

# ROLE OF PUBLIC DIPLOMACY IN THE FORMULATION AND IMPLEMENTATION OF KENYA'S FOREIGN POLICY (2012-2016)

*by Ann Wanjiru*

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**ROLE OF PUBLIC DIPLOMACY IN THE FORMULATION AND  
IMPLEMENTATION OF KENYA'S FOREIGN POLICY (2012-2016)**

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**DECLARATION**

This research project is my original work and has not been presented for the award of a degree in any other University. This research proposal has been complemented by reference sources duly acknowledged.

Sign -----Date-----

Anne Njoroge

R50/82700/2015

This research project has been submitted for approval with my approval as the university supervisor.

Sign-----Date-----

Institute of Diplomacy and International Studies

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## **DEDICATION**

This work is dedicated to my loving Husband, Waiganjo who never got tired to take me to Chiromo Campus every Saturday morning during my first semester, children Sylvia Wanjiru and Michael Maina, whose words of encouragement and push for tenacity ring in my ears. Special dedication to my late Father, Sospeter Njoroge whose face would have beamed with joy to see me complete this program which is my second Master's Degree. Special dedication to my mother Joyce Gathiru who believes I have the potential to climb the academic ladder.

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## TABLE OF CONTENTS

<b>DECLARATION</b> .....	ii
<b>DEDICATION</b> .....	iii
<b>ACKNOWLEDGEMENT</b> .....	iv
<b>ABBREVIATION IN THE STUDY</b> .....	x
<b>ABSTRACT</b> .....	xii
<b>CHAPTER ONE</b> .....	1
<b>INTRODUCTION TO THE STUDY</b> .....	1
1.1 Introduction.....	1
1.2. Statement of the Research Problem .....	4
1.3. Objectives of the Study .....	5
1.3.1. Main/overall Objectives.....	5
1.3.2. Specific objectives .....	6
1.4. Justification of the Study .....	6
1.4.1. Academic Justification.....	6
1.4.2. Policy Justification.....	6
1.5. Literature Review.....	7
1.5.1. Introduction.....	7
1.5.2. Foreign Policy and Diplomacy .....	11
1.5.3. Public Diplomacy and Cultural Diplomacy .....	13

1.5.4. Film Cultural Diplomacy .....	15
1.5.5. Public diplomacy Diaspora Diplomacy .....	16
1.5.6. Environmental Diplomacy and Kenya Foreign Policy .....	18
1.5.7. Public Diplomacy and Environmental Diplomacy .....	20
1.6. Theoretical Framework.....	21
1.7. Hypotheses of the Study .....	23
1.8. Methodology of the Study .....	24
1.9. Scope and Limitations.....	25
1.10. Chapter outline.....	25
<b>CHAPTER TWO .....</b>	<b>27</b>
<b>10 THE ROLE OF PUBLIC DIPLOMACY IN THE FORMULATION AND IMPLEMENTATION OF FOREIGN POLICY IN AFRICA.....</b>	<b>27</b>
2.1. Introduction.....	27
2.2. Public Diplomacy.....	28
2.3. Foreign Policy .....	30
2.4. Diplomacy and Foreign Policy .....	33
2.5. Formulating Foreign Policy .....	38
2.6. Overview of African Foreign Policy.....	39
2.7. Foreign Policies of Various African Countries.....	40
2.7.1. Nigeria’s Foreign Policy .....	40

2.7.2. Egyptian’s Foreign Policy.....	42
2.7.3. Ethiopia’s Foreign Policy .....	45
2.7.4. Cameroon’s Foreign Policy .....	48
2.8. Conclusion .....	51
<b>CHAPTER THREE.....</b>	<b>52</b>
<b>ROLE OF PUBLIC AND CULTURAL DIPLOMACY IN FORMULATION OF KENYA’S FOREIGN POLICY .....</b>	<b>52</b>
3.1. Concept of Cultural Diplomacy .....	52
3.2. Activities of Cultural Diplomacy .....	54
3.3. Cultural Diplomacy and National Image .....	55
<b>76</b> 3.4. Cultural Diplomacy and Public Diplomacy .....	58
<b>3.5. Cultural Diplomacy and Foreign Policy .....</b>	<b>67</b>
3.6. Cultural Diplomacy and Kenya’s Foreign Policy .....	69
3.7. Public Diplomacy and Foreign Policy .....	71
3.8. Examples of Kenya’s Cultural Diplomacy Programs.....	72
<b>CHAPTER FOUR.....</b>	<b>75</b>
<b>78</b> <b>CHALLENGES OF PUBLIC DIPLOMACY IN THE FORMULATION AND IMPLEMENTATION OF A FOREIGN POLICY.....</b>	<b>75</b>
4.1. Introduction.....	75

4.2. Emerging Security Issues in Public Diplomacy and their Influence on Foreign Policy Implementation .....	75
4.2.1 Cyber Terrorism.....	76
4.2.2 International Terrorism .....	78
4.2.3 Drug Trafficking .....	80
4.3. External and Domestic Environments and Foreign Policy Implementation.....	85
4.4. Leadership Qualities .....	88
4.5. State Actors and Non-state Actors and Foreign Policy Implementation .....	100
4.6. Conclusion .....	104
<b>CHAPTER FIVE .....</b>	<b>105</b>
<b>SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS .....</b>	<b>105</b>
5.1. Introduction.....	105
5.2. Summary .....	105
5.2.1. Relationship between Public Diplomacy and the Foreign Policy in Kenya .....	105
5.2.2. Contributions of Cultural Diplomacy in the Implementation and Formulation of Kenya's Foreign Policy.....	108
5.2.3. Role of Public and Diaspora Diplomacy in the implementation of Kenya's foreign policy.....	110
5.2.4. Key Actors in Public Diplomacy and their Role in the Formulation of Kenya Foreign Policy .....	113
5.2.5. Main Political Obstacles in Kenya that Prevent the Formulation of Foreign Policy	118

5.2.6. Lack of Sufficient Institutional Capacity in Kenya Foreign Agencies .....	119
5.2.7. Public Diplomacy Challenges Affecting Realization of Kenya Foreign Policy .....	120
5.2.8. Role of other Kenyan Government Agencies in Diplomatic Process.....	122
5.3. Conclusion .....	128
5.4. Recommendations.....	130
<b>BIBLIOGRAPHY .....</b>	<b>135</b>
<b>APPENDIX I: INTERVIEW GUIDE .....</b>	<b>142</b>



### ABBREVIATION IN THE STUDY

<b>AU</b>	: African Union
<b>CSOs</b>	: Chief Security Officers
<b>ECOMOG</b>	: <sup>110</sup> Economic Community of West African States Monitoring Group
<b>ECOWAS</b>	: Economic Community of West African States
<b>EU</b>	: European Union
<b>FBI</b>	: Federal Bureau of Investigation
<b>ICJ</b>	: International Court Of Justice
<b>IMF</b>	: International Monetary Fund
<b>MPLA</b>	: People's Movement for the Liberation of Angola
<b>MTNs</b>	: Multinationals
<b>NASA</b>	: National Aeronautics and Space Administration
<b>NATO</b>	: North Atlantic Treaty Organization
<b>NGOs</b>	: Non-Governmental Organizations
<b>NIS</b>	: Network Information Service
<b>NSAs</b>	: National Security Agency
<b>NSC</b>	: National Safety Council
<b>PD</b>	: Public Diplomacy

**SWAPO** : South West African People's Organisation

**UDEAC** : Union Douaniere et Economique de L'Afrique  
(Central Customs and Economic Union of Central Africa)

**UN** : United Nations

**UN** : United Nations

**UNCED** : United Nations Conference on Environment and  
Development

**WTO** : World Trade Organization

## ABSTRACT

Public diplomacy is pertinent in the conduction of international relations whose focus is direct engagement with the public. It is now an attribute of best practice in diplomatic relations and thus its influence should be well understood in the diplomatic realm. The study aimed at unveiling the role played by public diplomacy in formulation and implementation of a Country's foreign policy. The contemporary international relations is undergoing a paradigm shift due to the technological advancement which has opened to the publics an array of multimedia channels diminishing the traditional diplomacy to real time diplomacy which is more public oriented. The study objectives were to examine the role played by public diplomacy through other non-state actors and analyzing of challenges faced in the formulation and implementation of a foreign policy. Constructivism theory was used to explain the relationship between the independent and dependent variables. In this study, public diplomacy is the independent variable, while formulation and implementation of foreign policy are the dependent variables. The study adopted a descriptive research to determine and give an account of the phenomena. Qualitative research design was used to analyze information in a systematic way which derived useful conclusions and recommendation through primary data from the interview and secondary data from literature review which was both theoretical and empirical. Purposive sampling method was used to collect data from specific persons in the Ministry of Foreign Affairs. The study deduced that public diplomacy plays an imperative role on a foreign policy but all is dependent on the strategies and procedures in place put by the Ministry of Foreign Affairs. Public diplomacy through cultural, environmental and diaspora diplomacy pillars has a profound impact on nation branding as well as cementing relationships. There are some challenges facing public diplomacy like terrorism, global warming, cybercrime among others, hence defacing public diplomacy. The study recommended procedure and strategies must be in place while dealing with public diplomacy to ensure the intended purpose while implementing a foreign policy is not deviated through the social media and other purveyors of information.

## CHAPTER ONE

### INTRODUCTION TO THE STUDY

#### 1.1 Introduction

The revolution in communication technology in the 21<sup>st</sup> century has brought in a fleeting equality between the event and the revealing of occasions. This has had an impact on the traditional diplomacy where governments rely mainly on representatives, the military knowledge organizations and state on-screen characters. This mode of communication has been out spaced by diverse information providers which include the media, citizens, journalists, and real time communication through the social media.<sup>1</sup> Policy makers are now looking at these differing open news purveyors as basic instruments for making a photo of what is happening on the planet. Harold Nicolson notes that “<sup>47</sup>in the days of the old diplomacy it would have been regarded as an act of unthinkable vulgarity to appeal to the common people upon any issue of international policy”. Nicolson<sup>2</sup> regretted mechanical advances, for example, the creation of remote systems will give a tremendous driving force to purposeful publicity as a technique for approach.

Today it is impossible to disregard the “common people” or, on the other hand people in general in the lead of remote assumptions about partaking in majority rule tact, their activism influences strategy producers of their own nation, as well as the individuals who actualize the outside arrangement of different states. Open strategy ascended with the main American open ambassador known as Benjamin Franklin who was dispatched to reinforce bolster for the American settlements development toward autonomy from Great Britain. With a ton of energy Franklin circled in the French who later gave basic guide

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<sup>1</sup>Cull, Nicholas J. "Public diplomacy: Lessons from the past. *Public Diplomacy Perspectives on Public diplomacy* 2 (2009): 19.

<sup>2</sup>Nicholson. Harold George *Diplomacy 3<sup>rd</sup> Ed* (London: Oxford University Press 1980)

amid the American Revolution. Different highpoints of American open tact incorporated the Peace Corps which started in 1961 amid John F. Kennedy's administration. Despite the fact that Public diplomacy has been there for decades, its resurgence was intrigued by the 9/11 terrorism attack on US.<sup>3</sup> Public diplomacy then began again to preoccupy the foreign ministries and particularly the class A – world. Australia and New Zealand have both distributed Public tact handbooks. In the US, open tact is today been studied comprehensively by the congress. In 2004 Lord Carter of Coles completed a comprehensive review of the UK's public institutions and activities. Public diplomacy has greatly figured Canada's international policy statement of 2005. Universities, think tanks and consultants are now engaging with research on public diplomacy. A profusion of new programs, courses, books journals articles and conference panels have enlarged a mass body of literature on public diplomacy. Edward Murrow<sup>4</sup> Focus at the Fletcher School of Law and Diplomacy offers a very much refered to meaning of open strategy that stands out open discretion from "customary tact":

<sup>14</sup> “Public diplomacy deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one state with those of another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as between diplomats and foreign correspondents; and the processes of inter - cultural communications”

<sup>84</sup> Public diplomacy is termed as a soft power tool which is used by states, international organizations and even non –state actors. It is a mode of engagement with other states to understand their cultures, attitudes and behavior. Though traditional diplomacy through

<sup>3</sup> Gilboa, Eytan. *Diplomacy in the media age: Three models of uses and effects*. Diplomacy and statecraft 12, no. 2 (2001): 1-28.

<sup>4</sup> Edward R. Murrow. "Individual motivations and information source relevance in political decision making and public diplomacy." *Mass Communication and Society* 2, no. 1-2 (1999): 65-80.

foreign policy and political communication is still in place, the content purpose and practice are evolving. Today the best engagement will be through publics as well as influencing over international public opinion.<sup>5</sup> Open discretion is another variety of engagement which sidesteps far from the customary style of state to state outside approach, yet towards another measurement of correspondence with a diverse of multimedia communication channels. Public diplomacy entails a more open and vibrant mode of identifying shared national objectives as well as thematic issues of collaboration with publics abroad.

