

The thesis presents a comprehensive examination of the multifaceted landscape of EU cultural policies in Jordan, focusing on the diverse strategies and initiatives implemented by the EU and prominent Member States. The research starts by establishing a theoretical framework and methodology, providing a scholarly foundation for understanding the complex interplay of cultural policy, cultural cooperation, and soft power dynamics in international relations. It delves into the core of EU cultural policy and its role in projecting both soft and normative power, and the significance of culture in European integration and cultural identity formation. Through an analysis of historical developments, the study traces the evolution of EU-Jordan cultural relations, from their inception as primarily economic-focused agreements to the current landscape of cultural cooperation by emphasising Barcelona Process, Association Agreements, and the European Neighbourhood Policy. The research further explores the practical manifestations of this cultural cooperation, detailing Jordan's active participation in EU cultural programs and its collaborative endeavours with the EU and its key Member States, notably Germany, France, and the United Kingdom, both before and after Brexit. The study concludes by providing insights into the changing dynamics of EU cultural policies in Jordan, including an evaluation of whether Brexit has weakened cultural cooperation.