

Vysoká škola ekonomická v Praze
Recenzované studie

**Working Papers
Fakulty mezinárodních vztahů**

13/2008

**Public Diplomacy –
an Instrument of Foreign Policy**

Jana Peterková

**Faculty of International Relations
Working Papers**

13/2008

**Public Diplomacy –
an Instrument of Foreign Policy**

Jana Peterková

Volume II



Vysoká škola ekonomická v Praze
Working Papers Fakulty mezinárodních vztahů
Výzkumný záměr MSM6138439909

Tato studie byla vypracována v rámci vědeckého projektu GA ČR č. IAA701150701: „Veřejná diplomacie a její význam pro postavení státu v mezinárodním společenství“. Studie procházejí recenzním řízením.

Název: Working Papers Fakulty mezinárodních vztahů
Četnost vydávání: Vychází minimálně desetkrát ročně
Vydavatel: Vysoká škola ekonomická v Praze
Nakladatelství Oeconomica
Náměstí Winstona Churchilla 4, 130 67 Praha 3, IČO: 61 38 43 99
Evidenční číslo MK ČR: E 17794
ISSN tištěné verze: 1802-6591
ISSN on-line verze: 1802-6583
ISBN tištěné verze:
Vedoucí projektu: Prof. Ing. Eva Cihelková, CSc.
Vysoká škola ekonomická v Praze, Fakulta mezinárodních vztahů
Náměstí Winstona Churchilla 4, 130 67 Praha 3
+420 224 095 270, +420 224 095 248, +420 224 095 230
<http://vz.fmv.vse.cz/>

VÝKONNÁ RADA

Eva Cihelková (předsedkyně)

Vysoká škola ekonomická v Praze

Vladimíra Dvořáková

Vysoká škola ekonomická v Praze

Olga Hasprová

Technická univerzita v Liberci

Zuzana Lehmannová

Vysoká škola ekonomická v Praze

Marcela Palíšková

Nakladatelství C. H. Beck, Praha

Judita Štouračová

Vysoká škola mezinárodních
a veřejných vztahů, Praha

Dana Zadražilová

Vysoká škola ekonomická v Praze

REDAKČNÍ RADA

Regina Axelrod

Adelphi university, New York, USA

Peter Bugge

Aarhus University, Aarhus, Dánsko

Petr Cimler

Vysoká škola ekonomická v Praze

Peter Čajka

Univerzita Mateja Bela,

Bánská Bystrica, Slovensko

Zbyněk Dubský

Vysoká škola ekonomická v Praze

Bernd Hallier

EHI Retail Institute, Köln,

Německo

Jaroslav Jakš

Metropolitní univerzita Praha

Vladimír Jeníček

Vysoká škola ekonomická v Praze

Eva Karpová

Vysoká škola ekonomická v Praze

Jaroslav Kundera

Uniwersytet Wrocławski, Wrocław,

Polsko

Lubor Lacina

Mendelova zemědělská a lesnická
univerzita, Brno

Václava Pánková

Vysoká škola ekonomická v Praze

Lenka Pražská

emeritní profesor

Mikuláš Sabo

Ekonomická Univerzita

v Bratislave, Slovensko

Margarita Shivergueva

Nov b'lgarski universitet, Sofie,
Bulharsko

Leonid Strowskij

Ural'skij gosudarstvennyj
techničeskij universitet,

Jekatěrinburg, Rusko

Peter Terem

Univerzita Mateja Bela,

Bánská Bystrica, Slovensko

Milan Vošta

Vysoká škola ekonomická v Praze

ŠÉFREDAKTOR

Jakub Krč

Vysoká škola ekonomická v Praze

Public Diplomacy – an Instrument of Foreign Policy

Jana Peterková (peter@vse.cz)

Summary:

The article aims to introduce the phenomenon of public diplomacy and its relation to foreign policy. The author is pointing out the reason for considering public diplomacy a relevant and legitimate segment of foreign policy, whether public diplomacy is just an instrument of foreign policy or whether its relation is more complicated. The article is looking into how public diplomacy is realized now in the Czech Republic highlighting also the key features and principles, which fulfill the foreign policy of the Czech Republic. The author examines how is the relation between public diplomacy and foreign policy in the Czech diplomatic practice and to what extent these characteristics are reflected. In its last part the article also touches a possible new impetus in Czech public diplomacy concerning foreign policy priorities.

