

Chapter 4

Public Diplomacy as a Tool of Propaganda

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ABSTRACT

Propaganda, which aims to influence the society to believe and act in a certain way in line with predetermined objectives, has been a form of practice that has been used extensively in the social and political field throughout history. Many ideologies have gained prevalence as a result of effective propaganda activities and have been able to walk to power. From Caesar to Napoleon, from Lenin to Hitler, many leaders went down in history as master propagandists, and they dragged the masses after them with their powerful and effective propaganda. Certain aspects of propaganda practices, which have been the most effective way to influence societies in long historical processes, have been a source of inspiration in many areas such as public diplomacy, political campaigns, advertising, public relations, and marketing in modern times.

INTRODUCTION

It would not be wrong to say that the history of the efforts made to influence and determine the thoughts of people and to shape them in the desired direction by guiding their movements in this way is as old as the history of humanity. Efforts in this direction have changed over time in parallel with the development of language and writing, and have gained new dimensions with the development of communication techniques and technologies. The activities based on motivation, manipulation and persuasion, which have been implemented with the aim of mass directing the society and channeling it towards the determined direction, have revealed the whole activity called propaganda.

Propaganda, which aims to influence the society to believe and act in a certain way in line with predetermined objectives, has been a form of practice that has been used extensively in the social and political field throughout history. Many ideologies have gained prevalence as a result of effective propaganda activities and have been able to walk to power. From Caesar to Napoleon, from Lenin to Hitler, many

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leaders went down in history as master propagandists, and they dragged the masses after them with their powerful and effective propaganda.

The power of propaganda to influence the masses and to direct them to the desired thought and action has become possible with various methods and techniques applied within this scope. These methods and techniques, the majority of which are based on mass psychology, can also include unethical practices such as exaggeration, lies, and distortions when necessary. In order for the propaganda to have the expected effect on society, all kinds of tools could be used within the conditions and possibilities of the period. All kinds of communication media and media can be mobilized for propaganda, from an effective language and oratory to written and printed means, from audio and visual communication tools to new communication technologies.

Certain aspects of propaganda practices, which have been the most effective way to influence societies in long historical processes, have been a source of inspiration in many areas such as public diplomacy, political campaigns, advertising, public relations and marketing in modern times.

Public Diplomacy as a Concept

International relations, which is one of the results of interstate interaction, tries to resolve interstate conflicts and disputes with different methods, and this is achieved through diplomacy, which has become increasingly important after the Cold War period. The decrease in the threats of war and the increase in the effectiveness of international law at the global level also highlight some foreign policy activities among states. Many different concepts are used to express these foreign policy activities of states today. Public diplomacy, which is described as propaganda and new diplomacy, which has been frequently used in the last century, are some of these concepts. A state's expectation from the international system is its foreign policy goals; The tools and methods used to achieve these goals also mean diplomacy (Sander, 2008: 13). Therefore, the main purpose of diplomacy is to solve the problems that arise in foreign policy issues through peaceful methods and negotiations (Giddens, 1985: 116). With the developments in the communication age, it has started to be seen that traditional diplomacy is insufficient in influencing foreign public opinion in the international arena, and the orientation to public diplomacy, which is now called new diplomacy, has been realized. Public diplomacy, with its current meaning, was used for the first time in 1965 by Edmund Gullion, Dean of the Fletcher School of Law and Diplomacy at Tufts University in the USA (Cull, 2009: 19).

Public diplomacy, which is called conveying the national interests and policy of a country to the foreign public through soft power elements such as culture, art, education and sports (Tuch, 1990: 3), beyond the classical diplomacy of governments against other governments, the activities of influencing the public opinion of the countries include the interaction of foreign students, academia, media representatives, businessmen and NGOs (Cull, 2006). While classical diplomacy is the execution of interstate relations by government representatives, public diplomacy includes a country's policy of communicating with citizens of other countries (Fisher, 2011: 273) and aims to explain a nation's thoughts, goals, ideals, current policies, institutions and culture to foreign public opinion. Kalin (2011:11) states that public diplomacy is carried out in two main frameworks, from state to public and public to public. According to him, activities from state to public, state policies through official means; public-to-public activities are conveyed to the target public via NGOs, research centers, opinion leaders, media, universities, associations and foundations. Public diplomacy activities are examined in three categories as informing, influencing and including (Kelley, 2009: 73). In the information phase, information management and

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