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PUBLIC DIPLOMACY OF THE INTERNATIONAL INSTITUTIONS (EU, ASEAN, NATO)

Actively evolving processes of globalization and integration, which can be seen in the last decade, cause unprecedented development of regional intergovernmental organizations that integrate more countries, bringing together entire continents and having more and more supranational powers. With the further development of information and communication technologies, the development of social networks, growing number of powers delegated, international organizations deal with the issues of their perception in other regions, countries, form the image of their political leaders among the people of other countries and their integration associations. Thus the development of public diplomacy is becoming increasingly important and supranational entities of international integration associations are actively using the methods of public diplomacy in their work, creating separate units in their management structures.

An extremely important resource of public diplomacy both in certain countries and international organizations are social networks that are developing rapidly. So, today more than 950 million in the world are using Facebook, which is 223 million people in Europe. 500 million people visit Facebook every day, and increase in daily activities from 2010 to 2011 comprised 48%. Every second there are 5 new accounts created in Facebook. Also, the average Facebook user spends 20 minutes on going to the network and 50% of 18-24 year-olds visit Facebook on awakening. International organizations, governments, government agencies, political leaders and diplomats are actively using Facebook, Twitter, Instagram and other networks in order to form perception of them and to provide important news concerning their activities aimed at foreign audiences and international organizations which is the main purpose of public diplomacy. Social networks and the Internet in general made the implementation of public diplomacy cheaper, but at the same time increased the spending of international or-

ganizations with emphasis placed on the importance, urgency and need for public diplomacy for both countries and international organizations.

However, not all the organizations are committed to the use of public diplomacy in their activities. For example, the Organization for Security and Cooperation in Europe (OSCE) decided not to resort to methods of public diplomacy, remaining constant supporters of the principles of privacy, confidentiality and «quiet diplomacy» («backstage» negotiations). OSCE does not want to use public diplomacy in an open way. All the activities of the institution are held under constant motto «to act secretly, quietly, because if the OSCE politicize too much or make too big sensation of the event, it will lose its powers in those countries where its offices are situated».

In this case, the OSCE is rather an exception, because most international organizations are actively using public diplomacy, maintaining and developing unique and, to some extent, independent public diplomacy programs.

Let us consider the form and methods of implementation of public diplomacy of the largest military-political alignment which is the NATO and the most effective and the largest regional integration associations such as the EU and the ASEAN.

In accordance with the statutory documents of the Alliance, NATO's main role is to ensure freedom and security of its members, using political and military means. NATO adheres to common values of the democracy, individual liberty, supremacy of law and the peaceful resolution of disputes as well as supports these values throughout all Euro-Atlantic region. Fundamental principle of the Alliance is a fraternity between North American and European members of NATO, which share the same values and interests and are committed to the preservation of democratic principles, which makes the security of Europe and North America indivisible. NATO is protecting its members from the threat of aggression: the main military and political principle of organization is the system of common security which means organized joint actions of all its members in responding to an attack from outside.

NATO openly calls the communication and information programs, used by organization «public diplomacy», and applies it in order to create a better image of the organization. The main purpose of NATO in public diplomacy is «to increase the awareness of NATO, understanding of the purpose of the organization and to promote policies and activities that help to increase the level of credibility».

The aim of the EU in public diplomacy is to promote the interests of the EU through understanding, informing and influence. This approach explains the «aim, policy and activities of the EU, and helps to promote understanding of these goals through the dialogue with citizens, groups, institutions and media». The EU public diplomacy comes down to fighting against stereotypes which display the Union as an «artificial structure» or organization that is guided only by its most powerful member states.

Even if the EU activities aimed at developing formal public diplomacy, most of its advocacy is officially called «public diplomacy» and

described as informative, communicative, educational and cultural programs. The European Commission does not call its public diplomacy as outreach activities, because it is often perceived as propaganda. Another reason for the reluctance of the Union in using the term «public diplomacy» may be the reluctance of member states in having a centralized institution for public diplomacy.

