

NEW PARADIGM OF PUBLIC DIPLOMACY AND BROADENED  
RELATIONSHIP BUILDING: A COMPARATIVE ANALYSIS OF FOREIGN  
GOVERNMENTS' WEB SITES

By

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This thesis is dedicated to my family, including two puppies. Also, many thanks go to my advisers, friends, and colleagues, who have been very supportive and encouraging.

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This study aims to explain the new paradigm of public diplomacy and explicate it with the public relations perspective in terms of international relationship management. Due to globalization and the information revolution resulting from technological developments, there has been significant transition in international public diplomacy. Public diplomacy in recent years requires more open and symmetric communication and relationship management skills with a broadened spectrum of publics. Therefore, more public relations approaches to public diplomacy are needed increasingly. This study attempts to investigate the current status of world countries' public diplomacy through the Internet medium. Also, it is to discern national variables, such as political system, economic scale, and level of freedom, influencing countries' public diplomacy quality in terms of dialogic relationship building strategies, non-state actor relations, and global

issue management. To accomplish the purposes of this study, a content analysis of the 191 UN member countries' public diplomacy Web sites was conducted.

Statistical results proved that today's world countries adjust themselves to the new paradigm of public diplomacy relatively well in terms of adaptation of Web public diplomacy communication channels and overall dialogic relationship management. However, world countries still need to improve themselves regarding non-state actor relations and global issue management.

In addition, statistical tests revealed that a country's economic scale and level of freedom are significant predictors in explaining its quality of overall dialogic relationship management and non-state actor relations. Also, a country's economic scale influences its level of concern about global issues, which can be described as global responsibility.

This study calls for more public relations attention to contribute to effective and mutually beneficial public diplomacy in terms of international relationship management. It is hoped that this study will serve as a platform for a more extended body of knowledge of public relations as well.

## CHAPTER 1 INTRODUCTION

### **Extension of the Public Relations' Domain**

Increasingly, the field of public relations has been expanding its influence by applying its unique ideas and theories to different areas. Given that public relations basically deals with all kinds of relationships among organizations and societies, it seems pretty natural.

Now we can easily see public relations regarding management, politics, public diplomacy, and so forth. Many scholars and practitioners are trying to explore social phenomena with public relations viewpoints and they have proved the efforts are valuable (e.g., Taylor, Kent, & White, 2001; Molleda, Connolly-Ahern, & Quinn, 2005).

Especially, when it comes to cross-national or cross-cultural context, the value of public relations and its implications are likely to be more important in terms of building and maintaining relationships with quite different entities. Regardless of an organization's characteristic, if it is a private company, a public enterprise, or even a country, composing and operating it with international perspectives have become much more essential. In this ever-globalizing world, all of these organizations are trying to keep in touch and build relationships with external environments, the world, in order to establish mutually beneficial relations.

Taylor (2000) argued, "public relations may be viewed better as a tool to negotiate relationships between previously unrelated social systems or as a tool to

modify existing relationships between organizations and publics” (pp. 179-180). Definitely, the extension of public relations to international context is favorable and promising.

### **The Convergence of Public Diplomacy and Public Relations**

The emergence of public relations approaches in international public diplomacy is remarkable. As the “Cold War” ended and the new world order has set, the world is literally becoming a battlefield. Ironically, the appeased tension between the world’s two powerhouses, the Soviet Union and the United States, has caused more international conflicts among nations (Jacobson & Jang, 2003). Countries emancipated from colonization have suffered from absence of concrete institutions and national identities, and consequent internal disorders. Some newly-independent countries even have manifested long-hidden social tensions such as ethnic and religious conflicts (Hoffmann, 2002). International conflicts concerning resources, borders, and religions are exploding.

As a result, world governments are required to be active participants in international public relations more than ever (Signitzer & Coombs, 1992). Jacobson and Jang (2003) asserted that “the growing interest among governments in ‘public diplomacy’ indicates that public opinion cannot be ignored entirely, either inside or outside national borders” (p. 64). In addition, a considerable number of national governments are recruiting or outsourcing professional public relations practitioners for their global image-making activities (Manheim & Albritton, 1984).

There has been significant transition in international public diplomacy tendencies. For example, many scholars have pointed out the emergence of “soft power,” rather than “hard power,” which was prevalent in the past, within the public diplomacy territory.

“Soft power” is the ability to achieve desired outcomes in international affairs through attraction rather than coercion. It works by convincing others to follow, or getting them to agree to, norms and institutions that produce the desired behavior. Soft power can rest on the appeal of one’s ideas or the ability to set the agenda in ways that shape the preference 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 expand as many of its costly traditional economic or military resources. (Nye & Owens, 1996, p. 21)

Due to those transformations in public diplomacy, public relations theories are vigorously applied to foreign affairs and international politics. Saxer (1993) argued that “an analysis and assessment of the political-scientific concept of symbolic politics and its implementation in political practice from a PR-scientific perspective can furnish relevant impulses and ideas” (p. 146). In addition, L’Etang (1996) insisted, “both public relations and diplomacy deal in trust and use strategies of negotiation and impression management while guarding the reputation of their clients” (p. 27). Many studies also show that public outreach campaigns would be instrumental, even if a situation is concerned with a relationship building or maintenance between one nation and the other nation (e.g., Zhang & Cameron, 2003; Zhang & Benoit, 2004; Zhang, Qiu, & Cameron, 2004).

### **The Purpose of the Study**

This study aimed to identify the new paradigm of public diplomacy with regard to the public relations perspective, specifically focusing on broadened relationship building strategies employed by world governments' Web sites. There are many trends and evidence in favor of increasing changes in public diplomacy worldwide. The study also attempted to identify the current transition regarding effective public diplomacy strategies and how world governments actually adjust themselves to this transition through governmental Web sites. In addition, the researcher tried to discern national variables, including political system, economic scale, and freedom, which might influence the extent to which a country applies the new concept of international public diplomacy and tries to build and maintain good relationships with concerned publics.

## CHAPTER 2 LITERATURE REVIEW

### **Globalization and World Politics**

We often use the term “globalization” to describe contemporary social, economic, cultural, and political situations within the global system. The globalization process today is not only a dominant trend but also an inevitable force, in that linkages among world people and states are expanding (Greig, 2002).

Scholte (1997) described globalization by three concepts. The first concept implies the increase in cross-national relations. Apparently, exchanges of materials, such as products, ideas, finance, and even people, among countries have been augmenting. The second concept illustrates disappearance of barriers between world people and states in terms of global-scale movements of goods. Finally, the third concept views globalization as transcendence of national borders. This means comprehensive relations among global publics reducing the traditional meaning of geographical territories.

Keohane and Nye (2000) asserted:

“Globalization” emerged as a buzzword in the 1990s, just as “interdependence” did in the 1970s, but the phenomena it refers to are not entirely new. Our characterization of interdependence more than 20 years ago now applies to globalization at the turn of the millennium: “This vague phrase expresses a poorly understood but widespread feeling that the very nature of world politics is changing.” (p. 104)

They also claimed a manifestation of globalization phenomena depends on whether a “globalism” condition increases or decreases. In other words, the current

globalization trend throughout the world refers to thickening of “globalism.”

According to Keohane and Nye (2002), “Globalism is a state of the world involving networks of interdependence at multicontinental distances. The linkages occur through flows and influences of capital and goods, information and ideas, and people and forces, as well as environmentally and biologically relevant substances (such as acid rain or pathogens)” (p. 105).

In addition, they posited three subsequent changes as globalization phenomena deepen.

1. Density of networks: As interdependence and globalism have become thicker, systemic relationships among different networks have become more important. Thickness of globalism means that different relationships of interdependence intersect more deeply at more points. Hence, the effects of events in one geographical area, on one dimension, can have profound effects in other geographical areas, on other dimensions.
2. Institutional velocity: The information revolution is at the heart of economic and social globalization. Markets react more quickly than before, because information diffuses so much more rapidly and huge sums of capital can be moved at a moment’s notice and NGOs have vastly expanded their levels of activity.
3. Transnational participation and complex interdependence: Reduced costs of communications have increased the number of participating actors and increased the relevance of “complex interdependence.” This concept describes a hypothetical world with three characteristics: multiple channels between societies, with multiple actors, not just states; multiple issues, not arranged in any clear hierarchy; and the irrelevance of the threat or use of force among states linked by complex interdependence. (pp. 108-115)

Lagon (2003) classified positive visions and negative visions regarding globalization. Positive visions include the following:

1. The *expanded pie* vision: Because capital flows and the workings of comparative advantage are all the more rapid and automatic, because barriers to trade are futile and are being removed, because technology flows unfettered to new users, the world economic pie is growing. While there are relative haves and have-nots, the increased pie means both are getting a better lot.

2. The *information penetration* vision: Because of communications technology allegedly available to and applicable by even less developed nations, governments cannot control information. Undemocratic regimes can no longer successfully control news media to retain a monopoly of political power.

3. The *universal solvent* vision: Capitalism of the globalization era will wash away autocracies. Burgeoning trade and foreign investment will inevitably lead to economic development and economic liberalization, and hence ultimately to political liberalization.

4. The *web of peace* vision: It is increasingly impossible for nation-states to ignore the loss of economic prosperity involved in military conflict. A web of interconnectedness is developing between nations—even between democratically and undemocratically ruled nations—which is making war obsolete. (pp. 142-143)

On the contrary, negative visions include:

1. The *economic inequity* vision: Champions of this vision are concerned with the rush of businesses to put their money into economies with limited labor rights and costs and the resulting loss of jobs in advanced countries, and the power of multinational corporations' outstripping that of some developing states.

2. The *insecurity* vision: Growing transnational security threats include proliferation of both weapons of mass destruction and conventional and small arms; terrorist networks; ethnic groups with murderous agendas regarding their groups; and chaos, violence, and refugee migration resulting from weak or failed states.

3. The *criminality* vision: Those activities include intellectual property piracy, corruption, money laundering, and networks for trafficking in drugs, guns, and persons. (p. 143)

Regardless of those contradictory views, one thing that is for sure is the new paradigm shift in world politics is inevitable in this age of globalization. For example, after September 11, world governments' diplomatic conception and attitude have been significantly changed, because the case showed newly emerging global actors including individuals and interest groups, along with states, and requests of new relationship building endeavor with those global entities (Hoffmann, 2002). As Nye (2002) explained, "For better and worse, technology is putting capabilities within the reach of individuals that were solely the preserve of

government in the past” (p. 76). In addition, traditional diplomatic means, such as military forces and raw materials, appear to be ineffective or too much costly, whereas “the factors of technology, education, and economic growth are becoming more significant in international power” (Nye, 1990, p. 154). All in all, world governments will experience much more unforeseen difficulties in dealing with international politics and public diplomacy. Therefore, they have to transform their previous routines into the new paradigm in accord with this globalization era.

### **New Technologies and World Politics**

As aforementioned, new technologies are one of the main causal factors of both globalization and the paradigm shift in world politics. We are living in entirely different world because of recent technology developments. More important, the power resources related to world politics have been disseminated from some mighty states to weaker states or even private actors.

Nye (1990) referred to five contributing trends to this powerful diffusion phenomenon: “economic interdependence, transnational actors, nationalism in weak states, the spread of technology, and changing political issues” (p. 160). First of all, economic interdependence among world countries is mainly attributed to technology developments. Due to new technologies, people can travel around the world even faster and cheaper, also can communicate with other foreign people in a more convenient and reasonable way. Nye (1990) asserted that “the declining costs of transportation and communication have revolutionized global markets and accelerated the development of transnational corporations that transfer economic activity across borders” (p. 161).

The increased economic interdependence has led to increased transnational interests. In particular, as enormous transnational investments are common, world politics have become very complicated. Transnational actors including multinational corporations, international NGOs, and prominent public figures have actively participated in the process of world politics along with state governments. Accordingly, today's world governments have to incorporate other transnational actors' voices in their policy decision-making (Nye, 1990).

New technology developments also have given unprecedented power to poor or weak states in terms of rising nationalism and ethnocentrism. Members of weak states or minority groups have become to be able to unite and mobilize their once scattered resources, and have become vocal in world politics (Nye, 1990). For example, world governments cannot simply ignore voices from Muslim terrorist groups, such as Al-Qaeda or HAMAS, because they are more systematic and well-organized than they were in the past, due to new communication and transportation technologies.

Meanwhile, technology developments per se have accelerated the power diffusion of the world. Not to mention communication or transportation technologies, overall technology developments have contributed to the power diffusion at a global level. For instance, arms technology developments enabled non-state actors including guerrillas and terrorist groups to obtain weapons more easily and inexpensively to resist their antagonists, and therefore they are becoming powerful (Nye, 1990).

