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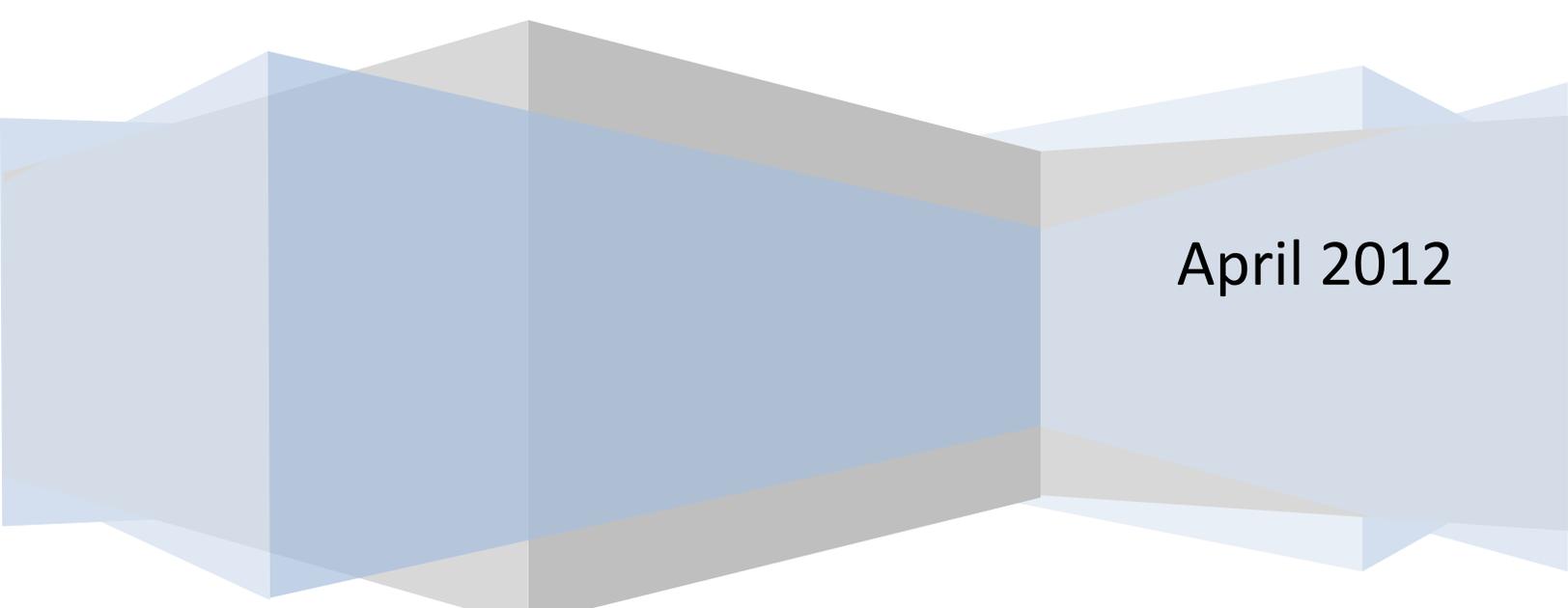
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# Domestic Public Diplomacy

Discussion Paper: International Experience



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This discussion paper discusses the current implementation models for domestic public diplomacy by ministries of foreign affairs around the world. It is hoped that the information presented in this paper will be used as a resource to observe and analyse the ways in which other ministries are communicating with their domestic publics about foreign affairs and policy.

Diplomacy is no longer solely the business of nation-state governments. It now incorporates civil society, corporate leaders, academics, celebrities and other influential entities. Along with this change, public diplomacy has become a major focus of countries to project a more desirable image overseas. However, most efforts are still concentrated on reaching out to foreign audiences through broadcasting networks, cultural exhibitions and exchange programs.

By contrast, public diplomacy within domestic audiences has been largely neglected in many countries. In a 2007 report, the Senate Standing Committee for Foreign Affairs, Defence and Trade found that there is a limited awareness of Australia's public diplomacy among citizens. The Committee recommended that a public communication strategy and other programs be designed and implemented – not only to inform the public about Australia's public diplomacy, but also to facilitate the participation of non-state actors in Australia's public diplomacy objectives.

Considering the importance of the subject, AIIA designated research on examples of domestic public diplomacy as one of the projects included in the work plan for its 2011-2012 grant from the Department of Foreign Affairs and Trade's International Relations Grants Program. This paper is a compilation of the publicly available information of the efforts of various ministries of foreign affairs to establish relationships with their domestic publics. These efforts are based on three models: one-way communication, dialogue and partnership. This paper also looks at ministries' efforts in education with younger members of the domestic public. The four models provide potential examples for consideration by DFAT in its own domestic public diplomacy practice.