Public diplomacy underscores the formal and direct diplomatic relations, since it employs indirect tactics ranging from wider public like NGOs, universities, press among others and its impact is attributed to the influence on behavior and policies of targeted governments.<sup>6</sup> The counter piece of Public diplomacy is empathy and dialogue. Public diplomacy can be affected through direct communication with diaspora communities relevant to international policy making. Public diplomacy strategies are different from the traditional diplomacy and thus they should be integrated within the foreign ministry if they are to impact positively. This means Public Diplomacy strategies must resonate with domestic policies; to be precise the support of domestic audience for diplomacy is optimal.<sup>7</sup>

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<sup>5</sup>Morgenthau, Hans J. "The Mainsprings of American Foreign Policy: The National Interest vs. Moral Abstractions." *American Political Science Review* 44, no. 04 (2014): 833-854.

<sup>6</sup>Hocking, Brian. "Rethinking the 'new 'public diplomacy.'" In *The New Public Diplomacy*, pp. 28-43. (Palgrave Macmillan UK, 2005).

<sup>7</sup>Gregory, Bruce. "American public diplomacy: Enduring characteristics, elusive transformation." *The Hague Journal of Diplomacy* 6, no. 3-4 (2011): 351-372.

Kenya's foreign policy <sup>8</sup>document was launched on November, 2014 and its objective is to guide Kenya's foreign relations and diplomatic engagements with other states. The arrangement is moored on five interlinked mainstays of strategy which incorporates: monetary, peace, natural, social and Diaspora. In the implementation of these pillars other emerging diplomatic tools like public diplomacy will come into play and their impact which can be positive or negative cannot be ignored but rather uphold them to strategize the way forward. The policy has a paragraph on public policy which recognizes that public diplomacy is essential in promoting Kenya's image, values and culture abroad. The policy has emphasized on embracing the diverse mode of public diplomacy through technological platforms and other stakeholders in its formulation and implementation.

### **1.2. Statement of the Research Problem**

Diplomats use the tools and tactics of public relations and therefore propel continuing conversations on identified and shared objectives projecting relationship building to connect with populations at both mass and elite levels. Public diplomacy works best as an integral part of policy making process that reflects the core values such as integrity and mutuality with an emphasis on win – win outcomes. Public diplomacy is effective through positive coverage which is earned rather than bought or begged.<sup>9</sup> Public diplomacy is characterized by dialogue rather than monologue, or rather information dumping. Public diplomacy is more rooted in public relations and even lobbying and it bears similarities with branding, a practice which seeks to narrow the distance between perception and reality. Public diplomacy is inherently peaceful form of international

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<sup>8</sup> Ministry of Foreign Affairs, Kenya Foreign Policy document (Nairobi, Kenya November, 2014)

<sup>9</sup>Ayuma, Lucia S. "Role of public diplomacy in pursuit of Kenyans national interest." PhD diss., University of Nairobi, (2014).



relations that has its middle not on impulse but rather influence a characteristic it imparts to marking. Public diplomacy and branding projects an image which relies mainly on ideas, intelligence, cultural knowledge and market research.

However, there has been dominance of research on Public diplomacy, more so in the US and UK and there is little or minimal research on Public diplomacy especially from the developing countries, practitioners and even political organizations. Gilboa has highlighted four weaknesses of existing researchers on Public diplomacy and one of them is the extensive focus on US experience during the cold war and scarce researches from the developing world, Kenya been one of them.<sup>10</sup> Information flow has changed foreign policy and decision making and therefore knowledge on how to deal with the emerging situation encompassing diverse communication channels is imperative. There is little or no literature on public diplomacy influence on formulation and implementation of foreign policy from class B world<sup>11</sup>. It's against this gap that this study sought to investigate the impact of public diplomacy on the formulation and implementation of Kenya's Foreign policy on Diaspora, environmental and cultural diplomacy pillars.

### 1.3. Objectives of the Study

#### 1.3.1. Main/overall Objectives

The general objective of the study was to investigate the impact of public diplomacy in the formulation and implementation of Kenya's foreign policy

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<sup>10</sup>Zaharna, R. S. "From propaganda to public diplomacy in the information age." *War, media and propaganda: A global perspective* (2004): 219

<sup>11</sup> Gilboa, Eytan. "Diplomacy in the media age: Three models of uses and effects." *Diplomacy and statecraft* 12, no. 2 (2001): 1-28.



### 1.3.2. Specific objectives

- i. To examine <sup>1</sup> the role played by public diplomacy in the formulation of Kenya's foreign policy
- ii. To establish the role of other non-state actors in the implementation of Kenya's foreign policy
- iii. To analyze the challenges faced in the implementation of Kenya's foreign policy

### 1.4. Justification of the Study

#### 1.4.1. Academic Justification

Public diplomacy has been studied comprehensively in the West especially the US and UK. The study has begun to preoccupy foreign ministries particularly in class A –world. However there is scanty research and literature on Public diplomacy from class B – world and therefore there is a research gap on its Public diplomacy activities. There is minimal research from the foreign ministries and other <sup>85</sup> actors such as non-governmental organizations (NGOs), civil society, individuals or institutions. Universities in Kenya have not embraced <sup>58</sup> public diplomacy as program or in research and hence there is a research gap on Kenya public diplomacy activities.

#### 1.4.2. Policy Justification

This study highlighted the diverse and real time diplomacy activities on discourse with the information age, and therefore provided facts on the impact of public diplomacy. To mitigate the challenges encountered with the growth of civil society organizations where some of whose agenda is sometimes at cross purpose with the Government, it is imperative to share with the public at the onset on Kenya's foreign objectives. This study was of great importance to a number of actors, like the civil society and NGOs and other stakeholders. It was a convenient record to the service of outside undertakings in

arrangement and basic leadership; it filled in as a benchmark device for assessing the effect of open strategy on the plan and execution of Kenya's foreign approach. Last but not least the study findings contributed to the body of knowledge and literature on the impact and influence of public diplomacy on Kenya's engagement abroad and also open a plethora of further researches in this field.

## **1.5. Literature Review**

### **1.5.1. Introduction**

According to Copeland 2012<sup>12</sup>, Public diplomacy may be projected tactically to a particular issue or objective in both here and now and long haul and went for achieving a bigger populace who comprehends it extremely well. Copeland fights that Public Diplomacy is a delicate power which a nation does not acquire but it is earned, and can be gained or lost over time and works best without a deliberate move. Public Diplomacy is largely based on perception which is pegged on image and reputation and is anchored in culture which is demonstrated in political values and in policy as practice at home and abroad.<sup>13</sup> When Public Diplomacy is positive it becomes easier to drum up support of identified objective. This can be identified with the US whose influence has decreased as compared to China which greatly employs Public Diplomacy in its engagement with foreign nations. However hard power can also be used in support of soft power, for example in the peace keeping mission or the use of military assets to provide emergency humanitarian relief. A case in point is the use of US navy to Indonesia during the 2004 tsunami aftermath. Public Diplomacy can involve advocacy, branding or lobbying.

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<sup>12</sup> Copeland, Daryl. *Guerrilla diplomacy*. (London: Rienner Publishers, 2009).

<sup>13</sup> Gonzales, J. "Diaspora Diplomacy: Philippine Migration and Its Soft Power Influences. Minneapolis: Mill City Press. *Asian Politics & Policy* 6, no. 2 (2014): 324-326.

Traditional diplomacy also incorporates lobbying and it's more inclined to direct engagement with host authorities.

However Public Diplomacy is more anchored on agencies and it achieves its objectives indirectly which is done through partnerships, collaboration with local actors like the civil society, NGOs, universities and the press among others. These agencies are in a position to influence the behavior of the publics and also the policies of the targeted foreign governments. Public Diplomacy is a two way communication tool which adheres to transparency, cooperation, respect, and agreements on shared goals and objectives, thus Public Diplomacy is articulated on empathy and dialogue.<sup>14</sup> Foreign governments have gone a step further to set up institutions in the targeted governments for example the British council library, the Alliance Franchise, JICA foundation and the Goethe institute in Kenya are some of the platforms used by their governments to implore PD. This is a challenge to Kenya since in their foreign missions they have not set up institutions which can act as a platform to propagate its foreign policy and more so to a targeted foreign government.

On contrary soft power which is equated to Public Diplomacy can be used to convey messages intended for international and domestic audiences which must always be consonant. Public Diplomacy though applied to a domestic audience special attention should be dedicated to Diaspora communities. Public Diplomacy should be integrated with the ministry of foreign affairs foreign policy strategies and must resonate domestically if they are to be successful. Countries like China have set out on an enthusiastic and effectively subsidized PD, this is clear in its system to put likeness US\$

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<sup>14</sup>Hocking, Brian. "Rethinking the 'new 'public diplomacy.'" In *The New Public Diplomacy*, pp. 28-43. (Palgrave Macmillan UK, 2005).

6 billion in its global telecom programs. China has additionally supported more than 300 Confucius foundations around the globe which offer preparing in Chinese dialect and culture however this will set aside a more extended opportunity to be inserted in the focused on states.

Despite these efforts the image of China has been viewed as a country without a clear political path.<sup>15</sup> This clarifies the difficulty nation's face in the international system where balance of power is pegged on several issues where success not only brings about but also heightens fear. China has become a major economic world power in the 21<sup>st</sup> century by embracing Public Diplomacy as a tool which it intends to capitalize on its emergence as an economic bloc and also a leader in the global community. Public Diplomacy is a tool which can be used to reach out to the youth, elite and illiterate and a much broader audience collapsing the language barrier and portraying a state's image and perception. Public Diplomacy is in a position to counteract any misunderstanding, hatred and to some extent terrorism and instead help restore a country's glory.<sup>16</sup> In Kenya we have our cultural values which when utilized in foreign engagements through Public Diplomacy platform will have a positive impact towards implementation of Kenya's foreign policy. We have the Maasai community cultural values which have been used quite extensively in a number of diplomatic engagements whereby the Maasai community is invited as entertainment group and their stereotype ways are known to thrill the international community. To a greater extent there is now marriage between the maasai and some international community. Rana 2011 defines Public Diplomacy as

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<sup>15</sup>Kishan S. Rana. *21st Century diplomacy: plenipotentiary to chief executive*. (Malta: diplo foundation, 2004).

<sup>16</sup>Hocking, Brian. "Rethinking the 'new 'public diplomacy.'" In *The New Public Diplomacy*, pp. 28-43. (Palgrave Macmillan UK, 2005).

<sup>12</sup> “activities through which governments, working with state agencies, reach out to publics and nonofficial actors abroad, covering inter-alia information, culture, the activities of the government directed at home publics, concerning foreign affairs and the image of its diplomatic network.”

Rana<sup>17</sup> in his book, Prof. Alan Herrikson offers another perspective of Public Diplomacy and what it can achieve. Herrikson opined that while Public Diplomacy has been rarely a decisive factor whose value has come of age due to the proliferation of ICT. Five action areas of Public Diplomacy were identified one of them being consolidation which was termed to be imperative especially in reaching out to other likeminded partners engaged in similar activities to the publics bilaterally and multilaterally. Containment was also identified as a passive, defensive and preemptive strategy to contain the spread of influence of another country.<sup>18</sup> Penetration was identified as another action which aims at reaching out to the targeted audiences through radio programs, cultural exchanges and business partnerships. However this action was termed to be slow in results and requires subtlety. Enlargement was also identified whereby it will entail expansion of the front desk where engagement takes place. This requires promotion of concepts of democracy as well as open market. Transformation the fifth identified action was a call by the state of secretary of US Condoleeza Rice in January 2006, and was noted to be the most ambitious, US objectives to take democracy and market concepts to the world. At this point Public Diplomacy was qualified to be a critical piece of each representative's expected set of responsibilities.

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<sup>17</sup>Rana, T.. *Public diplomacy, The International Encyclopedia of Communication*. vol. IX, (Blackwell Publishing: Donsbach 2008).

<sup>18</sup>Morgenthau, Hans J. "The Mainsprings of American Foreign Policy: The National Interest vs. Moral Abstractions." *American Political Science Review* 44, no. 04 (2014): 833-854.



Public opinion cannot be underscored since it has the power to sway governments, and they can use it as a tool to popular support, whether they are democratic in the fullest sense or are authoritarian. Some leaders have been known to have applied Public Diplomacy in the highest order to achieve their objective.<sup>19</sup> President Roosevelt's "fire side chat" and Winston Churchill orations were able to mobilize domestic war effort and this was resonated globally. However today Public Diplomacy faces a prodigious challenge due to the technological advancements whereby there is now a multimedia array of communication with mass audiences, and information overload makes the situation harder to win attention of the public and produce the desired impact. This means Public Diplomacy should be strategically articulated through the podium of a foreign policy with shared and identified objectives.