Consequently, international political issues are in transition. World governments are trying to cooperate with those non-state actors in addition to other governments. As Nye (1990) explained:

The solutions to many current issues of transnational interdependence will require collective action and international cooperation. These include ecological changes (acid rain and global warming), health epidemics such as AIDS, illicit trade in drugs, and terrorism. Such issues are transnational because they have domestic roots and cross international borders. (pp. 163-164)

According to Matthew (2002), “the future of humankind may depend on finding creative ways to rebalance social and ecological relationships as well as local and global ones” (p. 251). More important, communication technology advances, including the Internet, require broadened relationship building strategies to world governments. Solomon (2000) illustrated the current transformation of U.S. foreign policy as “diffusion of diplomacy.” Also, he argued that “The Internet has thrown open governments’ gates to new constituencies who are not limited by traditional geographic or other physical barriers from actively participating in the policy-making process” (Solomon, 2000, n.p.). Moreover, “they (non-state individuals and groups) not only use the Internet to gather information but also to broadcast information globally and advocate specific policy actions on everything from trade to human rights policies” (Solomon, 2000, n.p.).

Maynard and Tian (2004) pointed out that globalization and technology developments both contributed to not only creating cultural homogenization at a global level but also strengthening nationalism or ethnocentrism at a local level. Previously estranged people from the world politics are coming back to the main stage while unifying under their similar backgrounds, including ethnicity,

nationality, religion, and so forth. These phenomena have given much pressure on world governments to accommodate the new paradigm of public diplomacy.

### **Public Diplomacy**

Public diplomacy is the neologism to describe changed diplomatic ways of world governments. According to Ross (2002), “it is not traditional diplomacy, which consists essentially of the interactions that take place between governments” (p. 75). In the past, conventional diplomacy practitioners only dealt with and communicated with the representatives of foreign governments to understand and share each other’s ideals and policies. However, public diplomacy needs to engage much segmented and broadened foreign publics in inter-state policy-making and nation’s image making processes (Ross, 2002).

Fitzpatrick (2004) also viewed public diplomacy similarly. She explained that “public diplomacy efforts are directed at the citizens of other countries” (p. 413). Fitzpatrick (2004) continued, “More traditional diplomatic efforts, on the other hand, are typically aimed at influencing other governments through their national leaders.”

Then, why does public diplomacy get into the spotlight over traditional diplomacy in recent years? Thompson (1977) argued that “for many of the developed countries, there is an unmistakable trend away from unilateral cultural relations toward reciprocal culture relations based on respect for the integrity of human cultures and the desirability of keeping cultural relations free from political domination and power differentials” (p. 243). Moreover, the current of the time have contributed to the emergence of public diplomacy perspective globally. For

example, as Fitzpatrick (2004) asserted, many U.S. diplomacy practitioners now acknowledge the importance of long-term relationship building and mutual understanding with other countries or even private actors to defend their national security after 9/11. Today, it is almost impossible to secure national interests overseas based on solely geographic advantages, military power, or natural resources. That is why “members of Congress called for increased funding for Middle East public diplomacy initiatives” soon after 9/11 (Fitzpatrick, 2004, p. 414).

In line with Nye’s “soft power” conception, Signitzer and Coombs (1992) compared the “tough-minded” and the “tender-minded” distinction of public diplomacy. The “tough-minded” diplomatic idea can be summarized as the following:

The tough-minded hold that the purpose of public diplomacy is to exert an influence on attitudes of foreign audiences using persuasion and propaganda. Hard political information is considered more important than cultural programs. Fast media such as radio, television, newspapers and news magazines are given preference over other forms of communication. Objectivity and the truth are considered important tools of persuasion but not extolled as virtues in themselves. Supreme criterion for public diplomacy is the *raison d'état* defined in terms of fairly short-term policy ends. (p. 140)

On the other hand, the “tender-minded” diplomatic idea can be described as the following:

The tender-minded school argues that information and cultural programs must bypass current foreign policy goals to concentrate on the highest long-range national objectives. The goal is to create a climate of mutual understanding. Public diplomacy is seen as a predominantly cultural function as opposed to the conveying of hard political information. Slow media such as films, exhibitions, language instruction, academic and artistic exchanges with a view toward transmitting messages about lifestyles, political and economic systems, and artistic achievements are used. Truth

and veracity are considered essential, much more than a mere persuasive act. (p. 140)

Obviously, current public diplomacy tendencies lean toward “tender-minded” concept and apply “soft power” to build mutually beneficial relationships with foreign publics. Government officials and diplomacy practitioners learned from previous trials and errors of foreign affairs.

Given that public diplomacy also deals with mutually beneficial relationship building and maintenance, public diplomacy and foreign policy processes are closely correlated to public relations endeavor of states (Kunczik, 2003). In fact, many embassies or foreign affairs ministries even recruit public relations or advertising firms to implement public diplomacy abroad effectively. The government of Mexico contracted with Burson-Marsteller to ameliorate relations with media, decision-makers, and general publics of the United States, and spent \$1 million dollars a year. Colombia, which suffered from the notorious image as a hotbed of drugs, did advertising campaigns in order to better the national images in the United States (Zaharna & Villalobos, 2000).

### **Public Opinion**

Public opinion is essential to success of public diplomacy not only because it can create favorable or hostile diplomatic atmosphere in a target country but because it can affect a government’s foreign policy decision-making. For the most part, a country’s image abroad can influence foreign publics’ stereotypes or preferences regardless of whether it is true or not. How foreign publics understand or interpret other countries’ worldviews and ideologies can form a possible or an impossible environment for effective public diplomacy. Hertz (1981) claimed that

“it is perhaps no exaggeration to say that today half of power politics consists of image making” (p. 187). He continued, “With the rising importance of publics in foreign affairs, image making has steadily increased” (p. 187). Political leaders and government officials also acknowledge the power of attractive images and favorable foreign publics’ opinion in doing effective public diplomacy (Nye, 1990).

In relation to public diplomacy’s success or failure, Leonard (2002) asserted the following:

Public diplomacy should be about building relationships, starting from understanding other countries’ needs, cultures, and people and then looking for areas to make common cause. As the relationships deepen, public diplomacy can achieve a hierarchy of objectives: increasing familiarity (making people think about your country and updating their images of it); increasing appreciation (creating positive perceptions of your country and getting others to see issues from your perspective); engaging people (encouraging people to see your country as an attractive destination for tourism and study and encouraging them to buy its products and subscribe to its values); and influencing people’s behavior (getting companies to invest, encouraging public support for your country’s positions, and convincing politicians to turn to it as an ally). (p. 50)

Leonard (2002) also presented three dimensions of public diplomacy for successful and desirable outcomes:

1. Communication on day-to-day issues: Some of the stories that have the biggest impact abroad are not traditional foreign policy stories that embassies are equipped to deal with but are domestic stories, such as the outbreak of foot-and-mouth disease in Britain. Therefore, public diplomacy practitioners must monitor international press coverage carefully and prepare to react promptly on a day-to-day basis.
2. Strategic communication: Strategic communication is like a political campaign, which develops a set of comprehensive messages and plans a series of symbolic events and photo opportunities to reinforce them.
3. Developing lasting relationships with key individuals: These relationships are not built between diplomats and people abroad, but built between every level of cross-national exchanges including scholarships, businesses, conferences, and access to media channels. Conveying information across

borders and understanding each other are key factors of this kind of long-term relationship building. (pp. 50-51)

In sum, public diplomacy should be a central and important activity “that is played out across many dimensions and with many partners” (Leonard, 2002, p. 56). As a matter of fact, there have emerged unparalleled diplomatic activities based on this new paradigm of public diplomacy worldwide. For example, “both Arabs and Americans have developed negative opinions about each other, increasing the need for good public relations and public diplomacy between the two publics” (Hiebert, 2005, p. 319). According to the survey research done by Telhami (2002), only four percent of Saudis, six percent of Jordanians and Moroccans, and 13 percent of Egyptians appeared to be favorable toward the United States. To deal with the deteriorating public opinion of the Middle East, the U.S. State Department changed the name of its Arabic radio broadcasting service from “Voice of America” to “Radio Sawa” (Radio together). Also, it changed its whole programs especially “aimed at the young, who subliminally ingest news bulletins between blasts of Britney Spears and the Backstreet Boys” (Leonard, 2002, p. 56). Vice versa, some Arab countries have done public relations initiatives to improve public opinion of the United States and their national images. Saudi Arabia singly “spent more than \$5 million by the September 11 anniversary and hired prominent U.S. public relations firms, law firms, consultants and a media-buying firm” (Zhang & Benoit, 2004, p. 162). Public opinion abroad has been becoming one of the most decisive factors in public diplomacy.

### **National Brand and Image-making toward Broadened Publics**

Molleda and Quinn (2004) asserted that “a national issue can become international in an instant, impacting host, home, and transnational publics” (p. 2). They continued, “Public relations professionals practicing in more than one country are challenged by conflicts that impact their organizations’ or clients’ activities and reputation in more than one location at the same time.” In this sense, as Signitzer and Coombs (1992) argued, “governments are recognized as actors in international public relations” (p. 138).

Zhang and Benoit (2004) claimed that “nations have images, and relations between countries have always been shaped by images” (p. 161). Also, “Image is still a central concept to the field of public relations” (Benoit, 1997, p. 177). In fact, “perceptions are more important than reality” (Benoit, 1997, p. 178).

It is well known that “like any brand, nations have individual DNA or fingerprints that are unique unto themselves—no two nations are alike” (Jaworski & Fosher, 2003, p. 100). Moreover, “human beings live within brands and branded systems that shape the way they act, think, and are perceived” (Jaworski & Fosher, 2003, p. 99). Therefore, public relations professionals concerning public diplomacy must have new ways of thinking about national brand and its importance. As Wakefield (2001) described, “all entities whether domestic or multinational, strive to preserve their reputations from internal and external threats. They all try to identify and build relationships with vital publics” (p. 642).

In addition, it is important to note that today’s public diplomacy must deal with entire publics rather than limited number of government officials as traditional

diplomacy did. For instance, because Mexico often disregarded general publics from their public diplomacy initiatives toward the United States, the U.S. publics did not think Mexico as savvy and strategic governments in the past (Johnson, 2005). Transnational NGOs, grassroots support organizations (GRSOs), and domestic grassroots organizations (GSOs) are emerging publics in the area of public diplomacy as well. It is estimated that 25,000 transnational NGOs, 50,000 GRSOs, and hundreds of thousands of GROs are operating worldwide and still counting (Fisher, 2003). Those NGOs are crucial in terms of successful public diplomacy because they have “three key resources not readily available to foreign governments: credibility, expertise, and appropriate networks” (Leonard, 2002, p. 54). Transnational NGOs and world governments already collaborate with each other in working out many global issues, such as Latin America’s civil wars or Africa’s famine problems. All in all, today’s world governments and their public diplomacy initiatives must incorporate much more broadened foreign publics than in the past.

### **Propaganda and Public Diplomacy**

Due to aforementioned globalization and new technologies, mass media have become critical apparatuses, which help create a country’s international images. According to Kunczik (2003), “mass media reporting of foreign affairs often governs what kind of image of a country or culture has in another country” (p. 410). Moreover, media is recognized as one of the most important tools in the public diplomacy area in terms of providing related information to policymakers and mediating between governments and foreign publics (Malek, 2003). Thus,

many public diplomacy practitioners are trying hard to make publicity through both domestic and international media, because it is a potent public relations tool to influence governments and public opinion (Lee, 2005).

Besides, it is well known that media often play an important role in publics' agenda-setting processes. According to Berger (2001), "setting priorities and acting on an agenda of social issues are among the most important political activities undertaken within social systems, and agenda setting may be conceptualized as active political participation" (p. 92). He also asserted that "mass media call attention to certain social issues and problems; this media agenda influences the public's awareness of, and concerns about, such issues; in turn, the public agenda may influence the policy agenda and policy implementation" (p. 94).

However, more often than not, public diplomacy activities through mass media have been suspiciously looked as propaganda (Gower, 2005). Manheim and Albritton (1984) warned the possibility of manipulation in disseminating information across national boundaries. They argued:

Foreign affairs are generally unobtrusive. The public is unlikely to have any direct experience with them. In the absence of direct personal contact, individuals' images of the actors and events on the international scene will be heavily, and unavoidably, media dependent. (p. 643)

These tendencies of being too dependent on media about foreign affairs and possible manipulation by governments or media often provoke aversion or even fear among general publics about public diplomacy initiatives. For example, the U.S. Foreign Agents Registration Act (FARA) has stood still to "protect American democracy from the threat of fascism...to provide the government a means to track

potential foreign propagandists in the country...and to put its stamp of disapproval on ideological material” (Gower, 2005, pp. 38-39).

