

# Cultural and public diplomacy

# Public diplomacy

- ▶ 1965 - E.Guillon: public diplomacy is concerned with the influence of social standpoints have on the formulation and implementation of foreign policy
- ▶ G.D. Malone - PD is the common term for public undertakings aimed at countries abroad, especially in the fields of information, education and culture
- ▶ B. Ociepka - the aim of PD is to create or reinforce a positive image of a given entity on the international stage by influencing public opinion, fostering positive attitudes to the entity thus facilitating the achievement of its aims in the field of foreign policy,
- ▶ *“PD is the sum of all the foreign undertakings of the country abroad aimed at shaping public opinion abroad”*

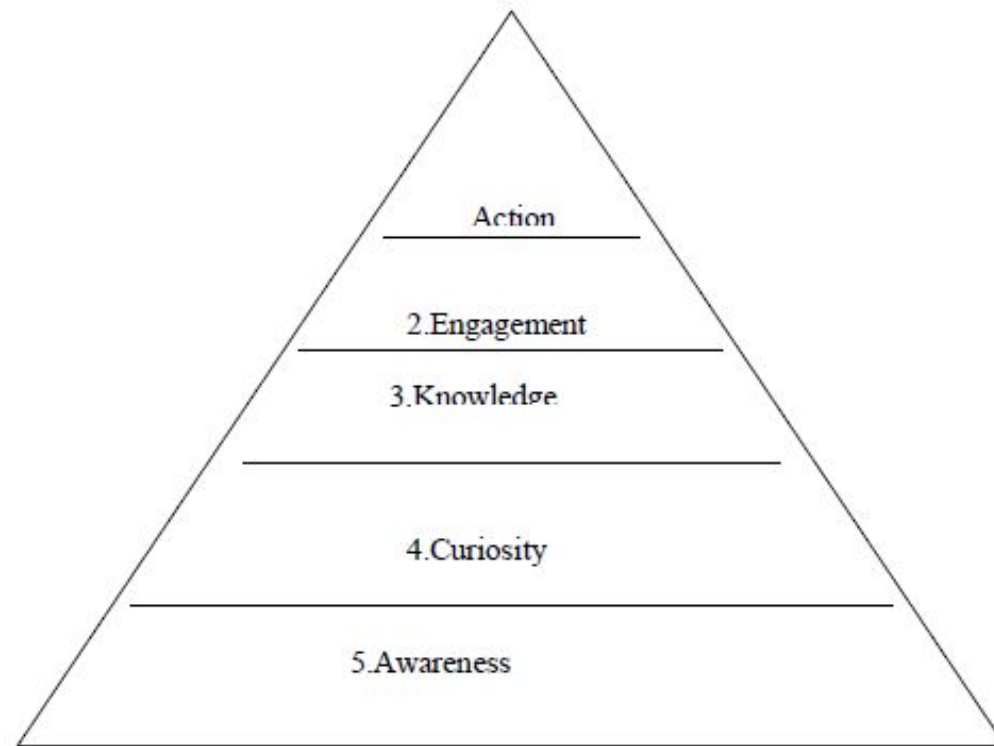
Traditional  
diplomacy



Public  
diplomacy



# Public diplomacy. M. McClellan's pyramid



# Public diplomacy

- ▶ Traditional diplomacy is disappearing and the politics of creating an identity is becoming the main focus of activity for politicians and countries
- ▶ *Traditional diplomacy* is focusing on problems whereas *public diplomacy* on values
- ▶ Public diplomacy can be identified with public relations played out on an international stage.
- ▶ Functions of the public diplomacy: political information and cultural communication

# Public and cultural diplomacy. Branding.