### 1.5.2. Foreign Policy and Diplomacy

Robertson and Maurice<sup>20</sup> opine that outside approach is as old as the state. However the development of non-state performing artists, worldwide money related establishments (IFIs), MTNs and NGOs affect the outside arrangement execution of states, and they have even tested a portion of the key suspicion of traditional authenticity that states are the main on-screen characters in the universal framework. The non-state on-screen characters have had an impact on the outside approaches of states which is additionally aggravated by the rise of other unrecognized specialists, for example, warlords, fear based oppression among others and their quality and weight are currently affecting both the substance and course of the states remote strategies and furthermore tact. The two

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<sup>19</sup>Hocking, Brian. "Rethinking the 'new' public diplomacy." In *The New Public Diplomacy*, pp. 28-43. (Palgrave Macmillan UK, 2005).

<sup>20</sup>Robertson and Maurice. *Diplomacy and developing nations: post-cold war foreign policy making structures and processes*. (London: Routledge, 2005).

creators additionally battle that remote arrangement and tact are between twined with discretion being held as the legitimate result of outside approach.<sup>21</sup> The link between foreign policy and diplomacy is quite thick and observers contended that “foreign policy is what you do, and diplomacy is how you do it.” However what and how it’s done is very discrete and hence the two concepts can be explained separately in the field of knowledge.

Rana<sup>22</sup>, contend that foreign policy of a state is dependent on its attributes and its capability to engage in relations with other countries, and its international objectives. The mode and technique through which various countries implement their foreign policies is similar and to a great extent identical. However there needs to be change and innovation with the emerging new diplomatic trends one of them being diplomatic diplomacy. The diplomatic process incorporates the best possible mechanism for advancing a country’s external interests which is a public good and guided by good governance. Irrespective of a country having the best foreign policy, it must put into cognizance the optimal ground mechanism to implement this policy. Making of a foreign policy which is a process in itself is essential as the policy itself, and therefore little attention is directed to process issues.<sup>23</sup> These points out that public participation in the process of making a foreign policy cannot be ignored in the 21<sup>st</sup> Century.

Several countries have service charters for the ministry of foreign affairs, which indicates the services and mandates the ministry is expected to implement through their

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<sup>21</sup>Robertson and Maurice. *Diplomacy and developing nations: post-cold war foreign policy making structures and processes*. (London: Rutledge, 2005).

<sup>22</sup>Kishan S. Rana. *21st Century diplomacy: plenipotentiary to chief executive*. (Malta: diplo foundation, 2004).

<sup>23</sup>Sheng- Mei Ma. *East- West montage: reflections on Asian bodies in diaspora*. (US: Hawaii press, 2007).

ambassadors abroad. But the notion that citizens have a right to a good foreign policy followed by an effective implementation has not been directly acknowledged.

Foreign ministry has overlooked the citizens and strongly upholds that the only catalyst and instruments in advancing their national interests abroad is only through the ambassadors and other diplomatic attaches. This believe is now been challenged by medium of public diplomacy which is now a major catalyst to advance a country's national interest abroad and cannot be wished away.

Despite the emergence of public diplomacy as a podium for the international activities of many states, not all of them have embraced it. The role played by traditional diplomat is still paramount and Public Diplomacy does not reduce the essence pertaining to it, the modern trends in diplomacy is live with cameras and mouthpieces on, yet the conventional component still stays unaltered.<sup>24</sup> The part of the representative and supremacy on two-sided relations has not dwindled yet rather its significance has been supplemented by the rise of new strategy strategies like the Public Diplomacy.

### 1.5.3. Public Diplomacy and Cultural Diplomacy

Cummings defines cultural diplomacy as "the exchange of ideas, information, art and other aspects of nations and their people in order to foster mutual understanding". In cultural diplomacy a county's history is explained and other political and social issues are factored which can be employed in the Public Diplomacy tool to propel a country's foreign policy to a targeted state. Fredric<sup>25</sup> includes culture in his definition of public

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<sup>24</sup>Yepsen, Erika A. "Practicing successful twitter public diplomacy: A model and case study of US efforts in Venezuela." CPublic Diplomacy Perspectives on Public Diplomacy, paper 6 (2012).

<sup>25</sup> Fredric H. Global Communication and international relations. (Wadsworth, Belmont CA: 1993).



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diplomacy and wrote “public diplomacy covers undertakings aimed at (recipients) abroad in the fields of information, education, and culture the aim of which is to influence a foreign government and its citizens”.

A state should be committed to cultural diplomacy since it acts as a platform of trust with other individuals and arrangement producers can utilize it to strategize and accomplish a nation's monetary, political and social assertions. Cultural diplomacy propagates a state values and commitment and helps in wiping any negative images that a state is primitive, violent, and even promotion of its aesthetic. Public Diplomacy helps a country reach to international members of foreign people who might otherwise not be reached through formal traditional diplomatic functions. It also serves as a universal platform for rapprochement with other states where diplomatic ties has there before been stained or completely absent.

Social discretion stays at the core of routine with regards to Public Diplomacy in universal relations. Advisory Council<sup>26</sup> on open discretion fights that social tact is the linchpin of open strategy since it's the rotate of social exercises that a country's thought is best spoken to. Social strategy is pushed through Public Diplomacy since it can win the hearts and attitude of individuals around the globe. Open Diplomacy depends on social strategy and incorporates conventional melodies, common, and gospel music to Coca cola. Social discretion extends the spirit of a country which can be clarified in a nation's history towards autonomy. It advances trust with other individuals and strategy producers

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<sup>26</sup> Cultural Diplomacy: Linchpin of Public Diplomacy.” Report of the Advisory Committee on Cultural Diplomacy, US Department of State. September 2005.

can ride on it to achieve a bunch of correlated concurrences on political, monetary and military.<sup>27</sup>

Ociepka<sup>28</sup> posits on different structures which advance global relations. These incorporate instruction, writing, cross outskirt trade of data and advancement of culture. The creator fights that social discretion when directed by the state is huge in two ways, which are respective assertions and transactions. Committee of Ministers reports, characterizes social strategy as a vital component of a states outside arrangement which when portrayed through culture, instruction and workmanship can help shape a nation's certain picture abroad.

#### **1.5.4. Film Cultural Diplomacy**

Film production assumes an essential part in the advancement of social strategy and it's another array of public diplomacy of showing case of a country's capabilities and other strengths. Films have the unique capability to create the illusion of perception through offering the world quite an array of perspectives especially from cultures and regions that have traditionally been marginalized due to certain beliefs or location. Films serves as a powerful medium since they are able to depict certain human rights abuses and repression in such a unique way that the audience are challenged and hence empathize with those regions, whereby they extend philanthropic works in divergent forms like frontiers medical services, clothing, food items among others, with an intention of healing pains and wounds of human life from the afflicted countries.<sup>29</sup>

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<sup>27</sup>Zahama, R. S. "From propaganda to public diplomacy in the information age." *War, media and propaganda: A global perspective* (2004): 219

<sup>28</sup>Ociepka B. *Public diplomacy, The International Encyclopedia of Communication* vol. IX, (Blackwell Publishing: Donsbach 2008).

<sup>29</sup>Sheng- Mei Ma. *East- West montage: reflections on Asian bodies in diaspora*. (US: Hawaii press, 2007).

Film festivals are also a medium of cross cultural communication whereby it brings together professionals from various countries where they exchange ideologies and experience. Films convey history of countries, culture, political and social advocacy of different types thus exhibiting a countries rich cultural diversity, creating a network of film directors from all parts of Africa and pushing them to show their case. Films were widely used in South Africa during apartheid which was also a form of public diplomacy telling the world of human suffering and suppression where the audience empathies contributed to end the apartheid.

#### **1.5.5. Public diplomacy Diaspora Diplomacy**

Brinkerhoff<sup>30</sup>, takes note of that diaspora assume a key part in the national advancement of their nation of origin and this is through support, diaspora settlements, charity work, cerebrum exchange, openings and business speculation. The significance of diaspora in the home county cannot be underestimated and especially in the 21<sup>st</sup> Century and the globalization era. Brinkerhoff<sup>31</sup>, opines that not all diaspora have good intentions for their home country where some have influenced the prolonging of conflict in their home country, even when their home country have the will to negotiate for peace. Burundi can be cited as an example whose conflict has prolonged due to its Diasporas abroad incitement and have even refused to come to a round table for negotiation.

Sheng<sup>32</sup>, contends that china's diaspora has greatly influenced the nation's arrangements and its outside strategy. He additionally focuses that the advanced condition has helped

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<sup>30</sup>Brinkerhoff, Jennifer M. "Digital diasporas and international development: Afghan-Americans and the reconstruction of Afghanistan." *Public Administration and Development* 24, no. 5 (2004): 397-413.

<sup>31</sup>Brinkerhoff, Jennifer M. "Creating an enabling environment for diasporas' participation in homeland development." *International Migration* 50, no. 1 (2012): 75-95.

<sup>32</sup>Sheng- Mei Ma. *East- West montage: reflections on Asian bodies in diaspora*. (US: Hawaii press, 2007).

the Chinese diaspora in setting aside their ethnic differences and have come together to form a big family in the cyber space for a good nationalistic discourse. Rana<sup>33</sup>, in his book the 21<sup>st</sup> Diplomacy observes that Kenya is a newcomer to Diaspora diplomacy and recently a new directorate on diaspora and consular services was created in the ministry of foreign affairs. Kenya's ethnic community abroad are in the US and other developed countries and they are approximately 3 million.

Diaspora tact is one of the five columns in the Kenya's outside arrangement and now stays as one of the real goals the service of remote issues has set up procedures to standard the diaspora into the national arranging process. Another objective is to mobilize Kenyan communities abroad in order to form an umbrella body to help facilitate contact and service delivery. Other objectives are the provision of opportunities for participation and contribution to the national development, also to offer consular services to Kenya's diaspora which includes their basic rights and also their standards of living.

The term Diaspora has no widely accepted definition due to the fact that this term is being used in quite an array of different phenomena. Today diaspora diplomacy is being used as a remote strategy goal to seek after the national enthusiasm of the nation of origin. According to Joaquin Gonzales<sup>34</sup>, diaspora discretion is an aggregate activity that is driven, coordinated and maintained by the vitality and mystique of an expansive scope of vagrants who impact another nation's way of life, legislative issues and financial aspects in a way that is commonly valuable for the country and the new home base. Due to diaspora influence in their host countries and home country, they are now globally

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<sup>33</sup>Kishan S. Rana. 21st Century diplomacy: plenipotentiary to chief executive. (Malta: diplo foundation, 2004).

<sup>34</sup>Gonzales. J. "Diaspora Diplomacy: Philippine Migration and Its Soft Power Influences. Minneapolis: Mill City Press. Asian Politics & Policy 6, no. 2 (2014): 324-326.

accepted as playing a pivotal role of public diplomacy. African immigrants influence on various diplomatic activities between Sub – Saharan Africa, America and other states cannot be underestimated. Diaspora diplomacy works best through tapping on knowledge and interest of individuals living outside their original home country by updating them on trends of their home country. Diplomatic engagements through diaspora societies can be achieved in a wider global perspective through employing of public diplomacy.

#### **1.5.6. Environmental Diplomacy and Kenya Foreign Policy**

Environmental diplomacy was adopted at the 1992 Rio de Janeiro conference, which was a UN conference on environment and development (UNCED), also known as the earth summit. The conference had the largest number of plenipotentiaries the world had ever witnessed representing multilateral diplomacy. In attendance were dozens of UN and other intergovernmental organizations. It's after the conference of the Rio process that saw Kenya start a flurry of activities on environment issues under the ministries of environment, foreign affairs, defense and finance through strategic planning.<sup>35</sup> The conference deliberations influenced a number environmental negotiation and these brought a change in the international diplomacy. Environmental diplomacy is now anchored as one of the five key columns in the Kenya's remote approach.

Traditional diplomacy which is also known as Track 1 diplomacy has been used as the bed rock of career diplomats, however diplomacy been an art and science is now embracing other disciplines like public diplomacy and other actors whose emergence is now been felt and international debates and is playing a vital role in the states foreign

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<sup>35</sup>Ministry of foreign Affairs & ISS. Report: *Africa environmental diplomacy and human security*,(South Africa, 2008),pg. 1,4,&6

policy implementation. These actors are referred as Track-II though considered being informal. In the environmental diplomacy both Track I and II are entities whose capabilities are symbiotic in nature.<sup>36</sup> One of this is the influence of Public Diplomacy whose views must be put into cognizance in foreign policy making.

