



# Technology in Assertive & Associative Paradigms of Strategic Public Diplomacy

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# Overview

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- 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

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

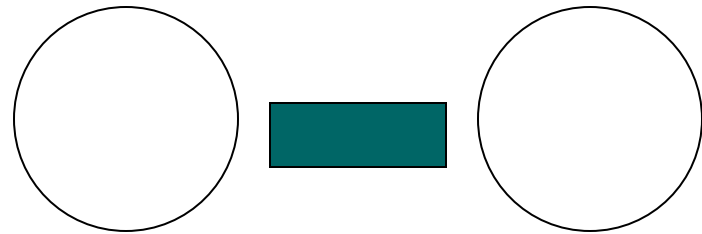
# Assertive – definition

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

# Assertive – definition

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One-way



Two-way



# Assertive – Dominant Features

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- 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

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- Propaganda
- International broadcasts
- Information campaigns
- Nation-branding campaigns
- Media relations

# Assertive – Strategic Advantages / Disadvantages

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



# Assertive – Technology Preference

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- Enhance information design & dissemination
- Message control
- Timeliness
- Audience reach
- Audience segmentation

# Assertive – Technology use

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

# Associative – definition

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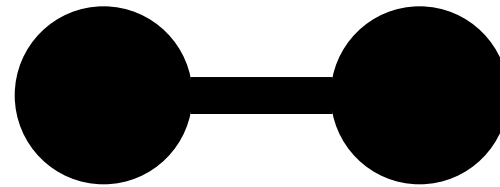
- Associative public diplomacy focuses on defining and enhancing the connections & context to advance strategic goals.
- Relational & networking strategies

# Visual Assertive & Associative

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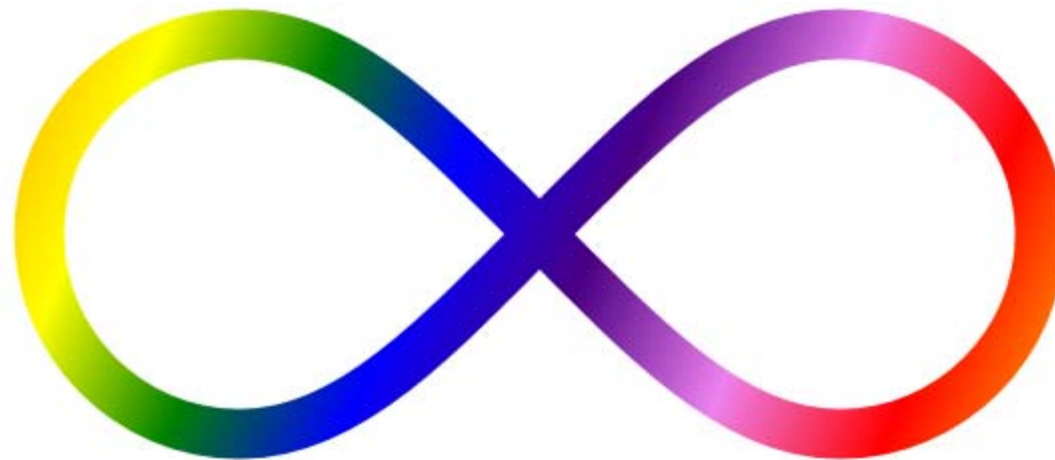
Separate  
Message central



Connected  
Relation Central

# Associative – definition

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# Associative – Dominant Features

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

# Associative – PD Initiatives

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- 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

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- + 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

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

# Associative – Technology use

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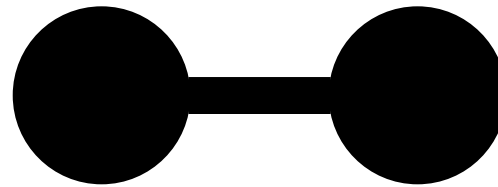
- Telephone
- Email (circulate)
- Website (gathering place)
- SMS (text messaging)
- Online chat
- Interactive / virtual world

# Visual Assertive & Associative

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Separate  
Message central



Connected  
Relation Central

# Summary: Strategic Differences

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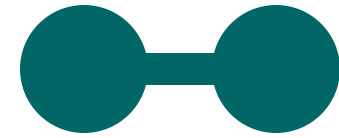
- Emphasis content /or connections & context
- Degree of control
- View of public
- Time factor
- Flexibility of implementation
- Resource allocation
- Credibility

# Implications – Transformational PD

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- Assess strategic approach
- Reliance on assertive approach
- Technology – assertive approach
  
- Associative – creativity, research
- Technology – exploit associative
- Database – information processing & retrieval

Thank you



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