

Soft Power and Public Diplomacy – the Art of Winning Hearts and Minds



Theories in International Relations

Realism

- Power is the core concept
- States are the actors
- National security is the most important international agenda
- States behave rationally

Liberalism

- Other issues such as economics or diplomacy can be the focus of the agenda
- Non-state actors can also be the actors
- State is subject to outside influence
- Interdependence, reciprocity (Nye and Keohane 1977)

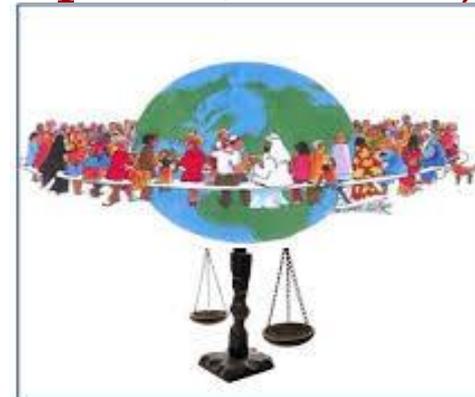
Hard Power

- Coerce with political, economic or military power.
- (Realism: force, military capability)

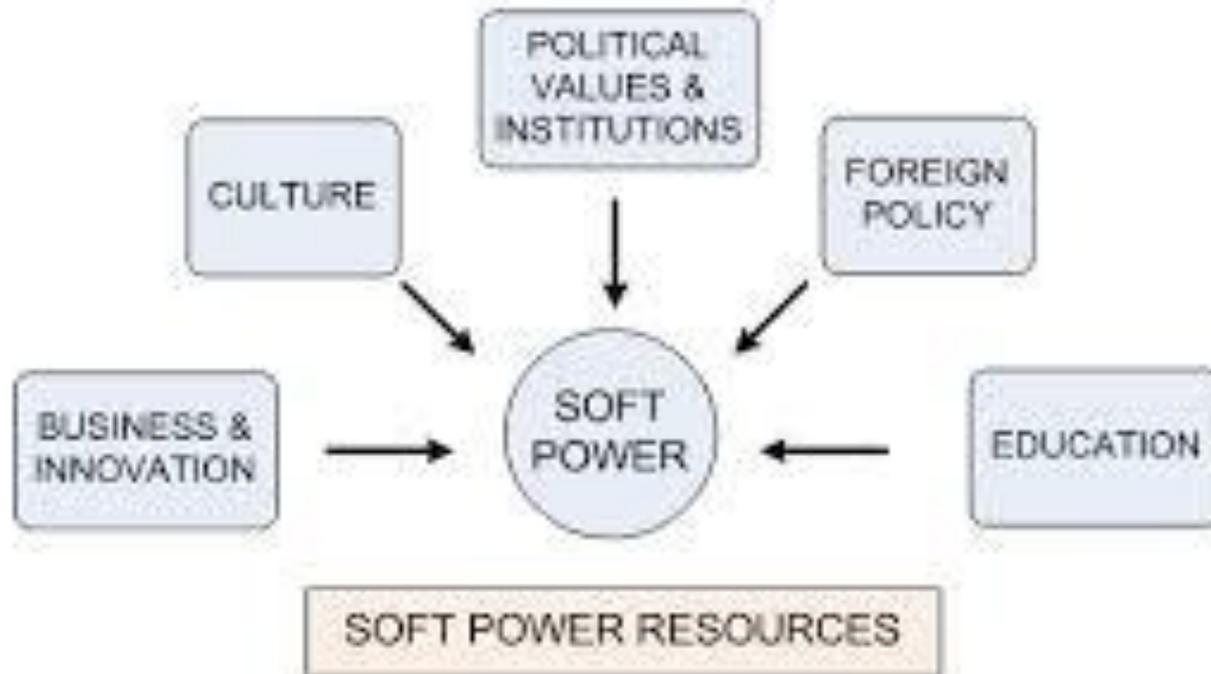


Soft Power

- Ability to get what you want through attraction and not coercion (Nye, 2004).
- (Liberalism: education, arts, sports, values).



Soft Power Resources



Tools of Soft Power (traditional understanding)

Public Diplomacy

- Government sponsored programs intended to inform or influence public opinion in other countries: its chief instruments are publications, motion pictures, radio and TV. (**One way communication**)
- Sponsored by the government
- Embassies and diplomats play a major role

Cultural Diplomacy

- Cultural diplomacy establishes a **two-way communication** with other countries.
- Primary focus is not merely political but also cultural (athletic, education, art)
- **The actor can take on his/her own agenda independently of the government.**
- More high culture and education focused (less popular culture, publications, radio or TV)
- Can be sponsored by the government but also by private institutions or NGO.
- Embassies play a major role but not the only role



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Public Diplomacy is Not New.....