According to Salim<sup>37</sup> of ISS Advisory council and special envoy of the AU to Darfur, it is time to accept the new changing face of diplomacy which comprises both track one and two where they are tasked with a symbiotic role to deliver environment and sustainable forms to the public who are key stakeholders and have a role to play in foreign policy making as well as diplomatic debates. Salim<sup>38</sup> contends that there has been a resource conflict which is intrigued by human development and the global climate change and has had a brutal impact especially on the comparative advantage of what shapes and defines Africa's livelihoods. Environment diplomacy pillar enshrined in the Kenya's foreign policy takes into cognizance of the human security through the strategic projects in the Kenya's blueprint which vision 2030, and the Kenya's foreign policy sought to resonate with the domestic policy. Public Diplomacy is essential in all environmental concerns and should be well articulated and understood especially when stakeholders with various capabilities are given a forum to engage and resolve to best practices which are sustainable and beneficial to all public.<sup>39</sup> This spirit was reflected in the Rio –de Janeiro

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<sup>36</sup>Melissen, Jan. *Wielding soft power: The new public diplomacy*. Netherlands: Netherlands Institute of International Relations, (Clingendael, 2005).

<sup>37</sup> Ministry of Foreign Affairs & ISS. Report: *Africa environmental diplomacy and human security*,(South Africa, 2008),pg. 1,4,&6

<sup>38</sup>Ministry of Foreign Affairs & ISS. Report: *Africa environmental diplomacy and human security*,(South Africa, 2008),pg. 1,4,&6

<sup>39</sup>Parkinson, F. *The Philosophy of International Relations: A Study in the History of Thought*. Beverly Hills: (Sage Publications 2013).



summit where the summit and multilateral diplomacy were treated to another perspective when other public opinions of various participants were incorporated.

### **1.5.7. Public Diplomacy and Environmental Diplomacy**

Environmental diplomacy is also equated to climate diplomacy and is one of the hurdles facing the 21<sup>st</sup> Century. A couple of challenges are now being experienced globally which includes water scarcity, flooding, extreme weather coupled with very high and low temperatures among others. They have threatened the livelihoods of millions globally and to some extent have forced people to migrate and even trigger conflicts. There is now advocacy of the role of a foreign policy in the international climate which is through environmental diplomacy. The council of the EU (2016), pointed out three main strands which environmental diplomacy can build upon, and this includes a continuous advocacy on climate change as a first need in conciliatory engagements, open strategy and outer arrangement instruments.

The council also upheld the support of implementation of the Paris Agreement of (2015) by enforcing of low emission of gases and also climate resilient development. Thirdly the council emphasized that more vigorous efforts are required to address the nexus between atmosphere, flourishing, strength, regular assets and movement. It prescribed strategy to up the diversion and authorize these endeavors and thus use all the conceivable measures in the whole tool stash available to its open discretion being one of them. UN Security Council (2011), collectively concurred that environmental change undermines worldwide peace and dependability, and thusly outside arrangement ought to be made a need.<sup>40</sup>

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<sup>40</sup>Gregory, Bruce. "American Public Diplomacy: Enduring Characteristics, Elusive Transformation." *The Hague Journal of Diplomacy* 6, no. 3-4 (2011): 351-372.

The committee perceived that new methodologies of remote approach ought to go past the customary domains of atmosphere strategy and be heightened higher, as opposed to doing the hazard examination of atmosphere related dangers and embraces to convenient preventive activity measures. This requires more noteworthy duty through the platform of open tact really taking shape of remote arrangements and other strategy issues of worry to general society. This can also be achieved through the strengthening of diplomatic relationship, creating new alliances and partners, creating awareness of the potentially negative effects of change and also encompassing opportunities which ensures a sustainable transformation of societies.<sup>41</sup>

## 1.6. Theoretical Framework

### Constructivism theory

Jackson & Sorensen<sup>42</sup> in the constructivism theory opines that it is a social theory and is anchored on human awareness or consciousness and its place in world. As per them constructivism theory is more broad about the social world, it's about social activity and about the connection amongst structures and the on-screen characters. Constructivism theory dissimilar to neorealism which is materialistic and concentrates on dissemination of material power, for example, military powers and monetary capacities, the theory fights that the most vital part of universal relations is social and not material. Constructivists contend that the investigation of universal relations must concentrate on the thoughts and convictions that advise the performers on the global scene and in

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<sup>41</sup>Morgenthau, Hans J. "The Mainsprings of American Foreign Policy: The National Interest vs. Moral Abstractions." *American Political Science Review* 44, no. 04 (2014): 833-854.

<sup>42</sup>Jackson Robert & Sorensen Georg. *Introduction to International Relations: Theories and Approaches*. (New York: oxford university press, 2010). Pg. 162-165



addition the mutual comprehension between them. The theory has a connection to open strategy which is a delicate power apparatus slanted to communication with the remote states.

The constructivists contend that universal framework isn't something autonomous like the nearby planetary group and to them it doesn't exist without anyone else.<sup>43</sup> They maintain that the universal framework is an inter subjective mindfulness or a typical comprehension among individuals. To them worldwide framework is a human mediation or formation of not a physical material kind but rather a simply savvy ideational kind. That is an arrangement of thoughts, an assortment of thought, an arrangement of standards which has been orchestrated by specific individuals at a specific time and place; this can be compared to outside strategy making and usage. This is innate with Kenya's remote approach which has been arranged in five columns and the procedure of execution is in laid out. Open strategy is about observation and affecting individuals towards a distinguished and shared target.

<sup>46</sup> Immanuel Kant is a forerunner of social constructivism theory and argued that "we can obtain knowledge about the world, but it will always be subjective knowledge in the sense that it is filtered through human consciousness". Max Weber<sup>44</sup> additionally accentuated that the social world is the universe of human communication which is in a general sense unique in relation to the regular universe of physical marvels. Weber contended that people depend on comprehension of each other's activities and allotting

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<sup>43</sup> Gilboa, Eytan. "Diplomacy in the Media Age: Three models of uses and effects." *Diplomacy and statecraft* 12, no. 2 (2001): 1-28.

<sup>44</sup> Jackson Robert & Sorensen Georg. *Introduction to International Relations: Theories and Approaches*. (New York: oxford university press, 2010). Pg. 162-165

significance to them, and understanding human association isn't only portraying physical marvels, for example, an "a stone tumbling from a bluff", yet an alternate sort of interpretive comprehension.<sup>45</sup> Constructivists depend principally on experiences to such researchers to underscore the significance of importance and comprehension. They opine that the social universe of human awareness, of musings, convictions, thoughts and ideas of dialects, talks, of signs and comprehension is among people particularly gatherings of individuals, for example, states and countries. To them social world is a busy subjective space and ought to be significant to individuals who oversee it and live in it, and who comprehend it definitely in light of the fact that they made it and they are at home in it.

Wendit highlighted three constructivist conceptions of social structures namely: shared comprehension, desires or learning. These constitute the performing artists in a circumstance and the idea of their connections whether helpful or conflictual. Open discretion is about open engagement not at all like mystery tact which is described of just a target group. Impact of public diplomacy on implementation of the Kenya foreign policy social structures on diaspora, environmental and cultural diplomacy pillars is imperative and cannot be ignored because of its positive and negative projections which will come in to play<sup>46</sup>.

### 1.7. Hypotheses of the Study

The study was built on the following hypotheses:

H1 -Public diplomacy plays a major role in the formulation of Kenya's foreign policy

H2- Public diplomacy has an impact in the implementation of Kenya's foreign policy.

<sup>45</sup>Frederic H. *Global Communication and international relations*. (Wadsworth. Belmont CA: 2013).

<sup>46</sup>Kenyaggia, Njeri. "The role of public diplomacy in regional integration a case study of EAC." PhD diss., University of Nairobi, 2016.

H3-Public diplomacy does not play a major role in the formulation and implementation of Kenya's foreign policy.

## 1.8. Methodology of the Study

### Research Design

This study employed descriptive survey method, this method was preferred because descriptive research determined and gave a situational account as it is on the ground. It helped the researcher to describe possible behavior, attitudes, values and characteristic of the phenomena. This study used qualitative research design whereby the specialist broke down the data methodically keeping in mind the end goal to think of some helpful conclusions and proposals. Grounded theory was used in this study, according to Goulding grounded theory will help the researcher to predict and explain behavior with an intention of developing and building theory.

This study used primary research which entailed visiting the ministry of foreign affairs, where the researcher conducted a one-on-one personal interviews with the staff. This helped the researcher to get a clear view of the impact of public diplomacy in the definition and usage of the Kenya's remote arrangement. The investigation utilized purposive inspecting strategy since it enabled the analyst to meet the particular people who had the required data as for the goals of this examination. Information gathering was essentially decided from both optional and essential sources. For essential information semi-organized meetings strategy was utilized.

For secondary data both formal and informal information gathering was used through document analysis of literature review, journals, books, grey data and the internet. This

technique allowed a literature review of both theoretical and empirical nature. The data collected in this research included definitions, opinions, specific knowledge and also background information which is related to the impact of public diplomacy on the plan and execution of Kenya's foreign policy. The information gathered was absolutely subjective and was dissected by utilizing content investigation which involved perception and a nitty gritty depiction of the marvels that contained goals of this examination. Information gathered was broke down by connecting it to existing, and incorporating it with other pertinent ideas and hypothetical structure. Information investigation was done interpretatively by blending, classifying and sorting out information into designs that delineated the depiction of the marvels.

Permission to carry out the study was sought from the ministry of foreign affairs. Participants of this study were assured of both anonymity and confidentiality and they were assured that this study was mainly for fulfilling academic purposes only and no victimization or intimidation whatsoever arose from participating in this study.

### **1.9. Scope and Limitations**

This study was carried out in Nairobi premises where the headquarters of the ministry under the study is located. This study experienced both time and financial constraints since the researcher was not in a position to visit Kenya's foreign missions abroad.

### **1.10. Chapter outline**

This study presented the following five chapters.

Chapter one presented the introduction or the background information, statement of the problem, objectives and research questions, literature review, justification and hypotheses

of the study, theoretical review as well as methodology that was used to carry out data presentation.

Chapter two presented the <sup>10</sup> role of public diplomacy in the formulation and implementation of foreign policy in Africa.

Chapter three outlined the role of public and cultural diplomacy in formulation of a foreign policy.

Chapter four outlined the challenges of <sup>22</sup> public diplomacy in the formulation and implementation of a foreign policy.

Chapter five presented the findings from the sample population. The chapter also looked into whether this research approves or disapproves the hypotheses. It also gave conclusions and recommendations derived from the study.

## CHAPTER TWO

### THE ROLE OF PUBLIC DIPLOMACY IN THE FORMULATION AND IMPLEMENTATION OF FOREIGN POLICY IN AFRICA

#### 2.1. Introduction

This chapter presents an overview of the role of public diplomacy in the formulation and implementation of foreign policy in Africa. Diplomacy is the means by which States throughout the world conduct their affairs in ways to ensure peaceful relations. This concerns the promotion of political, economic, cultural or scientific relations as well as international commitment to defend human rights or the peaceful settlement of disputes. Magalhaes<sup>47</sup> defines diplomacy as an instrument of foreign policy for the establishment and development of peaceful contacts between the governments of different states through the use of intermediaries.<sup>48</sup> Diplomacy has its roots entrenched in the remotest of humankind, through the use of messengers and envoys between diverse tribes to treat matters of common interest. It is widely recognized that there Bilateral and multilateral are the two major forms of diplomacy, differentiated by the context in which they take place. Diplomacy has existed since before the Westphalia whereby centers of power then dealt with each other on an official basis. Numerous diplomatic archives proving this interaction have been found in Egypt dating back to the 13th century BC.

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<sup>47</sup> Magalhaes N. *The New Public Diplomacy: Soft Power in International Relations*. Basingstoke, New York: Palgrave Macmillan. (2006)

<sup>48</sup> Satow, M. and M. Smith. *Foreign policy in a transformed world*. (Harlow: Prentice-Hall, 2000).



## 2.2. Public Diplomacy

The term Public Diplomacy (PD) was first used in 1965 by Edmund Gullion<sup>49</sup> and later built on by Cull Nicholas<sup>50</sup> from the Marrow Center for Public Diplomacy characterizes Public Diplomacy as the impact of open demeanors on the development and execution of foreign approaches.<sup>51</sup> It incorporates measurements of global relations past conventional tact; the development by legislatures of popular assessment in different nations; the association of private gatherings and interests in a single nation with those of another; the announcing of foreign undertakings and its effect on policy; correspondence between those whose activity is correspondence, as amongst negotiators and foreign reporters; and the procedure of between social interchanges and the transnational stream of data and thoughts. Leonard et al<sup>52</sup> portray open tact as the Strategic arranging and execution of instructive, social and instructive programming by a supporter nation to make a popular supposition condition in an objective nation or nations that will empower target nation political pioneers to settle on choices that are steady of backer nation's foreign policy goals.

He additionally contends that open tact can accomplish four noteworthy effects for a state: It can expand individuals' nature with one's nation influencing them to consider it, refreshing their pictures, and pivoting horrible conclusions. It can likewise Increase individuals' valuation for one's nation by making positive observations and inspiring others to see issues of worldwide significance from a similar point of view. Open tact can

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<sup>49</sup> Gullion, Edmund A. "Definition of Public Diplomacy." *The Edward R. Murrow Center for Public Diplomacy* (1965).

<sup>50</sup> Cull, Nicholas J. "Public diplomacy before Gullion." (2008).