Key words: public diplomacy, foreign policy, Czech Republic, small states, priorities.

Veřejná diplomacie – nástroj zahraniční politiky

Jana Peterková (peter@vse.cz)

Abstrakt:

Článek je zaměřen na představení fenoménu veřejné diplomacie a jejího vztahu k zahraniční politice. Autorka uvádí důvody proč považovat veřejnou diplomacii za relevantní a legitimní prvek zahraniční politiky. Zkoumá zda-li je veřejná diplomacie pouhým nástrojem zahraniční politiky nebo zda-li je jejich vzájemný vztah komplikovanější. Článek hledá odpověď na otázku, jakým způsobem je veřejná diplomacie realizována v současnosti v České republice. Zdůrazňuje také klíčové rysy a principy, kterými se řídí zahraniční politika české republiky. Autorka zkoumá, jaký je vztah mezi veřejnou diplomacií a zahraniční politikou v české diplomatické praxi. Článek se také dotýká možných nových impulsů v české veřejné diplomacii v souvislosti s prioritami zahraniční politiky.

Klíčová slova: veřejná diplomacie, zahraniční politika, Česká republika, malé státy, priority.

JEL: F50

Content

1. Public Diplomacy and Foreign Policy.....	7
1.1 Characteristics of Public Diplomacy.....	7
1.2 Public Diplomacy in Connection to Foreign Policy.....	8
2. Development of Public Diplomacy in the Czech Republic (from 1993 onwards).....	10
2.1 Institutions.....	10
2.2 Concept Documents	12
2.3 Tools.....	14
3. Czech Public Diplomacy – Czech Foreign Policy.....	15
3.1 Foreign Policy Priorities	16
3.2 Public Diplomacy and Foreign Policy	17
References	19

1. Public Diplomacy and Foreign Policy

1.1 Characteristics of Public Diplomacy

The expression “public diplomacy” is not a hot novelty; nevertheless, the use of the term is often non-consistent or confusing. We can find (PD – Terminological confusion 2003) many definitions of this term. For example the following three primary meanings which were and sometimes still are used on the international scene.

- 1) Public diplomacy as the *opposite of secret diplomacy*. This is connected with the US President Woodrow Wilson and his 14 points at the Conference in Versailles after the First World War and the rejection of secret agreements. In this case it is used as parallel of “open diplomacy”.
- 2) Public diplomacy in the meaning of *public affaires*. It means providing information about diplomatic activities of their government to the domestic public and bigger control of the domestic public over these activities. Nowadays its connection with public diplomacy is more about the internal communication of the government. The aim of such a communication is to inform the public and consecutively to stimulate support of the public for external activities of the government. (Planning Group for Integration of USIA into the Dept. of State 1997)
- 3) Public diplomacy as a tool for upholding the aims of state’s foreign policy abroad. It is often seen as an elegant term for *propaganda*. According to G.R.Berridge says it is “a late-twentieth-century term for propaganda conducted by diplomats; not to be confused with open or parliamentary diplomacy” (Berridge; James 2003: 218).
One of contemporary understandings of public diplomacy is based on this definition.
- 4) Public diplomacy as a process of communication with foreign public. “PD is a process of communicating with foreign audiences by addressing them with the help of various tools. It is aimed at bringing about the positive perception of one’s country, national institutions, culture, foreign policy goals etc., in the minds of foreign public and its elite. PD is a non coercive in nature and is based on the use of ‘soft power’” (PD defined 2006).

An earlier version of this paper was presented at ISA Annual Conference, San Francisco, 26-28.3.2008. This paper was presented to the WISC Conference, Ljubljana, 23-26.7.2008.

Public diplomacy can be seen as an activity, focused on shaping and influencing positive perceptions about a state, and its values and activities representing the state among the foreign public. Truthful communication to foreign public pursued in cooperation of state machinery and private entities is a mean of reaching required aim. Its character is connected with the identity of state, its interests and covetable status on the international scene. In this connection public diplomacy is very close to the concepts of propaganda, branding or cultural relations. The interpretation of all these concepts including public diplomacy is quite ambiguous and they relate to each other, their definitions are also overlapping.

