLE PAGE	i
FINAL ASSIGNMENT AND UPLOAD AGREEMENT	ii
THESIS ADVISOR APPROVAL	iii
EXAMINATION BOARD APPROVAL	iv
ABSTRACT	v
ABSTRAK	vi
PREFACE	vii
TABLE OF CONTENTS	ix
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS	xiv
LIST OF APPENDIX	xv
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Research Question	7
1.3 Research Objective	8
1.4 Research Significance	8
1.5 Structure of Writing	9
CHAPTER II THEORETICAL FRAMEWORK	11
2.1 Literature Review	11
2.1.1 Mexico's Bilateral relations with the United States	11

2.1.2 Mexico’s Cultural Diplomacy with Other Nations	14
2.1.3 Culture as an Instrument of Soft Power	17
2.2 Theory and Concept	18
2.2.1 Constructivism	19
2.2.2 Role of History	23
2.2.3 Soft power	25
2.2.4 National Interest	28
2.2.5 Cultural Diplomacy	31
CHAPTER III METHODOLOGY	35
3.1 Research Approach	35
3.2 Research Method	36
3.3 Data Collection Technique	36
3.4 Data Analysis Technique	40
CHAPTER IV ANALYSIS	41
4.1 Mexico’s Cultural Diplomacy	41
4.1.1 Mexican and American History	41
4.1.2 Activities of Mexican Cultural Diplomacy	45
4.2 Mexico’s Cultural Diplomacy in 2012-2021	51
4.2.1 Mexican Government Policy on Cultural Diplomacy...	51
4.2.2 Elements of Cultural Diplomacy	54
4.2.3 Cultural Diplomacy Programs	56
4.3 The Use of Mexico’s Cultural Diplomacy in The United States in 2012-2021	59

4.4 Assessing Mexico’s Cultural Diplomacy in Achieving its National Interest	68
CHAPTER V CONCLUSION AND RECOMMENDATION	72
5.1 Conclusion	72
5.2 Recommendation	74
BIBLIOGRAPHY	75
APPENDIX	



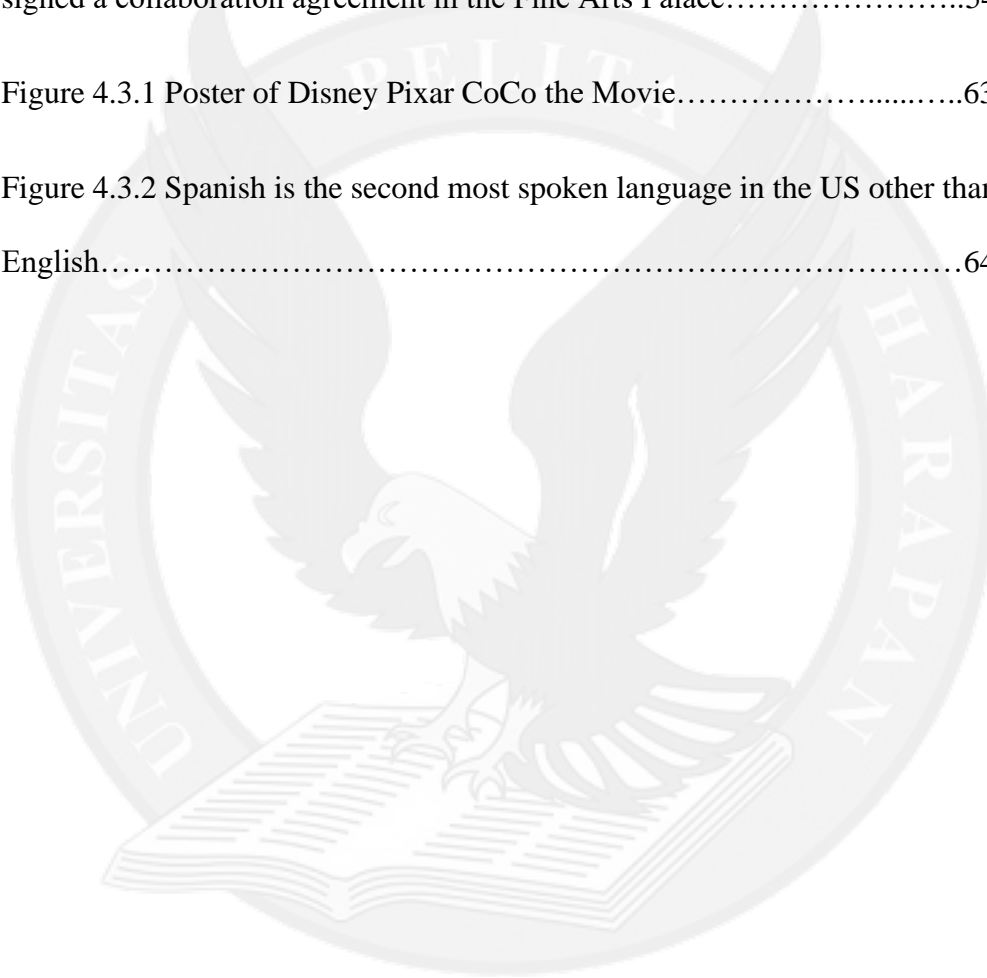
LIST OF TABLES

Table 3.3.1 List of Data and Data Sources.....36



LIST OF FIGURES

Figure 2.1.2.1 Mexico holds the Day of the Dead Parade.....	15
Figure 4.2.1.1 Foreign Secretary Marcelo Ebrard and Secretary Alejandra Frausto signed a collaboration agreement in the Fine Arts Palace.....	54
Figure 4.3.1 Poster of Disney Pixar CoCo the Movie.....	63
Figure 4.3.2 Spanish is the second most spoken language in the US other than English.....	64



LIST OF ABBREVIATIONS



US	: United States
UK	: United Kingdom
COVID-19	: Coronavirus disease 2019
NAFTA	: North American Free Trade Agreement
USMCA	: United States-Mexico-Canada Agreement
UNESCO	: United Nations Educational, Scientific, and Cultural Organization
WTO	: World Trade Organization
IMF	: International Monetary Fund
NATO	: North Atlantic Treaty Organization
EU	: European Union
COMEXUS	: United States/Mexico Commission for Educational and Cultural Exchange
UNAM	: National Autonomous University of Mexico

LIST OF APPENDIX

APPENDIX A

Thesis Monitoring Form.....81

APPENDIX B

Curriculum Vitae.....83

APPENDIX C

Originality Report.....85

