Abstract

Seems that had never been agreed upon definition of the term: public diplomacy. This lack of consensus about the definition may prove to be a good thing because, it encourages researchers to explore this area further, and remains to be seen in the future that maybe we will have an accurate and precise term about public diplomacy.

Public diplomacy is seen as an evolving field, a multi-disciplinary field with its theoretical, conceptual and methodological links in some of disciplines such as international relations, media studies, public relations, etc..

When we talk about functions, history and trends of development of public diplomacy, normally is more easily, because we can find more literature, although most of it is in English and just a few in the Albanian language.

The general approach of my research has to do with recognition of some of the theoretical aspects and some of the practices of influence and domination of public diplomacy, concretized with concrete examples.

**Key words:** public diplomacy, diplomacy of brands, exchanges of students, management of news, international relations.

1. **The definition of public diplomacy**

Before we talk about the definition of public diplomacy first i want to talk about the notion of the word "diplomacy". Diplomacy as any other science is international. The word "diplomacy" is derived from the Greek word "diploma" that in fact was a document written on two sewn sheets given to head of mission and has contained instructions for the purposes of mission. The essence of diplomacy is the communication. It always has been. Public diplomacy has a very poor history because it has been used as a term too late, much later than traditional diplomacy has begun.
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The term "public diplomacy" was first used in 1965 by Dean Edmund Gullion of the Fletcher School of Law and Diplomacy at Tufts University. It was created with the establishment of the Centre for Public Diplomacy Edward R. Murrow in Fletcher.\(^4\) Public diplomacy differs from classical diplomacy because in first place it not seeks: cooperation, communication and implementation of relations with foreign governments, but especially with the non-governmental institutions, organizations and individuals in foreign countries.\(^5\) The Unofficial , unusual, telecommunicative diplomacy is the public diplomacy.\(^6\) But one of the theoretical approaches of international relations which corresponds with the studies on public diplomacy is constructivist approach, according to which the identities, cultures and social norms are of particular importance in international relations and world politics.\(^7\) Public diplomacy deals with the influence of the public attitudes on the formation and execution of foreign policy. It incorporates dimensions of international relations beyond the traditional diplomacy, the cultivation by governments of public opinion to other countries, cooperation of groups and private interests in another country, reporting of Foreign Affairs and its influence in politics, the communication between those whose job is communication, as the diplomats and foreign correspondents, as well as intercultural communication process.\(^8\)

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\(^1\) Boriqi, Gjon, Marrëdhëniet ndërkombëtare në vorbullën e diplomacisë, Tiranë, 2006, pg. 43.
\(^2\) Prvi svezak, u red. Akademika V.P. Potemkina, Matica Hrvatska, Historia diplomacije, Zagres, 1951, pg. 25.
\(^5\) Baliqi, Bekim, “Çka është diplomacia publike”, Public diplomacy lectures I, authorized, University ILIRIA – Kosovo.
\(^6\) Baliqi, Bekim, “Diplomacia dhe format e saj”, Public diplomacy lectures I, authorized, University ILIRIA – Kosovo.
Public diplomacy usually involves two modes of operation: On one side, it is in function of political information, with the aim of influencing the population in another country for protection, clarifying the specific issue of state government and politics. And these actions are usually for a short term. But in the other aspect is claimed that through communication and cultural and academic cooperation, to be established better ties with that society. Public diplomacy can be called in other words as an international public relation.\(^9\)

The public diplomacy also promotes foreign policy and the interests of the state through informing and influencing of foreign publics about any particular issue, or about the overall image of the state.\(^10\) The public diplomacy also creates preconditions for the establishment of positive opinion about politics and image of a certain state.\(^11\)

The mechanisms of functioning of public diplomacy are: media, opinion makers (opinion leader), research institutes (think-tanks), organizations and the non-governmental organizations (NGOs), the business community and the academic community, social, political religious movements, the broad public of a foreign society\(^12\) These functions are aimed to inform the general public about the country's culture and values. The public relations and public information are a key element in the public diplomacy. The function of public diplomacy within the Ministry of Foreign Affairs is to promote national interests through understanding, informing, presenting and influence on foreign audiences.