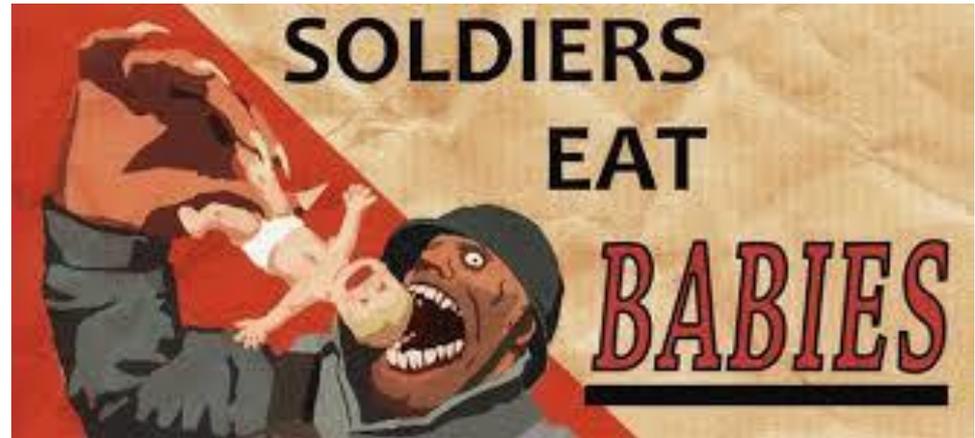


.... But there is **New Public Diplomacy** where
Public diplomacy merges with cultural diplomacy

- Mutual benefit
- Equal participation
- Network based
- Not hierarchical
- Cooperation
- Shared values
- Two-way street
- Listening as well as telling

PUBLIC DIPLOMACY IS NOT PROPAGANDA

Propaganda is information that is not impartial and used primarily to influence an audience and further an agenda, often by **presenting facts selectively** (perhaps lying by omission) to encourage a particular synthesis.



PUBLIC DIPLOMACY IS NOT PUBLIC RELATIONS

Public relations (PR) is the way organisations, companies and individuals **communicate with the public and media**. A PR specialist communicates with the target audience directly or indirectly through media with an aim to **create and maintain a positive image and create a strong relationship with the audience**.



PUBLIC DIPLOMACY IS NOT NATION BRANDING

Nation branding aims to measure, build and manage the reputation of countries. An increasing importance on the symbolic value of products, have led countries to **emphasize their distinctive characteristics**.



