
INFORMATION

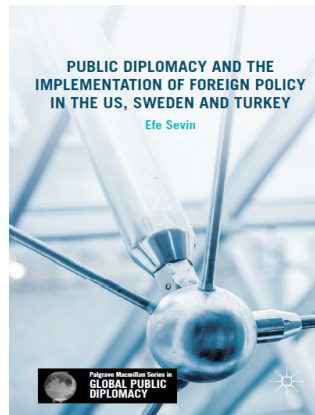
PUBLIC DIPLOMACY AND THE IMPLEMENTATION OF FOREIGN POLICY IN THE US, SWEDEN AND TURKEY

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‘Public diplomacy works, but HOW?’ - the casual link between public diplomacy projects and foreign policy outcomes remains unearthed. The book under review offers an inclusive analytical framework, the six pathways of connection, to shed light on that unanswered question. Sevin’s framework is credited with providing a roadmap for designing more effective and efficient public diplomacy projects which yield impacts on foreign policy goal achievement.

Sevin seeks an applicable delineation to all practitioner countries based on the contemporarily relational diplomacy concept. As defined, public diplomacy refers to ‘the communication-based activities of states and state-sanctioned actors aimed at non-state

groups in other countries with the expectation of helping to achieve foreign policy goals and objectives’ (p. 37). In addition, the second chapter demonstrates the need for a transdisciplinary approach to tackle the intervention of political and historical factors in the measurement of public diplomacy impacts on foreign policy outcomes. Along with the above two components, three proposed connections between public diplomacy episodes and foreign policy – public opinion, relationship dynamics and public debates – form the last constituent of the theoretical framework for practice-based research methodology.

Another distinctive theoretical contribution to the literature on public diplomacy is the author’s equal use of three mainstream international relation theories – realism, liberalism and constructivism – to introduce

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and rationalize the three areas in which public diplomacy projects can manifest its impact on foreign policy goal advancement. Public diplomacy might exert its influence on public opinion in another country (through attraction and benefit of the doubt pathways), relationship dynamics between countries and audiences (through socialization and direct influence pathways), and the issues discussed among the publics (through agenda-setting and framing pathways). The objective analytical framework integrated with the subjective practice-collected information might balance between theory and practice. This guarantees unbiased conclusions drawn from public diplomacy practitioners' view of what function their projects play in attaining foreign policy goals.

Chapters four, five, and six of the book are dedicated to the studies of three distinctive public diplomacy practitioners and approaches, respectively, from the U.S., Sweden to Turkey. The three chapters follow the same pattern of idea organization: first, brief overview of the history of public diplomacy and current situations; second, descriptive analysis of a representative relational public diplomacy project for each country and detailed description of a key component in the project; and third, explanation of the applicability of the six pathways to justify the contribution of each project to foreign policy goal achievement. The analysis of the empirical evidence - practitioners' viewpoints on the contributions of their projects to attaining foreign policy goals - utilizes the six pathways of connection and is presented in a well-structured and engaging style. The exemplary project of U.S. public diplomacy practice is the 'Education, Culture, Sports, and Media Working Group of the U.S. – Russia Bilateral

Presidential Communication', of Sweden is 'Facing the Climate' project, and of Turkey is TÜRKSOY (International Organization of Turkic Culture). The employment of the six pathways of connection supports the unquantifiable but convincing causal mechanism of public diplomacy projects and foreign policy goals. That is a substantive contribution to public diplomacy impact measurement and evaluation practices.

In chapter seven, the book offers an insightful and critical cross-case comparative study of the above selected projects. The comparison of the three diversified cases concludes that no single pathway of connection is capable of explaining the intangible long-term impact of a relational public diplomacy project on foreign policy. It is best enlightened through the inclusive combination of its influence on the practitioner's good faith, new roles and relations, and its relating new issues or new coverage of old issues among foreign publics and media.

Both chapters seven and eight indicate that soft power assets are not necessarily universal and they do not provide a comprehensive framework for public diplomacy impact evaluation. In fact, public diplomacy projects generate soft power rather than function as a means for soft power projection and simply employ its assets. Whilst U.S. soft power is derived from its attractiveness to foreign audiences in terms of cultural products, organizations and technical expertise, Swedish is environmental policies. Nevertheless, both practitioners become appealing to foreign publics thanks to the prominence of their soft power assets. On the contrary, Turkish soft power is derived from shared cultural values and 'cultural affinity' (p. 170). Therefore, it is essential to 'contextualize'

soft power according to practice and political environments and move beyond soft power to properly appreciate the significance of public diplomacy in international affairs management.

The necessity of new tools and methods to prove the prominent role of public diplomacy in foreign policy toolbox is stressed in the book. The six pathways of connects is a 'step towards this goal' and an attempt to rationalize the public diplomacy-foreign policy linkage without quantifying the non-quantifiable impact of this tool (p. 202). This lends a voice to the advocacy of public diplomacy necessity. Notwithstanding, the causal mechanism which

is theoretically analysed and empirically evidenced solely offers a roadmap to future public diplomacy project design and existing project assessment, not a strategy for their successful implementation.

Such restricted scope does not downgrade its value as a remarkable convergence of public diplomacy study and practice. This theory-and-practice intertwining research is a must read for both scholars and practitioners. All chapters are also accessible to non-academic audiences for their lucid presentation and comprehensible academic vocabulary. In conclusion, the book is warmly welcome to global public diplomacy literature.