<sup>51</sup> Melissen, J. *The New Public Diplomacy: Soft Power in International Relations*. (Houndmills, Basingstoke: Palgrave, 2005).

<sup>52</sup> Leonard, M. *Diplomacy by Other Means*, *Foreign Policy* September/October 132, pp. 48-56 2002b)

likewise draw in individuals with one's nation to reinforce ties, this sort of engagement can extend from training changes to logical collaboration.<sup>53</sup> Strong ties urge foreign publics to see a nation as an appealing goal for tourism, think about, separate picking up; <sup>3</sup> motivating them to purchase our items; getting the opportunity to comprehend and subscribe to our qualities. At long last Public tact can Influence individuals; inspiring organizations to put resources into our nation, <sup>3</sup> publics to back our positions or government officials to swing to us as a favored accomplice.

In this manner, Public tact advances the interests of a state through direct contact with not just partners, for example, the compelling elites of the host express, the media, the scholarly world, business and social erudite people yet in addition with the general population too. Key to this idea of open discretion is the correspondence between countries, people groups, and societies. It is hence that Public tact is generally alluded to as individuals' discretion.<sup>54</sup> Public Diplomacy can be found in the route in which nations conceptualize their outside correspondences and compose to lead it. Open discretion can likewise be utilized to depict various exercises; these exercises may vary crosswise over nations and crosswise over time. These exercises may incorporate government supported social, instructive and educational projects, resident trades and communicates used to advance the national enthusiasm of a nation through comprehension, illuminating, and impacting foreign gatherings of people.

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<sup>53</sup> Alexandru Burian. *Introduction in Diplomatic Practice and International Procedure*, (Cartier juridic Publishing House, Chisinau, (2000).

<sup>54</sup> Alakeson, Leonard. *Going Public. Diplomacy for the Information Society*. (London: The Foreign Policy Centre, 2000).



### 2.3. Foreign Policy

Foreign policy is defined as policy guidelines and objectives around which states frame their relations with other states. There are also decision making procedures of one state, which stipulate how the entity intends to survive and relate with other states in the international system. Foreign policy has pulled in various implications and definitions from the two researchers and professionals. It is seen by as the aggregate of authority outside relations led by a free performer who is normally a state in the universal framework.<sup>55</sup> For a few investigators, foreign policy, much the same as residential policy, is planned inside the states not at all like household policy; foreign policy is coordinated at and must be executed in nature outside to the state. Out and out, foreign policy is a multi-faceted and dynamic exercise that involves steady stream of data in accordance with the security of the state be it military, political, monetary, social and institutional honesty of the substance.

Herman<sup>56</sup> watches that, the conduct of a state in its provincial lawn is dictated by its foreign policy. Herman depicts foreign policy as an objective or issue situated program, planned by chiefs and coordinated towards substances outside their political ward. It is a program whose goal is coordinated towards tending to a specific issue or the quest for specific objectives towards outer elements. Modelski<sup>57</sup> noticed that, foreign policy is a procedure through which the state limits antagonistic impacts while boosting on the worthwhile ones. Policy, in this sense, isn't a graphed course yet a figured reaction to

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<sup>55</sup> Brighi, E. and Hill, C. *Implementation and Behaviour* In: Dunne, T. and Hadfield, A. and Smith, S. eds. *Foreign Policy: Theories, Actors, Cases*. New York: Oxford University Press, 2008.

<sup>56</sup> Herman, J., *The Making of Foreign Policy: An Analysis of Decision Making*. London: Oxford University Press, 1963.

<sup>57</sup> Modelski, J., *Foreign Policy Decision-making: Rational, Psychological and Neurological Models*. In: 2008.

outer difficulties. Modelski portrays foreign policy from a state viewpoint; he battles that, foreign policy of a state is the total of its relations with different states and non-state performing artists in the universal framework. In Modelski terms consequently, foreign policy of a state characterizes the character of the country which is seeking after it, how the general population see themselves lastly how they might want the universal framework to see them.

Plano and Olton<sup>58</sup> argue that foreign policy is objective situated and can be depicted as a system or arranged game-plan went for accomplishing particular objectives. Foreign policy alludes to the activities and affirmations that effect the external milieu that is the arena beyond a state's borders. Moreover, Mwamba<sup>59</sup> observes, foreign policy as an instrument through which a state seeks to influence the activities of another country. The premise of engaging in foreign policy is that, every state in the international system possesses national interests going beyond its international boundaries. These interests are collectively referred to as foreign policy. In this connection, Levin argues that, <sup>44</sup>foreign policy is a blend of points and interests sought after and protected by a given state and its decision class in the relations with different states and the techniques and means utilized by it for the accomplishment and barrier of these reasons and interests. The defenders of authenticity contend that the state is the suitable unit of investigation and is viewed as seeking after foreign policy to propel national premium.

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<sup>58</sup> Plano and Olton 'Trends in the United States Africa Policies After the End of the Cold War', *Journal of the Third World Spectrum*, Vol:1, No:2, pp. 1-14:4.

<sup>59</sup>Mwamba H. *Diplomacy and Intelligence: Diplomacy & Statecraft* 9, no. 2 (1998) [GenPostwar/Policy/90s].

Furthermore, they observe that, a state's power is an important component in determining how it pursues its foreign policy. However, Menkhaus and Kegley<sup>60</sup> argue that, realism overlooks the ability of weak states to bargain and manipulate stronger patrons in order to exercise constrained autonomy over their foreign policy. In the same vein, Modelski<sup>61</sup> posits that the foreign policy pursued by a state is dependent on a number of factors chief of which are a state's economic power. The premise of a state's economic power is hinged on the way that, a state's foreign policy is gone for securing its national advantages. In this sense, foreign policy pursued by developed states is distinct and different from foreign policy pursued by developing states. Moreover, foreign policies pursued by developed states are more likely to reflect and cover a wider geographical scope including their respective regions near abroad and global. Among most developing states, the near abroad region is significant to their foreign policy, because the stability, social and economic status of the region determines the kind of foreign policy they pursue.

Farah<sup>62</sup> defines foreign policy as moves that a state makes in its relations to different states and different on-screen characters in the worldwide framework with a specific end goal to safeguard or accomplish its motivation. Farah additionally portrays foreign policy as activities of a state in reference to different bodies following up on the universal stage with a specific end goal to propel its objectives for example security, welfare and safeguarding and advancement of qualities. States hence look for specific foreign

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<sup>60</sup> Menkhaus, R. & Kegley C. *Independent Diplomat: Dispatches from Unaccountable Elite* (London: Hurst 2007).

<sup>61</sup> Modelski, J., *Foreign Policy Decision-making: Rational, Psychological and Neurological Models*. In: 2008.

<sup>62</sup> Farah, L. *Secret Intelligence, Covert Action and Clandestine diplomacy*, *Intelligence and National Security*, Volume 19, Issue 2, Routledge, Taylor & Francis Group (2004).

strategies which are comparable to their national advantages. Reynolds takes note of that, states basically try to propel their national advantages through the quest for foreign policy. The establishment of looking for national interests through the quest for foreign policy is that no state is independent. National interests are critical in explaining and understanding state behaviour. Farah argues that national interests serve as an analytical tool to be employed in describing and explaining the thrust of nations' foreign policies and they are used to justify or denounce the purpose by states. In this case, national interests are aggregated into various policies which constitute the strategic objectives of the state at the international stage.

#### **2.4. Diplomacy and Foreign Policy**

Diplomacy and foreign policy are focal highlights of universal governmental issues. They catch our creative ability and their lead influences our lives through their effect on war, peace, the worldwide economy, human rights, universal law, worldwide organizations, and the standards that administer relations between states. The ideas of the administration of the discretionary administration and of foreign policy are imperative for the sound usage of foreign policy.<sup>63</sup> Dealing with the strategic administration appropriately requires that authorities be utilized productively. Thusly they, can give policy creators sound data on which to base their choices. Overseeing foreign policy involves regarding it as something that is dynamic, and which ought to be always sustained for it to convey foreign policy products for the nation. Foreign policy is thus not a dead letter existing just in archives. To be sure it ought to inject all viewpoints, and connections of the discretionary administration.

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<sup>63</sup> Stein, Janice Gross. *Building Politics into Psychology: The Misperception of Threat*. *Political Psychology*, 9, no. 2, (1998).

According to Mwangiru<sup>64</sup>, there have been helpful and vital commitments to the comprehension of the foreign policy. In any case, while there have been noteworthy commitments on the substance of foreign policy, the focal issue of its administration have not been tended to. What's more, neither in the scholarly history of states 'foreign policy have there been talks on the administration of the foreign (that is strategic) benefit. This lack of research on the twin issues of the administration of foreign policy and of the Foreign Service, mirror the contemporary uni-dimensional part of the writing on and way to deal with concentrate foreign policy. It isn't quite recently just administration however the genuine execution of objectives or destinations set out in the foreign policy. Lasswell's<sup>65</sup> exemplary formation of his fourfold foreign policy instruments effectively recognized the political (promulgation), strategic, financial and military instruments and talked about the distinctive esteem results and the organizations of society sharing them.

Baldwin<sup>66</sup> pointed out that the procedures of energy should be additionally concentrated to better comprehend their capacity. Additionally separating the instruments of foreign policy into components, Bachrach<sup>67</sup> discussed the rising size of foreign policy instruments as additionally helpful. In his foreign policy scientific categorization, they shaped five fundamental gatherings, to be specific, Military Action, Political Intervention, Negative Sanctions, Positive Sanctions and Diplomacy. The climbing scale likewise shows the reality of the nation's chiefs and isolates hard power (Military Action) from the various delicate power instruments. As the beforehand recorded writing appears,

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<sup>64</sup> Mwangiru, M. *The Missing Link in the Study of Diplomacy: The Management of the Diplomatic Service and Foreign Policy*. *The Journal of Language, Technology & Entrepreneurship in Africa*, Vol. 2. No.1.

<sup>65</sup> Lasswell T. *Changing national images: international public relations and media agenda setting*. *The American Political Science Review* 78, 641–657. 2009

<sup>66</sup> Baldwin, David A. *Economic Statecraft*. (Princeton University Press, 1985).

<sup>67</sup> Bachrach, M. *Diplomacy: Theory and Practice*. Basingstoke, New York: Palgrave Macmillan (2013)



the conduct impact endeavor line of energy writing has been confronting challenges as far as target estimations. Diplomacy as an apparatus for maintaining the points of state's foreign policy abroad is frequently observed as a rich term for purposeful publicity.

According to Berridge<sup>68</sup> it is a late twentieth-century term for publicity led by representatives; not to be mistaken for open or parliamentary diplomacy. One of contemporary understandings of diplomacy depends on this definition. According to Mark Leonard<sup>69</sup> public diplomacy is tied in with building connections, understanding the requirements of different nations, societies and people groups; conveying our perspectives; remedying misperceptions; searching for territories where we can discover regular reason. He likewise talks about the picture and notoriety of a nation as about open products that can make positive or negative condition for singular exercises. In this manner diplomacy relates nearly to the foreign policy of state. Along these lines it turns out to be something beyond a methods on the most proficient method to put through national interests or how to ensure national security. This is all around expressed in Morgenthau's second administer, among his four essential tenets of diplomacy, when he says that the goals of foreign policy must be characterized as far as the national intrigue and should be upheld with sufficient power.

Alakeson<sup>70</sup> states that, the personality of express, its esteems, interests and exercises are additionally covetable status on the universal scene. Every one of these classes ought to be joined in the idea of state's foreign policy and its needs. States have their interests, key, geopolitical, financial, or business. Also, they need to have a specific position in the

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<sup>68</sup> Berridge, G. R.; James A. *A Dictionary of Diplomacy*. 2nd edition. (London: Palgrave Macmillan, 2003)

<sup>69</sup> Leonard, M. *Public Diplomacy*, The Foreign Policy Centre: London(2002)

<sup>70</sup> Alakeson, Leonard. *Going Public. Diplomacy for the Information Society*. (London: The Foreign Policy Centre, 2000).

worldwide group, to increase some conciliatory impact. Be that as it may, the expenses of stating its own particular advantages just through customary assets (military, monetary power) are high.

The objectives of a nation's foreign policy are progressively impacted by local and outer strategic powers, in this manner, the destinations of a nation's foreign policy experience visit changes. With the changing worldwide political and financial scene, the multiplication of media and correspondence advances, the development of new performers in worldwide issues, and a large portion of all, the intricate conjunction of these features, the validity and adequacy of standard correspondence rehearses in diplomacy is under test.<sup>71</sup> Dealing with the data stream inside the discretionary family in such settings is the domain of diplomacy, especially in the new universe of globalization and correspondence. Diplomacy today battles to mirror the decent variety and pluralism of the globalized age. It is practically difficult to look at any issue in contemporary universal relations successfully without considering the discretionary difficulties which it represents, the advancements in strategic practice which it calls forward, and the commitment which diplomacy can make to facilitating the issue so as to add to a more serene, just, and efficient world.