According to Mark Leonard “public diplomacy is about building relationships: understanding the needs of other countries, cultures and peoples; communicating our points of view; correcting misperceptions; looking for areas where we can find common cause.” (Leonard; Stead; Smewing 2002: 8). He also speaks about the image and reputation of a country as about public goods that can create positive or negative environment for individual activities.

In his view (Leonard; Stead; Smewing 2002: 9-10), public diplomacy activities should have several significant impacts:

- Increasing people’s familiarity with one’s country (making them think about it, updating their images, turning around unfavourable opinions).
- Increasing people’s appreciation of one’s country (creating positive perceptions, getting others to see issues of global importance from the same perspective).
- Engaging people with one’s country (strengthening ties – from education reform to scientific co-operation; encouraging people to see us as an attractive destination for tourism, study, distance learning; getting them to buy our products; getting to understand and subscribe to our values).
- Influencing people (getting companies to invest, publics to back our positions or politicians to turn to us as a favoured partner).

To reach all these goals it is necessary to understand that public diplomacy is not just a unidirectional stream of information to influence the foreign public. It is often mentioned (Tuch 1990: 9) that public diplomacy is a “two-way street” where the success of positive acceptance of values or ideas representing a state requires primal understanding of ideas, culture and tradition of the society where public diplomacy is aimed. Only such an understanding can help us to choose appropriate tools. More in (Peterkova 2006).

1.2 Public Diplomacy in Connection to Foreign Policy

Public diplomacy relates very closely to the foreign policy of state. In this way it becomes more than just a means how to put through national interests or how to guarantee national security. We can mention the identity of state, its values,

interests and activities and also covetable status on the international scene. All these categories should be incorporated in the concept of state's foreign policy and its priorities. States have their interests, strategic, geopolitical, economic, or commercial. In addition, they want to have a certain position in the international community, to gain some diplomatic influence. But, the costs of asserting its own interests only through traditional resources (military, economic power) are very high.

This is crucial especially for small states. They have to fight for their share of influence. They have to draw attention of others. In this respect, public diplomacy means a lot for such states. It is their chance to gain more than they have traditional resources for. Moreover, multilateralism of today's world emphasises very much mutual trust between states, trust in fulfil of proclaimed commitments. It is inevitable for participants of international relations to have a credibility and good image to arise such a trust.

The former Australian minister of foreign affairs Gareth Evans speaks (Leonard; Alakeson 2000: 36), (Zemanova 2007: 30) about the third category of national interests. He adds another category to interests geopolitical and strategic or to interests economic and commercial; it is the interest to be a good member of international community and be seen as a good member of this community. According to Evans it is better to be a friendly power helping others and possibly obtaining more power than through one's own economic or military power only. In this case, others can help you to fulfil your interest. Sweden is mentioned as an example.

So it is not the military or economic power, but the attractiveness of offered ideas and values in association with the image of speakers that is now seen as the best way to get a support from other members of the international community. Joseph S. Nye is often cited in respect to this side of foreign policy as he states: "Soft power works by convincing others to follow, or getting them to agree to, norms and institutions that produce the desired behaviour. Soft power can rest on the appeal of one's ideas or the ability to set the agenda in ways that shape the preferences of others. If a state can make its power legitimate in the perception of others and establish international institutions that encourage them to channel or limit their activities, it may not need to expend so many of its costly traditional economic or military resources" (Nye 1990: 37).

And now we are coming to the theme of normative power and let us say normative behaviour especially of small states. Use of public diplomacy by small states creates extra conditions for these small states to obtain their share of influence, to obtain their normative power. We can say that behaviour according to norms (Benes 2005) of international community is the consequence of rational choice, of rational calculi of its own interests. It is an effort of small states to balance the power of big states through international law. They can see

the image of state as a resource of power in diplomatic negotiation. For example small states in particular could take advantage of their normative power, of their reputation as a good member of international community promoting values such a democracy or human rights, which are essential to the majority of states.

