

# Diplomacy

## ***Diplomacy***

Diplomacy is the political intercourse among states, which adjusts their differences through negotiations. It is thus the state's primary mechanism to reach agreements. Diplomacy's purpose is to secure the state interests without using force, not the mere ensuring of peace. Nevertheless, diplomacy can indeed establish peace for a certain period, providing that all parties have the goodwill to comply with the agreements made.

Diplomacy can constitute an alternative to war, which would otherwise erupt, only if the conflicting sides have relatively equal power. In general terms, diplomacy promotes the state's economic and commercial interests and, at the same time, it is a source of power through its signed treaties and its acquired prestige. As a result, it functions as a deterrent to possible enemies.

In times of peace, diplomacy's role is to shed light on the state's path by searching for opportunities and detecting threats. Moreover, it provides the political authority with information on the possible conclusion of future treaties. In times of war, diplomacy becomes a transmitter of messages towards the international system.

Its purpose is 1) to foreclose the foe from sources of external balancing; 2) to construct a framework of communication with neutral actors to maintain cooperation with them and, why not, persuade them to enter the war on its side; 3) to prepare the state's smooth transition to the peace period and its peaceful reintegration into the international system after the war's end.

That said, diplomacy also fights in the war, using, instead of arms, deception to mislead the enemy regarding the state's actual plans. At the same time, it functions in the opposite direction by trying to find a way out of the conflict that will not sacrifice the state's most critical national interests.

## ***Public diplomacy***

Public diplomacy is an instrument that governments use to mobilize their resources to communicate with and attract the publics of other countries, rather than merely their governments. As its name suggests, it is a public, clear and open procedure.

Public diplomacy tries to attract by drawing attention to these potential resources through broadcasting, subsidizing cultural exports, arranging exchanges, and so forth.

However, if the content of a country's culture, values, and policies are not attractive, public diplomacy that broadcasts them cannot produce soft power. Some countries accomplish almost all of their public diplomacy through actions rather than broadcasting. In any case, these two have to be synchronized in order for the public diplomacy to be credible.

Public diplomacy aims to improve a country's image in the international public opinion and to create a brand name. The state wants to shape international audiences' image about itself according to the projection that it makes. Its effectiveness is measured by minds changed.

### ***Cultural diplomacy***

Cultural diplomacy is the methodical use of elements and unique features of a country's culture in the exercise of its external relations. Therefore, it constitutes a tool of state foreign policy, which utilizes culture as a means to a political end.

Cultural diplomacy aims to create a reciprocal relation of trust between states and their citizens through the exercise of legitimate influence. Moreover, it improves the state's image in the eyes of foreign audiences.

Cultural diplomacy is part of the wider public diplomacy category since it is a totally open and public procedure and so are the long-term results that it brings. Likewise, it is a source of soft power.

It promotes and takes advantage of features like language, cultural achievements, history and the current cultural level of the state's citizens.

### ***Economic diplomacy***

Economic diplomacy is the use of economic relations from states to achieve their goals in the international system. It involves 1) the use of economic means in the pursuit of economic ends, 2) the use of economic means in the pursuit of political ends and 3) the use of political means in the pursuit of economic ends.

Economic means may involve economic sanctions, economic influence, financial incentives and rewards, action inside international and peripheral economic organizations, exports, imports, investments, lending, aid, trade agreements.

Economic ends may involve economic prosperity and security, support of businesses along with exports, imports, investments, lending, aid and trade agreements.

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