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## **1.0 Introduction**

### **1.1 Rationale**

The current state of international relations can be characterised by a high degree of global interconnection. This shift in international affairs has been driven by several factors: technological advancements in information and communications, increased movement of people, dominance of the free trade economy, transnational crime and security threats and the growing concern over the global environment. These changes in the international sphere have called for a more open, cooperative and technologically-based approach to the way state affairs are conducted<sup>1</sup>.

Diplomacy has been one of the few areas of statecraft which faces contradictory changes due to these shifts. In the contemporary world, diplomacy is no longer solely the business of nation-state governments and has expanded to include interactions with civil society, corporate leaders, academics, celebrities and other influential entities. Consequently, the work of ministries of foreign affairs stands in the centre of controversies between secrecy and openness, exclusion and inclusion, domestic and international. 'New age' diplomacy has emerged as a multifunctional gate or an 'agent of comprehension'<sup>2</sup> between the domestic and international spheres. However, most foreign policy practitioners are still hesitant to transition into the realm of public affairs, to incorporate business approaches into their work and ultimately to act as 'managers of globalisation'.<sup>3</sup>

As a result of these fundamental changes, the idea of domestic public diplomacy has gained currency as a way of nurturing public relations at home for greater image projection overseas. Ministries of foreign affairs face calls to invest resources into building domestic support and coordinating grassroots level diplomacy.<sup>4</sup> Organising domestic outreach has been a major challenge for many Ministries of Foreign Affairs, as it requires an increase in human resources, funds and the use of information and communication technology.

This looks at the experience of other countries to assess whether there are potential learnings on how to foster a more efficient and effective public diplomacy. The paper introduces major conceptual models using examples from 14 countries and sub-state entities.

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<sup>1</sup> Riordan, Shaun, *The New Public Diplomacy*, Oxford: Blackwell Publishing Ltd., 2003, pp. 50-65

<sup>2</sup> Melissen, Jan, *The New Public Diplomacy: Soft Power in International Relations*, New York: Palgrave, 2007, p. 40

<sup>3</sup> Sucharipa, Ernst, *21<sup>st</sup> Century Diplomacy*,

<<http://campus.diplomacy.edu/lms/pool/BD%20materials/Sucharipa.htm>>, (accessed 21/07/2011)

<sup>4</sup> Berridge, G.R., *Diplomacy: Theory and Practice (Third Edition)*, New York: Palgrave, 2005, p. 18

## 1.2 Defining Public Diplomacy

While there is no single definition of public diplomacy, its fundamental aim is to communicate with foreign audiences so as better to promote a country's national interests abroad. Activities of ministries of foreign affairs are at the heart of public diplomacy: for example radio and television broadcasting networks and cultural exchange programs. However, the conceptual framework of public diplomacy is gradually evolving to include a broad variety of actors such as non-government organisations, private companies and "citizen diplomats". This trend has been termed the "new public diplomacy"<sup>5</sup> and "megadiplomacy", whereby governments establish and maintain networks with domestic non-state actors, with the aim of enhancing a country's image abroad.

## 1.3 Defining Domestic Public Diplomacy

While public diplomacy can be understood as a focus on foreign audiences, domestic public diplomacy can be defined as a series of initiatives which serve to inform, and acquire the assistance of, citizens within a nation. It is these citizens who play a powerful participatory role in the formulation of their nation's foreign policy and its interests overseas. Domestic public diplomacy is a relatively new practice within ministries of foreign affairs around the world. However, its importance has been emphasised by many foreign policy practitioners and academics. The submission by RMIT University aptly summarised the multifaceted importance of domestic public diplomacy in a submission to the 2007 Senate Report:

*Effective public diplomacy...requires strong engagement with domestic populations about its intent and conduct. Indeed, its benefits flow in both directions: a citizenry with a strong understanding of Australia's standing in the world and its engagement with regions and partners is less insular in outlook, better equipped to respond to the pressures and challenges of globalisation, and more likely to successfully promote Australia's public diplomacy goals in their own professional and personal lives.*<sup>6</sup>

Domestic public diplomacy is an increasingly important asset for ministries of foreign affairs in a globalised world, and a crucial means by which to establish and maintain networks with citizens.