2. Development of Public Diplomacy in the Czech Republic (from 1993 onwards)

The year 1993 and the Constitution of the Czech Republic (CR) as an independent state represent the beginning of the most recent period in public diplomacy of this country (Peterkova 2008: 5-24). In comparison to other Western democracies the Czech Republic is still at the beginning of its struggle. It would not be fair to say that presentation and promotion abroad had no importance for that new state and that nothing was done. But all activities were strictly departmental (tourism, trade) and very narrowly defined with almost no coordination at the national level. This can be explained by the priority of basic reorganization of state administration and the development of public administration and local governments.

2.1 Institutions

Participating entities can be divided into several groups. The first one is the state administration, in the past the only one and still governing sector. Nonstate actors, with respect to public diplomacy mostly private and foremost export companies create the second group. The whole spectrum is replenished by public administration, mainly in regions or cities and also nongovernmental organizations.

State administration's activities have two levels. The first involves central authorities at home, represented by ministries, their agencies or other relevant institutions. The central role belongs to the Ministry of Foreign Affairs of the Czech Republic (MFA) and its departments. The following departments deals with public diplomacy: department of cultural and compatriot's relation and foreign presentation, spokesman's department, and a MFA's specialized agency called the Czech Centres.

The early impetus for any coordinated promotion activities was the preparation for accession to the EU as this was a very important moment for the Czech Republic. A need was discovered to present the state as a new member state (democratic, safety etc.) in EU states at the one hand, and to present the EU accession to domestic constituency before the plebiscite about this accession. Such a need had been experienced since mid 1990s and the communication strategy had been prepared approximately since 1997. The Communication strategy department at the MFA was created in 2000 with two main tasks mentioned above, to inform domestic constituency about EU and to present the

Czech Republic to the EU. The embassies and specialized agencies in the fields of tourism (Czech Tourism), investment (Czech Invest) or trade (Czech Trade) played the main role in promoting the Czech Republic.

Overall it is possible to say that preparation for the EU accession had a very positive impact in the field of state promotion. It caused the need to think about promotion and to deal with an image of the country as a whole. The reach and demands of the EU campaign indicated existing imperfections and gaps in internal and external communication of the state administration as well. What was discovered was the absolute lack of readiness of state administration for such a duty, the absence of any coordination across the administration, there was no systematic work at this level. As a result, on July 1st, 2005, the Communication Strategy Department changed its duties and its name to the Department of Foreign Presentation. From this date its task had been the general presentation of the Czech Republic. Its work started with the first conception of presentation (mentioned later in the paper). On January 2007 the Foreign Presentation Department affiliated with the Department for Cultural and Compatriots Relations and a new Department for Cultural and Compatriots Relations and Foreign Presentation was born.

The second level of state administration, we can say the foreign one, embody embassies of the Czech Republic abroad and foreign missions of specialized agencies such as Czech Centres (MFA), Czech Trade, Czech Invest (Ministry of Industry) and Czech Tourism (Ministry of Local Development). The central role belongs to diplomatic missions and their coordination role among all presentation activities of different actors and officials of the Czech Republic. The image should speak with one voice and it is the task of diplomatic mission, at least at the state administration level, to do so.

Special attention should be devoted to the MFA's agency of the Czech Centres. It is their mission to create a positive image of the Czech Republic abroad in a close connection to foreign policy priorities and traditional diplomacy tools. They began its work on the base of former cultural and information centres (mentioned above). The content of work of Czech Centres was changed completely and its network has grown up very rapidly. Centres should inform about the Czech Republic mainly in areas of culture, education, tourism and trade.

Main task of the Ministry is foremost the coordination of all related activities, cooperation with all related entities and not as the last point conception work. Similar duties create the content of work for Czech embassies. Promotion and presentation of their country belong to their main tasks in all mentioned areas (politics, culture, economics, consular affairs and others). Specialized agencies concentrate their work on their own topic, but the embassy is responsible for the general image of the Czech Republic.

Concerning other levels, such as public administration or local governments, some of them have their own presentation initiatives oriented mainly to the field of tourism, and some of them mutually cooperate. But we cannot speak about a system or about systematic cooperation between state and public administration in public diplomacy.

Nonstate actors (private companies) are mainly specialized in their fields and they cooperate mostly with their resort ministries and other organizations such as e.g. trade and economic chambers or tourism organizations. As to the nongovernmental sector – it means non-profit organizations – the cooperation is quite complicated. According to the Czech MFA, they cooperate very well with a lot of non-profit organizations in the area of humanitarian aid or transformation collaboration. But the knowledge about such collaboration in public is not very good.