In fact, compared to traditional diplomacy, which penetrates only in the institutional relations government-to-government, public diplomacy interferes by involving government relations, also communicates with foreign public and other public institutions such as education, culture, business and especially the media.\(^13\)

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\(^8\)http://uscpublicdiplomacy.org/index.php/newsroom/pdblog_detail/060418_public_diplomacy_before_gullion_the_evolution_of_a_phrase/, ri found 23 may 2012.


\(^10\)Baliqi, Bekim, “Çka është Diplomacia Publike”, Public diplomacy lectures I, authorized, University ILIRIA – Kosovo.

\(^11\)Ibid.

\(^12\)Baliqi, Bekim, “Fokusimi i D.P. duhet përqendrohet në keto grupe dhe drejtine”, Public diplomacy lectures IV, authorized, University ILIRIA – Kosovo.

\(^13\)www.theart of public diplomacy by Ramona Harper.mht, ri found 4 april 2012.
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1. Public diplomacy and the development trends

2.1 Stages of development of public diplomacy

The period after the First World War up and after Second World War. (The doctrine of U.S. President Harry Truman and "Marshall Plan" for Europe, which was adopted in 1948. Areas of interest and attraction of so-called "Iron Curtain" in Europe. (Public diplomacy and propaganda were important.)

During the Cold War period (The formation of specialized Agencies, p.sh USIA in 1953 and links with the Secret Service for information exchange etc.. Establishment of the Free University in the Strasbourg, then later in Berlin was assisted from the USA in order to avoid communist influence among youth and students. Radio free Europe was established by the CIA donations, etc..)

After the fall of the Berlin Wall and with the dissolution of bipolar system, these has resulted in change in the foreign policy-making. These paradigmatic changes generated new conceptions of international relations and diplomacy.

Factorization and the increasing of role of the media, NGOs and multinational corporations pushed to new requirements of diplomatic action, i.e. to the public diplomacy, which is also known as a new diplomacy or media diplomacy.

Diplomacy as the art of negotiation and communication is known since the Greek Antiquity, and later Roman Empire and the Ottoman Empire had diplomacy with consuls, spies, etc.. In the Middle Ages, Italian city-states developed this scope.
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With the birth of modern nation-states were created the Ministries of Foreign Affairs, in which the diplomacy is an integral part of them. ¹⁸

Thus, developments in international relations diplomacy has accompanied transition from the Old Diplomacy in the New one, interdependent from the transitions of the foreground of political phenomena as well as non-political, driven by the interaction of public interest and awareness and revolution in communications.

¹⁴Baliqi, Bekim, “Fazat e zhvillimit të Diplomacisë publike”, Public diplomacy lectures III, authorized, University ILIRIA – Kosovo.
¹⁵Ibid.
¹⁶Ibid.
¹⁷Baliqi, Bekim, “Zhvillimet e diplomacisë” Public diplomacy lectures I, authorized, University ILIRIA - Kosovo
¹⁸Ibid.
Transitions along the twentieth century are:

• the growing interdependence and deep penetration of the economy and increasing rate of responsibility of the government about economic management;

• public opinion is becoming a major concern and a crucial asset in the development of foreign policy;

• the expansion of democracy and autonomy in the developed world with former colonies (self-determination and decolonization);

• the treatment of individuals and minorities by becoming a matter of international concern with significant political and humanitarian consequences;

• the top priority were also the social problems, education, poverty and unemployment;

• demonstration of new global issues such as the environment, terrorism or HIV / AIDS;

• continuing development of new information technologies (information technology) and

• dramatic increase of the number of actors on the international scene.¹⁹
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So, over time the public diplomacy and the other tools have been dependent on one another, they have served as a bridge between public policy and the public diplomacy. Media Systems at first glance, have brought new movements and interest in that what is regarded an individual interest and beyond. The focus related to the public diplomacy and participation in it, are deeply-highlighted as a possibility that through sophisticated technologies to use ideas, information on various current affairs such as media, newspapers, television, the Internet and various digital devices, which are increasingly more by getting involved in the revolution of media, as an instrument of public diplomacy.