Lasswell (1927) defined propaganda as follows:

Propaganda refers solely to the control of opinion by significant symbols, or, to speak more concretely and less accurately, by stories, rumors, reports, pictures and other forms of social communication. Propaganda is concerned with the management of opinions and attitudes by the direct manipulation of social suggestion rather than by altering other conditions in the environment or in the organism. (p. 9)

The term “propaganda” usually implies negative connotation because it often reminds people of wartime propaganda, which mainly focused on false statements and manipulation. By and large, people have a certain level of fear grounded on the perception that propaganda often has been executed very deliberately with special purposes, and sometimes it is operated so covertly that they do not notice if they are influenced by messages (Gower, 2005). However, not everyone sees only the malicious respects of propaganda. Stevenson (1994) speculated that “if propaganda is defined, minus the historical baggage, as an effort to inform and persuade, it takes on a less sinister connotation and embraces a range of activities that we consider normal and reasonable” (p. 346).

It is true that today’s public diplomacy initiatives cannot entirely escape from the ghost of propaganda. As a matter of fact, some countries are still disseminating propagandistic messages to foreign publics. Nevertheless, it is also true that today’s world governments cannot control and manipulate all information and communication as they did in the past. As mentioned earlier, “global media and technology have made public diplomacy an open communication forum” (Von Eschen, 2005, p. 337). To implement public diplomacy effectively, world

governments should be aware of rapidly changing global situations and adjust themselves to the new paradigm. The following statement is worth being considered carefully by public diplomacy practitioners:

Lesson one in “Principles of Public Relations” is to do right and report it. The truth always emerges, albeit often too late to correct wrong-headed policies, but eventually truth does emerge. No one can put a permanent façade around a problem. No one can obscure error indefinitely. If words mirror actions from the start, the rewards are enduring trust and credibility. (Spitzer, 2003, p. 9A)

### **Internet Technology and Public Diplomacy**

To say again, globalization and new technologies have changed today’s public diplomacy environment permanently. Peterson (2002) claimed:

Globalization, the increased speed and greatly diminished cost of processing and transmitting information, the reach of 24/7 television programming, global news media (AM, FM, and shotwave radio, and satellite TV), growing Internet penetration, and ‘smart’ mobile phones are central characteristics of the twenty-first-century foreign policy environment... The information age has democratized communication by providing freedom of access to information, the ability to voice opinions, and the opportunity to enter debate. (n.p.)

Perhaps, the Internet is the most conspicuous technological advance in this information revolution era. So far, many studies concerning the correlation between Internet technologies and communication behavioral changes in human society have been conducted. Public diplomacy and public relations areas are no exception. Brown and Studemeister (2003) argued that growing numbers of non-state actors including NGOs, activist groups, and general citizens on the World Wide Web have asked nations’ foreign affairs ministries to provide more sophisticated and savvy communication and relationship building skills. Many world governments are already doing vigorous communication and relationship

building activities with foreign publics through the Internet. For example, “via its Web site, the foreign ministry of Israel—an early adopter of the Internet—has been providing access to key speeches by Israeli leaders and the full text of agreements and other important documents as well as maps in relation to the Middle East peace process” (Brown & Studemeister, 2003, pp. 589-590). According to Anzinger (2002), there are more than 17,000 governmental institutions’ Web sites from more than 220 countries and territories worldwide as of June 2002.

Curtin and Gaither (2004) also stressed increasing importance of the Internet in public diplomacy. They pointed out that “the public (the American public) obtained most of its information about distant lands from the news media, but in the last decade the World Wide Web has been credited with making the global local and with allowing information providers to bypass media gatekeepers” (pp. 25-26). They continued, “In the weeks following September 11, the public turned to government web sites in record numbers for information on terrorism” (p. 26). They explored international agenda-building and communication processes on the Internet by content-analyzing some Middle Eastern governments’ English-language Web sites. Based on the results, they concluded that “more than half the countries in the Middle East do not have official English-language government sites and are missing out on a major international relations communication tool” (Curtin & Gaither, 2004, p. 32). Since English, which is used by 35.2 percent of total online population (Global Reach, 2004), is usually accepted as the universal language of the Internet, governmental Web sites not having an English version are likely to have difficulty in reaching significant number of Web-surfing foreign

publics. In the mean time, those governmental Web sites, which offer an English version, generally provide good public diplomacy information and solicit non-state actors to dialogic communications (Curtin & Gaither, 2004). However, their study is somewhat limited in articulating the comprehensive paradigm shift of public diplomacy in that only Middle Eastern countries were analyzed. Therefore, further research with broader global scope is demanded. O'Connell (2005) hypothesized that world states can be authorized their sovereignty by their membership of the United Nations. On balance, based on the literature review, some the research questions of this study were drawn:

RQ1: Among the 191 members of the United Nations, to what extent do governments provide public diplomacy Web sites to their publics?

RQ2: Among the 191 members of the United Nations, to what extent do governments offer English-language based public diplomacy Web sites to their publics?

### **Realpolitik vs. Noopolitik**

It is undisputable that public diplomacy is in the middle of paradigm transition. The transition can be described as from coercion to cooperation and from one-way information flow to two-way information flow.

Ronfeldt and Arquilla (1999) predicted there will be huge changes in the public diplomacy area, resulted from the information revolution. They argued that the diplomatic world has not been the subject of internal and external competition among countries so far, compared to the business and military worlds. However, “the diplomatic world is now beginning to feel the heat of competition, especially

from agile nonstate actors that are being strengthened by the information revolution” (Ronfeldt & Arquilla, 1999, n.p.). They expected so-called “netwar” will incorporate non-state actors, such as transnational NGOs, prominent individuals, and armed organizations in the realm of public diplomacy, and will require state governments to have interagency cooperation with those entities more than ever. World public diplomacy cannot escape from the extensive dynamics, which are “the dual shift in power (a) from large, hidebound actors to smaller, more agile ones, like NGOs; and (b) to actors, large or small, that can move from stand-alone to networked forms of organization and behavior” (Ronfeldt & Arquilla, 1999, n.p.).

In addition, Ronfeldt and Arquilla (1999) asserted the wane of *realpolitik* and the emergence of *noopolitik*. According to Brown and Studemeister (2003), *realpolitik* represents “international system of sovereign nation-state in which strong ones exert control over others in pursuit of their own national interests” (p. 585), whereas *noopolitik* implies “a statecraft that emphasizes the role of soft power in expressing ideas, values, norms, and ethics through all manner of media” (p. 585). Ronfeldt and Arquilla (1999) said that the information age will revolutionize classic diplomatic assumptions stemming from *realpolitik*, and encourage the emergence of the new diplomacy paradigm based on *noopolitik*. The emergence of *noopolitik* means not only active participation of non-state actors but an important role of dialogic communication and relationship building via all kinds of communication channels.

In recent years, *realpolitik* is facing growing limitations in public diplomacy.

Ronfeldt and Arquilla (1999) pointed out the decrease of *realpolitik* value:

It (*realpolitik*) works best where states fully rule the international system—but nonstate actors from the worlds of commerce and civil society are gaining strength and reshaping the global environment. It works best where states can maneuver freely and independently—but complex transnational interconnections increasingly constrain this freedom. It works best where national interests dominate decision making—but a host of “global issues” is arising that transcends national interests. It works best where states respond mainly to coercive calculations involving hard power—but state and nonstate actors are increasingly operating in terms of soft power. It works best where ethics matter little—but ethics are increasingly coming to the fore as global civil-society actors gain a voice through all types of media... Furthermore, *realpolitik* works best where diplomacy can be conducted mainly in the dark, away from public scrutiny, under strong state control, and without necessarily having to share information with many actors—but the information revolution is making all that increasingly difficult and favors actors who can operate in the light and gain advantage from information sharing. (n.p.)

On the other hand, they also presented favoring trends of *noopolitik*:

1. The growing web of global interconnection: The era of global interdependence began 1960s, and many trends its theorists emphasize continue to come true. Interdependence was spurred by the rise of transnational and multinational actors, especially multinational corporations and multilateral organizations. Now, a new generation of actors—such as news media, electronic communications services, and human rights organizations—are increasingly “going global,” some to the point of claiming that they are “stateless” and denying that they are “national” or “multinational” in character. They are redefining themselves as global actors with global agendas, and pursuing global expansion through ties with like-minded counterparts.
2. The continued strengthening of global civil-society actors: Because of the information revolution, advanced societies are on the threshold of developing a vast sensory apparatus for watching what is happening around the world. This may mean placing a premium on state-society coordination, including the toleration of “citizen diplomacy” and the creation of “deep coalitions” between state and civil society actors.
3. The rise of soft power: *Realpolitik* allows for information strategy as a tool of propaganda, deception, and manipulation, but seems averse to accepting “knowledge projection” as amounting to a true tool of statecraft. However, for *noopolitik* to take hold, information will have to become a

distinct dimension of grand strategy. The rise of soft power is essential for the emergence of the second path, and thus of *noopolitik*.

4. The importance of “cooperative advantages”: States and other actors seek to develop “comparative advantages” vis à vis each other. This has mostly meant *competitive* advantages, especially when it comes to great-power rivalries conducted in terms of *realpolitik*. But in the information age cooperative advantages will become ever more important. Indeed, societies that improve their abilities to cooperate with friends and allies may also gain competitive advantages against rivals.

5. The formation of the global *noosphere*: *Noosphere* represents a “web of living thought.” The impetus for creating a global *noosphere* is more likely to emanate from activist NGOs, other civil-society actors, and individuals dedicated to freedom of information and communications and to the spread of ethical values and norms. *Noosphere* is likely to encompass values, such as openness, freedom, democracy, the rule of law, humane behavior, respect for human rights, and a preference for peaceful conflict resolution. (n.p.)

Based on the preceding literature review, the additional research questions and new hypotheses were drawn:

RQ3: Among the members of the United Nations providing an English version of public diplomacy Web site, to what extent do governments try to build dialogic relationships with their publics?

H1: A political system of a state (democracy/not democracy) influences a quality of dialogic public relations strategies through its public diplomacy Web site.

H2: An economic scale of a state (GDP scale) influences a quality of dialogic public relations strategies through its public diplomacy Web site.

H3: A level of freedom of a state (free/partly free/not free) influences a quality of dialogic public relations strategies through its public diplomacy Web site.

RQ4: Among the members of the United Nations providing an English version of public diplomacy Web site, to what extent do governments try to

incorporate non-state actors, including NGOs, civil-society groups, and individuals in dialogic relationships through their Web sites?

H4: A political system of a state (democracy/not democracy) influences a quality of non-state actor relations through its public diplomacy Web site.

H5: An economic scale of a state (GDP scale) influences a quality of non-state actor relations through its public diplomacy Web site.

H6: A level of freedom of a state (free/partly free/not free) influences a quality of non-state actor relations through its public diplomacy Web site.

RQ5: Among the members of the United Nations providing an English version of public diplomacy Web site, to what extent do governments deal with global issues, such as AIDS and human rights, through their Web sites?

H7: A political system of a state (democracy/not democracy) influences a government's level of concern about global issues through its public diplomacy Web site.

H8: An economic scale of a state (GDP scale) influences a government's level of concern about global issues through its public diplomacy Web site.

H9: A level of freedom of a state (free/partly free/not free) influences a government's level of concern about global issues through its public diplomacy Web site.

## CHAPTER 3 METHODOLOGY

The content analysis method was used to explore the research questions and the hypotheses drawn by the preceding literature review. According to Kerlinger (2000), “content analysis is a method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables” (as cited in Wimmer & Dominick, 2003, p. 141). The method is suitable for this study because it is one of the most effective approaches to analyze contents of media (Wimmer & Dominick, 2003). Moreover, McMillan (2000) asserted that even in the Internet context differing from traditional media, such as newspapers and televisions, the method can be useful in analyzing data and contents. Previous studies concerning media and public diplomacy activities were mainly based on the content analysis method as well (e.g., Curtin & Gaither, 2004; Johnson, 2005).

### **Research Design and Data Collection**

To achieve the ultimate goals of the study, government Web sites of the 191 countries, which are the members of the United Nations, were examined as the main research subjects of the study. Only foreign affairs ministry Web sites, foreign embassy Web sites, or presidential Web sites were regarded as relevant “public diplomacy Web sites” in this study, because those institutions are central in public diplomacy. The research priority was given in order of foreign affairs ministry Web sites, foreign embassy Web sites, and presidential Web sites. For example, if a country had all of those three governmental Web sites, only a foreign

affairs ministry Web site was examined, and other governmental Web sites were excluded, because usually a foreign affairs ministry is recognized as a principal institution of public diplomacy. If a country did not have a foreign affairs ministry Web site, but have a foreign embassy Web site, then that foreign embassy Web site was the unit of analysis for that country. If a country had multiple foreign embassy Web sites, the unit of analysis was chosen randomly. Finally, if a country did not have any Web site mentioned above, that country was regarded as not providing governmental Web sites in relation to public diplomacy for publics.

