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.

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. 

The 20% of the population that owns 90% of the oil is not the only one benefiting from Venezuela’s oil wealth. Millions of Venezuelans now have access to education, housing, and health care. They are living better lives and enjoying a higher standard of living. 

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 largest oil producer, Venezuela has been able to use its oil wealth to benefit its people. 

Today, it benefits a few million.
Public Diplomacy Approaches

- Presentation / Image
- Inform & Influence
- Relationships
- Process
Presentation / Image
Inform & Influence
U.S.
Relationships
China

3 days – Australian visit

21 hours
Japan

- Children’s hospital
- Cairo Opera House
- Friendship Bridge
Process
Canada
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”
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كennالوطن
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.
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
contact information

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