2.2 Concept Documents

As mentioned above, the early impetus for any coordinated promotion activities was the preparation for EU access. Integral presentation of state was discovered as a basic need for the state and its covetable position, not only in EU structures, but also on the international scene as a whole.

As an inspiration for the later development in public diplomacy we can see the program proclamation (**Programové prohlášení vlády 2002**) of the Czech government in 2002, where the escalation of unified presentation of the Czech Republic is mentioned. The *Conception of the Foreign Policy* of the Czech Republic for 2003-2006 followed this direction (*Koncepce zahraniční politiky České republiky na léta 2003-2006*, 2007). The presentation of country is remarked among foreign policy priorities.

Consecutively there were two documents created as starting points for the debate about promotion and public diplomacy. The first one was *Východiska pro zpracování koncepce jednotné prezentace České republiky v zahraničí* (*Východiska pro zpracování koncepce jednotné prezentace České republiky v zahraničí* 2005). This material brought background and basic knowledge about the existing situation in Czech state foreign presentation. The Czech Republic lacked an overall presentation; that was the first observation of Communication Strategy and later Foreign Promotion Department at the MFA at the beginning of its mission.

The *Concept for a Unified Presentation of the Czech Republic* (*Koncepce jednotné prezentace České republiky* 2005) analysed situation and resumed all positive and negative features of then situation. Principal attention was paid to state administration and planning of its work in presentation activities. All other

related subjects were also taken into consideration, but government, and the Ministry of Foreign Affairs as the responsible body, had a priority. It was decided to consolidate state administration at first. There were several public opinion polls where foreign public was asked about what they think about the Czech Republic, what image the Czech Republic has. Results were not very satisfying. The Czech Republic in foreign countries was evaluated as a quite known country, but its image stagnated, was old-fashioned. More than ten years after 1989 the Czech Republic was still seen foremost as a post communist country, with historical monuments and cheap labour force. The first document analysed the situation and the Concept drafted how to improve image and position of the state.

The following *negatives* were identified:

- fragmentation,
- absence of strategy,
- absence of coordination,
- non-measurable efficiency.

The following *positives* were identified:

- high investment of state to promotion,
- better reality than image,
- Great potential of the Czech Republic,
- attractiveness of the country.

The following goals of the unified presentation of the Czech Republic were identified as priorities:

- “To consolidate the approach implemented by state administrative bodies in the area of presentation, both at home as well as abroad;
- To distance itself from its current image as a post-communist country with a cheap labour force and a country that is backward and underdeveloped, because this image no longer corresponds to the reality of the situation and the development that the Czech Republic has undergone since 1989 up to the present day;
- To increase the amount of quality foreign investments and profits from tourism with a positive impact on the employment market and a higher standard of living for inhabitants;
- To increase the effectiveness of state budget expenditures for the country’s presentational and marketing activities and to support the creation of a positive image of the Czech Republic, thus improving awareness of the Czech Republic and increasing its credibility on the international stage” (Koncepte jednotné prezentace České republiky 2005).

The Czech Republic has chosen the way of unified presentation and new system's creation, which is probably a long-term goal but can create reputable outcomes. The first step was the concept, mentioned above; the second one is about the structure of the whole system. An efficient coordination system for the whole state administration not only the MFA but also Ministry of Industry and Trade and other related institutions had to be prepared, and it is now ready and working.

As a last document at this moment we can see the 2007 Strategy. The document formulates in precise detail what in former documents had been presented as a system. It focuses on the scope of communication, communication plan, target groups, geographical priorities, and the core message. At the end, the Strategy contains concrete projects for that year.