The Internet data base, *Governments on the WWW* (<http://www.gksoft.com/govt/en/>) was used as the main source of this study to identify world governments' Web sites. Gunnar Anzinger, the establisher of the data base, has updated almost all government-related Web sites worldwide as of June 26, 2002. The researcher believed this Web site is one of the most comprehensive and up-to-date sources regarding world governments' Web sites. In case that the Internet data base did not seem to have the most recent links of governments' Web sites, Web searches through the *Google* were accompanied.

Finally, secondary research, which is mainly concerned with a country's political (political status), economic (economic scale), and cultural (freedom) variables, was taken into account to make a comparative analysis possible among world governments. Statistical data from credible institutions comprised the secondary research. The researcher referred to the world governments' status index from the *Nationmaster.com* for the countries' political systems, and used the 2004 World Bank statistics in terms of the subject countries' GDPs. In addition, for

freedom levels of the countries, the researcher cited the “Freedom in the world 2006” index of the Freedom House.

### **Theoretical Foundation of the Coding Instrument**

The coding instrument of the analysis was designed mainly based on the three previous studies (Kent & Taylor, 1998; Taylor, Kent, & White, 2001; Curtin & Gaither, 2004).

First of all, in 1998, Kent and Taylor offered important public relations strategies in terms of creating dialogic relationships with Internet publics. Kent and Taylor (1998) contended:

...Internet communication can include the “personal touch” that makes public relations effective...entire “communities” of diasporic groups are located in “cyberspace.” These publics who constitute (often-times global) communities unto themselves might otherwise remain disparate were it not for the Internet and the WWW. Thus, the Internet may be one of the only ways to reach traditionally isolated publics. (p. 323)

Kent and Taylor (1998) also argued the importance of dialogic communication in relationship building. Based on the previous dialogue-related discourse including ideas of Karlberg, Buber, Habermas, and Johannesen, Kent & Taylor (1998) asserted that “As a dialogic medium, the Internet may be viewed as a ‘convivial tool’” (p. 324). In addition, they concluded the following five principles for the effective dialogic relationship building through a Web site:

1. The dialogic loop: A dialogic loop allows publics to query organizations and, more importantly, it offers organizations the opportunity to respond questions, concerns and problems.
2. The usefulness of information: Informational efforts can provide Web site visitors with contact addresses, telephone numbers, and electronic-mail address of organizational members, external experts, share holders, and those holding valid competing/contradictory positions. Information is made available to publics not to stifle debate or win their accent, but to allow them to engage an organization in dialogue as an informed partner.

3. The generation of return visits: Sites should contain features that make them attractive for repeat visits such as updated information, changing issues, special forums, new commentaries, on-line question and answer sessions, and on-line “experts” to answer questions for interested visitors.
4. The intuitiveness/ease of the interface: A great deal of a Web site’s content should be textual rather than graphical—text loads faster than graphics, and well typeset pages can actually be more effective attention getters than a graphic that takes 30 seconds to load.
5. The rule of conservation of visitors: Web sites should include only “essential links” with clearly marked paths for visitors to return to your site. (pp. 326-331)

Along with the same line with the aforementioned study, Taylor, Kent, and White (2001) proposed the methodological guidelines in terms of dialogic relationship building through a Web site:

1. Ease of interface is facilitated by: having site maps (or links to site maps) clearly identifiable on a home page; ensuring that major links to the rest of the site are clearly identified on the home page; incorporating a search engine box (or a link to a search box) on home pages; creating image maps that are self-explanatory; and incorporating minimal graphic reliance into site design.
2. Usefulness of information is facilitated by: press releases, speeches, downloadable graphics, clear statement about organizational positions on policy issues...statements on the philosophy and mission of the organization...links to relevant political leaders making it easy for interested individuals to express their opinions on issues.
3. Conservation of visitors is facilitated by: the presence of important information (or organizational messages) on the first page; the amount of time that the site loaded on a medium speed, networked computer; and a clear posting of the date and time the site was last updated.
4. Generation of return visits is facilitated by: providing links to other Web sites; appealing to visitors with explicit statements inviting them to return; encouraging visitors to “bookmark this page now” to facilitate easy return; the announcement of regularly scheduled news forums; providing visitors with question and answer forums;...offering visitors downloadable and regularly updated, information; offering visitors information that can be automatically delivered through regular mail or e-mail; and the posting of news stories within the last 30 days.
5. Dialogic loop is facilitated by: opportunities for visitors to send messages to the organization; opportunities for individuals to vote on issues; the option to request regular information updates; and the option for visitors to fill out surveys identifying priorities and expressing opinions on issues. (pp. 269-271)

Finally, Curtin and Gaither (2004) provided the critical methodology foundation for this research. Curtin and Gaither (2004) analyzed “all available English-language government and presidential web sites in the Middle East...” (p. 28). Based on their previous study, it is justifiable to compare foreign affairs ministry Web sites, foreign embassy Web sites, and presidential Web sites as a nation’s official Web sites for public diplomacy and foreign relationship building. Also, in relation to RQ4 and RQ5, the level of prominence about each subject (non-state actors and global issue) was measured within three or less “clicks” from the main page: 1 = main page, 2 = one click from the main page, and 3 = two clicks from the main page (Yeon, 2005).

### **Pretest and Coder Training**

In terms of the coding process, two coders, including the researcher and another graduate student filled out the coding instrument respectively. To set the coding instrument and code book in good order, a pretest was conducted with 10 percent of the research samples, which equals 19 countries’ governmental Web sites. Those pretest samples were randomly selected among the 191 UN-affiliated countries. The researcher used the Holsti’s reliability method (1969) to measure intercoder reliability of the coding instrument. After resolving few disagreements between the coders, intercoder reliability of each categories of the coding instrument ranged from .711 to .921, and the overall intercoder reliability of the coding instrument reached .787.

### **Data Analysis**

The Statistical Package for the Social Sciences (SPSS 12.0 for Windows) was utilized to content-analyze the subjects of the study. As for RQ1 and RQ2, frequencies statistics were conducted, because those questions mainly dealt with the presence of the countries' governmental Web sites. As for RQ3, frequencies statistics were implemented to analyze presence of dialogic features, which were based on Taylor, Kent, and White's previous study (2001). To verify H1, H2, and H3, Multiple Linear Regression tests were conducted to analyze the level of influence of each independent variable (a country's political system, economic scale, and level of freedom) on the dependent variable, which is a quality of dialogic relationship building strategies through a governmental Web site. Regarding the RQ4 and RQ5, frequencies statistics were implemented to measure the degree of world governments' efforts on relationship building with non-state actors and global issues respectively. As for H4, H5, and H6, Multiple Linear Regression tests were conducted as well. Finally, to verify H7, H8, and H9, Multinomial Logistic Regression tests were utilized, because the dependent variable of each hypothesis (a country's statement regarding global issues through its public diplomacy Web site) has nominal value (presence/absence).

## CHAPTER 4 RESULTS

This study basically aims to explore the five research questions and nine hypotheses. Content analyses of the 191 member countries of the United Nations were conducted to examine the research questions and to test a set of hypotheses. The rest of the chapter summarizes the research results.

### **Research Question 1**

Research question one inquires the extent of presence of governmental Web sites regarding public diplomacy among the 191 UN member countries. According to the frequencies statistics drawn from the Internet database, *Governments on the WWW* (<http://www.gksoft.com/govt/en/>), and the Web search engine (*Google*) references, 166 countries (86.9 %) manage governmental Web sites relevant to public diplomacy activities, whereas 25 countries (13.1 %) do not have any governmental Web site satisfying the criterion (see Figure 4-1). Countries not providing any relevant public diplomacy Web sites are as follows: Bhutan, Burundi, Central African Republic, Democratic People's Republic of Korea (North Korea), Djibuti, Equatorial Guinea, Eritrea, Guinea, Guinea-Bissau, Liberia, Libyan Arab Jamahiriya, Micronesia, Nauru, Niger, Oman, Saint Lucia, Samoa, San Marino, Seychelles, Somalia, Syrian Arab Republic, Timor-Leste, Tonga, Tunisia, and Vanuatu.

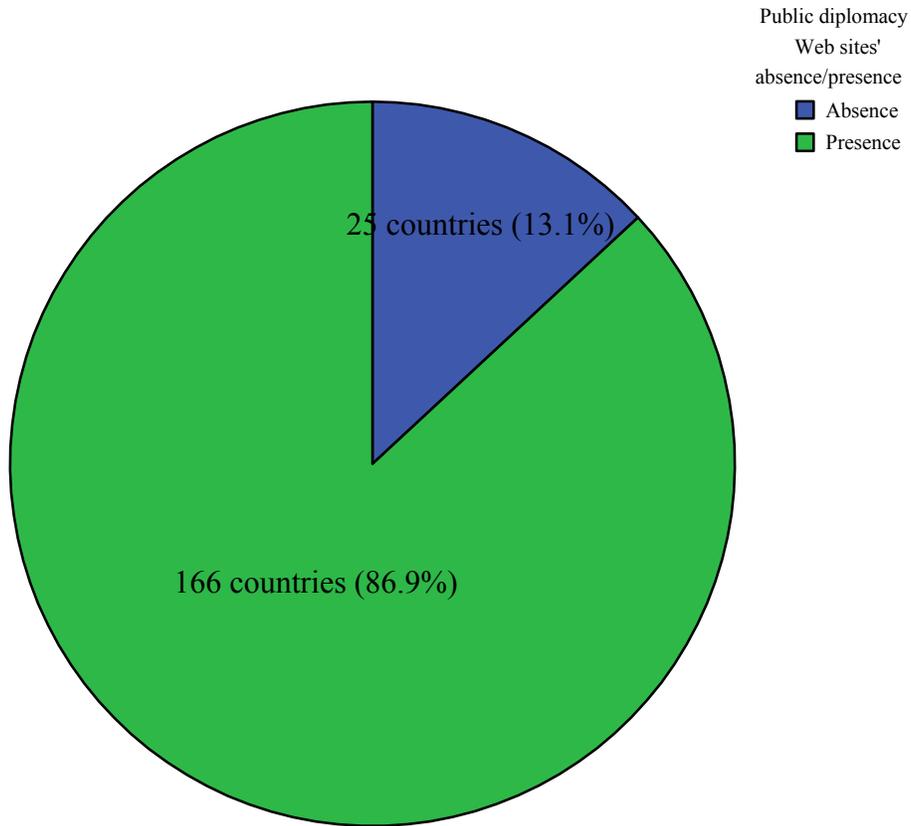


Figure 4-1. Public Diplomacy Web Sites' Absence/Presence

Analyzing the number of public diplomacy Web sites (foreign affairs ministry Web site, foreign embassy Web site, and presidential Web site) that a country has on average among the 166 UN member countries providing relevant Web sites, the mean value was 2.02 (SD = .77). In other words, world's 166 countries are maintaining slightly over two public diplomacy Web sites on average. As shown in Table 4-1, 47 countries (28.3 %) have only one public diplomacy Web site, 69

countries (41.6 %) have two public diplomacy Web sites, and 50 countries (30.1 %) have all three relevant Web sites.

Table 4-1. Number of Public Diplomacy Web Sites Utilized by Each Country

Number of sites	Number of countries	Percent
One Web site	47	28.3
Two Web sites	69	41.6
Three Web sites	50	30.1
Total	166	100.0

According to the aforementioned research protocol of the study and Web sites' availability of a country, 88 foreign affairs ministry Web sites (53.0 %), 77 foreign embassy Web sites (46.4 %), and one presidential Web site (0.6 %) were analyzed for the study (see Table 4-2).

Table 4-2. Number of Analyzed Web Site by a Type of Organization

Type of organization	Frequency	Percent
Foreign affairs ministry Web site	88	53.0
Foreign embassy Web site	77	46.4
Presidential Web site	1	.6
Total	166	100.0

## Research Question 2

Research question two asks whether or not the UN member countries offer an English version public diplomacy Web sites. Web searches through the Internet database, *Governments on the WWW* and the Web search engine *Google* resulted on 154 countries (80.6 %) provide English version of public diplomacy Web sites to their publics. In addition, 12 countries (6.3 %) do not provide English Web sites, while they have relevant public diplomacy Web sites on the Internet under their foreign affairs ministries, embassies, or presidential offices (see Figure 4-2). The following 12 countries do not provide English public diplomacy Web sites:

Algeria, Benin, Bolivia, Comoros, Congo, Gabon, Mali, Mauritania, Nicaragua, Senegal, Tajikistan, and Togo.