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<sup>5</sup> University of Southern California Center on Public Diplomacy at Annenberg School, "What is Public Diplomacy?" <[http://uscpublicdiplomacy.org/index.php/about/what\\_is\\_pd](http://uscpublicdiplomacy.org/index.php/about/what_is_pd)>, (accessed 16/08/2011)

<sup>6</sup> Senate Standing Committee on Foreign Affairs, Defense and Trade, 'Australia's Public Diplomacy: Building Our Image', <[http://www.aph.gov.au/senate/committee/fadt\\_ctte/completed\\_inquiries/2004-07/public\\_diplomacy/report/index.htm](http://www.aph.gov.au/senate/committee/fadt_ctte/completed_inquiries/2004-07/public_diplomacy/report/index.htm)>, 16 August 2007 (accessed 19/08/2011) p.74

## **2.0 Domestic Public Diplomacy Models**

### **2.1 Summary of Models**

By drawing from the examples of ministries of foreign affairs' communication with citizens in 14 countries and sub-state entities, including the USA, Canada, Japan, South Korea, China, India, Norway, Finland and many others, three conceptual models for engaging with domestic audiences can be identified.

The most common model of communicating with a domestic audience is the traditional direct or 'one-way' communication through media releases, statements, publications and other types of information provision. This form of communication is well-established among most ministries of foreign affairs.

The second model is the process of 'two-way' dialogue. This model has been tested in several countries around the world as a means to foster grassroots level support when promoting the nation's international goals or interests.

The last mode of communication is 'partnership' involving expert involvement. This can be considered as a partnership model, where officials engage with specialised and highly qualified individuals outside of government. These individuals can assist in delivering public diplomacy in their specialised areas, including information technology, academic research, finance and others. While the second and third models are relatively new to the realm of foreign policy, they can nonetheless be synthesised to improve the promotion of domestic public diplomacy.

This paper will provide current examples of domestic outreach programs in each of these three models. It also provides examples of educational activities that can fall into one or more of these models.

### **2.2 Direct One-way Model**

Almost all ministries of foreign affairs have implemented a one-way model of domestic public diplomacy. The two primary means to implement this model is through the use of publications, such as newspapers and magazines; and the delivery of speeches or lectures by foreign ministry officials. While the one-way model can be limited in both scope and outreach, it nonetheless serves as a strong introduction to the topic for interested individuals. Several ministries of foreign affairs around the world have also used this model to create their own innovative means to inform the domestic public on their engagements abroad.

The traditional approach of the one-way model can be observed in **Québec**, where government representatives frequently deliver speeches and lectures to Québécois citizens. This is reported to be the most common one-way domestic public diplomacy initiative in Québec. The federal government also uses publications, such as online newsletters and magazines, to educate the public on foreign policy initiatives. These publications include La Une, Québec Actualités and Québec@monde.<sup>7</sup>

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<sup>7</sup> Huijgh, Ellen, "Quebec's Public Diplomacy." p.22

**Japan** is another example of a country that uses a traditional one-way model through the use of publications and the delivery of speeches to Japanese citizens. However, Japan also utilizes mass media and internet websites to publish foreign policy initiatives. The Japanese Ministry of Foreign Affairs also posts daily press releases and information regarding key diplomatic events on its website, and hosts daily press conferences for the media, including internet media and freelance journalists.<sup>8</sup> Furthermore, according to the 2010 Diplomatic Bluebook, the Ministry's three political level appointees led by the Foreign Minister regularly appear on television to explain foreign policies to the Japanese public.<sup>9</sup> The Japanese Foreign Ministry also launched its own YouTube channel in 2009 to promote information and policies to the public.

**Canada** has a creative element in its one-way model. In 1998, Canada launched the "Public Diplomacy Program". The principal objectives of the Public Diplomacy Program were to promote Canadian values and culture and to engage young Canadians in international affairs. These objectives would ultimately serve to enhance Canada's international image through the construction of a stronger national identity.<sup>10</sup> Between the years 1998 and 2004 the program allocated \$12.4 million to a total of 500 various projects. Major recipients of the grants were academic institutions (44 percent), non-profit organisations (39 percent) and community colleges (2 percent) based in Canada.<sup>11</sup> The evaluation of the Program concluded that the initiative had contributed to increased knowledge of global issues among Canadians, and a stronger sense of national pride. Furthermore, the Program played an important role in increasing the efficiency of Canada's missions abroad, whereby Posts developed stronger communication with target groups that were crucial to their diplomatic objectives.<sup>12</sup>

In **New Zealand**, the Ministry of Foreign Affairs and Trade website reports that the Ministry has regular interaction with universities and think-tanks around the country. It also provides speakers and financial support for university courses and institutes such as the New Zealand Institute of International Affairs, Centre for Strategic Studies and the Institute of Policy Studies at the University of Victoria in Wellington.<sup>13</sup>

As observed in the examples above, there are many ministries of foreign affairs who have implemented successful 'one-way' models of domestic public diplomacy. However, the Japanese adaptation of the one-way dialogue suggests that ministries of foreign affairs should not limit themselves solely to

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<sup>8</sup> Ministry of Foreign Affairs of Japan, "Diplomatic Bluebook 2010", <<http://www.mofa.go.jp/policy/other/bluebook/2010/pdfs/chapter4.pdf>>, (accessed 19/08/2011). p.24-25

<sup>9</sup> Ibid.

