

**Kostiantyn BALABANOV,**

*Rector of the Mariupol State University,  
Honorary-General Consul of the Republic of Cyprus in Mariupol,  
Corresponding Member of NAPS of Ukraine,  
Doctor of Political Sciences, Professor;*

**Mykola TROFYMENKO,**

*Vice-Rector for Scientific and Pedagogical Work (International Relations)  
of the Mariupol State University,  
Candidate of Political Sciences, Associate Professor*

## **POST-9/11 PUBLIC DIPLOMACY OF THE UNITED STATES**

*Abstract.* The article analyzes the fundamentals of post-9/11 public diplomacy. The September 11th attacks were a sign that the American policy should be revised in different fields. There was created The National Commission on Terrorist Attacks Upon the United States, also known as the 9/11 Commission. The 9/11 Commission was assembled by the US Congress and the President of the USA in order to «to prepare an account of the circumstances surrounding the September 11 attacks», including the development of «preventive measures for such tragedies» in future. The process of accounting and investigating was very tense and allowed to determine the drawbacks of the country's diplomatic preparedness to fight against ideological threats. The review issued by the Commission was published in the final report and was expressed only by one phrase: «the diplomatic efforts of the US State Department were largely ineffective».

Later on, after the report was published, many researchers and public activists issued numerous articles and papers of their own where they tried to do what the Commission failed to accomplish – to find out why exactly American public diplomacy and public diplomacy in particular (diplomatic efforts targeted on foreign audience) turned out to be ineffective.

It's important to stress that these questions have been answered. The marginalization of public diplomacy by American officials in a post-Cold War period led to the dissolution of the US Information Agency in 1999, which caused the fracture and lack of financial resources within the system of public diplomacy, which might have served as an effective first defense line against foreign military forces.

The article also analyzes documents on foreign policy issued by the Obama administration through the prism of the US public diplomacy, in particular the national security strategy, the National Framework for Strategic Communication, the Quadrennial Diplomacy, development review and strategic framework for public diplomacy.

The National Security Strategy (NSS) determines interaction as the active participation of the USA in relations beyond its borders. In February 2015, a new National Security Strategy was adopted. It says that the US government is responsible for adjusting international security. For the scope of tackling the issues of international security, the USA gives preference to the collective action taken together with its foreign partners such as The North Atlantic Treaty Organization (NATO), partners in United Kingdom, France, Germany, Italy, Canada, Japan, South Korea, Australia, New Zealand, the Philippines, Thailand and Israel. The US government will continue to strengthen the potential of the USA and other countries to prevent the conflicts within and among the countries. Recent violation of Ukrainian sovereignty and territorial integrity by Russian militaries endangers international norms, which have already been taken for granted since the post-Cold War period. Hence, American diplomats and leaders should play the key role in preventing future conflicts by helping other countries to withstand pressure and coercion, which also will reaffirm their commitments to the partners<sup>1</sup>.

According to the Strategy, the US government will continue to mobilize international assistance in order to expand the respect for human rights across the world. The USA will focus its activities and resources on providing assistance to the countries, which are on their way towards more democratic system of governance, support their aspirations and successes and ease the difficulties of transition to the democratic system through investments, trade and support to reforms.

The USA will continue to strengthen its cooperation with free, whole and peaceful Europe, which has always been its indispensable partner in tackling the global security issues, and to support the aspirations of countries in the Balkans and Eastern Europe toward European integration. Russian aggression in Ukraine shows the importance of international norms and rules against territorial aggression. The US government has undertaken a number of international efforts aimed at assisting the Ukrainian people as they chose to develop their own democratic future. Generally, the Strategy analyzed the international affairs, the role played by the USA in the modern world and set the goals for American diplomacy and public diplomacy in particular.

The National Framework for Strategic Communication («NFSC» or «National Framework»), is «a comprehensive interagency administration strategy for public diplomacy and strategic communication». The National Framework calls for developing a «culture of communication» acknowledging the fact that the nation should be «more effective in our deliberate communication and engagement, and do a better job understanding the attitudes, opinions, grievances, and concerns of people—not just elites—around

<sup>1</sup> US National Security Strategy. — February 2016. — Washington, The White House. — P. 4.

the world» so that it could «convey credible, consistent messages, develop effective plans and to better understand how our actions will be perceived»<sup>2</sup>.

This document focuses mostly on describing interagency processes which involve governmental communication and the role and obligations of various divisions and positions responsible for the government's strategic communication and current efforts to increase the effectiveness in this field. «Strategic communication» is described as «a comprehensive synchronization of words and deeds and how they will be perceived by selected audiences» and «programs and activities deliberately aimed at communicating and engaging with intended audiences, including those implemented by public affairs, public diplomacy, and information operations»<sup>3</sup>.