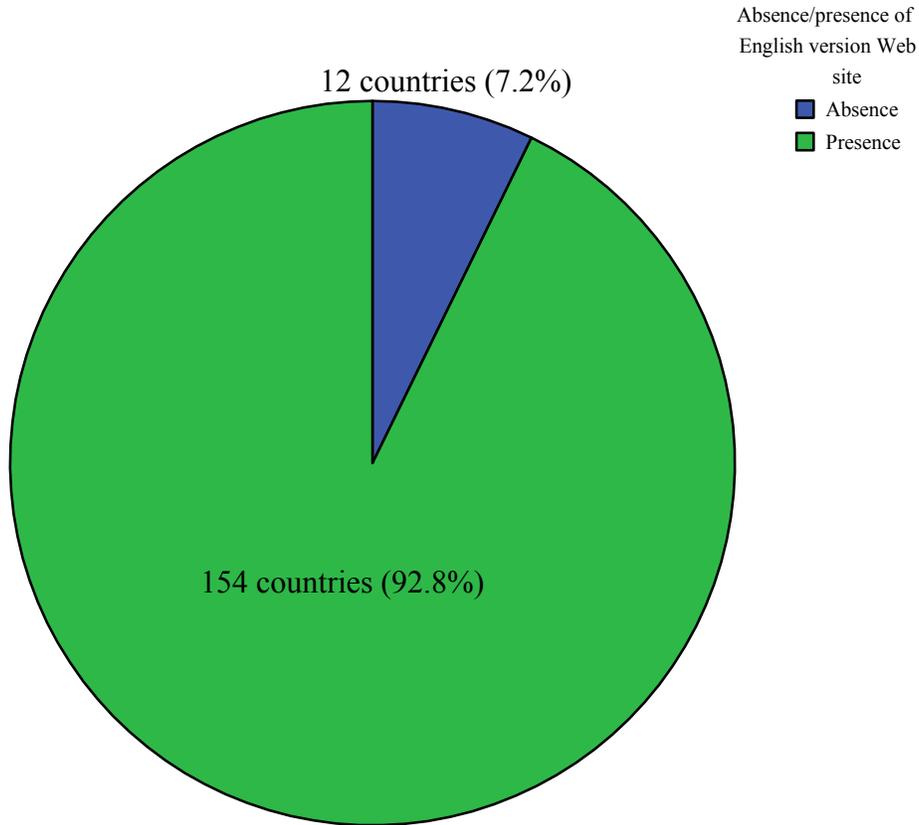


Figure 4-2. Absence/Presence of English Version Web Site

### Research Question 3

Research question three deals with the extent of dialogic relationship building strategies utilized by world countries through their public diplomacy Web sites.

The extent of dialogic relationship building strategies of each country was measured by the number of dialogic relationship building features (total of 25 items), suggested by Taylor, Kent, and White (2001).

The mean score of dialogic relationship building features utilized by 154 world countries' public diplomacy Web sites in which English version is available was 12.3 (SD = 4.29) and the median was 13. The foreign affairs ministry Web site of Croatia was the most sophisticated public diplomacy Web site in terms of dialogic relationship building strategies with 21 features out of 25. On the contrary, the Embassy of Pakistan in Seoul, Republic of Korea Web site applied only one dialogic relationship building strategy (major links to rest of the site).

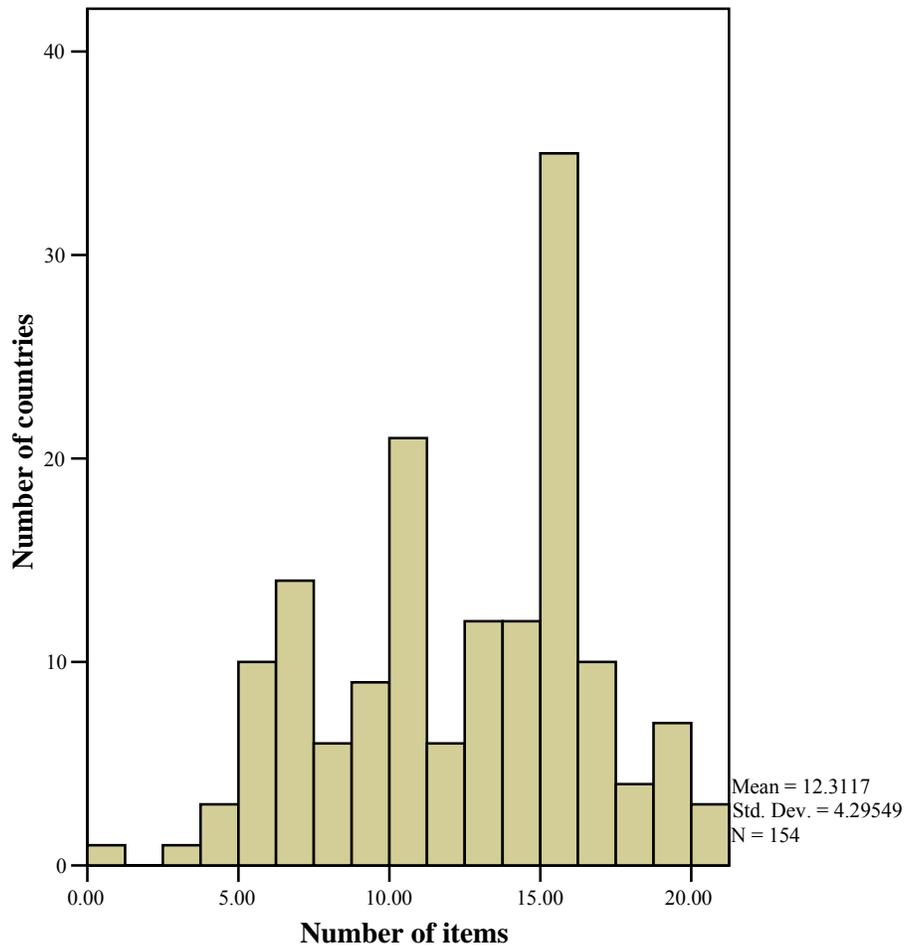


Figure 4-3 The Histogram of Web Site Dialogic Relationship Building Strategies

Classifying each category of dialogic relationship building strategies (ease of interface, usefulness of information to publics, conservation of visitors, return visits, and dialogic loop), world countries have the average of 2.7 items (SD = .08) out of four regarding ease of interface, the average of 2.7 items (SD = .10) out of five regarding usefulness of information to publics, the average of 2.0 items (SD = .08) out of three regarding conservation of visitors, the average of 3.8 items (SD = .13) out of nine regarding return visits, and the average of 1.1 items (SD = .05) out of four regarding dialogic loop.

Table 4-3. Occurrence of Dialogic Relationship Building Items (in order of frequencies)

Category	Number of countries	Percent
Major link to rest of the site	153	99.4
Links to other Web sites	144	93.5
Short loading time (less than four seconds)	136	88.3
Opportunity for user-response	136	88.3
Downloadable graphics	130	84.4
Things that can be requested by mail or e-mail	129	83.8
Low reliance on graphics	127	82.5
Downloadable information	111	72.1
Press releases	109	70.8
Speeches	99	64.3
Important info available on 1 <sup>st</sup> page	94	61.0
Posting of last updated time and date	79	51.3
Search engine box	76	49.4
Posting news stories within 15 days	65	42.2
Site map	60	39.0
Explicit statement invites user to return	60	39.0
Links to political leaders	41	26.6
FAQ's or Q & A's	38	24.7
Audio/Visual capacity	37	24.0
Calendar of events	32	20.8
Offers regular information through e-mail	25	16.2
Bookmark now	6	3.9
News forum (regularly scheduled)	5	3.2
Opportunity to vote on issues	2	1.3
Survey to voice opinion on issues	2	1.3

### Research Question 4

Research question four asks the extent of dialogic relationship building strategies with non-state actors, such as NGOs, multinational corporations, and individuals, utilized by world countries through their public diplomacy Web sites. When analyzing the level of prominence of non-state actor relations through world countries' public diplomacy Web sites, eight countries (5.2 %) have related information on their first page of the Web sites, 100 countries (64.9 %) have related information on their second layer of the Web sites, 16 countries (10.4 %) have related information on their third or more layer of the Web sites, and 30 countries (19.5 %) do not provide any relevant information regarding non-state actors (see Figure 4-4).

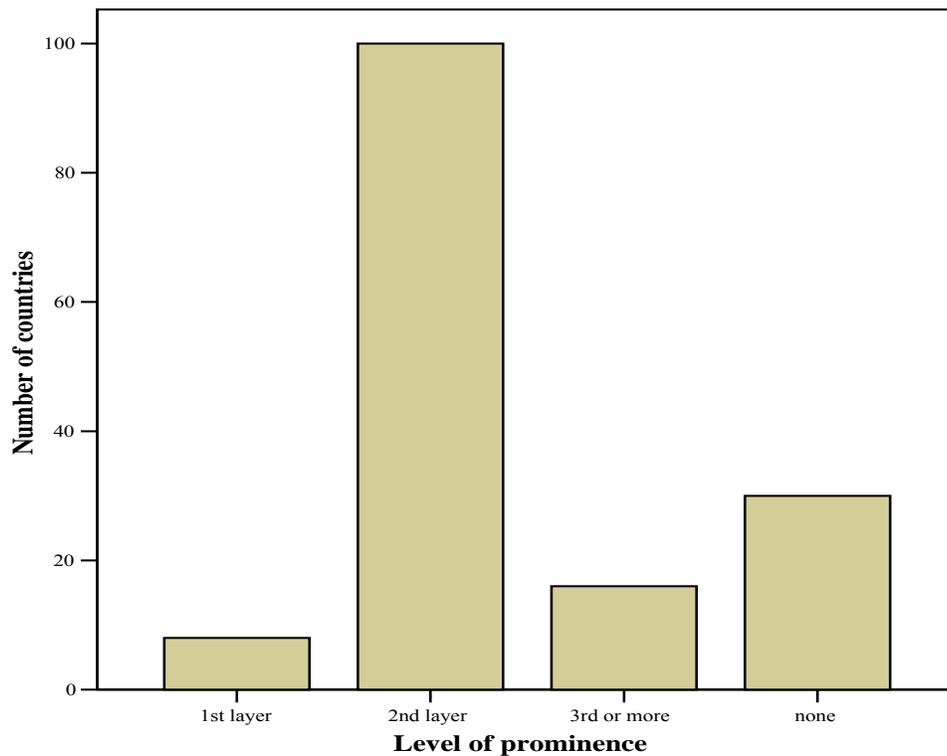


Figure 4-4. The Bar Chart of Non-state Actor Relations Information Prominence

In terms of world countries' dialogic relationship building strategies with non-state actors, the extent of dialogic relationship building strategies of each country was measured by the number of dialogic relationship building features (total of seven items) in non-state actor related pages. The mean score of dialogic relationship building features with non-state actors utilized by world countries' public diplomacy Web sites was 1.32 (SD = 1.24) and the median was 1.0. Fifty-three countries (34.4 %) do not provide any dialogic relationship building items to non-state actors, 39 countries (25.3 %) have one item, 28 countries (18.2 %) have two items, 29 countries (18.8 %) have three items, four countries (2.6 %) have four items, and only one country (0.6 %), which is the United States of America, has five dialogic relationship building items (see Table 4-4).

Table 4-4. Frequencies of Non-state Actor Dialogic Relationship Building Features

Number of dialogic relationship building features	Number of countries	Percent
None	53	34.4
1	39	25.3
2	28	18.2
3	29	18.8
4	4	2.6
5	1	.6
Total	154	100.0

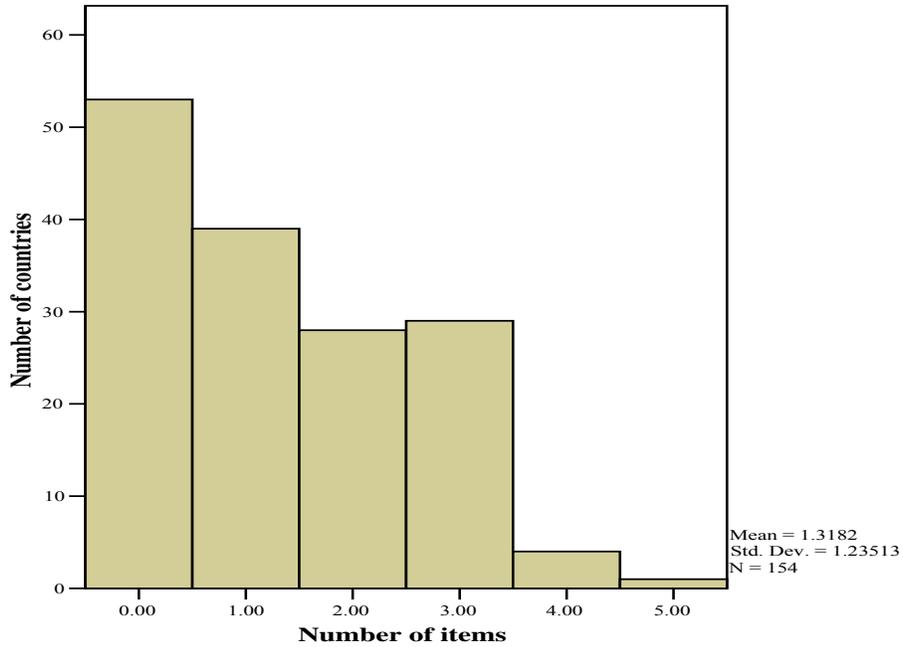


Figure 4-5. The Histogram of Non-state Actor Dialogic Relationship Building Strategies

In addition, when analyzing frequencies of each dialogic relationship building item utilized by world countries' public diplomacy Web sites, an e-mail address or link was the most frequently used feature (see Table 4-5).

