

Public Diplomacy – Image, Message & Strategy

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Public Diplomacy

9/11 buzzword

*“foreign perceptions have
domestic consequences”*

What is public diplomacy?

Traditional & Public Diplomacy

- Communication between nations (government officials)
- Private
- Communication between a nation & foreign publics
- Public

Propaganda & Public Diplomacy

- Hidden
- Deception
- Coercive (no choice)
- Open
- Credible
- Voluntary

Why is public diplomacy
important?

Security



“... is an essential element of how we stop people from coming here to kill us.”

Lee Hamilton – Co-Chair, U.S. 9/11 Commission

Why Important?

- Security
- Soft power
- Financial repercussions

Public communication with the
international community to
advance a nation's interests

Tools of Foreign Policy

- Political
- Military
- Economic

Political Goals



Military Goals



Economic Goals

Venezuela

You no longer have to be an oil executive
to benefit from Venezuela's oil wealth.



Just ask Yasmeli Espinoza.

Something remarkable is happening in Venezuela. New opportunities are everywhere and the lives of millions of Venezuelans are improving in ways that were never before thought possible. • "I'm so proud and hopeful for the future of Venezuela," says Yasmeli Espinoza, a business student at the new Bolivarian University of Venezuela. In the past, poor Venezuelans were financially barred from higher education. But thanks to a new government program, Ms. Espinoza and thousands of students like her now have the opportunity to attend university and work their way out of poverty. • You see, as the world's 18th-largest oil producer, Venezuela has long been a country of contrasts. Despite Venezuela's great oil wealth, 80% of its people live in poverty. To expand opportunity for all, the Venezuelan government has increased annual oil revenue spending on social programs from 40 million to 1.7 billion dollars. This means for millions of Venezuelans like Ms. Espinoza have access not only to education but also to essentials such as food, housing and health care. • These social investments, along with continued investments in infrastructure, are bringing to life the motto: Venezuela, ahora es de todos—Now, Venezuela is for all. • [Read it by the Venezuelan Embassy](#)



Visit RafikiVenezuela.com

In the past,
Venezuela's oil wealth benefited a few.



Today, it benefits a few *million*.

Something remarkable is happening in Venezuela. New opportunities are everywhere and the lives of millions of Venezuelans are improving in ways that were never before thought possible. • As the world's 18th-largest oil producer, Venezuela has long been a country of contrasts. Despite Venezuela's great wealth, 80% of its people live in poverty. To expand opportunity for all, the Venezuelan government has increased annual spending of oil revenue from 40 million to 1.7 billion dollars. For the first time, millions of Venezuelans have access to education, job training, housing, and health care. • There's a new sense of excitement and national pride in Venezuela today. These social investments, along with continued investments in infrastructure, are bringing to life the motto: Venezuela, ahora es de todos—Now, Venezuela is for all. • [Read it by the Venezuelan Embassy](#)



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Public Diplomacy Approaches

- Presentation / Image
- Inform & Influence
 - Relationships
 - Process

Presentation / Image

Inform & Influence



U.S.



الحرّة

Relationships

China



3 days – Australian visit



21 hours

Japan



- Children's hospital



- Cairo Opera House



Friendship Bridge

Process

Canada



International **TO BAN**
CAMPAIGN
LANDMINES



Public Diplomacy & Political Change



Public diplomacy & political change

- In recent years, political revolutions within countries have captured world attention.
- These revolutions often referred to as the “color revolutions.”
- Zaharna identified 7 features [criteria] that successful color revolutions use to gain world attention for their cause.

Visibility

1. visibility

- Successful revolutions strive for maximum visibility.
- Visibility can be mass demonstrations, color-coordinated participants, dramatic visuals.
- Visibility can also be music, theme songs, or loud demonstrations with people banging pots and pans.
- Visibility is important to attract media coverage – “television loves visuals”









Symbolic

2. Symbolic

- Most political issues are complex, often involving many factors.
- A symbol both “captures” the meaning of the revolution for the people involved – and serves as “sign” that explains to others outside what the revolution is about
- Symbols tend to be highly emotional and can be unique to the country or have a special place in the country’s history







Saakashvili held a rose in one hand and kept the other hand up in the air to show that he was unarmed.

Peaceful
(organization & discipline)

3. peaceful

- Successful revolutions display strong organization and discipline among the participants – so that their message is primary
- With large crowds in highly volatile and emotionally-charged political settings, it is very easy for organizers to lose crowd discipline
- Government authorities may also try to disperse the crowd or even attack the demonstrators.
- Once violence – ‘blood’ – becomes the visual message, it can overtake the revolutionary message



- Tulip Revolution - Kyrgyzstan



Anti-government protestors storm the main government building





A pink opposition banner



- Serious looting broke out in Kyrgyzstan's capital after opposition supporters ousted the government ...

Clear Story Line

4. Clear storyline

- In a world with a very crowded political agenda and nations competing for world attention --- need a very simple, clear, short storyline.
- The color revolutions could be called the 'sound-bite' revolutions.
- Media reporters need to immediately grasp what the story about and be able to explain to international audiences what revolution about in a 10-second video clip

STOLEN ELECTION

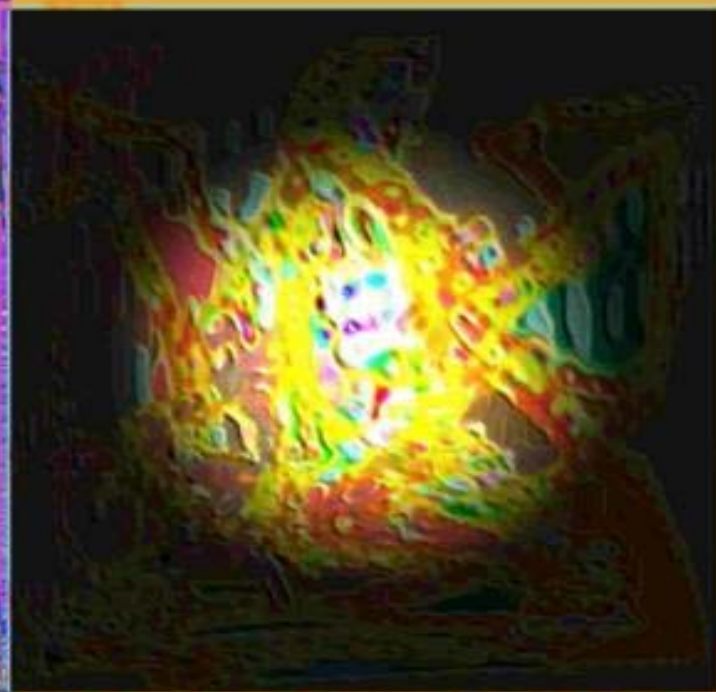


Orange Revolution



The Orange-ization of the Entire World...

tak!
(yes!)



**governments can be stopped
by the people they oppress!**



Leaders & Leadership “Face”

5. Face of the revolution

- The media needs a person to be “face” – someone who global audiences can recognize and identify with the revolution
- The leader is also the “voice,” which speaks to the people and for the people



External Politics

6. External politics

- Successful revolutions try to gain external support in order to bolster the revolution at home and legitimize the revolution to international audiences
- When the revolutionary leader meets with world leaders, their picture together communicates solidarity.



White House photo by Susan Stern



7. Use of new media

- Because state regimes tend to control the mass media, revolution movements must find other ways to communicate with mass of people – without using the mass media.
- The proliferation of new media – Internet, mobile phones, text messaging – allow organizers to not only send messages, but coordinate actions

Thank you



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