A super media technology (SMT) continues to evolve at an extraordinary rate, frequently outpacing our ability to absorb and use it. However, the widespread popularity of SMT has precipitated its use by the diplomatic corps to extend the power of the ruling elite through unprecedented means. Dictatorial rulers have often hampered the freedom of the press and freedom of speech with impunity. Often the media is used by these dictators for propaganda and securing their power base.

The twentieth century is focused on developing an enterprise-wide media. Today, this electro-digital industry, has become a real force and the most powerful influence in the world. Trends of humanity, the concepts of democracy, human rights, rule or local media have created multimedia companies that were not imagined in the past.

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There is no longer just an illusion that the world has become more familiar and closer, near to us, launched by the technological development of the media. Hundreds of thousands of digital TV programs - as CNN, BBC, VOA, Radio Moscow etc., are distributed world-wide as a result of information technology. Finally, the media is the best option whether of an individual contribution, whether as certain institutional traditional and political arrangements, or as public diplomacy instruments for certain political processes.

Media power is the largest transparency of the residence, the public-political opinion or idea.

Also the media provides a special opportunity for communicating the institutional opinions. This particular mechanism presents new prospects of presenting the qualities, potential and nature of the institutional values. The combination of public diplomacy and media provide new opportunities for achieving the American motto, "Tell the world the American story."20

In this way, public diplomacy deals with the prevention of international incidents and building the American credibility every day.

I think that public diplomacy was born, developed, continues to develop and be used mostly by Americans. Even though at times it has not been the favorite, there have been times when there was no other way to move forward except using it. Perhaps it seems at first glance that the U.S. only uses military power, but it has managed to affect every part of the world through diplomatic power, because diplomacy garners more allies than milita
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ry force.

2.2 Exchanges of students

What could included as a vital part of this work? Most policymakers agree that there is no better cultural product export from America than education. More radicalized Islamists may hate the lifestyle that comes with the pursuit of American colleges, but few of them will oppose universities like Harvard, Yale, Stanford, Princeton, who are still the best universities in the world. Education and cultural export should be at the forefront of every American strategy.21

What is the lesson for the State Department? Quite simple: if they want to reach favor with extremists, undecided moderates and everyone else, they should simply finance more useful and apolitical services and be modest in their advertising campaigns.

From this perspective, a completely apolitical creature that is used around the world is Google, this for the sole reason because it provides useful and apolitical services 22

Finally, the most urgent task of public diplomacy is facing a new concept which is: "To remove the harmful idea within Muslim society that the U.S. wants to destroy Islam and replace it with Christianity."23

Part of the development trend of public diplomacy which are part of this century we can point three dimensions which will be discussed below:

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21 http://www.youtube.com/watch?v=KjR2FjfBfMs&feature=share, ri found 5 march 2012.
2.3 Management of News

The first dimension is the management of communication in day-to-day issues, by reflecting the growing need for communication associated with traditional diplomacy. The need for communication ally with traditional diplomacy is described by the American diplomat Christopher Ross, who returned from retirement to understand the mindset and public diplomacy in the Muslim world. He says: "I think that public diplomacy is the face of traditional diplomacy. The traditional diplomacy, seeks to advance U.S. interests through private exchanges with foreign governments. Public diplomacy intends to support traditional diplomacy by addressing the non-governmental audiences, except government viewers, as mass and elite.

He works very hard in coordination and simultaneously with efforts of traditional diplomacy: "This means that embassies should plan public diplomacy strategy for all major issues that they deal with and to explore all angles of communication activities. This work is complicated by the fact that it is increasingly difficult to isolate various news stories for different audiences, foreign and domestic. Though most of TV, radio and press are created with a local or national audience in mind, their networks’ foreign correspondents will ensure that messages are transferred from one region to another."24

22Ibid.

23http://www.foreignpolicy.com/articles/2010/03/10/how_to_win_the_war_of_ideas, ri found 7 may 2012.
2.4 Strategic Communications

Governments have traditionally been good at communicating their positions on specific issues, but less effective in managing perceptions of the country as a whole.