<sup>10</sup> Department of Foreign Affairs and International Trade, Canada, "Evaluation of the Public Diplomacy Program of Foreign Affairs Canada", <[http://www.international.gc.ca/about-a\\_propos/oig-big/2005/evaluation/diplomacy\\_program-programme\\_diplomatie.aspx?lang=eng&view=d](http://www.international.gc.ca/about-a_propos/oig-big/2005/evaluation/diplomacy_program-programme_diplomatie.aspx?lang=eng&view=d)>, July 2005 (accessed 01/08/2011)

<sup>11</sup> Ibid.

<sup>12</sup> Ibid.

<sup>13</sup> New Zealand Ministry of Foreign Affairs and Trade, "Post Election Brief-2008: E-Public Diplomacy and Outreach", <<http://www.mfat.govt.nz/Media-and-publications/Publications/Post-Election-Brief/0-brief11.php>> (accessed 16/08/2011)

publishing print material and organising speaking events. Other initiatives similar to Canada's funding assistance to various organisations under the "Public Diplomacy Program" should also be considered.

The most noteworthy benefit of the one-way model is that it has the potential to attract citizens to participate actively in discussions about foreign policy issues.

The following sections will outline case studies of two-way communication in more detail as examples of a dialogue model and a partnership model.

## 2.3 Dialogue Model

Due to increasing human mobility, more and more people are becoming "customers" of ministries of foreign affairs' services. Consequently, ministries may be required to alter their traditional modes of communication with their citizens, increase their focus on the internal population and establish strong relationships with civil society representatives. This has proven to be a challenge for many ministries of foreign affairs around the world, as their engagement with citizens is not as pronounced nor established as other government departments.<sup>14</sup> The acknowledged need for dialogue and interaction between ministries of foreign affairs and their citizens has resulted in the growth of two forms of dialogue: face-to-face interaction and online dialogue.

### 2.3.1 Face-to-Face Interaction

Some ministries of foreign affairs have made a concerted effort to acquire as much participation as possible from a broad range of actors when formulating foreign policy. These efforts have manifested in the launch of forums between actors in the public and private sectors.

Some foreign ministers have become more accessible to the public by implementing "question and answer" sessions when attending town hall meetings or delivering presentations. Such interaction with the public not only allows for democratic input into foreign-policy making at a grassroots level, but it also increases domestic interest and support for diplomatic initiatives abroad.

A pioneer of this model is **Canada**. Aside from the public diplomacy program (discussed above), Canada's Department of Foreign Affairs and International Trade also launched an interactive program called "The Dialogue on Foreign Policy" in January 2003. As the title suggests, the main objective of the program was to listen to citizen's opinions and feedback on Canadian foreign policy and, where possible, incorporate these views into policy framework. The Canadian Minister of Foreign Affairs, Bill Graham, participated in 15 town hall meetings attended by more than 3,000 people<sup>15</sup>.

**Norway** has also implemented a domestic public diplomacy forum that is chaired by its Minister for Foreign Affairs. The forum was first launched in 2007 and is a product based on the recommendations

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<sup>14</sup> Ministry for Foreign Affairs of Finland, "Challenges of the Finnish Foreign Service for the 21<sup>st</sup> Century", <<http://formin.finland.fi>>, 2006 (accessed 27/07/2011)

<sup>15</sup> Department of Foreign Affairs and International Trade, "A Dialogue on Foreign Policy: Report to Canadians", 2003, p. 3

made by the Public Diplomacy Committee to enhance Norway's image abroad. The forum consists of government members, academics, and individuals representing the business sector. Throughout the forum, members discuss and debate issues regarding Norway's public diplomacy initiatives, with the aim of producing more effective public diplomacy strategies abroad. As noted by the Foreign Minister Mr Støre:

"The forum is intended as an arena where the foreign service can provide information about its public diplomacy efforts and receive input from the other members, who represent a broad range of Norwegian activities abroad. This is important for me as Foreign Minister and for ensuring that the foreign service's public diplomacy efforts are firmly rooted in Norwegian society."<sup>16</sup>

Adopting a similar approach to Norway, **Finland** has promoted its domestic public diplomacy efforts by organising an annual "Citizens Event". Hosted by the Ministry for Foreign Affairs, the event provides citizens with the opportunity to interact with ministry officials, Finnish ambassadors and consul-generals. Individuals at the event are given the opportunity to ask questions pertaining to Finland's foreign policies on topics such as human rights, the environment, development aid and others. Finnish citizens were also free to peruse and take the Ministry's publications on display. Other sessions at the event included guided tours of the Ministry's main buildings, discussions, short interviews, presentations by ministers and opportunities to meet with Finnish ambassadors from around the world.<sup>17</sup> Follow-up articles by the Ministry have shown that the Citizens Event has been both successful and popular among the Finnish populace, with citizens expressing their appreciation at the chance to speak to their ministers and have their opinions heard.