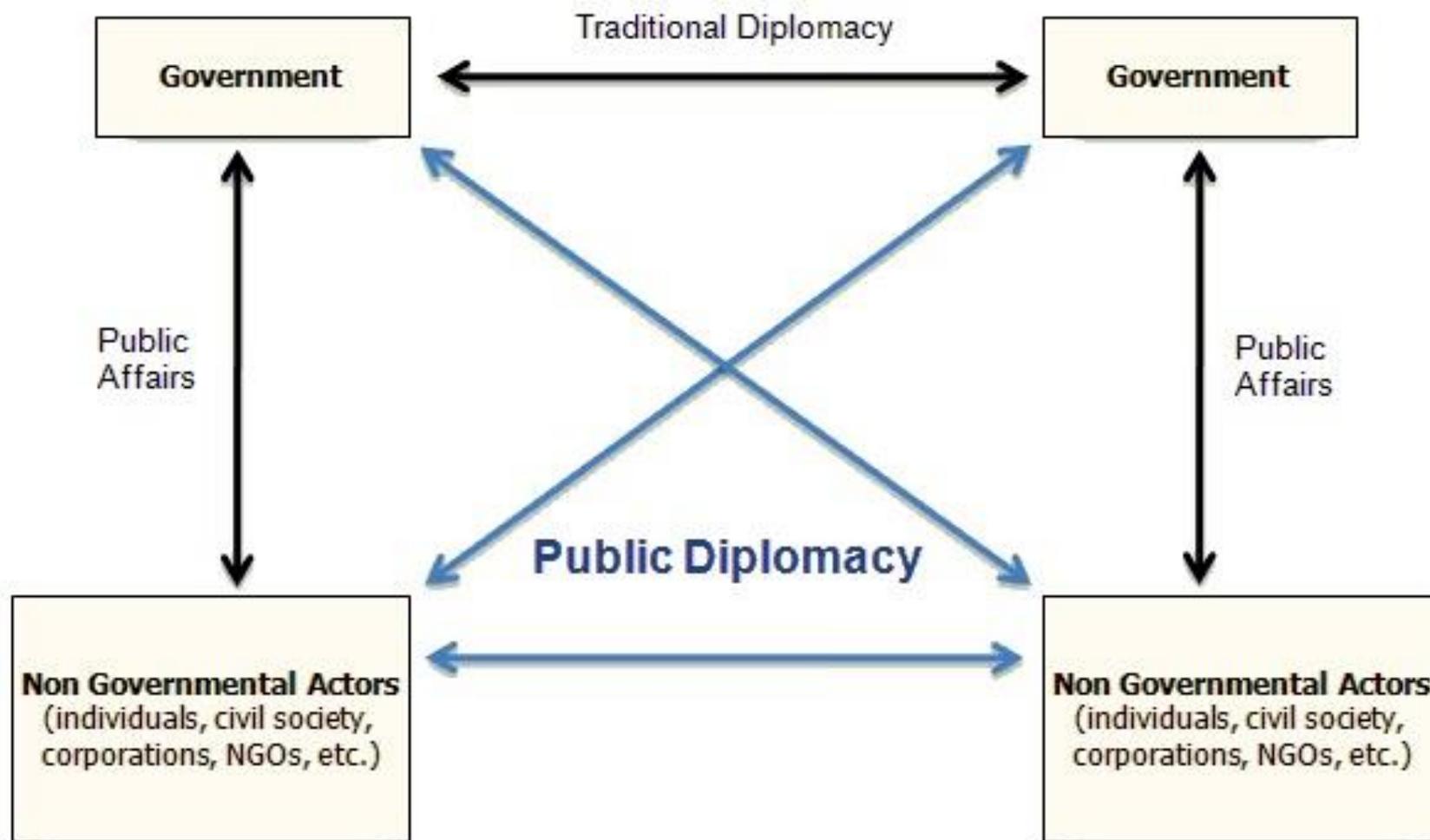
So what is Public Diplomacy?

- Public diplomacy is a dialogical form of international political communication aimed at creating mutually beneficial relations with the public (stakeholders) abroad in order to achieve political objectives of the country.
- includes non state actors
- long term objectives
- citizen diplomacy is an important part of public diplomacy



Rational behind Public Diplomacy

- To improve **Bilateral Relations** between countries by creating lasting relationships and contacts between two societies
- To develop relationships between government **and various NGO's** and civil society in third countries
- To export a **positive image** of the country to the world through exporting values (PD is NOT branding!)



Public Diplomacy Triangle

Short
Term



Long
Term



Controlled message
delivered by GOC



Unmediated
People to People

Methods of Public Diplomacy



Listening

Advocacy (human rights, peace etc..)

Cultural diplomacy

Exchange diplomacy

International broadcasting



Domestic Dimension of Public Diplomacy – why some nations succeed in PD while others fail



