

Diplomatic Communication

Fawaz M. Al Zink

Valahia University from Targoviste, Romania

ABSTRACT: *The diplomacy, from its beginnings, has represented a regular system of communication between different national and international institutions. The precise or suggested meanings of the transmitted messages, verbal or non-verbal, the public position taken forward some events, the signing of international acts and treaties, the expression of incisive ideas within the speeches represent concrete actions of diplomatic communication. The emphasis on the words learned and the communication has been put since the beginning of the diplomacy. Today, the association of diplomacy with the linguistic abilities of the diplomatic missions' representatives, the calibration and improvement of their public discourse for the transfer of national cultures, the reduction or even the elimination of obstacles during the negotiations are the new orientations of the diplomacy, an extremely inventive field, but which keeps accented notes of strictness. The proposed research is a theoretical, qualitative one and tries to present the main approaches to the diplomatic message in the communication media. The purpose of this study is to present the multidimensionality of the concept, the effective modalities of action in different situations and the impact that this type of communication has on the current society and to propose a Matrix for Diplomatic Message.*

KEY WORD: *Communication, diplomacy, transparency, media*

Date of Submission: 02-09-2019

Date of acceptance: 19-09-2019

I. INTRODUCTION AND LITERATURE REVIEW

Diplomacy, in its current acceptance, refers to the peace actions, trade, culture, even war, in which there are at least two actors that relate. Etymologically, it comes either from the Greek language, from the word "diploma" - which represents, in Greek culture, two parts of a whole, or from the Latin language, where it represents the sealing of passports. The term was introduced in English by Eduard Burke in 1796, and later taken over in French.

Diplomacy has been, since its inception, a regular process of institutional communication. The concrete actions of diplomatic communication summon the transmission of the precise or suggested messages through verbal or nonverbal language, the adoption of a public position towards certain events, the signing of international treaties and agreements, the political, public speech.

An image, good or bad, evolves over time (Westphalen & Dunod, 2002). The communication of an external mission must be built around a well-defined strategy, depending on the concrete set objectives. The purpose is the positioning of the organization, the conferring of a personality recognized by as many and an identity that will consolidate its reputation in the competitive environment. As a first step, it is necessary to establish the objectives, the time horizon associated with achieving the objectives and the concrete means of action (Messenger, 1994).

The main objectives of our study are to identify the concrete ways of transmitting the diplomatic message in the mass media, its forms and the evolution of communication in the context of the diversification of mass communication channels. To achieve the objectives, the research methodology used in the development of this approach consists of: documentation, descriptive and explanatory analysis of the specialized literature, synthesis.

Diplomatic communication has developed over time and has changed according to the stage of development of the global economy, but some defining elements are preserved. It had a decisive role in the multiple negotiations between states, companies or individuals (Invernizzi, 2005). Communication is a viable solution in trying to find a middle ground in relation to the dialogue partner and avoiding the use of military force or violence, considered obsolete means of resolving a dispute, without the certainty of finding a compromise situation. Conflict is a growing industry. The technique of negotiating dispute resolution has gained momentum in the past years, proving its economic and especially human efficiency.

1.2. Research objectives

The objective of the research is to identify the best way to construct the diplomatic message to be sent through mass media in order to easily reach the subjects that need it.

We appreciate that the functions of diplomacy and the principles of communication are the main importance factors that determines the success of the message.

1.3. Research methodology

The methodology we used is the transposition of a tool from mathematics to the diplomacy communication. We simplify the components of the diplomatic communications to offer a simple tool for the persons responsible with the communication in diplomatic units. It was considered the diplomatic overview and the functions that should be comply with. On the other hand we have to consider the mass-media and social-media behavior that is more liberal and without restrictions.

The proposed model is a matrix of 4 x 4 that could provide an input of the receptors expectations.

1.4. Diplomatic communications overview

As a general objective of diplomatic communication, it is necessary to influence the attitude and behaviour of the receiving environment. The two plans that the communication activity should carry out are the intra-system and the intersystem.

Intra-system communication refers not only to the communication activity within a diplomatic mission, but to communication at the level of the system it represents, as a whole. The direct beneficiaries of this type of communication are all employees of a mission, but there is a need for a communication that can define at any time the position of the mother institution regarding the activity of the respective diplomatic mission, in order to correlate the strategy with the objectives and the results obtained. It is a two-way communication type.