2.3 Tools

Fundamental tools of public diplomacy include official diplomatic activities of the Ministry of Foreign Affairs and its diplomatic missions, and many other tools used to influence the foreign public and present one's own state in a positive manner. We can divide them into several main categories:

- General presentation
 - o Internet presentation
 - o International broadcasting (radio and TV)
- Art projects (theatre, film, music) ...
 - o Exhibitions
 - o Bilateral and multilateral cultural programs and projects
- Cultural heritage (tourism) projects etc.
- Cooperation in education, science and research
 - o Educational programs (exchanges), scholarships
 - o Youth and sport programs
- Media and information
 - o Cultivation of ties with foreign journalist, academics, leaders
- Compatriots programs and cooperation
- Language promotion

What is quite interesting is the participation of MFA in the *external broadcasting project* Radio Prague preparing a program with information about the Czech Republic in several languages (English, German, French, Spanish, Russian and Czech). Broadcasting programs have had an important role in the Czech public diplomacy from its very beginning. Some programs are orientated at Czech citizens living abroad and Czech compatriots as well. The responsibility about the content lies with the Czech Radio but the MFA supervises its implementation. The project includes also a web page (www.radio.cz) allowing for much greater reach of its programmes.

Another important feature is a new system of the *Internet presentation*. Individual parts of this system create official web sites of the Czech Republic, sites of the Ministry of Foreign Affairs and its offices, international broadcasting's web page and the system of Czech Centres.

As an attractive element we can add the prize of the Minister of Foreign Affairs, called *Gratias Agit* and founded in 1997. This prize is awarded annually for promotion of good reputation of the Czech Republic abroad. The prize has been awarded to important individuals and organizations working on good reputation of the Czech state.

3. Czech Public Diplomacy – Czech Foreign Policy

The previous part dealt with recent developments of public diplomacy in the Czech Republic. But what is more important is the future. This part is devoted to contemporary Czech foreign policy and its connections with Czech public diplomacy that should be taken into account, all in context of selected foreign policy priorities, which have also their value in public diplomacy.

To create a new public diplomacy strategy, at first we should take communication as a political priority, not just a buzzword, but as a new reality with a close connection to foreign policy and its own priorities. For the Czech MFA public diplomacy itself is now a priority and it should be expressed in this new strategy.

There are some points, which should be reflected through the process of its creation and progress. The first one could be *harmonizing terminology* relating to public diplomacy. The other precondition for every public diplomacy strategy is existence of *organizational structure* of the whole system. The crucial task now is to strengthen the *cooperation* at state administration level and to create or intensify cooperation with other levels, concerning local administration, regions, cities, and also with nonstate actors (private companies or nongovernmental organizations). There is a need to create a long-time, working *strategy*. This feature is connected to a *message*. The Czech Republic has no specific message, but we need to be visible; we need something to identify with. And as the last crucial point we can see *key audiences*, perhaps in two dimensions. First of them is the geographical dimension with a list of priority countries. The second dimension represents target audiences, government elites, general public, businessmen, academic community, young people or others. We should slightly change the existing direction to business people and general public, and create new, specific target groups corresponding to specific messages.

3.1 Foreign Policy Priorities

Public diplomacy strategy is closely connected and determined by foreign policy priorities and its concepts. As Alexander Vondra, former Minister of Foreign Affairs and contemporary Minister of European Affairs, said (Vondra 2006: 16-19) the Czech foreign policy has three priorities, i.e. principles, it stays on three pillars and aims its attention to five key themes.

The three priorities include foremost the *stability and continuity*, connected first of all with *multilateral aspect*, looking for allies, creating alliances and coalitions. In this respect, the Czech Republic as their member states mentions the EU and the NATO. The second principle is *realism*; it means rational evaluation of state's possibilities and specification of its key priorities, which are accessible to the state. The last principle is *preserving and strengthening basic Czech foreign policy construction* as projected after 1989. There are mentioned other three pillars in this connection – the European dimension of Czech foreign policy, its Trans-Atlantic orientation, and neighbourly relations.

And five key themes – priorities come out from this construction. The first one is, logically, the *European integration* and its consequences, bringing the Union closer to the people, supporting reformation trends in European structures. This theme is in the core of public diplomacy activities, both in the domestic aspect of public diplomacy and presentation abroad as a good member of the Community. Within the framework of this priority Czech activities can create a part of European Information Policy. Special attention should be devoted to this theme also because of the prospective Czech Presidency of the Council of the European Union.