McClory's Soft Power Index

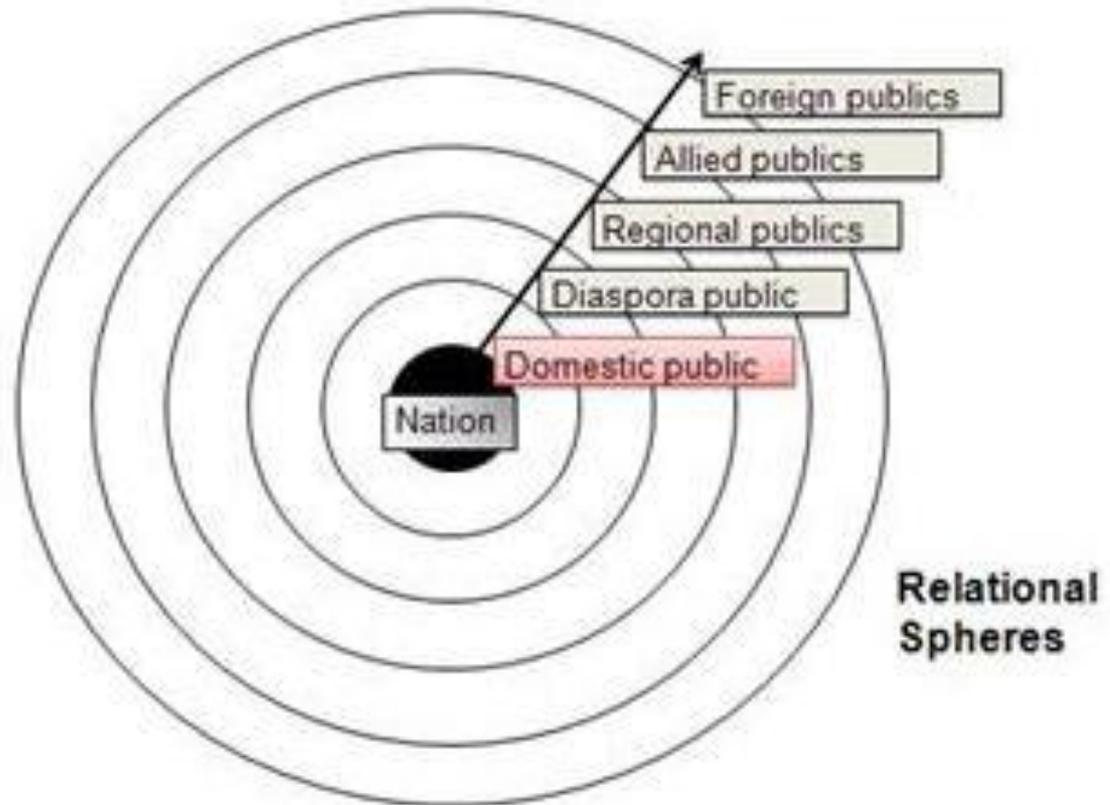
Rank	Government	Culture	Diplomacy	Education	Business/ Innovation
1	Norway	USA	France	USA	Finland
2	Switzerland	UK	UK	UK	Switzerland
3	Sweden	France	Germany	Australia	Singapore
4	Denmark	Australia	USA	Germany	Sweden
5	Netherlands	Germany	Sweden	China	Denmark
6	Finland	China	Netherlands	Japan	Netherlands
7	New Zealand	Italy	Norway	France	Japan
8	Canada	Canada	Italy	Canada	Germany
9	Australia	Spain	Belgium	Korea	Norway
10	Austria	Korea	Canada	Netherlands	UK



What works,
in what context and why?



***Successful
public
diplomacy
begins at
home***





Hypothesis

The key to efficiently generating soft power lies in the **ability to capitalize on the strengths and characteristics of one's society** and by **choosing to align one's public diplomacy strategy** with the strengths and characteristics of their society.

Case-study 1: Norwegian Peace Diplomacy

- What is it?
- How is it used?
- Why is it used?



Norway as a Peace Nation – the Story



Instruments of Norwegian Peace Diplomacy

1. Peace and Reconciliation

- a. Ability to avoid **publicity**
- b. Ability to find the **right people** for the job
- c. Ability to understand **the culture of the country**
- d. Ability to play with the **'big players'**
- e. Ability to provide **financial resources**
- f. Ability to **assure access** on the ground

2. Development Assistance & Humanitarian Aid

- a. Combat **poverty**
- b. Promote **social justice**
- c. Environment **Sustainability**
- d. **Peace Building**
- e. Women and **Gender Equality**
- f. Fight Against **Corruption**
- g. Health Equality
- h. Climate Change

3. Multilateral Peace Diplomacy

- a. **United Nations**
- b. **European Union**
- c. **Nobel Peace Prize**

Why do Norwegians pursue peace diplomacy?

- In Norway's interest to have a better organized world with **rules and regulations**
- A **long term cohesive security policy** based on the assumption that Norway will only be safe if the world is safe
- Allows Norway **to gain access** to international forums and decision making processes
- An **idealist-driven motivation** endears Norway's to other countries as a force for peace
- A **demand driven** motivation in which Norway fills the role of international mediator



Why Norwegian public diplomacy succeeds?

- a) Clarity of the message
„Norway as a peace nation” that reflects the feelings of the society.
- b) Partnership status between Norwegian government and civil society in realizing foreign policy objectives („Norwegian model”)



Case-study 2: Australian Public Diplomacy in Asia



What are the problems with Australia's image in Asia?

1) Strong persisting stereotypes

- a) Australia is a racist country.
- b) Australia is British outpost or client state of the United States.
- c) Australians are people of bad character.



