



# Diplomacy today and tomorrow. The role of public diplomacy in contemporary foreign affairs.

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# Megatrends

- Revolution 4.0
  - Ageing/demographic explosion
  - Urbanisation
  - Climate change
  - (anti)globalisation
  - Shifts in economic power/widening and deepening inequalities
- **The age of disruption** in foreign policy (and all other public policies)
- the twenty-first century world of networks, where the measure of a **state's power is its ability to turn connectivity into innovation, growth (prosperity) and security** (Anne-Marie Slaughter)



# Three revolutions

- **Communication:** the Internet and global news networks
- **Politics:** transformation (of many) from autocracies to democracies, from passive attitudes to participation
- **International Relations:** much more than political agenda, much more than traditional club diplomacy



## Key characteristics

- Much more adaptation, much less exceptionalism
- Much wider dynamic of agency
- More time-sensitive
- A greater technical orientation – specialisation
- Blended with domestic policy-making and political/societal demands about governance – great importance of the coordination
- Integrative

# Club: the Congress of Vienna



Source: <https://thefrenchrevolution11.wikispaces.com/3+The+Congress+of+Vienna>

# Network: United Nations Climate Change Conference, Paris 2015

- Participation of the EU and 195 countries
- But also non-state parties were involved (examples):
  - the new **Transformative Actions Program (TAP)** intended to progress local and **subnational action**.
  - at the World Summit of Regions for Climate (WSRC) in Paris 2014, Arnold Schwarzenegger, the Founder of R20, invited a **coalition of governments, businesses and investors** to sign a draft "Paris Declaration" at World Climate Summit in Lima 2014, World Green Economy Summit 2015 in Dubai and COP21.
  - **C40 summit of mayors**
  - **Indigenous peoples efforts\***
  - **Women's Earth and Climate Action Network** seeking "powerful submissions by worldwide women" sharing "stories, struggles, solutions and action plans ... [a] women's climate justice mobilization".

Source: [https://en.wikipedia.org/wiki/2015\\_United\\_Nations\\_Climate\\_Change\\_Conference](https://en.wikipedia.org/wiki/2015_United_Nations_Climate_Change_Conference)

\*check on the activities of Leonardo di Caprio, watch „the Revenant"! ☺



# Club vs. network diplomacy

	Number of players	Structure	Form	Transparency	Main purpose
Club	Few	Hierarchy	Mostly written	Low	Sign agreements
Network	Many	Flatter	Mostly oral	High	Increase flows



## Key steps

- diplomacy has to integrate **change and continuity**, different agendas and arenas, but also provide and sustain **coherence and coordination**
- an effective, authentic, credible public diplomacy
- a growing importance of consular affairs and citizen diplomacy
- diplomats have to develop in the field of long-term analysis, strategic planning and... social skills!

Hocking Brian, Melissen Jan, Riordan Shaun, Sharp Paul, „Futures for diplomacy. Integrative diplomacy in the 21st Century”, pp. 5-7.



# MFAs of the future

- Operational
- Expertise-ready
- Network and partnership oriented
- Capable of creating whole-of-gov alignment
- Skilled in economic statecraft
- Domestically engaged
- Flexible and resilient
- Results-driven
- Technology-enabled

Source: *Futures for diplomacy. Integrative Diplomacy in the 21st Century*, p. 63.



# The importance of public diplomacy

- Diplomatic engagement with people
- **Winning hearts and minds, building relations**
- Managing policy networks
- Caring for and expanding networks
- A metaphor for the **democratization of diplomacy**
- **„polylateral diplomacy”**

„Diplomacy is no longer a stiff waltz among states alone, but a jazzy dance of colourful coalitions – and public diplomacy is at the heart of its current rebooting” – Jan Melissen, Oxford Handbook of Modern Diplomacy.

# Public diplomacy as an official policy translating soft power resources into

Hard power versus soft power			
	Hard power – sticks and carrots		
Type	Military	Economic	Soft power
Behaviours	Coercion, deterrence	Inducement, coercion	Attraction, agenda-setting, co-optation
Resources	Force, threats	Sanctions, payments	Values, culture, policies, institutions
Government policies	Coercive diplomacy, war, alliance	Aid, bribes	Public diplomacy, bilateral and multilateral diplomacy

J.S. Nye Jr: Smart power means learning better how to combine or balance hard and soft power.

→ Not only PR, but also the projection of power.

Range	Immediate	Intermediate	Long
Time	Hours/days	Weeks/months	Years
Purpose	Reactive	Proactive	Relationship
Media/public opinion	News management	Strategic communication	Building favorable conditions
Government	Closely linked	Partially linked	Remotely linked
PD instruments	Advocacy, international broadcasting, e-PD	International PR, corporate diplomacy, diaspora PD	Cultural diplomacy, exchanges, branding

The term „public diplomacy” was invented by Edmund Gullion in 1965, but Alliance Française was set up already in 1883. ([www.diplomacy.edu](http://www.diplomacy.edu))

Public diplomacy strategies	Hierarchical	Integrative
<b>Aims</b>	Shaping images of the „sender”	Influencing policy agendas by <b>shaping policy attitudes</b> in international environments
<b>Methods</b>	Unidirectional information flows	Developing <b>dialogues</b> with stakeholders Developing <b>collaborative policy networks</b>

Hocking Brian, Melissen Jan, Riordan Shaun, Sharp Paul, „Futures for diplomacy. Integrative diplomacy in the 21st Century”, str. 39.

- The empowerment of the public
- Polylateral diplomacy = state to non-state diplomacy = gov’s diplomatic cooperation with transnational civil society actors

## Questions to students

- What is the role and nature of **diplomacy in the 21st century**?
- **What has changed**/has been changing and with what consequences?
- To what extent is **the growing diversity and number of actors**/stakeholders challenging?
- Is it possible to **sustain secrecy** as one of the characteristics of diplomacy?
- What should and what should not **go public** when diplomacy is concerned?
- Where do you see the difference between public diplomacy and public relations?
- How does public diplomacy help a state in realising its vital, national interests?
- Which countries have a good image, which should do some homework in this field? Do images differ across the regions and audiences?
- What are the main obstacles a country has to tackle if it wants to succeed in shaping/implementing its public diplomacy strategy/image/brand?

# Literature used for the presentation and further reading

- PwC Report *Five Megatrends And Their Implication for Global Defense & Security*  
<http://www.pwc.com/gx/en/industries/government-public-services/public-sector-research-centre/publications/five-megatrends.html>
- John Naisbitt, „Megatrends. Ten New Directions Transforming Our Lives”
- Anne-Marie Slaughter, *America’s Edge*, in *Foreign Affairs* 88:1 (Jan/Feb 2009)
- Anne-Marie Slaughter, *The Chessboard & The Web. Strategies of Connection in a networked world*, 2017
- Brian White, „Diplomacy”, in: Baylis John, „The Globalization of World Politics”, 2011
- Brian Hocking, Jan Melissen, Shaun Riordan, Paul Sharp, „Futures for diplomacy. Integrative diplomacy in the 21st Century” [https://www.clingendael.nl/sites/default/files/20121030\\_research\\_melissen.pdf](https://www.clingendael.nl/sites/default/files/20121030_research_melissen.pdf)
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- Henry Kissinger, „Diplomacy”, „The World Order”.



Thank you very much for your  
attention!

Let's stay in touch!

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