Second priority lies in *Atlantic dimension* of the Czech foreign policy, foremost in respect to state's security. Third theme is called *European neighbourhood*. It is not devoted only to Czech immediate neighbours, but it should be oriented foremost on East Europe and the Balkans. Distant or recent historic reasons create a strong motive for such activity, such as in the case of states of former Yugoslavia. One of aspects connected to this theme is also protection of human rights or energetic security and its contemporary urgency. Regional priorities include states of former Yugoslavia, Bulgaria, Romania, Belarus or Russia.

Another theme belongs to general priorities of diplomatic services over the world; it is the *economic diplomacy*. Under the flag of economic diplomacy we can economic cooperation in international organizations, trade possibilities and their promotion, strengthening of state's economic prosperity. Priorities, thematic or geographical, are unavoidable in this area and also Czech government takes it in its account. In its contemporary conception it is just the economic diplomacy, which is connected with public diplomacy in meaning of open communication and state promotion.

The last but not least is so called *human face of the Czech Republic*. This priority focuses on support and promotion of democracy and human rights protection. Czech diplomacy uses foremost the development and humanitarian aid, according to its geographical priorities, based on history or contemporary interests.

3.2 Public Diplomacy and Foreign Policy

This is a quite important question concerning the practice of Czech public diplomacy. What is the relation between public diplomacy and foreign policy and its priorities? Definitely, there is a relationship. But the question is what relationship? The existing Czech practice is closely related to one of the Czech priorities – *economic diplomacy*. As documented by the list of target groups and geographical priorities and by the basic orientation of public diplomacy or presentation the Czech Republic has been focusing on business targets, on economic diplomacy, trade and investment opportunities, as well as tourism. We can ask whether this is enough. It is not a critique of economic diplomacy as an important and useful part of foreign policy. Czech public diplomacy support different activities in trade, business, investment opportunities and also noticeably collaborate on presentation of the Czech Republic as a unique tourist destination.

And here we are coming back to normative power of the Czech Republic. The Czech state should point out the relation between raising the authority of international law and international institutions at one side and longlasting security interests of the state. The international image and reputation as a good member of international community can become yet another source of diplomatic influence. And this should be taken into account also in our diplomatic strategy (Benes 2005).

But public diplomacy could do more also in other foreign policy priorities. The state should use public diplomacy activities to improve its position also in security, culture, and political affairs, e.g. human rights protection. In this relation, the *European integration* and the *European neighbourhood* priorities have a very good perspective in respect to forthcoming Czech presidency of the Council of EU. A concept was prepared for both public diplomacy dimension – foreign and domestic – during the Czech presidency. The foreign concept – The Concept of Communication focuses firstly on foreign public in EU countries and also on the general public in other world regions. The Czech Republic should be presented as a good member of the EU, as a state with effective state administration, which is able to communicate with all other EU members, perhaps to mediate in their negotiations and also to represent common EU positions to the rest of the world. Clearly, to be a good member of the international community, a good partner.

The domestic concept – The Concept of Information focuses on the domestic public and its main purpose is to present the European Union and its policies and all good reasons of European integration to the domestic public. It is very important as we see public diplomacy as a twodimensional activity, where the support of domestic public is one of key arguments for successful foreign dimension of public diplomacy. The Czech presidency connects these two priorities – integration, neighbourhood – with the first, specific one mentioned above – economic diplomacy, i.e. European four freedoms and liberalization of European trade policy.

The priority of *human face of the Czech Republic* has great prospects, especially in connection to the political aspect of public diplomacy, in connection with the third category of national interests – be seen as a good member of the international community. The human rights protection, humanitarian aid, regional development or the support of democracy represent human values which should be declared. In this connection, the Czech Republic can offer its *human face*, its development and humanitarian aid activities and also the experience with its transition and restoration of its democratic regime. The international politics should be seen more as a network of strong mutual relations and not only as a win/lose game.

To conclude, it is not the military or economic power, but the attractiveness of offered ideas and values in connection with the image of speakers that is seen now as the best way to get support from other members of the international community.

References:

BENEŠ, V. (2005): Normativní chování malých států jako výsledek kalkulace jejich dlouhodobých zájmů. *Policy Paper*. Praha: Ústav mezinárodních vztahů, listopad 2005.

<http://www.iir.cz/upload/PolicyPapers/2005/vbenes2005norms.pdf>.