The Quadrennial Diplomacy and Development Review («QDDR» or «Review») defines public diplomacy as «a core diplomatic mission» which will include «building regional media hubs staffed by skilled communicators to ensure that we can participate in public debates anywhere and anytime; pioneering community diplomacy to build networks that share our interests; and expanding people-to-people relationships.»<sup>4</sup>. Main lines for the Review policy are restoration and support to the American leadership and the establishment of new global architecture of cooperation through emphasizing «civilian power» and recognizing «the power of the public». According to the QDDR: «We will build a network of alliances and partnerships, regional organizations and global institutions that is durable and dynamic enough to help us meet today's challenges, adapt to threats that lie ahead, and seize new opportunities.»<sup>5</sup>. The document states that «working with civil society is not just a matter of good global citizenship, but also a more effective and efficient path to advancing key foreign policy objectives.»<sup>6</sup>. The document also introduces a new concept of «community diplomacy» as «a new approach to identifying and developing networks of contacts through specific on-the-ground projects, programs, or events and then helping those networks evolve into consistent centers of action on areas of common interest.».

The Strategic Framework for Public Diplomacy («SFPD» or «Strategic Framework») is a «roadmap for public diplomacy» which will promote the mission «to support the achievement of U.S. foreign policy goals and objectives, advance national interests, and enhance national security by informing and influencing foreign publics and by expanding and strengthening the relationship between the people and government of the United States and citizens of the world»<sup>7</sup>. This strategic system defines the need for «complex,

<sup>2</sup> National Framework for Strategic Communication. — 2010. — Washington, The White House. — P. 1.

<sup>3</sup> National Framework for Strategic Communication. — 2010. — Washington, The White House. — P. 2.

<sup>4</sup> Kathy R. Fitzpatrick U.S. Public Diplomacy in a Post-9/11 World: From Messaging to Mutuality / Kathy R. Fitzpatrick. — Los Angeles : Figueroa Press, 2011. — P. 28.

<sup>5</sup> Ibid.

<sup>6</sup> Kathy R. Fitzpatrick U.S. Public Diplomacy in a Post-9/11 World: From Messaging to Mutuality / Kathy R. Fitzpatrick. — Los Angeles : Figueroa Press, 2011. — P. 29.

<sup>7</sup> Ibid, p. 30.

multi-dimensional public engagement strategies to forge partnerships, mobilize broad coalitions, and galvanize public opinion across all sectors of society: activists and academics, business and civil society leaders, faith communities and NGOs». The expansion of the reach of public diplomacy programs is in the spotlight of people-to-people contacts which can be achieved through new media, expansion of the opportunities for education for people abroad by creating opportunities for the interaction between the USA and foreign audiences through educational and cultural programs and relationship building with future foreign leaders. These programs are aimed at «advancing U.S. national interests and develop desired skills that provide opportunity and alternatives to extremism» for foreign people.

The review of the documents previously mentioned confirmed that «in the twenty first century diplomacy will be getting more and more public». The peculiarities of global engagement described in those four documents reflect the concept provided by the Obama administration. It says in a new age the nation should go «beyond the boundaries of government» in order to «directly communicate» to the people abroad. According to those documents, the administration is eager to enforce and to make obligatory the «going-beyond process which will become a salient feature of the US public diplomacy».

Documents reviewed also show that the US public diplomacy pursued by the Obama administration has many features of the new public diplomacy. Special attention is paid to the cooperation and adjusting relations with state and private sector partners which mirrors new approaches to the public diplomacy. It gives the notion that today's public diplomats should be ready to promote the creation of the NGO networks and include like-minded nations with joint values to the network. It is noteworthy that strengthening and expanding people-to-people and nation-to-nation contacts is a «strategic imperative» for the US public diplomacy.

Moreover, strengthening the role of public diplomacy in political developments is a part of two concepts and the new US public diplomacy. Bilateral ties and long-term relational strategies are seen as a key to the successful US public diplomacy. Finally, the important role in the US public diplomacy is played by the American civil society though on the unofficial basis. It acts as informal «ambassadors» and concentrates its efforts on foreign audiences within the framework of public diplomacy.

This is a positive feature for the US public diplomacy. The transition from messages exchange approach used by the previous administration to the relational listening-oriented rather than speaking-oriented approach evidences significant advancements made on the way towards creating more effective American public diplomacy.

*Keywords:* public diplomacy, 9/11, social networks, globalization, the National Security Strategy.