One reason for this is that different institutions have been responsible for dealing with politics, trade, tourism, investment and cultural relations. But there are too many issues. This is the entirety of the message that people get regarding, for example with the UK, how that strategic international relationship will be determined and defined. This is the second dimension of public diplomacy, strategic messages promoted in conjunction with the UK.

Sir Michael Butler, who was previously the British Permanent Representative to the EU, argues that the perception of the country in general will shape the diplomatic environment: "We need to have a broad picture of what is perceived as favorable in key countries, where we are based."

If your government is perceived as self-interested, reactionary and useless, it will seriously hamper your ability to get your way. It is important for all public diplomacy organizations that have a stake in the integrity of the messages which are put out more about the country, as well as a sense of how they can cooperate in promoting them."
2.4 Building relationships

The third dimension of public diplomacy is the longest term: developing lasting relationships with key individuals through scholarships, exchanges, training, seminars, conferences, building real and virtual networks, and giving people access to media channels.

This differs from the usual practice of growing diplomatic contact, it is about developing relationships between colleagues, politicians, special advisers, business people, cultural or academic entrepreneurs. This can be done through three spheres of public diplomacy aimed at creating a common analysis of the issues to give people a better idea of the reasons and factors for their actions, so that by time they can come to discuss individual issues, in the background much work is already done.26

A major part of the development of rapid public diplomacy is the diplomacy of NGOs and diplomacy of brands.

25Ibid.
2.5 NGOs Diplomacy

Working with non-state actors such as NGOs, are the focus of effective communication with civil societies in other countries (and thus in the center of influencing their governments), because they have three main sources that are not necessarily lightweight available to a foreign government: credibility, expertise, and appropriate networks.

While people are often quicker to question the motives behind the first diplomatic statements as suspicious when information passes directly from a government, NGOs like Amnesty have a long standing reputation for independence and thus have a credibility.

Secondly, these organizations have great expertise within a range of issues which along their reputation for independence, gives them authority.

Finally, as campaign organizations and centers of expertise, they have access to the networks of activists, politicians and foreign experts and well experienced in marching, in which these networks exert pressure in a given policy area.

There are over 20,000 networks of transnational NGOs already active on the world stage (of which 90 percent were formed during the last 30 years) many of which can be effective partners to the development of public diplomacy.

There are already examples of cooperation, as people from Amnesty International in the human rights section, for the collaboration at an organizational level which can be even more fruitful.\textsuperscript{27}

\textsuperscript{26}Ibid.

\textsuperscript{27}Ibid
2.6 Diplomacy of brands

While previous generations may have identified countries mainly through their history, or political institutions of higher culture, today brands can form an important part of the national image of some countries.

Consultancy of brands called Interbrend has developed a methodology to measure the value of global brand and regularly produces figures.

The latest figures show a large discrepancy between the strength of brands in different countries.
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Over two thirds of brands (68%) are American, while there are other accounts of the country for more than 6% of brands. In fact, Coca-Cola is only valid nearly as all brands of other countries, example: Coca-Cola after 60 years has started selling in Burma. This was the third country after Cuba and North Korea in which there was no Coca-Cola, because it was led military junta. Also the European football championship "Euro 2012", during one month as long as lasts the championship in each match, the advertisements that surround the field were advertising for Coca-Cola, and during the 90 minutes of the football match, approximately 40-50 minutes of the game was a Coca-Cola's advertisement. This indicates an incredibly big effect of American products on European allies. With this I want to emphasize the greater influence of brand (s) of the U.S.. UK comes second after the U.S. with 6%, involving alcohol products and household world. These figures show a total domination of the United States and provide another clue to the dominant country like the United States in people's perceptions. They only show a part of the story as they are based on market capitalization brands.

In fact some British brands with great resonance are not companies. For example the BBC brand, has one of the highest recognitions in the world, and this is the only brand that sells online globally in the same range as Yahoo, Google, MSN or AOL.\(^\text{29}\)

\[^{29}\text{Wählisch, Martin, Xharra, Behar, “PUBLIC DIPLOMACY OF KOSOVO STATUS QUO, CHALLENGES AND OPTIONS”, Friedrich-Ebert-Foundation, Prishtina Office, Kosovo, September 2010, pg. 20.}\]
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FIGURE NO.2 - BRAND VALUE BY STATES

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29 Ibid.