**India, China and South Korea** have all expressed their enthusiasm to promote dialogues on foreign policy and diplomacy with their citizens through interactive forums. Particularly for **India**, domestic public diplomacy has recently become an important issue on the nation's agenda. As expressed in the Ministry of External Affairs' mission statement:

*"We intend to put in place a system that enables us to engage more effectively with our citizens in India and with global audiences that have an interest in foreign policy issues"*<sup>18</sup>.

In July 2011, the Federation of Indian Chambers of Commerce and Industry (FICCI) and the Indian Public Diplomacy Division launched an inaugural meeting to facilitate discussions on foreign policy with students, media, think-tanks, industry representatives and academics.<sup>19</sup> The discussion session topics

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<sup>16</sup> Ministry of Foreign Affairs, Press Centre, "Norwegian Public Diplomacy Forum Launched Today," 22 May 2007. <<http://www.regjeringen.no/en/dep/ud/pressecenter/pressemeldinger/2007/omdoemme.html?id=467754>> (accessed 27/08/2011)

<sup>17</sup> Ministry for Foreign Affairs of Finland, "The Foreign Ministry Serving Citizens", <<http://formin.finland.fi/public/default.aspx?contentId=199345&nodeId=23&contentlan=2&culture=en-US>> 27<sup>th</sup> August 2010. (accessed 06/09/2011)

<sup>18</sup> Public Diplomacy Division, Ministry of External Affairs, India, <<http://indiadiplomacy.in/AboutUs.aspx#p2>> (accessed 22/07/2011)

<sup>19</sup> Public Diplomacy Division, Ministry of External Affairs, India, <<http://www.indiadiplomacy.in/Download/lecevefile212.pdf>>, July 2011 (accessed 02/08/2011)

included the strategic aspects of Indian foreign policy, India as a global leader, and Indian-Chinese relations.

Since 2010, the Ministry of Foreign Affairs of the People's Republic of **China** has been organising a forum known as "Lanting". The forum serves as a platform to facilitate the exchange of opinions and discussion about foreign policy between the government, the media, the business sector, academia and the public.<sup>20</sup> Prior to "Lanting," China had also organised an "Academic Seminar on Public Diplomacy" which brought together government representatives and professors from top universities in China to discuss China's public diplomacy efforts.<sup>21</sup>

**South Korea's** Ministry of Foreign Affairs and Trade combined efforts with the leading public diplomacy agency in the nation, the Korea Foundation, and organised the Korea Public Diplomacy Forum in 2010. It consists of leading "domestic experts working together to find strategies for Korea's public diplomacy efforts."

In contrast to the other Asian countries, **Japan's** dialogue model inclines heavily towards lectures and 'Question and Answer' sessions at high schools and universities. According to Japan's 2010 Diplomatic Bluebook, these lectures are designed to explain Japan's foreign policy to its young citizens. The use of visual images and sign language interpreters makes the lectures accessible to a broad audience.

As demonstrated in the case of **Nigeria**, less-developed countries are also gradually realising the importance of fostering domestic public diplomacy. In August 2011, the Nigerian Ministry of Foreign Affairs, in collaboration with the Presidential Advisory Council on International Relations, organised a seminar to review and analyse the country's foreign policy.<sup>22</sup> Both state and non-state actors participated in the event, with the content focusing on potential national responses to the political, social and environmental changes occurring across the African continent.

### 2.3.2 Online Interaction

As well as face-to-face interaction with citizens, many ministries of foreign affairs are also utilising various forms of online interaction to articulate foreign policy and public diplomacy initiatives. China and Canada are strong examples of countries that facilitate online dialogue with their citizens, while Japan has started to employ a basic model in acquiring citizen's opinions online.