The intersystem communication is structured, in its turn, in two directions: the internal - within the country's borders - and the external - the relationship with the international actors.

The internal communication has the merits of an indigenous communication, the mission being the one that transmits the message, and the receiver being the state, the institutions of the country represented by the mission and, last but not least, the civil society of the respective country. The responsibility of the mission is to define a strategy of continuous communication and information of the political decision makers in the state it represents, but also of the general public. The form by which the mission supports this strategy is represented by reports, periodic written communications, official visits and internships of the partners and any other form of efficient communication between the mission and the partner institutions, within the sphere of interest of each of them. The strategy is a complex plan, based on detailed forecasts, composed of programmed actions, as well as a set of decisions, in order to gain the confidence of the population.

The essential condition for the smooth running of this communication/ relationship is the political support existing internally. Thus, it is necessary to maintain a permanent communication and lobby relationship with the political groups, in particular, but not exclusively, with those with Alex's decision-making power (Mucchielli & Colin, 2001). Information is transmitted on the mission's points of interest or on the need for support in diplomatic communication through political or legislative promotion.

Within this communication, it is necessary to focus on communicating with the whole society, not only with the political decision-makers. The main beneficiaries are the citizens of the state that the mission represents. Applying certain measures, certain decisions can be hardly understood or even rejected by the respective citizens if the communication of the mission is not continuous, efficient and explained in context to the processes that determine those reactions. Mass media offers the propitious space for conducting permanent and sustained information campaigns, in which the activity of the mission is presented as a process, but also of specific information campaigns (Toffler, 2006), with emphasis on the transparency of the activity of the mission, on the way of spending the public money, specific local situations, etc.

External communication is a process directed exclusively towards the external environment, towards the international structures, external political groups, civil society. As in the case of internal communication, the diplomatic mission must maintain a permanent, applied communication with all the international partner institutions, with the power structures within its area of competence, with the official international bodies with influence in diplomacy. The relationship, with all these, needs to be informal and formal, to communicate permanently in order to determine some advantages that may appear in certain foreign policy situations. (ex. the National Union of County Councils in Romania - a body operating in Brussels) are required to intensively promote their activity at the level of decision-making forums, funding institutions and other bodies so that the authorities they represent are sufficiently visible in order to be considered possible partners or collaborators in different projects.

The diplomatic communication of the mission has two aspects: direct communication with the political decision makers at international level regarding the areas of interest of the mission and indirect communication, through the internal political groups affiliated to the international political formations. Obviously, the communication will be made taking into account the political orientation of each group and exploiting the

opportunities to obtain the necessary political support and, as in the case of internal communication, through a less technical message than the institutional one.

International public opinion is, most of the times, less receptive to the messages of a diplomatic mission in all its aspects. The communication strategy of the mission must create its own distinct, easy to recognize and accept identity. The diplomatic message that contains topics with international impact is considered to be the most viable. Ex: labour mobility - with an impact on the internal workforce plan, but also on the global and zonal influence. The diplomatic message transmitted on the media channels will influence both the internal opinion, and the international community directly affected by the increase/ decrease of the labour force on a certain segment and the subsequent economic, social, cultural consequences (Baylis & Smith, 2006). Such a topic can determine the visibility of the mission by taking the information from the international media and, implicitly, creating a mission identity.

One tool in strengthening the diplomatic communication strategy in the media is the feedback, the reaction of the receivers, their contribution to the adjustment of the strategy. Regardless of what we want to communicate, the message must be simple, interesting, concise, tailored to the target audience. And in the case of diplomatic missions, we are confronted with the three types of image (Morgan, 1999): the real, objective image, the acquired, won image - which is a subjective image, being the result of the perception of the target audience and the desired image, that is, the way they would must show the mission after the effective application of a start-up. Communication is also the most usual instrument for defining the image. The external missions and the diplomatic communication made by them have a particular specific: it is addressed to both the target audience in the country of origin - divided into two levels: Romanian citizens from the country and Romanian citizens from the country in which the mission carries out its activity - but also the public from the international environment, with a cultural, communicational, political, social, economic, varied and constantly changing specific.