What are the problems for Australia in Asia?

2) Lack of any reputation altogether

- Asiabarometer indicates (2012), an **average person in Asia does not have a strong or meaningful opinion about Australia's foreign policy or shows considerable indifference towards Australia**. What is even more surprising, as stressed by Goldsmith and Linley (2012) *'views about US or Chinese influence on (respondent's) country are much better predictors of their views of Australia's influence than (respondent's) core values, identity, information or demographic'*.

Instruments of Australian Public Diplomacy in Asia



Why Australia is not succeeding?

a) the lack of clarity about the message Australia is sending to the outside world in general and to Asia in particular; and at times a clear ambivalence in the messaging (searching for Australia's national identity).

b) The inability to mobilize the country civic resources for the good of Australia's reputation (working with Australian civil society)





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Is civil society important for Australian PD?

Australia's best public diplomacy is not done by government or officials. In fact a lot of soft power comes regardless of what the Australian government does (Interview 2015b).



Why the domestic public diplomacy component is weak?

In comparison to Norwegian and American examples, much lower levels of trust between civil society & government:

- 1) Fluctuating governmental engagement with civil society** (changes of government affects working relations)
- 2) A somehow repressive environment for NGOs** (gag-clauses, tax-deductability debates, etc)

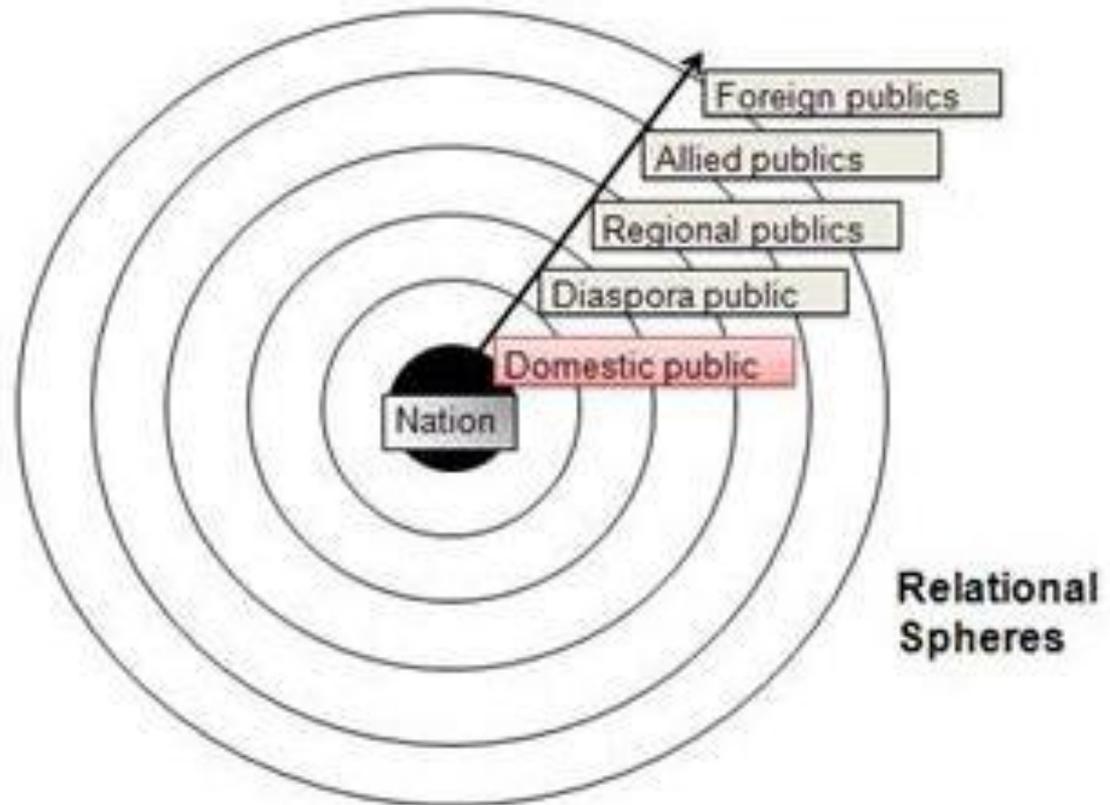




Conclusions

The key to efficiently generating soft power lies in the ability to capitalize on the strengths and characteristics of one's society and by choosing to align one's public diplomacy strategy with the strengths and characteristics of their society as the cases of the United States and Norway show us

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