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<sup>20</sup> Ministry of Foreign Affairs of the People's Republic of China, "Introduction of Lanting Forum," <<http://www.mfa.gov.cn/eng/topics/lantingluntan/t835291.htm>>, (accessed 06/09/2011)

<sup>21</sup> Ministry of Foreign Affairs of the People's Republic of China, "Academic Seminar on China's Public Diplomacy", <<http://www.fmprc.gov.cn/eng/zxxx/t80368.htm>>, 19<sup>th</sup> March 2004. (accessed 06/09/2011)

<sup>22</sup> Ministry of Foreign Affairs, Federal Republic of Nigeria, "Seminar on the Review of Nigeria's Foreign Policy, Abuja, August 1-4 2011, Communique", <[http://www.mfa.gov.ng/news\\_one.php?article=43](http://www.mfa.gov.ng/news_one.php?article=43)>, 5<sup>th</sup> August 2011 (accessed 05/09/2011)

**Japan's** Diplomatic Bluebook reports that Japan is working to improve two-way communication with the public by gathering comments and opinions through its website and by conducting questionnaire surveys.<sup>23</sup>

**China** has created an advanced version of this model by having “real-time” online discussions with citizens. Accordingly, the Ministry of Foreign Affairs website features services such as “Meet the Diplomats Online” and “Online Comment.” Chinese diplomats are present during online discussions and interact with citizens regarding China’s diplomacy and foreign policy.<sup>24</sup> Another platform in which Chinese diplomats and ambassadors have conversations with the public is through the Foreign Ministry’s microblog called “Waijiao Xiaolingtong” on Sina.com. Through the blog, ambassadors have regular chats with citizens online, and citizens can ask questions on a broad range of issues such as agriculture, youth exchanges and the environment.<sup>25</sup> Currently, the blog is enjoying much popularity among citizens with approximately 220,000 followers, many of them young people interested in diplomacy and the environment.<sup>26</sup> China’s significant efforts show that even non-democratic states are concerned with and need public support.<sup>27</sup>

Another example is **Canada**. As previously mentioned, Canada started running its Dialogue on Foreign Policy in January 2003. An online version, the “e-Dialogue” online portal, was also launched. The website has been visited more than 62,000 times with more than 2,000 people registered to take part in the web forum.<sup>28</sup> Questions posed to the public focused around major international themes involving Canada such as security, US-Canada relations, North American economic partnership, peace-building and others. The program is stated to have resulted in policy elaboration for DFAIT based on the input from public.

A similar project was conducted in **Finland**. A 2001 report by the Ministry for Foreign Affairs stated that increased openness and new forms of online communication have changed the role of the Finnish foreign service.<sup>29</sup> Subsequently, the Ministry joined the already existing government e-consultation portal, Otakantaa ([www.otakantaa.fi](http://www.otakantaa.fi)), which provides a forum for citizen discussion and feedback on topical international issues. The Otakantaa website is a strong example of the emergence of an ‘e-government movement’ within the European Union, where governments have established virtual dialogue initiatives to involve citizens in policy processes.

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<sup>23</sup> Ministry of Foreign Affairs of Japan p.24-25

<sup>24</sup>Ministry of Foreign Affairs of the People’s Republic of China, “The New Website of China’s Foreign Ministry,” <<http://www.fmprc.gov.cn/eng/zxxx/t21143.htm>>, 25<sup>th</sup> December 2001, ( accessed 05/09/2011)

<sup>25</sup>Embassy of the People’s Republic of China in the Republic of Zimbabwe, “Web-savvy Foreign Ministry Leads Way with Microblog,” < <http://www.chinaembassy.org.zw/eng/xwdt/t832543.htm>>, 20<sup>th</sup> June 2011, (accessed 30/08/2011)

<sup>26</sup> Ibid.

<sup>27</sup> Rana, Kishan S, “Foreign Ministries: Change and Reform”, *Working Paper* <<http://www.diplomacy.edu/conferences/mfa/ForMin.pdf> >, November 2005, (accessed 27<sup>th</sup> Aug 2011), p.13

<sup>28</sup> The web forum posts and discussion threads are saved on the archived website: <<http://dataparc.com/projects/www.foreign-policy-dialogue.ca/index.html>> (accessed 10/08/2011)

<sup>29</sup> Ministry for Foreign Affairs of Finland, “Challenges for the Finnish Foreign Service in the 21<sup>st</sup> century”, June 2001, p. 20

In summary, many ministries of foreign affairs hold forums and other events where government officials meet with and talk to citizens regarding foreign policy. Such initiatives are practical in promoting foreign policy and public diplomacy, as they are both attractive and accessible to the public. In addition, online dialogues between ministries of foreign affairs and citizens can target and cater to a broader range of citizens. This can encourage stronger participation among the populace and enable citizens to participate in foreign policy processes from their current locations all around the world.