Table 4-5. Occurrence of Non-state Actor Dialogic Relationship Building Items

Category	Number of countries	Percent
E-mail address	91	59.1
Viewer choice	60	39.0
Search engine box	42	27.3
Bulletin board	8	5.2
Chat room	2	1.3
Blog	0	0.0
Other	0	0.0

### Research Question 5

Research question five asks the extent of world governments' awareness and concern regarding global issues through their public diplomacy Web sites. The analysis revealed that 86 countries (55.8 %) do not present their appreciation of immediate global issues, whereas 68 countries (44.2 %) deal with global issue discourse through their public diplomacy Web sites (see Figure 4-6).

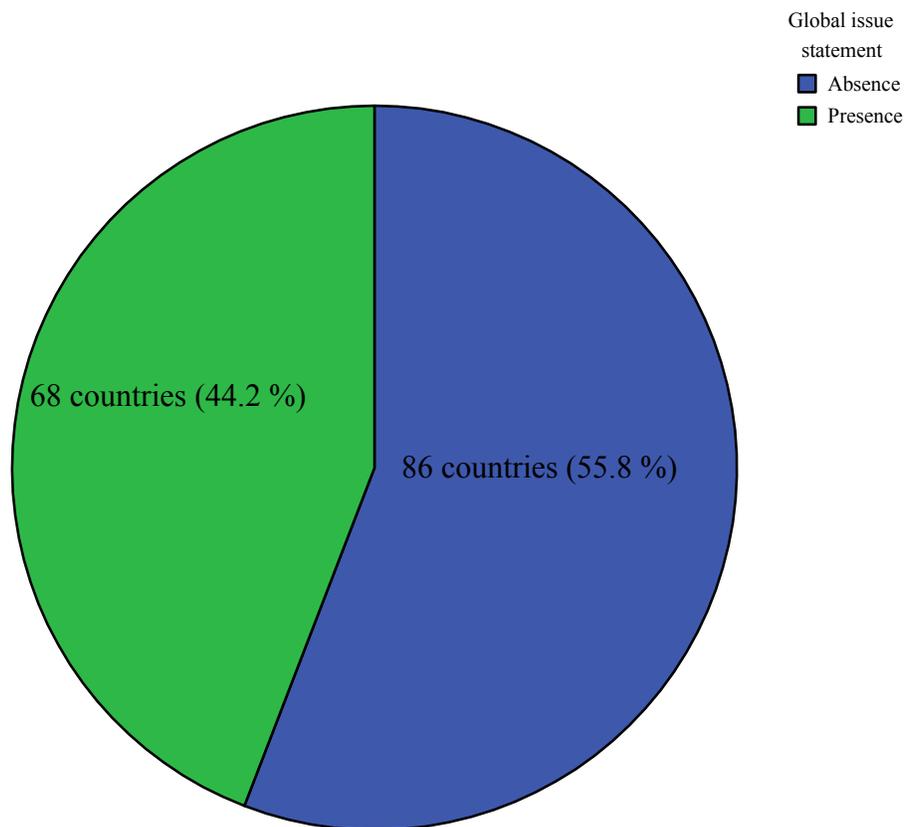


Figure 4-6. Absence/Presence of Global Issue Concern

Furthermore, the analysis in relation to the level of global issue prominence revealed that among 68 countries demonstrating their concern about global issues

through their public diplomacy Web sites, six countries (8.8 %) have related information on the first page of the Web sites, 37 countries (54.4 %) have related information on the second page of the Web sites, and 25 countries (36.8 %) have related information on the third or more page of the Web sites (see Figure 4-7).

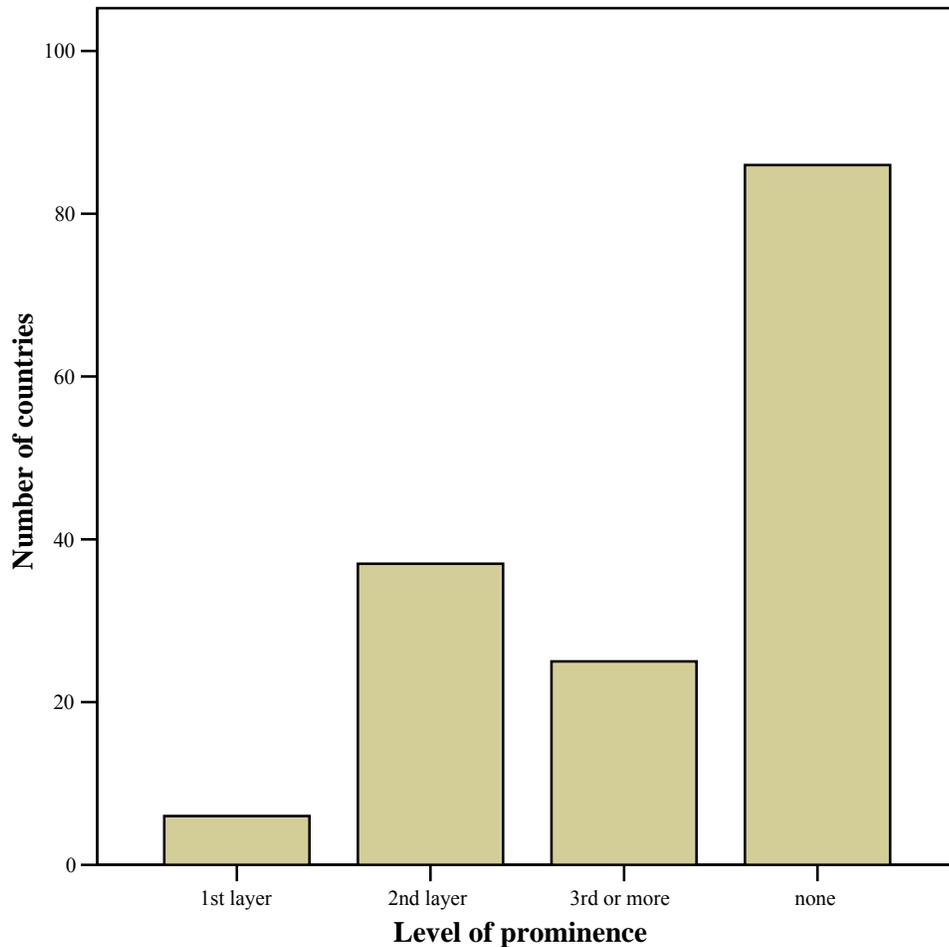


Figure 4-7. The Bar Chart of Global Issue Information Prominence

### Hypothesis 1, 2, and 3

Hypothesis 1, 2, and 3 mainly aim to test correlations between a country's political status, economic scale, and level of freedom and its extent of overall dialogic relationship building strategy application through public diplomacy Web

site respectively. Among 154 world countries providing relevant English-language based public diplomacy Web sites, eight countries (Andorra, Brunei, Cuba, Iraq, Liechtenstein, Monaco, Myanmar, and Tuvalu) were excluded from the analysis due to their unavailability of GDP data. The Multiple Linear Regression method was used to support or reject the assumed hypotheses.

The regression model was significant ( $F(3, 146) = 9.013, p = .000$ ) with 99 percent confidence. Also, based on the R square value of the model, all independent variables, which are a country's political status, economic scale, and level of freedom, have 16 percent of explanation power to the variance of the extent of overall dialogic relationship building strategies through public diplomacy Web sites (see Table 4-6).

Table 4-6. The Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.400(a)	.160	.142	3.98840

(a) Predictors: (Constant), Freedom, Economic, Political

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	430.117	3	143.372	9.013	.000(a)
	Residual	2258.842	142	15.907		
	Total	2688.959	145			

(a) Predictors: (Constant), Freedom, Economic, Political

Table 4-7. Coefficients (H1 through H3)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.399	2.650		2.792	.006
	Political	.548	1.083	.057	.506	.614
	Economic	.000	.000	.251	3.223	.002
	Freedom	1.736	.626	.314	2.772	.006

In addition, the coefficients of each independent variable revealed that a country's economic scale and level of freedom have significant influence on its overall dialogic relationship building strategies through a public diplomacy Web site, whereas political status is not significantly correlated with a country's level of dialogic relationship building strategy application with 99 percent confidence (see Table 4-7). In sum, H1, "A political system of a state (democracy/not democracy) influences a quality of dialogic public relations strategies through its public diplomacy Web site" was rejected, while H2, "An economic scale of a state (GDP scale) influences a quality of dialogic public relations strategies through its public diplomacy Web site" and H3, "A level of freedom of a state (free/partly free/not free) influences a quality of dialogic public relations strategies through its public diplomacy Web site" were supported based on the statistical results.

#### **Hypothesis 4, 5, and 6**

Hypothesis 4, 5, and 6 are to examine correlations between a country's political status, economic scale, and level of freedom and its extent of dialogic relationship building strategy utilization with non-state actors, such as NGOs, multinational corporations, and individuals. One hundred and forty six UN member countries were analyzed as well as Hypothesis 1, 2, and 3, because of the missing data of eight countries' GDP scale. Also, the Multiple Linear Regression method was utilized to test statistical significance between variables.

The regression model turned out to be valid ( $F(3, 146) = 11.517, p = .000$ ), along with almost 20 percent of explanation power of the independent variables (political status, economic scale, and level of freedom) to the variance of the

dependent variable (extent of dialogic relationship building strategies with non-state actors) (see Table 4-8).

Table 4-8. The Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442(a)	.196	.179	1.12579

(a) Predictors: (Constant), Freedom, Economic, Political

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.790	3	14.597	11.517	.000(a)
	Residual	179.970	142	1.267		
	Total	223.760	145			

(a) Predictors: (Constant), Freedom, Economic, Political

Table 4-9. Coefficients (H4 through H6)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.709	.748		-.948	.345
	Political	.564	.306	.203	1.845	.067
	Economic	.000	.000	.347	4.554	.000
	Freedom	.537	.177	.336	3.036	.003

Taking into consideration of the coefficients of each independent variable, a country's economic scale and level of freedom have significant influence on its level of dialogic relationship building strategies with non-state actors with 99 percent confidence. However, political status is still not significant in relation to a country's level of dialogic relationship building strategy application (see Table 4-9). Therefore, H4, "A political system of a state (democracy/not democracy) influences a quality of non-state actor relations through its public diplomacy Web site." was not supported. On the other hand, H5, "An economic scale of a state (GDP scale) influences a quality of non-state actor relations through its public diplomacy Web site" and H6, "A level of freedom of a state (free/partly free/not

free) influences a quality of non-state actor relations through its public diplomacy Web site” were statistically supported.

### **Hypothesis 7, 8, and 9**

Hypothesis 7, 8, and 9 aim to verify correlations between a country’s political status, economic scale, and level of freedom and its extent of concern about global issues through public diplomacy Web site respectively. Also, 146 UN member countries were analyzed for the statistical test. In terms of statistical methodology, the Multinomial Logistic Regression method was conducted because the dependent variable (a government’s level of concern about global issues) was coded with nominal value (absence/presence).

The regression model for hypothesis 7, 8, and 9 was significant with 99 percent confidence ( $\chi^2(3, 146) = 35.040, p = .000$ ) (see Table 4-10).

Table 4-10. The Regression Model Summary

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	200.642			
Final	165.602	35.040	3	.000

Furthermore, according to the coefficients (Wald statistics) of each independent variable, a country’s economic scale has significant influence on its extent of concern regarding global issues through public diplomacy Web site with 99 percent confidence, whereas a country’s political status and level of freedom are not significant predictors in explaining the likelihood of a country’s global issue care (see Table 4-11). On balance, H7, “A political system of a state (democracy/not democracy) influences a government’s level of concern about global issues through its public diplomacy Web site” and H9, “A level of freedom

of a state (free/partly free/not free) influences a government's level of concern about global issues through its public diplomacy Web site" were rejected.