1.5. Journalism objectivity

The supreme symbolic representation around which the professional ideology of journalism was built is objectivity. Reality should only be observed carefully, with a „detachment” similar to that of the scientist, and then reproduced by observing the principles of equidistance, balance, accuracy and neutrality.

James Westerstahl (1987) identified the professional representations that underlie the ideology of journalistic objectivity:

- A. Factuality implies the journalist's obligation to refer only to events, persons or statements that can be proved. The factuality is obtained by applying some techniques of documentation on the ground, based on observing the truth and the relevance of the facts. Truth is synonymous, in professional terms, with accuracy.
- B. Relevance refers to the application of professional techniques for selecting information without distortion in relation to their importance and ability to explain the presented event.
- C. Impartiality refers to the journalist's obligation to adopt a neutral tone, to suspend value judgments, evident in the use of a language rich in evaluative epithets, comparisons and metaphors that suggest certain attitudes, in reference to his own experience or his own beliefs.
- D. Balance is one of the techniques by which one can reach impartiality; the other technique involved in this process is the neutrality which involves the elimination from the journalistic text of the elements expressing the subjectivity, emotions, beliefs, preferences and personal dislikes. The basis of this demonstration is that objectivity does not function only as a professional myth, as an ideological representation able to legitimize journalists' control over the professional field; objectivity can also be perceived as the product of a set of working techniques, capable of generating a specific way of presenting reality.

The perspective is opposed by other researchers, who argue that objectivity is merely a professional construct, a fiction by which the guild imposes and legitimizes its control over the professional field. Many followers of cultural studies have attacked the concept, considered an ideological tool by which the guild masks the true objectives: maintaining hegemonic control over the production of news under the guise of scientific neutrality procedures (Koch, 1990).

Michael Schudson explains the way was shaped the professional identity of American journalists and argues that “the idea of objectivity has been gradually institutionalized, through the convergence of several factors: signing articles; the specific identity of the reporters affirmed by the development of more detailed observation techniques and by the elaboration of articles mainly by means of the techniques of evocation of facts; specialization of journalists; the appearance of interpretation articles and their clear

In a summary of the debates on journalistic objectivity, J. Lichtenberg (1991) presents the weaknesses of the concept, arguing that “regret over the lack of objectivity of an article only makes sense if objectivity is possible.”

Viewed within his exercise, journalism is revealed as a field of interference, overlaps and cleavages that generate ambiguities, working techniques and professional statutes in full evolution. From this perspective, journalism interferes with other occupations, depending on two axes: content and expression.

Figure 1: Pillars of journalistic objectivity:



Source: Author representation

1.6. Diplomatic communication in mass-media

In an era of information technology and transmitted message, the essential feature of diplomacy remains human-to-human contact. Social media, as an instrument, offers governments the possibility of direct contact with citizens, in an integrated, adapted, local way. Diplomacy means the formal interaction between different nations - sovereign states, but the pressing and impacting aspects of the current period can be known, debated, analysed and maybe even solved by the citizens of different states through the mass media channels (Kissinger, 2013).

There are a number of principles associated with diplomatic communication:

- Knowledge of the audience, needs, aspirations, attitudes;
- Moral influence - the influence of the leaders/ those who transmit the message and which must be accepted by society, ethics, morals
- communication channels: the audience is targeted differently. The optimum choice of message transmission is needed: radio, television, printed media, opinion leaders, interest groups;
- the authority of the character who speaks to the audience and who must have a leadership role.

Figure 2: Principles associated with diplomatic communication



Source: Author representation

Diplomacy is planned and carried out in a system of traditions, norms and procedures that ensure relations between states (Dreyfus & al., 2006). These rules have become general in this area specific to international relations. External service means the Foreign Ministry and the diplomatic corps. At the same time, this diplomatic system has expanded and improved. As an activity of initiation, development, materialization of relations between two or more states, diplomacy fulfils the following functions:

- A. Representation function
- B. Application and implementation of the foreign policy of the state. It is not the diplomacy that elaborates the foreign policy, but it is only the instrument or the technique of its implementation.