## 2.4 Partnership Model

Another tool ministries of foreign affairs can employ is the cooperation with specialised professionals for a more efficient policy elaboration. Such kind of partnership might include experts in business, information technology, research and others. Unfortunately, current research indicates that only a handful of ministries of foreign affairs engage in partnership models with their citizens. The Tech@State initiative in the United States is the most notable example of this model.

Since May 2010, the **United States** State Department has been hosting a quarterly forum, Tech@State, aimed at incorporating the latest ICT into diplomacy. Its working sessions bring together academics, tech innovators and civil society representatives with the aim of incorporating technological services into American foreign policy.<sup>30</sup> The experts involved are chosen according to their field of profession, as well as the forum's specific theme. Furthermore, the event serves as a networking session wherein attendees exchange ideas among themselves. This consequently leads to potential collaboration between multiple actors to further United States' diplomatic interests abroad.

As well as the United States, **South Korea's** Ministry of Foreign Affairs and Trade published a press release in July 2011, stating that it plans to establish strong partnerships with civil society through expanding public diplomacy in Korea. This will be achieved by further promoting the Korean 'Hallyu' wave, which refers to the increasing spread of Korean culture around the world. The Foreign Ministry aims to incorporate this trend into its public diplomacy efforts through assisting professional Korean artists in promoting their work abroad. This example of a partnership model will be used in conjunction with the integration of new media for better two-way communication.<sup>31</sup>

In summary, partnership models that engage the talents of local citizens and experts have proven to be an innovative means in promoting domestic public diplomacy, and play a significant role in gaining widespread domestic support for ministries of foreign affairs. While this model is only recently being implemented by a small number of states, these important forms of partnerships should nonetheless be considered in the future agendas of ministries of foreign affairs.

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<sup>30</sup> US Department of State, Tech@State, <<http://tech.state.gov/>> (accessed 02/08/2011)

<sup>31</sup> Ministry of Foreign Affairs and Trade, Republic of Korea, "Key Diplomatic Tasks". <[http://www.mofat.go.kr/english/help/include/newopenmofat.jsp?MOFATNAME=English&INDEXNAME=MOFAT\\_HOME&PK=KEY/english/political/tasks/20070727/1\\_209.jsp&SEQNO=209&PARTNAME=CONTENTS](http://www.mofat.go.kr/english/help/include/newopenmofat.jsp?MOFATNAME=English&INDEXNAME=MOFAT_HOME&PK=KEY/english/political/tasks/20070727/1_209.jsp&SEQNO=209&PARTNAME=CONTENTS)>, (accessed 08/09/2011)

## 2.5 Education Model

Educational activities are commonly undertaken by ministries of foreign affairs and are generally based on a direct “one-way” model, although they can include elements of a dialogue or partnership model.

Many ministries of foreign affairs specifically target towards young talents in their country, not only to inform students of their country’s foreign policies, but also to encourage their participation in diplomatic engagements from a young age. Such programs also aim to ensure a continuity of quality human capital in the field of foreign affairs. Furthermore, acquiring domestic support from young cohorts will make policy implementation abroad easier. Programs under the model include internships, local tours, courses, competitions and others, depending on the resources of the Foreign Ministry.

**Turkey** has recently launched an education program on foreign affairs and policy. The Turkish Foreign Ministry’s inaugural summer school program was launched in June 2011 for students interested in international affairs. The two week program aims to educate interested and qualified young citizens about the Ministry’s responsibilities, as well as provide them with background information regarding diplomatic professions should they be interested.<sup>32</sup> Courses taught include international relations, foreign ministry protocol, foreign language programs, and correspondence and negotiation techniques. After the program’s completion, students are invited to participate in a study tour around the Balkan region to historical monuments and embassies.

Similarly, **Hong Kong’s** Commissioner’s Office of China’s Foreign Ministry in the Hong Kong Special Administrative Region recently launched a summer camp program in cooperation with the Hong Kong Youth Association. The camp’s main focus is diplomacy and serves as a platform for Hong Kong university students to gain a strong understanding of the Hong Kong’s foreign policy and its latest developments.<sup>33</sup> Student participants at the camp were briefed about consular services and public diplomacy work.<sup>34</sup> Aside from summer camps, the Commissioner’s Office also cooperates with local associations to bring students and members for tours around the office. Students are briefed about foreign policy, operations and functions of the Commissioner’s Office and public diplomacy work.<sup>35</sup>

The Ministry of Foreign Affairs of **Namibia** also recognizes the need for a domestic public policy agenda and the need to inform and educate the public about developments abroad.<sup>36</sup> One of its main

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<sup>32</sup> Republic of Turkey Ministry of Foreign Affairs, “Strategic Research Center, Summer School Program”, <[http://www.mfa.gov.tr/strategic-research-center-summer-school-program-sam\\_en.mfa](http://www.mfa.gov.tr/strategic-research-center-summer-school-program-sam_en.mfa)> (accessed 26/08/2011)

<sup>33</sup> The Commissioner’s Office of China’s Foreign Ministry in the Hong Kong Special Administrative Region, Media Services, “Launching Ceremony of the First Hong Kong University Students Summer Camp Held”, <<http://www.fmcofprc.gov.hk/eng/xwfw/gszxxw/t842660.htm>>, 25<sup>th</sup> July 2011. (accessed 05/09/2011)

<sup>34</sup> Ibid.