However, H8, "An economic scale of a state (GDP scale) influences a government's level of concern about global issues through its public diplomacy Web site" was sustained.

Table 4-11. Coefficients (H7 through H9)

Global(a)		B	Std. Error	Wald	df	Sig.
Absence	Intercept	3.294	1.531	4.628	1	.031
	Political	-.991	.606	2.674	1	.102
	Economic	.000	.000	10.960	1	.001
	Freedom	-.518	.360	2.071	1	.150

(a) The reference category is: Presence.

## CHAPTER 5 DISCUSSION AND CONCLUSION

### **Current Status of World Countries' Public Diplomacy Web Sites**

As assumed earlier, it seems world countries are desirably adjusting themselves to the new paradigm of public diplomacy, keeping pace with globalization and technological developments. Almost 87 percent (166 countries) of the 191 UN member countries maintains relevant public diplomacy Web sites. Including quasi-public diplomacy Web sites, such as ministry of tourism Web sites or ministry of international investments Web sites, the percentage would be higher. Therefore, it is reaffirmed that world countries, which should be active participants of international public diplomacy, also recognize the importance and value of Web communication in building relationships with foreign governments and publics.

Moreover, due to relatively small expenses in managing Web sites, it seems a large number of world countries have more than two relevant public diplomacy Web sites, which means more communication and relationship building channels both for world governments and concerned publics. In view of 25 countries among the UN members, not providing relevant public diplomacy Web sites, a country's decisive factors in the absence of public diplomacy Web sites could be social unrest (e.g., Burundi, Liberia, Somalia, Timor-Leste), dictatorship (e.g., Central African Republic, North Korea, Eritrea, Libyan Arab Jamahiriya, Syrian Arab Republic), poor economic condition (e.g., Bhutan, Guinea, Niger), or lack of infrastructure (e.g., Micronesia, Saint Lucia, Seychelles).

Meanwhile, among the 191 UN member countries, almost 81 percent (154 countries) of world countries accommodate English-language based public diplomacy Web sites. Considering English is one of the most used international languages, especially in terms of diplomatic relations, the frequencies are somewhat favorable. Among 166 world countries maintaining relevant public diplomacy Web sites, only 12 countries do not provide English-language based Web sites. With respect to those 12 countries' historical profiles (Algeria, Benin, Bolivia, Comoros, Republic of the Congo, Gabon, Mali, Mauritania, Nicaragua, Senegal, Tajikistan, and Togo), one of the significant factors in their absence of English-language based Web sites could be their colonial ties and subsequent official languages (mostly French and Spanish). Nevertheless, it is inexcusable for them not to provide English-language based public diplomacy Web sites, in that not only even France and Spain, which once were their colonial rulers, utilize the English version of public diplomacy Web sites, but also they isolate themselves from English-speaking foreign publics in terms of providing relevant information and building relationships. Again, the new paradigm of public diplomacy requires world countries to have different ways of thinking in terms of relationship building with a broadened spectrum of publics, such as transnational NGOs, multinational corporations, and individuals, let alone sovereign states. Absence and lack of viewer-friendly environment of public diplomacy Web sites could be huge hindrance to communicating and building relationships with such dynamic constituents of today's international diplomatic relations.

### **Dialogic Relationship Building in Public Diplomacy**

Dialogic communication is fundamental to developing and promoting relationships among different entities. Heath (2001) argued that publics judge each other's standpoints and values based on exchanges of statement and counterstatement, which compose dialogues. Especially, when it comes to the Internet, both organizations and publics can take advantage of the dialogic nature of the medium in relation to communicating and developing relationships with one another.

The content analysis of world countries' public diplomacy Web sites revealed that governments are utilizing and providing dialogic relationship building features relatively well through their public diplomacy Web sites. On average, 154 world countries, managing English-language based public diplomacy Web sites, have slightly over 12 dialogue promoting features on their Web sites out of the 25 features, suggested by Taylor, Kent, and White (2001). In addition, the histogram of world countries' Web site dialogic relationship building strategies (see Graph 4-3), which is slightly skewed to the right, confirms the rationale is justifiable.

Considering the frequencies of each dialogic relationship building feature, world countries still need to improve their public diplomacy Web sites in terms of "search engine box" (49.4 %), "posting news stories within 15 days" (42.2 %), "links to political leaders" (26.6 %), "audio/visual capacity" (24 %), "calendar of events" (20.8 %), "offer of regular information through e-mail" (16.2 %), "bookmark now" (3.9 %), "regularly scheduled news forum" (3.2 %), "opportunity to vote on issues" (1.3 %), and "survey to voice opinion on issues" (1.3 %). In

particular, as a part of public relations efforts to attract world publics to healthy dialogues and to promote mutually beneficial relationships with them, world governments should complement Web site features related to the dialogic loop, such as “opportunity to vote on issues,” “survey to voice opinion on issues,” and “offer of regular information through e-mail.”

Meanwhile, the statistical tests to validate correlations between a nation’s political, economic, and cultural variables and its level of dialogic relationship building strategies through a public diplomacy Web site revealed that a country’s economic scale and level of freedom are significant predictors of its level of dialogic relationship building efforts, in other words, quality of relationship management with world publics through the Internet medium.

As mentioned earlier, due to the paradigm shift in world politics based on “soft power,” a country’s economic scale has been much more important in explaining a country’s diplomatic capacity. Vice versa, successful diplomacy and mutually beneficial relationships with global actors have become much more critical factors in a country’s economic prosperity as well in this globalization age. Without a doubt, today’s international power dynamics are controlled by the logic of “political economy,” which compounds politics and economics in relation to allocation of limited resources of the world (Viotti & Kauppi, 2001). However, this correlation between a country’s economic scale and its public diplomacy capacity may aggravate the “north-south divide” situation among world countries. As poorer countries are marginalized from the center of international diplomacy, they tend to have less economic benefits in the global setting. Considering that the Internet

medium has enormous communication power to reach publics with relatively small expenses, and it also has democratic tendencies encouraging two-way communication, poorer countries should pay much more attention to Web public diplomacy not to fall behind in the global competition.

The level of freedom of each country also influences a country's public diplomacy quality and capacity regarding the extent of dialogic relationship building strategies through public diplomacy Web sites. This result can be explained in two ways, which are based on internal and external motives respectively. Firstly, it seems countries that are not tolerant about much freedom of their citizens tend to be reluctant to make dialogic relationships with either domestic publics or international publics. Reasons for this tendency could be various, to name a few, religious ideologies, social unrest, or political oppression. There are still a number of countries in the world that even regulate or limit use of the Internet to some extent. To them, free exchange of ideas and free communication are intolerable and unfavorable, not to mention dialogic relationship building. Secondly, most countries that are partly free or not free tend to have external problems in terms of international relationships, for example, conflict with neighbor countries, involvement in international crimes, such as terrorism, and unjustifiable political regime, such as brutal dictatorship. Sometimes, open communication and negotiation with global actors, including other nations, international organizations, and transnational NGOs are not an option for them to solve those complicated problems. They tend to block any communication flow either from inside or from outside. After all, it seems

openness and mutual understanding with concerned publics is the key to the excellent public diplomacy as much as they are to public relations.

On the other hand, political status of a country does not seem to be a significant factor in explaining a country's dialogic relationship building quality in public diplomacy. At a glance, this result looks odd because it is commonsense that a country's political status significantly affects its whole social structures (Sriramesh & Vercic, 2003), and consequently has an influence on its public diplomacy approaches and behavior. However, this result obviously clarifies the new paradigm of world politics and public diplomacy. After the cessation of the "Cold War," in other words, the collapse of communism, the world has changed from a marketplace of ideology to a marketplace of economy. Even if a country is not based on true democracy, it should actively participate in public diplomacy and global public relations as a whole to compete successfully in this global war of trade and economy. For example, the Ministry of foreign affairs of China maintains the very sophisticated Web site and provides 16 dialogic relationship building features, which are relatively favorable, even though its political status is still recognized as dictatorship. On that account, a country's motivation to excellent public diplomacy comes from economic concerns rather than political ideologies. Furthermore, because of the increasingly intense competition among world countries in terms of economic issues, savvier and more broadened relationship building strategies are necessary in the field of public diplomacy.

### **Non-State Actor Relations in Public Diplomacy**

As stated above, one of the notable aspects of the new paradigm of public diplomacy is the call for broadened relationship building with non-state actors, who used to be excluded from consideration of world politics and public diplomacy. For the last few decades, many experts have pointed out the rise of non-state actors and the decline of nation-states in terms of world power dynamics and increasing rights and duties of non-state actors given by international agreements (O'Connell, 2005). Therefore, positive and mutually beneficial relationship building with non-state actors has become critical to success of public diplomacy. The analysis showed that world countries are interested in building relationships with non-state actors, especially, tourists, international investors, multinational corporations, foreign correspondents, transnational NGOs, and foreign students, to name a few.

However, the analysis also revealed that world countries' non-state actor relations through public diplomacy Web sites still have more room to improve. First of all, only 124 countries (64.9 %) of the UN member countries have direct and clear information accommodating non-state actors on their Web sites. Moreover, only eight countries place non-state actor related information on the first page of their Web sites, whereas 100 countries have it on the second page, and 16 countries have it on the third or more page.

World countries' dialogic relationship building efforts with non-state actors are even worse. Only 101 countries (52.8 %) of the UN member countries provide one or more dialogic relationship building features, specifically designed to non-state actors. The histogram of world countries' dialogic relationship building

strategies with non-state actors (see Graph 4-5), which is extremely skewed to the left, also shows the inadequacy.

The most frequently utilized dialogic relationship building item was “e-mail address” (59.1 %), followed by “viewer choice” (39 %) and “search engine box” (27.3 %). However, more active and two-way communication tools, such as “bulletin board” (5.2 %), “chat room” (1.3 %), and “blog” (0 %), were utilized very rarely. Considering that non-state actors, who visit public diplomacy Web sites to seek relevant information and communication, are likely “active” publics, according to J. Grunig’s classification of publics based on the situational theory (J. Grunig & Hunt, 1984; J. Grunig, 1989), world countries should more care about non-state actors and should incorporate them into mutually beneficial dialogues.

The analysis and subsequent statistical verification revealed that a country’s economic scale and level of freedom are significant predictors of its level of non-state actor relations as well. By the same token, political status of a country turned out to be not significant in explaining its level of non-state actor relations. Again, bigger economic scale and subsequent drive for economic prosperity makes world countries more concerned about diverse relationship building and management. In addition, the more a country admits freedom, which means a more open society, the more a country is willing to solicit various publics to their policy decision-making discourse.

### **Global Issue Management in Public Diplomacy**

“Social responsibility” and “corporate citizenship” have become buzzwords in the corporate sector, due to increasing consensus of mutual benefits and ethical standards for corporations within society. Likewise, “global responsibility” and “international citizenship” are important for nation-states to coexist with each other mutually beneficially and cooperate with each other ethically responsibly.

The research question and hypotheses of this study, regarding global issue management in Web public diplomacy started from the previously stated rationale. The analysis revealed that among 154 countries maintaining English-language based public diplomacy Web sites, only 68 countries (44.2 %) showed their national care about global issues at hand. In addition, only six countries place global issue information on the first page of their Web sites, whereas 37 countries have it on the second page and 25 countries have it on the third or more page. Consequently, world countries’ level of awareness about “global responsibility” and “international citizenship” is still embryonic.

Also, the statistical test revealed that economic scale is a significant predictor in explaining a country’s level of concern about global issues, whereas political status and level of freedom do not have statistically significant correlations with global issue management. Similar to the corporate sector, states with bigger economic scale tend to more appreciate the importance of global issues, in other words, “global responsibility,” than states with smaller economic scale. On top of that, states with bigger economic scale have more capacities in terms of spending and donating their efforts and money to deal with immediate global issues. It is

desirable in that some developed and leading countries strive to make the world a better place to live and provide humanitarian aid as a part of “global responsibility” and “international citizenship.”

### **Limitations**

This study has importance in that it is the first comprehensive research on world countries’ Web public diplomacy activities with public relations perspectives. It is also to be hoped that this study will serve as a platform for more extended body of knowledge of public relations and its continuous contribution to the field of world politics and public diplomacy in terms of relationship management. Nonetheless, there are a number of limitations that remain to be resolved.

First of all, in terms of the dialogic relationship building features counted in the Web site content analysis, it is somewhat needed to refine and adjust those features to capture the unique nature of relationships taking place in the realm of public diplomacy. Even though the intercoder reliability turned out to be desirable, the very first intention of Taylor, Kent, and White, who created the measurement items, was focused on activist organizations’ Web site utilization. Therefore, it is possible that the measurement instrument used in this study could not fully embrace the characteristics of governments-publics relations. To name a few, it would be instrumental to include a diplomacy glossary item and a recent policy announcement item on the measurement features related to usefulness of information to publics.