- C. Protection of the interests of the state and its citizens. The protection is ensured by observing the norms of international law and aims to protect the interests of all citizens as natural persons with religious, cultural rights, etc.; it preserves the good reputation of the state; it respects the documents - acts and treaties - diplomatic concluded between states.
- D. Negotiation. The results of the negotiation are materialized in diplomatic documents.
- E. Observation and informing. This function of the diplomatic mission is set by the Vienna Convention of 1961 in these terms: "to inform by all lawful means the conditions and the evolution of events in the accrediting state and to report thereon to the government of the accrediting state". Diplomatic communication with maximum objectivity is the main task of the diplomatic mission in fulfilling the observation and information function.

Figure 3: Diplomacy functions



Source: Author representation

- F. Protection of relations between states. The approach of diplomacy is done in a positive and objective way in the relations between states. Diplomacy should mainly play a preventive role, monitoring developments that could lead to deterioration of relations between states and identifying solutions to resolve divergences and misunderstandings in their early stages.

The communication at the diplomatic level, as well as the behaviour of the mission is strictly regulated. The message must be concise, clear, firm and be transmitted through formal channels. The messages transmitted through the informal channels are special situations. An example is the US-China relations from the 1950s, when certain negotiations used these informal or semi-official channels, using as interlocutors certain members of research institutes, journalists, academics, etc. However, informal diplomacy has a note of ambiguity, without a thorough knowledge of the situation, minimizing the diplomatic message and ritual specific to this process (Frunzeti, 2011).

Nowadays, from the dynamics of information flows we must learn to receive, as accurately and critically as possible, the messages transmitted through various communication channels. They, generally, have the role of imposing a point of view or accepting it and transforming us into its supporters, in order to obtain political, religious or other capital.

One of the most commonly used forms of deviation from objective information is manipulation. The manipulation determines the action of a social actor in a way that is compatible with the interests of the user. In order to deflect behaviours and dominate the thinking of public opinion, manipulation uses means such as persuasion and misinformation.

Persuasion is defined as the action by which the author of a message supports the idea to be transmitted, with the obvious purpose of convincing the audience. Persuasion does not hide facts, has no negative intentionality, but only highlights the positive, favourable aspects. Its instruments are the strength of the argument and the power of the speaker to convince the audience, to highlight the issues that can positively influence the idea sustained. The act of persuasion offers concrete, logical, emotional, cultural arguments,

without the obligation of a predetermined action, but with an assumption of it. Instead, misinformation means intervention on the constituent elements of a communication channel, deliberately, intentionally modifying the messages transmitted, in order to determine certain reactions and actions of those receiving them.

A global phenomenon is represented by new forms of mass media (new media) that have appeared, developed and imposed in a relatively short time, manifesting themselves as a source of concurrent information to traditional millionaires, studies from the last 10 years highlighting the aspect: “growth of the news’ broadcast online audience to the detriment of the one of the traditional media channels”. Social media and the Internet, due to the fact that it is accessed by a very large number of users, who often do not document themselves from other sources, do not check the information, can be "attractions" for misinformation professionals or irresponsible persons, who can use these channels to post misinformation.

For these reasons, they can be considered as suitable sources for information, only subject to reconfirmation or verification of information and for this reason the issuer of the message becomes important.

Government institutions can, in turn, use these forms of communication to convey real, accurate and valid messages, thus becoming real forms of information for those interested.

As a form of social influence, manipulation means changing the opinions, attitudes and behaviour of a target. It is one of the important functions of communication. As the main channel of communication, in the media, the specialization of the influence action is natural. Television, considered one of the most complex means of mass communication due to the combination of force of speech and tone, mimicry, expressiveness, has the most persuasive way of transmitting the message to the receiver. Specialists, like W.J. McGuire, believe that intelligence is related to resistance to persuasion.

People with a high level of intelligence have a greater resilience to persuasion because they have a greater ability to analyse, dissect and understand the message. The dynamics of the social, political, economic environment, as well as the technological explosion associated with the cultural diversity, the global connection through social media, the communication structure and the way of transmitting information have undergone mutations and new extremely different communication media have developed - from the social media channels up to political, official debates, press conferences, etc.