So as can be seen, the most powerful country for brands in the global market is the U.S., one of the most powerful in the world of public brands, with a large range as: lifestyle (Coca-Cola, MTV, Levi's), sports (Nike, NBA, timberland,), technological superiority (Microsoft, Apple, Dell, IBM), well-informed (CNN, Time, Newsweek).\textsuperscript{31}

Public diplomacy is a national brand, but the question is how are relations between them (public diplomacy vs. national trademarks)? The answer for this question you can see illustrated.

\textbf{FIGURE NO. 3 - PUBLIC DIPLOMACY. VS. NATIONAL MARKS} \textsuperscript{32}

\begin{quote}
\begin{footnote}
\textsuperscript{31}Martin, Wählisch, Behar, Xharra, “PUBLIC DIPLOMACY OF KOSOVO STATUS QUO, CHALLENGES AND OPTIONS”, Friedrich-Ebert-Foundation Prishtina Office Kosovo, September 2010, pg. 21.

\end{footnote}
\end{quote}
In common public diplomacy and national brands have four elements: culture, identity, image and values.

FIGURE NO.4 - THE COMMON OF PUBLIC DIPLOMACY AND NATIONAL TRADEMARKS

In conducting of its mission to promote national interests in international conflicts, public diplomacy might be required to perform a number of specific tasks. Some of the most common ones include:

- to communicate legitimacy of a course of action;
- to pick together an opponent;
- to change minds and behavior of enemies, neutral, and they can enter into alliances;
- to win support for ideals;
- to establish strategic alliances and ruin;
- to counter propaganda and dictators fraud, the tyrants, and terrorists;
- to press the world for condemnation against a rogue regime;
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- to stop genocide and ethnic cleansing;
- to encourage the participants of war to cease fire;
- to justify the war effort by major to neutral;
- to destroy the morale of an enemy;
- to improve their morale;
- to cause disruption to the enemy;
- to assist in the commission of a war (eg to win the support of local leaders, to seek information, to help with relief efforts);
- to lessen the perception of a security dilemma (ie, increase the security of a nation that threatens the safety of others);
- resolve conflict and prevent a war in the first place;
- to change images and expectations held by those who are in conflict to allow negotiations to take place and other means of conflict resolution;
- to form the basis for reconciliation between the fighters in order that not war, but peace to won, and
- to develop the support for international institutions and treaties in pursuit of peace\textsuperscript{34}

\textsuperscript{33}Ibid, pg. 27.
3. Conclusions

When we have presented the main objectives of the paper have said that the theory that exists for public diplomacy has begun, respectively when it was used for the first time and stages how it developed over time until nowadays are needed to establish a base of this paper in order to preserve the character of the final conceptual considerations.

This paper was focused on the treatment of public diplomacy, in its classic sense, is believed that is individual in state format, but I think that the time has come for the region to think about a regional public diplomacy, on the political level, diplomatic level, the academic plan and in the organizational plan. We already have a highly positive model and guidelines: the European Union, to which all belong. I think this topic should be still treated in future for the simple fact of the importance of public diplomacy in global development trends.

The research findings have resulted in an increase of interest rates that the respective countries even in this field can increase their diplomatic capacity by seeing how much interest objectives can be achieved by using this model of public diplomacy.

Desiring to conclude with final reviews, the paper has resulted in several conclusions and recommendations:

1. Development of diplomacy and any other field, must begin with the recognition of the theory and basement of that area.

2. Public diplomacy is an area that has been studied very little and recognition of the theories leads to a journey forward.

3. The materialization of public diplomacy by giving concrete examples is the story of how direct diplomacy should be conducted.
4. Public diplomacy should be used as a tool for achieving the goals of the state with less political influence and military force. This is achieved by organizing fairs, film week, fashion, preparing brochures for recognition of the country's traditions and culture, etc..

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