Central inquiries in regards to the motivations behind diplomacy, who is or ought to be engaged with it and what structures and practices it should accept to manage new policy challenges should be critically be tended to. This applies to worldwide associations and also the organizations of national diplomacy and offers an on a very basic level alternate point of view from that in view of the recognizable claim that diplomacy is unessential to

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<sup>71</sup> Henderson, C.W, *International Relations, Conflict and Cooperation at the Turn of the 21st Century*. (University of South Carolina, 1998).

contemporary worldwide needs. Or maybe, diplomacy has a focal part however needs to adjust to the requests of a quickly evolving condition. Against this foundation, a focal suspicion is that diplomacy as an arrangement of procedures keeps on being of focal significance to the worldwide policy milieu and that these procedures should be always re-assessed.<sup>72</sup> Furthermore, it is perceived that the on-going civil argument by services of foreign undertakings (MFA) around the globe about the hardware of diplomacy should be found in this light. Over and over again, interior level headed discussions inside MFA in regards to their authoritative structures and techniques are about their place in the structures of government and their hierarchical survival inside them and neglect to deliver more extensive issues identifying with the changing reasons for diplomacy.

Mwagiru<sup>73</sup> contends that, diplomacy can be acknowledged inside the epistemology of the traditional system, or it might envelop the techniques of the behavioral upset. Whatever the case nonetheless, its investigation from these viewpoints, has exhibited a missing connection. This missing connection is fixated on the execution of foreign policy. The execution of foreign policy is best accomplished where there is a compelling and proficient administration of the discretionary administration, and of foreign policy. Where the organization of these does not exist, or is powerless, there will relate challenges of the execution of foreign policy. In this way as per Mwagiru, end of foreign policy creation is execution and inability to actualize has broad impacts on the foreign policy of the nation, since a foreign policy that isn't actualized is as a result a non-foreign policy.

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<sup>72</sup> Henderson, C.W, *International Relations, Conflict and Cooperation at the Turn of the 21st Century*. (University of South Carolina, 1998).

<sup>73</sup> Mwagiru, M. *The Missing Link in the Study of Diplomacy: The Management of the Diplomatic Service and Foreign Policy*. *The Journal of Language, Technology & Entrepreneurship in Africa*, Vol. 2. No.1.



## 2.5. Formulating Foreign Policy

Basic procedures to foreign coverage focal point on the system of objectives and pursuits headquartered upon country wide curiosity'. What constitutes country wide curiosity, how it is determined and eventually applied are vital for the overseas policy to understanding alternatives and pursued responses through nations. Rationality assumptions that are established on the notion that international policy objectives of selection makers are self-evident, extra beef up the realist view. Nonetheless, country wide curiosity will also be headquartered on a narrow basis of the society, like representing the influence of robust lobby companies or social type buildings on international coverage.<sup>74</sup> Consistent with this interpretation, just whose pursuits are being multiplied to the league of countrywide curiosity 'and the reason for their adoption with the aid of the nation, is a show of the wrestle between the dominate society and sections of the power first class.

The limit of clashing interests inside the residential environment to assemble resources be it by means of money related motivating forces or claims by populists, is a column to achievement in interpreting their parochial contemplations as fundamental of state activity. Balance of vigour is as well seen as the foremost means for initiating global approach and making it to remain at equilibrium. Nations show action to try and curb to much power by joining forces with other states that are facing the same predicaments.<sup>75</sup> This strategy of forming a coalition is descriptive since it acts as a mirror of the old habits of Europe and at the same time the coalition is normative since it can be taken as a

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<sup>74</sup> Kent, R. *Ideas of Intelligence: Divergent National Concepts and Institutions*, (Harvard International Review, 2002).

<sup>75</sup> Khadiagala, G.M. & Lyons T., *African Foreign Policies; Power and Process*, (Lynne Rienner Publishers, London, 2001).

universal policy critical for protecting worldwide peace. The proposition of a consistent quality of vitality has practiced enormous impact over worldwide policy making however, on account of its fundamental turmoil suspicions basic.

Nonetheless, it would it foster the very feel of instability which it tries to alleviate. Essentially all states subscribe with the aid of necessity to maintain integrity in the territories and monetary stability as relevant activity of the current government of their global deals. Furthermore, traditionally states have mostly used the stability of vigour strategy to keeping stability & order inside the worldwide process. What is disputable is whether targets are best done via the short-time period approaches headquartered on restricted cooperation provisions or whether states attain more by way of incorporating long-time period techniques that emphasize cooperative university constructing.

## **2.6. Overview of African Foreign Policy**

Over time Africa foreign policy has been developing. The main factors that shaped this policy at independence can be viewed under the impact of colonialism, the role of resources, membership of international organizations, non-alignment among others, better known as traditional approach.<sup>76</sup> Today contemporary influences on African Foreign approaches incorporate the finish of cool war in the 1990s, advancement and democratization, banters on Africa plan and worldwide economy. African foreign policy has a considerable measure to do with performing artists, settings and results. Foreign policy producers endeavor to accommodate household interests with outer conditions, considering accessible means, assets, and foundations for doing as such. Imperative to understanding foreign policy are particular household and outer settings and the

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<sup>76</sup> Mbirimi I, *The New Economic Diplomacy – Decision making and Negotiations in International Economic Relations*. (Farnham (United Kingdom: Ashgate Publishing, 2003).

communication between these two situations. As real players in foreign policy, elites work inside organizations that persistently oblige them, yet frequently, these work around such points of confinement and deal with the pressures amongst local and global society.

The foreign policies of African states are today being shaped by rapidly changing international and domestic environments to the extent that it is difficult to isolate purely foreign policies. These changes are having both detrimental and positive effects on policy options and are particularly impacting on intra-African diplomacy. Indeed the blurring of boundaries between domestic and international arenas has been so accentuated that such a distinction hardly exists. African foreign policy toward the start of the twenty-first century is as yet overwhelmed by finished hurting limitations on the survival of frail states. The objectives of state survival, Clapham<sup>77</sup> notes, constrain elites to utilize foreign policy to earn political and financial assets from the outer condition.<sup>78</sup> Regardless of whether made independently or all in all, foreign policy mirrors the ceaseless endeavors by elites to oversee dangers to local security and protect their basic leadership from untoward outer condition. Contemporary African elites, similar to their forerunners, are distracted with political steadiness, authenticity, and financial security, issues whose significance appears to increment as opposed to lessen.

## **2.7. Foreign Policies of Various African Countries**

### **2.7.1. Nigeria's Foreign Policy**

Remotely, since its autonomy in 1960, Nigeria has looked to play a full and dynamic part in the global group. Its pioneers have appended considerably more prominent

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<sup>77</sup> Clapham J, "Public Diplomacy: Lessons from the Past", CPD Perspectives on Public Diplomacy, Figueroa Press, Los Angeles, 2009.

<sup>78</sup> Satow, M. and M. Smith. *Foreign policy in a transformed world*. (Harlow: Prentice-Hall, 2000).

significance to this part since Nigeria has felt an exceptional duty, as Africa's most crowded country, to go about as an informal representative for Africa and for all dark individuals in global fora.<sup>79</sup>

Some have characterized this as a Pax Nigeriana, a push to accomplish hegemonic authority in Africa by a nation that records for over portion of West Africa's populace and monetary quality and has a 94,000-in number armed force that smaller people the joined quality of those of its fourteen ECOWAS neighbors. Inspecting the courses in which Nigeria has sought after its foreign policy targets through a broad system of multilateral relations and the effect of outer factors in its foreign policy plan is a basic measurement in the investigation of Nigeria's foreign policy.<sup>80</sup> After picking up autonomy in 1960, Nigeria made the freedom and rebuilding of the pride of Africa the centerpiece of its foreign policy and assumed a main part in the battle against the politically-sanctioned racial segregation administration in South Africa. One remarkable exemption to the African concentration of Nigeria's foreign policy was the cozy relationship the nation delighted in with Israel all through the 1960s, with the last nation supporting and administering the development of Nigeria's parliament structures. Nigeria conferred itself to the freedom battles going ahead in the Southern Africa sub-area by taking a submitted intense line with respect to the supremacist administration in South Africa and their

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<sup>79</sup> Melissen, J. *The New Public Diplomacy: Soft Power in International Relations*. (Houndmills, Basingstoke: Palgrave, 2005).

<sup>80</sup> Khadiagala, G.M. & Lyons T., *African Foreign Policies; Power and Process*, (Lynne Rienner Publishers, London, 2001).

attacks in Southern Africa, notwithstanding speeding up substantial totals to help hostile to frontier battles.<sup>81</sup>

Nigeria was additionally an establishing individual from the Organization for African Unity (now the African Union), and has gigantic impact in West Africa and Africa in general. Nigeria has also established territorial helpful endeavors in West Africa, working as leading figure for ECOWAS and ECOMOG, financial and military associations individually. With this African-focused position, Nigeria promptly sent troops to the Congo at the command of the United Nations not long after autonomy (and has kept up participation since that time); Nigeria additionally bolstered a few Pan African and genius self-government causes in the 1970s, including accumulating support for Angola's MPLA, SWAPO in Namibia, and helping hostile to pioneer battles in Mozambique, and Zimbabwe (at that point Rhodesia) military and financially. Nigeria holds participation in the Non-Aligned Movement, and in late November 2006 sorted out an Africa-South America Summit in Abuja to advance what a few participants named "South-South" linkages on an assortment of fronts.<sup>82</sup>

### 2.7.2. Egypt's Foreign Policy

Foreign policy is a basic segment of Egypt's general state policy. It serves its objectives and targets, especially in the zones identified with conciliatory capacities. Together with its customary discretionary and political capacities, and given that improvement policy is viewed as a key goal, the Egyptian Foreign Ministry takes an interest in the nation's

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<sup>81</sup> Jervis, R. *Intelligence, Civil-Intelligence Relations, and Democracy, in Reforming Intelligence; Obstacles to Democratic Control and Effectiveness*, ed Thomas C Bruneau and Steven C Boraz (Austin: University of Texas Press, 2007)

<sup>82</sup> Morgenthau, H. *Politics among Nations, The struggle for Power and Peace*, (Six Edition, Kalyan publishers, New Delhiv, 2001).



advancement exertion by endeavoring to pull in foreign venture, acquire financial help and encourage innovation exchanges. To achieve this, specific divisions for global collaboration have been set up inside the Foreign Ministry, which facilitates and participates with other Egyptian services and foundations working in those areas. 'Diplomacy for Development' is along these lines one of the primary targets of the Egyptian Foreign Ministry.<sup>83</sup> Egyptian diplomacy likewise looks to keep up solid respective and multilateral connections, which is another fundamental objective of Egypt's general policy. Reinforcing conventional benevolent relations and in addition assembling new connections empowers Egypt to practice impact and seek after its national intrigue everywhere throughout the globe.

Customary connections, for example, those with African and Arab nations, are kept up basically through collaboration inside provincial associations, for example, the African Union and the Arab League. Reciprocal relations with Arab and African nations are additionally advanced through persistent interviews, extending the extent of collaboration in different fields and trading mastery in the diverse territories of improvement. The Foreign Ministry is likewise dedicated to boosting Egypt's vital connections, for example, those with the US and Europe, which helps Egypt in its manageable improvement endeavors and advances its part in the global field, and in addition serving its key provincial targets. Since the local and global have turned out to be progressively interwoven, the Foreign Ministry has been collaborating with the universal group through worldwide associations, for example, the UN.<sup>84</sup>

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<sup>83</sup> Pigman, G. *Contemporary Diplomacy*. Cambridge, (UK-Malden, MA: Polity Press, 2010)

<sup>84</sup> Webber, M. and Smith, M. *Foreign policy in a transformed world*. (Harlow: Prentice Hall, 2000)

Transnational dangers, for example, worldwide psychological warfare, global sorted out wrongdoing and the expansion of weapons of mass obliteration, have risen and spread broadly finished the previous couple of years and must be tended to through aggregate activity. Consequently, Egypt is assuming a dynamic part in the UN and its specific offices, and additionally in different other universal organizations to encourage worldwide peace, security and improvement. Advancing comprehension and thankfulness for Egypt's way of life is another prime goal of the nation's foreign policy.<sup>85</sup> The social segment at the Foreign Ministry, alongside the Ministry of Culture, makes a noteworthy commitment to improving the social connections amongst Egypt and different nations around the world. The Al-Azhar University, the Supreme Council for Islamic Affairs and the Ministry of Education and Higher Education offer grants and instructional classes to African, Asian and Arab understudies. Social occasions, legends projects and musical show trade indicates are sorted out with different nations to help unite various countries.