This phenomenon also implies an amplification of the manipulation actions, both numerically, as an extension of the targets, but also as a form, content, penetration power, etc. Perhaps the most present form of manipulation, in today's society, is that of the political spectrum, as the form of imposing some interests promoted by groups, communities, but not by coercive measures, but by misinformation, by misleading. This instrument has become stronger and more efficient than the military force of a state.

1.7. Results and findings

Based on the main factors identified for diplomatic role and communication and journalism it was proposed the following Matrix for diplomatic message:

Simple message	Credible message	Clear message	General message
Mass-media support	Social -media support	Direct support	Any support
Official diplomaticemitter	Civil Societyemitter	mass-mediaemitter	Anyemitter
One message	Repeated message	Multiplemessage	Undefined

The study was conducted on a sample of 478 subjects made up of businessmen from Romania - 278 subjects and businessmen from Syria - 195 subjects. Subjects were asked to tick off those features that they think are necessary for the message regarding the business environment in the partner or travel country to be taken into consideration and given the necessary attention.

- H1 - the perception of the two groups of subjects is the same regarding the components of the diplomatic message –denied;
- H2 - The media is the favorite support for business people – confirmed;
- H3 - the most credible issuer is the official diplomatic official– denied;
- H4 - the frequency of the message that must ensure its reception is the repeated message – confirmed.

II. CONCLUSIONS& FINDINGS

The activity of a diplomatic mission also implies facilitating communication through the media, in order to share ideas regarding possible solutions to problems common to several states, in order to borrow, to modify or to influence certain ideas, to help the involvement in trans-national social and economic affairs or even spending time together, in a pleasant way.

It is considered that the approach of the diplomatic missions regarding the communication of the message through the media in its complexity is integrated in the current tendencies of using these extremely dynamic tools for building relationships and creating connections with stakeholders from as many sectors of activity, in different languages. Technology cannot offer all the solutions and answers to a state's foreign policy. The diplomatic message must be consistent, real, professionally transmitted, calculated and adapted to current situations, as well as cultural, economic, social and political specificity. The diplomatic message is addressed to a large community of citizens and receives its feedback, giving the possibility of a constructive, involved, visionary dialogue.

The Matrix of Diplomatic Message (MDM) could serve as a tool for the persons responsible with the diplomatic communication to can appreciate the expectations of the recipients and to design the message in a way to be better received.

BIBLIOGRAPHY

- [1]. Baylis, J., Smith, S. (2006) *Globalization of World Politics*, Oxford Univ. Press
- [2]. Dreyfus, F.G., Jourcin, A., Thibault, P., Milza, P. (2006) *Istoria universală*, vol.3, Larousse, Univers Enciclopedic, București
- [3]. Frunzeti, T. (2011) *Diplomația apărării*, Editura UNAp, București
- [4]. Invernizzi, E. (2005) *Manuale di relazioni pubbliche – Le tecniche e i servizi di base*, Mc Graw-Hill
- [5]. Kissinger, H. (2013) *Diplomatia*, Editura ALL, București
- [6]. Koch, T., 1990 *The news as a myth: Facts and context in journalism*. Greenwood Press, New York.1990, p.165; Roshco, B., *Newsmaking*, University of Chicago Press, Chicago, 1975, p.78
- [7]. Lichtenberg, J., In defence of Objectivity. In J. Curran, M. Gurevitch (coord.) *Mass media and Society*, 1991, p.36.
- [8]. Messenger M. (1994) *La Communication publique en pratique*, Ed. d'Organisation
- [9]. apud McQuail, *Mass communication theory: an introduction*. Thousand Oaks, CA, US: Sage Publications, Inc, 1987, p. 131
- [10]. Morgan, G. (1999) *Imagini ale organizației*, De Boeck Université, Quebec
- [11]. Mucchielli, A., Colin, A. (2001). *La communication interne*, Paris
- [12]. Schudson, M., *Discovering the News*, Basic Books, New York, 1978, p.51.
- [13]. Toffler, A. (2006) *Puterea în mișcare*, Editura Antet, București
- [14]. Westphalen, M.H., Dunod, A. (2002) *Le Communicator, Le guide de la communication d'entreprise*, Paris
- [15]. www.mae.ro

Fawaz M. Al Zink " Diplomatic Communication" *International Journal of Business and Management Invention (IJBMI)*, vol. 08, no. 09, 2019, pp 53-59