<sup>35</sup> The Commissioner’s Office of China’s Foreign Ministry in the Hong Kong Special Administrative Region, Media Services, “Colleges under Kiangsu Chekiangand Shanghai Residents(Hong Kong) Associations visited Commissioner’s Office”, <<http://www.fmcofprc.gov.hk/eng/xwfw/gszxxw/t801860.htm>>, 25<sup>th</sup> January 2011, (accessed 05/09/2011)

<sup>36</sup> Ministry of Foreign Affairs, “Namibia’s Foreign Policy and Diplomacy Management”, <<http://www.embnamibia.at/nfpadm.pdf>>, March 2004 (accessed 05/09/2011) p.88

responsibilities includes engaging with local youth. As such, the Foreign Ministry organises activities such as essay-writing competitions, debates, and sports activities for students at colleges and polytechnics. It is hoped that these activities will stimulate an interest for international affairs among students and encourage them to consider careers in the field.<sup>37</sup>

For instance, the **United States** State Department has a virtual internship program called the Virtual Student Foreign Service (VSFS). First launched in May 2009, the VSFS is targeted at utilising the talents of young Americans to assist in diplomatic engagements both domestically and abroad. Students are matched with available positions domestically within the State Department, and overseas in diplomatic posts to work on various projects from their current locations around the world. Past projects for interns include working on research papers, running public diplomacy outreach programs such as Facebook pages and blogs for embassies, as well as creating websites. Through this process, students acquire working experience in foreign affairs and strengthen their own understanding of United States' diplomatic efforts overseas.

### ***3.0 Observations and Learnings***

The case studies discussed in this paper illustrates the initiatives that various ministries of foreign affairs have implemented around the world. The most notable and effective aspects of these models include the use of digital technology in executing public diplomacy strategies, increasing the frequency of dialogue with domestic publics and use of educational programs to engage with young people on foreign policy initiatives.

Potential learnings from international experience include:

- Ensuring effective two-way communication with the public via dialogues and regular use of appropriate digital technology
- Establishing initiatives and programs designed to inform youth and other citizen groups about the country's foreign policy and international affairs.
- Involving diplomats and political figures in dialogues
- Looking for opportunities to meet public diplomacy and domestic public diplomacy aims simultaneously by partnering with various groups to promote their country's image abroad.

In terms of the need for public awareness, the Senate Standing Committee for Foreign Affairs, Defence and Trade in its 2007 report noted that few Australians have an awareness or understanding of the government's public diplomacy programs<sup>38</sup>, and that a communication strategy should be implemented in the near future.<sup>39</sup>

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<sup>37</sup> Ibid. 89

<sup>38</sup> Senate Standing Committee on Foreign Affairs, Defence and Trade p.xi

<sup>39</sup> Ibid.xii

## **4.0 Conclusion**

Domestic public diplomacy is a powerful instrument of foreign policy.<sup>40</sup> Interactive dialogues can promote a greater understanding on complex issues among the local populace<sup>41</sup> and also engages key segments of the public in activities pertaining to foreign policy.<sup>42</sup> These processes can help build in a widespread understanding of, and interest in, foreign affairs initiatives among citizens, and strengthen a collective national identity.<sup>43</sup> As such, the challenge for ministries of foreign affairs around the world today is to adapt to a changing international context and use new technology and assemble complex coalitions to promote the participation of the wider domestic public in foreign policy.

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<sup>40</sup> Gonesh, Ashvin and Melissen, Jan., “Public Diplomacy: Improving Practice”, Netherlands Institute of International Affairs, Clingendael  
<[http://www.clingendael.nl/publications/2005/20051000\\_cdsp\\_paper\\_diplomacy\\_5\\_gonesh\\_melissen.pdf](http://www.clingendael.nl/publications/2005/20051000_cdsp_paper_diplomacy_5_gonesh_melissen.pdf)>, December 2005, (accessed 12/09/2011) p.8

<sup>41</sup> Ibid. 8

<sup>42</sup> Ibid. 8

<sup>43</sup> Ibid. 8