In addition, political status of world countries should have been segmented more elaborately, rather than just “democracy/not democracy.” Even though it was hard to find more comprehensive and sophisticated secondary data in terms of world countries’ political status, the result might have been changed, if given more detailed classification. Perhaps, it would much more meaningful to compare world countries based on their respective form of government, such as parliamentary system or presidential system.

### **Suggestions for Future Research**

Based on this study, future research needs to be made to shed more light on public relations’ value and contribution with regard to public diplomacy.

First, considering that public relations basically deals with relationship in itself, it will be valuable to explore specific relationship measurement scales, which can be applicable to public diplomacy context, other than trust, commitment, satisfaction, control mutuality, exchange relationship, and communal relationship, drawn by Hon and J. Grunig (1999). In particular, studies so far have only focused on organization-public relationships in a domestic setting. Relationship studies regarding public diplomacy will extend the scope of public relations research to the international level as well.

Second, further consideration about national variables in relation to public diplomacy activities is needed. Even though a country’s political status, economic scale, and level of freedom are recognized as the most representative variables to compare world countries, there should be more diverse and unique national variables, for example, Hofstede’s (1980) five dimensions of societal culture,

including power distance, collectivism, masculinity-femininity, uncertainty avoidance, and long-term orientation, that influence countries' public diplomacy practices. Moreover, it can more sophisticatedly visualize the antecedents of the excellence in public diplomacy.

Third, a comparative analysis of Web public diplomacy by region will be useful. This kind of study will conceptualize the actual public diplomacy situations of each region of the world and can present desirable ways for advancement to each regional country.

Fourth, considering the increasing importance of non-state actor relations in public diplomacy, elaborate segmentation of non-state actors and exploration of different relationship building processes for each non-state actor are necessary. In line with the situational theory of public relations, this kind of study will shed light on understanding characteristics of various publics involved in public diplomacy practices.

Last but not least, a content analysis specifically designed for global issue management of world countries is worth being taken into account. It will conceptualize world countries' awareness and endeavor to solve mutual problems and international cooperation and relationship building processes in terms of global crisis management.

APPENDIX A  
CODING SHEET FOR THE CONTENT ANALYSIS

Coder:

Name of the country:

**1. A country's level of governmental Web sites utilization**

1-1. Presence of governmental Web sites (Check all that apply)

1-1-1. Check the presence or absence of governmental Web sites.

1-1-1-1. Presence of governmental Web sites: (1) Presence \_\_\_ (2) Absence \_\_\_

1-1-1-2. Existing governmental Web sites (Check all items applicable to the country)

(1) Foreign ministry \_\_\_ (2) Foreign embassy \_\_\_ (3) President \_\_\_

1-1-1-3. Governmental Web site that is analyzed

(1) Foreign ministry \_\_\_ (2) Foreign embassy \_\_\_ (3) President \_\_\_

1-1-2. Check the presence or absence of English-language based governmental Web sites.

1-1-2-1. English-based governmental Web sites: (1) Presence \_\_\_ (2) Absence \_\_\_

**2. Dialogic relationship building**

2-1. Ease of interface (check all that apply)

2-1-1. Check the presence or absence of ease of interface features.

2-1-1-1. Site map: (1) Presence \_\_\_ (2) Absence \_\_\_

2-1-1-2. Major links to rest of the site: (1) Presence \_\_\_ (2) Absence \_\_\_

2-1-1-3. Search engine box: (1) Presence \_\_\_ (2) Absence \_\_\_

2-1-1-4. Low reliance on graphics: (1) Presence \_\_\_ (2) Absence \_\_\_

2-2. Usefulness of information to publics (check all that apply)

2-2-1. Check the presence or absence of usefulness of information features.

2-2-1-1. Press releases: (1) Presence \_\_\_ (2) Absence \_\_\_

2-2-1-2. Speeches: (1) Presence \_\_\_ (2) Absence \_\_\_

2-2-1-3. Downloadable graphics: (1) Presence \_\_\_ (2) Absence \_\_\_

2-2-1-4. Audio/Visual capacity: (1) Presence \_\_\_ (2) Absence \_\_\_

2-2-1-5. Links to political leaders: (1) Presence \_\_\_ (2) Absence \_\_\_

2-3. Conservation of visitors (check all that apply)

2-3-1. Check the presence or absence of conservation of visitors features.

2-3-1-1. Important info available on 1st page: (1) Presence \_\_\_ (2) Absence \_\_\_

2-3-1-2. Short loading time (less than 4 seconds): (1) Presence \_\_\_ (2) Absence \_\_\_

2-3-1-3. Posting of last updated time and date: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4. Return visits (check all that apply)

2-4-1. Check the presence or absence of return visits features.

2-4-1-1. Explicit statement invites user to return: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-2. News forum (regularly scheduled): (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-3. FAQ's or Q & A's: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-4. Bookmark now: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-5. Links to other Web sites: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-6. Calendar of events: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-7. Downloadable information: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-8. Things that can be requested by mail or e-mail: (1) Presence \_\_\_ (2) Absence \_\_\_

2-4-1-9. Posting news stories within 15 days: (1) Presence \_\_\_ (2) Absence \_\_\_

2-5. Dialogic loop (check all that apply)

2-5-1. Check the presence or absence of dialogic loop features.

2-5-1-1. Opportunity for user-response: (1) Presence \_\_\_ (2) Absence \_\_\_

2-5-1-2. Opportunity to vote on issues: (1) Presence \_\_\_ (2) Absence \_\_\_

2-5-1-3. Survey to voice opinion on issues: (1) Presence \_\_\_ (2) Absence \_\_\_

2-5-1-4. Offers regular information through e-mail: (1) Presence \_\_\_ (2) Absence \_\_\_

### 3. Non-state actor relations

3-1. Check the level of prominence regarding non-state actor relations.

(1) 1st layer \_\_\_ (2) 2nd layer \_\_\_ (3) 3rd layer or more \_\_\_ (4) None \_\_\_

3-2. Interactive communication features in the non-state actor-related pages (Check all that apply)

3-2-1. Check the presence or absence of interactive communication features.

3-2-1-1. Search engine box: (1) Presence \_\_\_ (2) Absence \_\_\_

3-2-1-2. Viewer choice: (1) Presence \_\_\_ (2) Absence \_\_\_

3-2-1-3. E-mail address: (1) Presence \_\_\_ (2) Absence \_\_\_

3-2-1-4. Bulletin board: (1) Presence \_\_\_ (2) Absence \_\_\_

3-2-1-5. Chat room: (1) Presence \_\_\_ (2) Absence \_\_\_

3-2-1-6. Blog: (1) Presence \_\_\_ (2) Absence \_\_\_

3-2-1-7. Other: (1) Presence \_\_\_ (2) Absence \_\_\_

**4. Awareness level of global issues**

4-1. Check the level of prominence regarding global issue information.

(1) 1st layer \_\_\_ (2) 2nd layer \_\_\_ (3) 3rd layer or more \_\_\_ (4) None \_\_\_

4-2. Awareness level of global issues

4-2-1. Check the presence or absence of global issue features (Check all that apply)

4-2-1-1. Global issue information: (1) Presence \_\_\_ (2) Absence \_\_\_

APPENDIX B  
CODE BOOK FOR THE CONTENT ANALYSIS

Instruction: Based on the content of each governmental Web site, check the items that are listed on the coding sheet. Also, if you have any questions in relation to the coding, feel free to ask the researcher.

Coder: Your full name

Name of the country: The official name of a country, which is the member of the UN

**1. A country's level of governmental Web sites utilization**

**1-1. Presence of governmental Web sites**

In this study, the governmental Web site for public diplomacy includes only three types of a Web site; a foreign ministry Web site, a foreign embassy Web site, and a presidential Web site. A foreign ministry Web site should be given the foremost priority of the content analysis of a country, followed by a foreign embassy Web site and a Presidential Web site. For example, if a country has both a foreign ministry Web site and a foreign embassy Web site, only a foreign ministry Web site should be the unit of analysis. Likewise, if a country has a foreign embassy Web site and a presidential Web site without any official foreign ministry Web site, a foreign embassy Web site should be solely analyzed. If a country has multiple foreign Embassy Web sites, please contact the researcher.

**1-1-1. Presence or absence of governmental Web sites**

Go to <http://www.gksoft.com/govt/en/> and find links to the governmental Web sites of each country. If a country has no link relevant to the three categories of governmental Web sites (foreign ministry, foreign embassy, and presidential) in the data base, go to *Google* ([www.google.com](http://www.google.com)) and search relevant governmental Web sites again. If you still cannot find any governmental Web sites, then you can check the “absence” blank. Check a country’s all governmental Web sites available in the data base, and check only one Web site that you analyze.

**1-1-2. Presence or absence of English-language based governmental Web sites**

Visit governmental Web sites of a country and find if an English-language version is available. You can change your unit of analysis based on the fact whether a Web site utilizes English-language or not. For instance, let’s say a country has all three governmental Web sites. Basically, you have to only analyze the foreign ministry Web site of a country, ignoring other two. However, if the foreign ministry Web site does not provide English-language version but a foreign Embassy Web site does, you have to change your analysis unit to a foreign Embassy Web site. If a country does not provide English-language based governmental Web sites at all level, you can terminate the analysis and leave other questions unfinished.

**2. Dialogic relationship building****2-1. Ease of interface**

Check the presence or absence of items that are listed on a coding sheet. Items should be investigated at all levels of a Web site. In terms of low reliance of

graphics, you can conclude a Web site does not rely on graphics, if the Web pages of a site are generally comprised of less than 50% of graphics.

### **2-2. Usefulness of information to publics**

Check the presence or absence of the items that are listed on a coding sheet. Refer to the following description of each item.

Feature item	Description
Press releases	News articles or information for the media
Speeches	Transcripts of important public speeches of the institution
Downloadable graphics	Downloadable information, either graphics or texts
Audio/Visual capacity	Availability of audio or video information
Links to political leaders	Ways to contact with officials (e-mail, mail, telephone, etc.)

### **2-3. Conservation of visitors**

Check the presence or absence of the items that are listed on a coding sheet. Refer to the following description of each item.

Feature item	Description
Important info available of 1 <sup>st</sup> page	Information concerning public diplomacy policies
Short loading time	Less than 4 seconds to fully show the content of a Web site
Posting of last updated time and date	Specific sign of newly updated time and date

### **2-4. Return visits**

Check the presence or absence of the items that are listed on a coding sheet. Refer to the following description of each item.

Feature item	Description
Explicit statement invites user to return	Presence of re-invitation words on the Web page
News forum	Regularly scheduled Web-based news forum
FAQ's or Q & A's	Means to answer publics' requests or questions
Bookmark now	Means to register the Web site address to a person's Internet bookmark list.
Links to other Web sites	Link systems to navigate other related Web sites
Calendar of events	Notice of a institution's activities to publics
Downloadable information	Information regarding public diplomacy policies
Things that can be requested by mail or e-mail	Means for publics to request something to the institution
Posting new stories within 15 days	Updated news stories regarding the institution within 15 days

### 2-5. Dialogic loop

Check the presence or absence of the items that are listed on a coding sheet. Refer to the following description of each item.

Feature item	Description
Opportunity for user-response	Means for publics to send messages to the institution
Opportunity to vote on issues	Systems for concerned publics to vote on certain controversial foreign policy issues
Surveys to voice opinion on issues	Web surveys for concerned publics to voice their opinions about certain foreign policies
Offers regular information through e-mail	Asking publics if they want regular e-mail notification service regarding foreign policies

### 3. Non-state actor relations

In this study, non-state actors include all kinds of organization except state governments. Therefore, non-state actors in this study can be NGOs, private organizations, corporations, individuals, and so forth. An organization, which is

governed or funded by a state even partially, cannot fall into the category of non-state actors here.

### **3-1. Level of prominence regarding non-state actor relations**

Find non-state actors-related items less than two “clicks” from the main page. If you find non-state actors-related information on the main page, check 1st layer. If you find non-state actors-related information after one “click” from the main page, check 2nd layer. If you find non-state actors-related information after two “clicks” from the main page, check 3rd layer or more. If you cannot find any non-state actors-related information even after two “clicks” from the main page, check “none.”

### **3-2. Presence or absence of interactive communication features**

Check the presence or absence of the items that are listed on a coding sheet. Refer to the following description of each item.

Feature item	Description
Search engine box	Search tools for the ease of information seeking
Viewer choice	Consideration of publics’ diversified needs (e.g., language choice)
E-mail address	One or more hot links to an e-mail address
Bulletin board	Communication tool with publics in an asynchronous manner
Chat room	Communication tool with publics in a synchronous manner
Blog	Communication tool with publics

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