The Foreign Ministry is depended with directing Egypt's foreign relations. Its capacity is to plan and execute the nation's foreign policy and to facilitate with alternate services and foundations concerned. The Ministry additionally assumes a fundamental part in gathering and assessing political, financial, social and logical data that may influence foreign relations. In light of the difficulties presently confronting the world, and given the quantity of contentions in different imperative areas, especially the Middle East, decision-making has turned out to be more unpredictable, with more counsels and discourses being fundamental before any essential choices are made.<sup>86</sup> This has likewise

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<sup>85</sup> Howell, J. *Analysis of Kenya's Foreign Policy*, (Journal of Modern African studies, 1968) Vol. 6 (1).

<sup>86</sup> Michael, H. *Diplomacy and Intelligence: Diplomacy & Statecraft* 9, no. 2 (1998) [GenPostwar/Policy/90s].

uplifted the part of qualified specialists and research organizations, for example, the <sup>6</sup> Information and Decision Support Center that prompts the Egyptian bureau. The Parliament is the last reference as respects endorsing foreign relations and bargains. Moreover, another strategy has been contrived by which coordinate contact is made with Egyptian popular feeling in regards to <sup>6</sup> foreign policy issues, for example, the Arab-Israeli strife territorial demobilization and other key issues which are of significance on the national local and worldwide levels.

The Public Opinion Poll Center of the Cabinet Information and Decision Support Center assumes an imperative part in such manner through its surveying exercises on inner and universal issues. To do its work, collaboration understandings have been marked with a few focuses in Spain, the US, Germany and different nations. Political gatherings, NGOs and the media are likewise engaged with managing <sup>7</sup> foreign policy issues together with the Egyptian Council for Human Rights, headed by Dr Boutros Ghali, the previous UN Secretary-General. In this manner Egyptian foreign policy has turned into a mix of institutional and majority rule models of decision-making. Egypt's political authority has made ready for the Foreign Ministry and different establishments to take an interest effectively in the decision-making procedure proposed by these foundations to the administration.<sup>87</sup>

### **2.7.3. Ethiopia's Foreign Policy**

The foreign policy of Ethiopia, similar to that of different nations, depends on specific objectives and values, and dictated by the dynamic interaction of local and outside elements. In spite of the fact that its plan has been unmistakably affected by Marxist ideas

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<sup>87</sup> Zlotnick, J. *National Intelligence. Industrial College of the Armed Forces*. Vol. 16, No. 2, (Washington, DC, 1964).



about the idea of society and the arrangement of powers on the planet, there are components of progression and change, not minimum since Ethiopia has kept up its center esteems while assuming a critical part every once in a while in the worldwide field some time before the 1974 upset. Greenfield takes note of that Ethiopia is one of the most seasoned states in the universal framework; it has long standing foreign relations with many states over the globe. A brought together foreign connection of Ethiopia started amid the rule of Emperor Menelik II.

The policy was equipped to advancing Ethiopian foreign policy with states in Africa and past. The investigation of Ethiopian foreign policy is of specific significance and worry to the area.<sup>88</sup> This is on account of Ethiopia is the main African nation to have effectively opposed imperialism and in spite of having an antiquated and glad human progress, it now trails a long ways behind in the not insignificant rundown of nations with regards to improvement. Ethiopian national intrigue is centered around majority rule government and advancement. Similarly her foreign and national security strategies needs are adapted towards advancing advancement and majority rule government. The administration of Ethiopia firmly trusts that the national intrigue and security will be ensured if just quick monetary improvement is achieved. That is the reason the <sup>33</sup> Foreign Affairs and National Security Policy and Strategy, which is under execution since 2002, is intended to make a good climate to defend the national intrigue and security of the country, and ought to be fixated on the economy.<sup>89</sup>

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<sup>88</sup> Makinda, S.M, *From Quiet Diplomacy to Cold War Politics*, (Third World Quarterly, 1983), Vol. 5

<sup>89</sup> Geib, Robin. *Armed Violence in Fragile States. Low-intensity Conflicts, Spillover Conflicts and Sporadic law Enforcement Operations by Third Parties*. International Review of the Red cross. (2009) Vol. 873.

In like manner, Ethiopia's foreign policy is focused on improvement that advantages the general population and making such helpful advancement. Since the presentation and down to earth execution of the <sup>33</sup> Foreign Affairs and National Security Policy and Strategy has started, the picture of Ethiopia has been improving every now and then finished the most recent few years among the global group than it was some time recently. The <sup>33</sup> Foreign Affairs and National Security Policy and Strategy archive, which is as of now under usage, was figured and issued by the Government of the Federal Democratic Republic of Ethiopia in 2002.<sup>90</sup> As per the policy, the relations the nation has with a given nation or gathering of nations depends on the assurance of national interests and security, and thusly, is connected to its democratization and improvement objectives. Its relations with nations in the Horn, along these lines, ought to be seen from the vantage-purpose of how relations could enable it to advance its plan of majority rules system and improvement. Ethiopia's political work must go for dispensing with or if nothing else diminishing outer security dangers. Its policy should endeavor to broaden the quantity of foreign companions that can guarantee a territorial and worldwide climate helpful for its tranquility and security.

The nation's political action additionally points guaging potential dangers and tending to them through exchange and arrangement. The policy should likewise secure partners that can enable the nation to withstand obstinate difficulties and dangers. And in addition making a good circumstance for the national improvement, the foreign policy goes for both exclusively and all things considered decreasing the negative impacts that globalization could have on advancement. This is another motivation behind why Ethiopia's diplomacy is focused on monetary action. The execution of the Greater

<sup>90</sup> Webber, M. and Smith, M. *Foreign policy in a transformed world*. (Harlow: Prentice Hall, 2000)

Somalia plan totally directed the idea of Ethiopia's strategies towards Somalia. After 1960, the increase of Somalia's discretionary hostile on the irredentist issue rather incited a compounding of relations between the two neighbors. Visit outskirts conflicts amid the 1960s, and destructive hostile to Ethiopian purposeful publicity exuding from Mogadishu, mirrored the unalterable positions taken by driving Somali legislators.<sup>91</sup>

At first, the Derg sought after a policy of rapprochement with Siad Barre's legislature. With Soviet military and conciliatory help, Somalia spoke to a possibly unsafe enemy. After accomplishing power, the quick destinations of the Government were to win the contention in Eritrea and the war with Somalia, and to accomplish interior political security by immovably setting up its power and making a structure for 'communist' advancement. This required prompt sense of duty regarding reinforcing its military quality, which included looking for unions which would guarantee the quick and gigantic inflow of weapons. The policy-outline depended on the standards of ordinary internationalism and nonalignment, reflected in all the fundamental archives of the Government and the decision Workers' Party of Ethiopia, including the new constitution.

#### **2.7.4. Cameroon's Foreign Policy**

Since accomplishing sovereign freedom, Cameroon has picked a foreign policy that has been depicted in different courses as the present state of affairs, preservationist, sober minded, wary, non-fierce, entrepreneur, ace West, and direct. The course and accomplishments of Cameroon's foreign policy are to a great extent intelligent of this general African example. Locally, Cameroon's diplomacy is centered around fringe debate with Nigeria, particularly that of the oil-rich Bakassi landmass. The Bakassi

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<sup>91</sup> Robert Jackson and Carl G. Rosberg, (1982) *Personal Rule in Africa: Prince, Autocrat, Prophet, Tyrant* (Berkeley and Los Angeles: University of California Press)

question kept going quite a long while and in 1994 was brought under the steady gaze of the International Court of Justice (ICJ) in The Hague. In October 2002, the ICJ decided for Cameroon, allowing it the landmass. Before the decision, the two governments had vowed to maintain the judgment; following the decision, in any case, Nigeria's administration halted barely shy of tolerating the decision, expressing, The judgment will resolve numerous extraordinary issues between the two states and give a path forward to both in zones which have caused troubles previously. Since the discontinuance of dangers in mid 1996, Cameroon had confined more than 120 Nigerian detainees of war and regular people. In 1999, the ICJ announced unacceptable Nigeria's ask for an elucidation of the 11 June 1998 judgment concerning the Land and Maritime Boundary amongst Cameroon and Nigeria. At issue past the promontory was the outline of sea limits. The profound waters of the Gulf of Guinea hold noteworthy oil saves inside the tri-point limits zone of Equatorial Guinea, Cameroon, and Nigeria.

Tropical Guinea has asked for the ICJ to ensure its limit claims while settling the Cameroon-Nigeria debate. In spite of the fact that Nigeria and Cameroon had vowed to determine their disparities gently, the discourse was tinged with jingoistic talk about battling for national honesty and power. Cameroon's future foreign policy would keep on being described by both congruity and change. Congruity in substance and bearing; coherence as far as standards and targets. In any case, given the changing residential political scene toward more prominent democratization, the progressions that are probably going to happen would be fairly those of style, power, level of accentuation, extension and level of comprehension and administration of the issues. The present organization of President Biya has not just alluded to these progressions as of now, it has

submitted itself to achieving them while safeguarding the conventional parts of the nation's foreign policy.<sup>92</sup>

Since the presence of the association in 1982, and remembering that keeping up that Cameroon's remote arrangement versus our traditional assistants would be ensured set up, the association has in any case hoped to alert the world as to its vision of the world and Cameroon's place in it. Noteworthy among the parts of this new outside strategy vision are the broadening of the expansion and power of vital development, which has seen a reviving of optional relations with Israel, and the opening up of mollifying associations with Brazil, Japan, and Czechoslovakia, the warming up to then West Germany, the United States, Great Britain, and Nigeria, and more noticeable relationship in sub nearby issues particularly the UDEAC gathering. Also famous among these movements is the new remote approach style. There has been more significant affinity regarding the association to incorporate Government Ministers and distinctive experts in the remote strategy process.

The Foreign Minister, the Finance Minister, the Trade and Industry Minister, the Planning Minister, and even the Head of the Economic and Social Council, have all watched more essential commitment on their part in the remote strategy making and execution process. Another outside arrangement headway has been the openness to transnational bodies and multilateral budgetary associations, particularly the International Monetary Fund and French cash related establishments, all of which have obliged themselves to the money related parts of their relations with Cameroon. These headways,

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<sup>92</sup> Khadiagala, G.M. & Lyons T., *African Foreign Policies; Power and Process*, (Lynne Rienner Publishers, London, 2001).



however unassuming they may be, prescribe indications of our future outside arrangement and additionally show <sup>5</sup> that the new remote strategy is most likely going to be influenced, all things considered, by one overpowering theory the conviction arrangement of change. In addition, <sup>5</sup> given the changing private political condition, the prospects seem, by all accounts, to be incredible that the pace and degree of these outside strategy progressions would enliven.

## **2.8. Conclusion**

This chapter brought out the issues that affect African countries in their formulation and implementation of foreign policies. In the past, the actors, targets and outcomes of African foreign policies were less ambiguous. Due to multiplicity of actors in the international arena, African foreign policies have become more complex. It is clear that African foreign policy has a matter of deliberate actions by elites. It has shed more light on the actors, contexts and the outcomes.

## CHAPTER THREE

### ROLE OF PUBLIC AND CULTURAL DIPLOMACY IN FORMULATION OF KENYA'S FOREIGN POLICY

#### 3.1. Concept of Cultural Diplomacy

Cultural diplomacy is attempted to be the attitude of a state's way of life to impel its foreign policy goals, and today it is named as a subset of open diplomacy. It is likewise an administration's specialized apparatus with foreign publics went for impacting them as well as a stage of anticipating a state's picture to the world. As per Mark social diplomacy has pulled in insignificant insightful consideration its long history and a generous venture by a few experts. He fights that the train of global relations and diplomacy has to some degree disregarded examinations on social diplomacy. This can be echoed by the fact it's only recently the Kenya foreign ministry introduced a directorate on cultural diplomacy. Politicians and diplomats have treated cultural diplomacy as a lesser tool of foreign policy. However there are some countries which have embraced cultural diplomacy as tool of enhancing their national interest abroad, a good example is the UK British council, the Germany Goethe institute, US library of congress and China the Confucius institute whereby they not only provide information services to the foreign nations but also show case of their rich culture.

Ninkovich<sup>93</sup> notes that cultural diplomacy has kept on involving a humble position in the political pecking request regardless of its potential. He fights that nations like UK, France and Germany however drumming help of cultural diplomacy it has not picked up force even in the 21st Century. Numerous ambassadors are known to have their help to cultural

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<sup>93</sup>Ninkovich, F. A. (1981). *The diplomacy of ideas: US foreign policy and cultural relations, 1938-1950*. Cambridge University Press.



diplomacy just on a basic level however not practically speaking. This has been intensified by the wide strategic orders whose financial plan and time period are compelled and along these lines avoiding far from the cultural diplomacy exercises which require human capital, time and budgetary assets. Cultural diplomacy has been accorded a low priority since is not tangible. Lack of attention from scholars has contributed to lack of clarity and precision it requires. He notes that this can be attested to the varied definitions of what cultural diplomacy is. Scholars such as Fox, Lending, Cummings and Mitchel have woven an organization system on which to apportion cultural diplomacy. There has been no shared concession to which the word cultural means might be on the grounds that the word 'culture' is a troublesome term to characterize inferable from the shifted setting and area connected to it. However the definition by Cumming an American scholar on cultural diplomacy is widely acknowledged in the world.