The EU doesn't have a designed strategic plan on public diplomacy or adopted legislation on the structure of public diplomacy. However, in 2005, the Commission adopted the «Commission Action Plan on Improving the Communication in Europe.» In 2006, the Commission also developed the White Book on European Communication Policy. In 2007 and 2008 the Commission prepared strategic and informative documents on the engaging of EU citizens through the internet and the formation of partnerships within the framework of the Union. In 2010, the European Council adopted a resolution on the creation of EEAS which anticipated the creation of the department of information and public diplomacy. Later on, the European Council has decided not to open this department, and continue to give more powers to the Directorate General for Communications in informing the target audience.

ASEAN, as contrasted with the NATO and the EU still does not use the term «public diplomacy» in its practice nor has a specialized department on public diplomacy. However, various institutional levels of the organization have already implemented a number of public diplomacy measures.

ASEAN, like the EU, practicing public diplomacy through clearly formed, and a multilayered structure of decentralized departments, uncoordinated activities and programs. ASEAN Secretariat and additional institutions play an important role in disseminating information on the activities of ASEAN. Conferences involving ASEAN ministers responsible for information have more power in pushing organizations to actively disseminate information and improved communication mechanisms. ASEAN Web portal, ASEAN website on culture and information and Member States plans on communication are also a basis for organization's public diplomacy.

The present article analyzes public diplomacy of these organizations by basic components such as follows: studying public opinion and creating a dialogue with the foreign society (listening), information campaigns on forming a positive image in foreign countries (advocacy), engagement and assessment (evaluation).

1. The study of public opinion and creation of a dialogue with the foreign society (listening).

Effective public opinion study can be implemented through the effective research, analysis and interaction with external audiences. Planning and execution of above-mentioned items is carried out inside, that is how does the organization hear its targeted audiences is unknown to the public, therefore, it is very difficult to assess the possibilities provided by the study of public opinion to the foreign international organizations. However, on studying the activities of the NATO, the EU and ASEAN in the field of public diplomacy it became clear that some organizations take study of public opinion very

seriously. Considering the process of studying public opinion (listening) in public diplomacy, the NATO, the EU and ASEAN it becomes clear that all three organizations direct their efforts on better understanding of the perception of these organizations among the target audience.

2. Information campaigns on forming a positive image in foreign countries (advocacy).

Information campaigns on forming a positive image in foreign countries (advocacy) are a «one-way channel» for communication with external audiences through contacts with the press and informational work. This process has a limited purpose and therefore requires careful selection of target audiences and use of digital and multimedia technologies by international organizations. All three organizations have well-developed communication and information programs.

3. The involvement (engagement).

The effective involvement is an important approach to public diplomacy which is necessary for drawing attention of relevant actors and the public to debates and affairs of the organization. The process of cooperation is a «two-way channel» of communication. Involvement in international organizations is evaluated through activities carried out by the target audience groups.

4. Assessment (evaluation).

The process of assessment requires consideration of each measure of public diplomacy conducted by the organization separately. Effective public diplomacy / strategic communications are necessary for explaining military action taken to create a positive image and persuade foreign audience in legality of such intervention. Multilateral institutions in Asia refrain from participation and intervention. This explains why the intensive use of public diplomacy is not relevant for ASEAN.

Having studied the public diplomacy of international organizations such as the EU, the NATO and the ASEAN, we can draw the following conclusions.

The development of integration processes, the increasing institutionalization of international organizations require more attention, labor and financial resources aimed at developing public diplomacy.

The fundamental differences between European and Asian policy, cause the creation of more centralized, hierarchical and structured system of public diplomacy in NATO, while ASEAN rejects the formal institutionalization of public diplomacy.

Despite the fact that the activities of the EU are concentrated on hundreds of troubled branches, organization has established a structure of public diplomacy, which required more centralization, coordination and compactness.

Asian international organizations are more decentralized, which explains the absence of ASEAN departments / committees on public diplomacy.