BERRIDGE, G. R.; JAMES A. (2003): *A Dictionary of Diplomacy*. 2nd edition. London: Palgrave Macmillan.

Koncepce informování o evropských záležitostech v ČR na rok 2008 (2008): <http://www.euroskop.cz/admin/gallery/39/be7b9ce963127754f26ffaae2d04a6ce.doc>.

Koncepce jednotné prezentace České republiky (2005): Ministerstvo zahraničních věcí ČR, odbor komunikační strategie. Conception adopted by the Government on January 19, 2005. <http://www.mzv.cz/servis/soubor.asp?id=12011>.

Koncepce zahraniční politiky České republiky na léta 2003-2006 (2007): In: *Zpráva o zahraniční politice České republiky za období od ledna 2006 do prosince 2006*. Praha: MZV ČR, s. 381-399.

LEONARD, M.; STEAD, C.; SMEWING, C. (2002): *Public Diplomacy*. London: The Foreign Policy Centre.

LEONARD, M.; ALAKESON, V. (2000): *Going Public. Diplomacy for the Information Society*. London: The Foreign Policy Centre.

NYE, J. S. Jr. (1990): Bound to Lead: the changing nature of American power. Basic Books. In: LEONARD, M.; ALAKESON, V.: *Going Public. Diplomacy for the Information Society*, p. 37.

PD – Terminological confusion (2006): <http://textus.diplomacy.edu/>.

PD defined. DiploEdu (2006): <http://textus.diplomacy.edu/>.

PETERKOVÁ, J. (2006): Veřejná diplomacie – jen módní pojem nebo skutečná změna? / Public Diplomacy: A Buzzword or Real Change? *Mezinárodní vztahy*, 41: 3, s. 83-99.

PETERKOVÁ, J. (2008): Veřejná diplomacie malých států a realita České republiky/ Public Diplomacy of Small States and the Reality of the Czech Republic. *Mezinárodní vztahy*, 43: 2, s. 5-24.

Planning Group for Integration of USIA into the Dept. of State (1997):
<http://www.publicdiplomacy.org/1.htm>.

Programové prohlášení vlády (2002):
<http://www.mzv.cz/servis/soubor.asp?id=3192>.

Shrnutí Koncepce komunikace a prezentace předsednictví České republiky v Radě EU (2007): Praha: Sekce pro předsednictví ČR v Radě EU, Úřad vlády ČR.
http://www.euroskop.cz/gallery/4/1394shrnuti_koncepce_komunikace_a_prezentace_ke_zverejneni.pdf (7.7.08).

TUCH, H. (1990): *Communicating with the World: U.S. Public Diplomacy Overseas*, 1st edition. Washington, D. C.: The Institute of the Study of Diplomacy, Georgetown University.

VONDRA, A. (2006). Česká zahraniční politika: tři principy, trojí směřování a tři témata. *Mezinárodní politika*, 11/2006, s. 16-19.

Východiska pro zpracování koncepce jednotné prezentace České republiky v zahraničí/Starting Points for Creation of the Conception for a Unified Presentation of the Czech Republic (2005): Internal paper, Department of Communication Strategy, Ministry of Foreign Affairs, Czech Republic.

ZEMANOVÁ, Š. (2007): Zahraniční politika v oblasti lidských práv. Postup a metody analýzy. *Mezinárodní vztahy*, 1/2007. s. 25-47.

Zpráva o zahraniční politice České republiky za období od ledna 2002 do prosince 2002/Report on the Foreign Policy of the Czech Republic between January 2002 and December 2002 (2003): Praha: Ministerstvo zahraničních věcí.

Zpráva o zahraniční politice České republiky za období od ledna 2006 do prosince 2006./Report on the Foreign Policy of the Czech Republic between January 2006 and December 2006 (2007): Praha: Ministerstvo zahraničních věcí.



University of Economics, Prague
Faculty of International Relations
Náměstí Winstona Churchilla 4
130 67 Prague 3
<http://vz.fmv.vse.cz/>



Vydavatel: Vysoká škola ekonomická v Praze
Nakladatelství Oeconomica

Tisk: Vysoká škola ekonomická v Praze
Nakladatelství Oeconomica

Tato publikace neprošla redakční ani jazykovou úpravou

ISSN 1802-6591