Technology in Assertive & Associative Paradigms of Strategic Public Diplomacy

Dr. R.S. Zaharna
American University

Transformational Public Diplomacy
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Westminster University
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Overview

- Introduce Assertive & Associative
- Define
- Dominant features
- Types of PD initiatives
- Strategic advantages/disadvantages
- Technology features / examples

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- Summary: Strategic differences
- Implications transformational PD
Origins of Assertive & Associative

- Intercultural communication
- Dominant cultural communication styles & preferences
- Pattern of preferences of PD initiatives
Assertive – definition

- Assertive public diplomacy focuses in the design and dissemination of information (content) to advance strategic goals
- Messaging & imaging strategies
Assertive – definition

One-way

Two-way
Assertive – Dominant Features

- Focus on information – content
- Important– design & dissemination
- Important – messaging strategies
- Control over content & delivery
- Limited source-audience interaction
- Mass media channels
- Competitive, information dominance
- Credibility factor
Assertive – PD Initiatives

- Propaganda
- International broadcasts
- Information campaigns
- Nation-branding campaigns
- Media relations
Assertive – Strategic Advantages / Disadvantages

+ Control over message content
+ Control over message delivery
+ Extended audience reach
+ Time -- immediate
+ Information volume
  – Message Interpretation
  – Credibility
  – Impersonal
Assertive – Technology Preference

- Enhance information design & dissemination
- Message control
- Timeliness
- Audience reach
- Audience segmentation
Assertive – Technology use

- Radio, television
- Website (post content)
- Email (disseminate)
- ListServ
- RSS
- Podcasts
Associative – definition

- Associative public diplomacy focuses on defining and enhancing the connections & context to advance strategic goals.
- Relational & networking strategies
Visual Assertive & Associative

Separate
Message central

Connected
Relation Central
Associative – definition
Associative – Dominant Features

- Focus on defining context & connections
- Relationship-building strategies
- Source & participants connected
- Mutuality, reciprocity
- Coordination
- Interpersonal, interactive channels
- Continuity & sustainability
Associative – PD Initiatives

- Cultural & educational exchanges
- Leadership visits
- Citizen diplomacy
- Cultural & language institutes
- Relationship-building campaigns
- Development projects
- Non-policy networking schema
- Policy networking schema
Associative – Strategic Advantages / Disadvantages

+ Tool for building credibility
+ Serve as buffer during crisis
+ Negotiate cultural/political barriers
+ Personal – public preference
- Control
- Time & resource intensive
- Less developed / research
Associative – Technology Preference

- Allow for direct, personalized interaction between participants
- Sustained connectivity
- Co-creational messaging
- Networking capability
- Database functions (information processing & retrieval)
Associative – Technology use

- Telephone
- Email (circulate)
- Website (gathering place)
- SMS (text messaging)
- Online chat
- Interactive / virtual world
Visual Assertive & Associative

- Separate
  - Message central
- Connected
  - Relation Central
Summary: Strategic Differences

- Emphasis content /or connections & context
- Degree of control
- View of public
- Time factor
- Flexibility of implementation
- Resource allocation
- Credibility
Implications – Transformational PD

- Assess strategic approach
- Reliance on assertive approach
- Technology – assertive approach

- Associative – creativity, research
- Technology – exploit associative
- Database – information processing & retrieval
Thank you

Dr. R.S. Zaharna

School of Communication
American University
Washington, DC 20016
001+ 202.885.3995
zaharna@american.edu