Mark<sup>94</sup> contends that cultural diplomacy has been accorded a low need which is exacerbated by the obstacle in building up cultural diplomacy delayed effect or the response of the focused on group of onlookers. There are ways and methods for measuring the accomplishment of cultural diplomacy exercises by giving a figure of the general population exhibit in a cultural occasion and their criticism, however ambassadors, government officials and treasury staff confront a test with regards to securing a financial plan for cultural diplomacy exercises since they are not ready to verification the effect it has on the gathering of people extra minutes.

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<sup>94</sup>Mark, S. (2009). *A greater role for cultural diplomacy*. Netherlands Institute of International Relations' Clingendael'.1.

### 3.2. Activities of Cultural Diplomacy

Cultural diplomacy entails a wide range of activities integrated with skills such as artists, singers, film makers, sports among others. However activities under cultural diplomacy must resonate with a state's government culture. Cultural diplomacy also encompasses a wider scope which includes educational scholarships, diplomat exchange programs, presentations by scholars, intellectuals, cultural group performances, exhibitions on food and trade, introduction of books and other creative attempts to going to dignitaries and additionally conciliatory missions abroad, exposition and games rivalry among others. All these are aimed at reaching a wider foreign audience with an intention of changing their perception and enhancing of a state's image.<sup>95</sup>

58 Cultural diplomacy is considered to be the linchpin of open diplomacy since it's in cultural exercises that a state's thought is best depicted. Cultural trades and cultural diplomacy is about cultural trades and furthermore shared comprehension. Sport is one of the most famous activities of cultural diplomacy due to its accessibility to all people regardless of race, religion, ethnicity or nationality where people congregate in the so called Olympic truce which brings individuals and cultures together in peace. Sport holds a powerful strength which draws fans from all over the world and they are able to influence other people's life through an elaborate advertising of events and competition.

Recognition of sports as a means to peace is a recent development whose resurgence came in 1993 in the UN general assembly when the first special adviser on sports for

95 Osipova, Y. (2012). *Selective Processing: A Strategic Challenge for Public Diplomacy—An Alternative Approach to Russian Public Diplomacy in the United States*. *Journal of Communication, Culture & Technology*, 12, 2.

development and peace was appointed. Moncoult and Rensmann<sup>96</sup> notes that sports is catching up with globalization and now subsumed as a popular culture spreading around the world hence playing a vital role in defining a more inclusive and collective personalities. The authors contends that sports is a major element of the global entertainment industry citing FIFA World cup tournament as one of the best entertainment channels in the TV programs which is widely watched. One of the most striking example of sports on a platform of cultural diplomacy was the American Ping-Pong group which toured China for one week yet America had not recognized the people's republic of China.<sup>97</sup>

### **3.3. Cultural Diplomacy and National Image**

Image and branding are aspects of public diplomacy and their importance have grown with cultural diplomacy. Mitchell points that the essence of cultural diplomacy has been elevated since it presents the national image of a state and should be characterized by planned and strategic objectives rather than a mere show of a state's cultural face. She notes that some countries like Australia, UK, and India have used cultural diplomacy to project their image and potential in terms of economic and technological prowess. States are using cultural diplomacy to present their modern image which therein has helped to advance their national economic interests abroad and hence making them more attractive to the foreign citizens.<sup>98</sup>

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<sup>96</sup>Gregory, B. (2011). *American public diplomacy: Enduring characteristics, elusive transformation*. *The Hague Journal of Diplomacy*, 6(3-4), 351-372.

<sup>97</sup>Chen, G. M., & Starosta, W. J. (1996). *Intercultural communication competence: A synthesis*. *Annals of the International Communication Association*, 19(1), 353-383.

<sup>98</sup>Snow, N., & Taylor, P. M. (Eds.).(2008). *Routledge handbook of public diplomacy*.Routledge.

Cultural diplomacy can likewise give an extensive variety of advantages to state since it doesn't only raise its profile but also control its branding, its foreign policy, build relationships with the elite, diaspora audience and also provide opportunities for the marginalized groups in both religion and location by showing their rich culture among others. For cultural diplomacy to achieve its full potential there needs to be a change in its practice and implementation.

This implies that policy formulation and decision-making with regard to how, who, and when to show case of a state's culture requires public participation at all levels. According to Anholt<sup>99</sup> for cultural diplomacy to achieve its desired potential there needs a deeper understanding of its role in nation denoting, a run of the mill reason and coordination of checking strands must be joined. Nation branding must have a plan and also put into cognizance a state's balance of power which is very important in the international system. Thus a state will require to set out policies, innovations and also investment that will convince the world to earn an image it so desires. It is also the hardest part of a nation branding since a state's balance of power is only achieved through its efforts, facts and figures are of importance rather than following with illusion. This can be supported by the realism theory who believed that self-help is a key parameter to survive in the international system.

Cultural diplomacy and nation branding require line ministries, private sector, business community, non-state actors and the public to be in harmony of what they want to achieve in the international arena. Cultural diplomacy can promote the minority groups in a state and enhance their national confidence of belonging. A good example is the Maasai

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<sup>99</sup>Anholt, S. (2008). *Place branding: Is it marketing, or isn't it? Place branding and public diplomacy*, 4(1),

community in Kenya whose culture has helped elevate them above bar to the level of being recognized worldwide. Cultural diplomacy is an invariable tool for a states future whose capability in the implementation of a foreign policy cannot be ignored.<sup>100</sup>

However a country requires a plan and strategies in place on how to implement and deliver cultural diplomacy, it requires more advocacy and funding to mitigate any harmful result that can emerge. This means public diplomacy will gain substance through business community, artists, politicians, non-state actors diaspora communities among others for a state to achieve big. Public diplomacy is linked with the concept of branding or brand management.<sup>101</sup> There is an assumption that the basic principles of branding a country are the same as those applied in identity building. However both are gone for making a feeling based esteems which can be changed into images which are clear with a dynamic effect to different circumstances and furthermore to focused gatherings. This qualifies why nations today are exceeding each other in the worldwide market, a similar case with items whose extreme objective is to boost and keep up their focused edge over alternate nations. More often than not the brand of nation is appended to its monetary exercises like exports/imports, tourism and FDI, whose contribution in balance of payment translates to balance of power in the international system.

According to Mellissen<sup>102</sup> the energy of a nation's picture is gotten from its cultural, monetary and political decent variety. He takes note of that open diplomacy is about thoughts and qualities which are pivotal in both engagement and country building. For

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<sup>100</sup>Leadbeater, C. (2010). *Cloud Culture: the future of global cultural relations*. British Council.

<sup>101</sup>Gienow-Hecht, J. C., & Donfried, M. C. (Eds.). (2010). *Searching for a cultural diplomacy* (Vol. 6). Berghahn Books.

<sup>102</sup>Melissen, J. (2005). *The new public diplomacy: Between theory and practice*. In *The new public diplomacy* (pp. 3-27). Palgrave Macmillan UK.



instance in the 1990s Britain endeavored to rebrand itself however the exertion flopped in the dramatization of the much mocked term 'cool Britannia'. An endeavor to force counterfeit feel and moving it to whatever is left of the world through direction from policy producers or research organizations dangers subverting both the assets and validity. For Britain the thorough crusade to advance it as a cutting edge and young nation negated its customary/cultural picture that isn't just vital yet profitable to its traveler industry.

Cultural diplomacy can be utilized to mark a country however vital methodologies must be placed in place on how a country will project itself to the world. According to Anholt<sup>103</sup> this is best achieved through having the necessary policies in place, innovations needs to be identified and the investments or financial commitment required for a country to achieve the image it so desires in the international system. Cultural diplomacy activities can also be utilized to fulfillment of national domestic goals. For example self-esteem of marginalized groups can be enhanced through cultural diplomacy activities giving them a sense of belonging in their own country and also promotion of national social cohesion.

### **3.4. Cultural Diplomacy and Public Diplomacy**

Cultural diplomacy is currently been conceptualized as a subset of open diplomacy and compared to an administration's specialized device with foreign publics went for impacting them decidedly. Nations like UK, Japan, Canada and New Zealand have been known to utilize cultural diplomacy inside the domains of open diplomacy exercises and this has demonstrated the ascendance of open diplomacy in all their political capacities.

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<sup>103</sup>Anholt, S. (2008). *Place branding: Is it marketing, or isn't it? Place branding and public diplomacy*, 4(1),

Governments are now recognizing the essence of communicating with foreign audiences of all walks of life, the public, media, and non-state actors among others as a pivot to pursue their foreign policy objectives. Kenya is one of them since the cultural diplomacy pillar is now enshrined in its foreign policy.

According to Leonard<sup>104</sup> public diplomacy is a platform to pursue national interests encompassing the multimedia channels of communication. He further notes that the audience and other message purveyors in the information age are key factors in changing the perception and influencing other states with an intention of advancing national interests. Positive perception and image is essential in advancing economic diplomatic relations at both bi-lateral and multilateral level. On the other end a negative image and perception will be negative to a state's foreign policy objectives and gets a slight economy. Fusing residential crowd a part of open diplomacy in the detailing and usage of a state's foreign policy can't be underscored. Leonard noticed that cultural diplomacy is a piece of open diplomacy which is worried about relations and systems administration. Cultural diplomacy is the manner of a states culture in advancement of its foreign policy destinations.

Cultural diplomacy has core elements which are practiced in support of the foreign policy goals. One of the core elements is the involvement of actors and government. Cultural diplomacy involves many actors and the ministry of foreign affairs is one of them since they have the mandate to implement foreign policy objectives where cultural diplomacy pillar is one of them. The other element of cultural diplomacy is that there must be objectives in place. States undertake cultural diplomacy activities to achieve a certain

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<sup>104</sup>Brademas, J. (2009). Moving forward: A renewed role for American arts and artists in the global age. *The Journal of Arts Management, Law, and Society*, 39(4), 305-315.



milestone, which includes advancing economic interests, diplomatic ties, political ties also promotion of bilateral relationships. Cultural diplomacy has been used not only to serve the interest of the country undertaking the diplomacy but also advancing the interests of other countries.<sup>105</sup>

Nye<sup>106</sup> contends that cultural diplomacy is a subset of open diplomacy and both are apparatuses of delicate influence whose capacity to accomplish what you need as a state through fascination and influence of others to help your objectives is much more improving than the utilization of carrots and sticks. He focuses that meaning of culture can be explained to incorporate government data, advertising and media inside the domains of cultural diplomacy. In a relative investigation of cultural discretions of India, New Zealand and Canada which are generally multicultural nations utilizing English as the official dialect. Nye<sup>107</sup> also opines that culture is a soft power tool which pulls attraction that is measurable through taking public opinion polls and focus groups. In the international politics soft power is earned through values, organizations or a state through expression of its cultural activities which are guided by the set policies and practices of a state which ere a determinant factor in the way a state conducts its relations with other countries. Cultural diplomacy is a major public diplomacy tool which is use by governments to marshal resources in order to gain attraction by engaging directly with the publics rather than waiting for other governments to do so. On the contrary when values, policies and cultural activities of a country are not appealing their public

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<sup>105</sup>Lending, M. (2000). *Change and renewal: Norwegian foreign cultural policy 2001-2005*. Retrieved January, 30, 2004.

<sup>106</sup>Cummings, M. C. (2003). *Cultural diplomacy and the United States government: A survey*. Center for arts and culture.

<sup>107</sup>Nye, J. S. (2003). *Propaganda isn't the way: Soft power*. The International Herald Tribune, 10.

diplomacy that advocates them cannot materialize to soft power and may even give a negative impact.

Mark<sup>108</sup> notes that cultural diplomacy not only present a national image abroad but also safeguards cultural sovereignty and propels domestic goals. Mark<sup>109</sup> using his research findings argued that cultural diplomacy should be accorded both importance and recognition it deserves in influencing foreign government and also enhancing the image and relation of a state. John Brademas<sup>110</sup> at the middle for the investigation of congress New University, displayed an answer to the congress which suggested that "global expressions and cultural trades be coordinated into the arranging techniques of US policy producers as a key component of open diplomacy."

Some researchers have treated cultural diplomacy as part of public diplomacy. Stignitzer<sup>111</sup> pointed two capacities accomplished through open diplomacy I, political data and ii, cultural correspondence. The first function is aimed at reaching to foreign citizens through dispensation of information while cultural communication is achieved through ministry of culture and other line ministries and departments dealing with theater and other artistic works. Frederic in his definition of public diplomacy included culture and wrote "open diplomacy covers endeavors went for beneficiaries abroad in the fields of data, training and culture, the point of which is to impact a foreign government by affecting its natives.

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<sup>108</sup>Mark, S. (2009). *A greater role for cultural diplomacy*. Netherlands Institute of International Relations' Clingendael'.1.

<sup>109</sup>Mark, S. (2008). *A comparative study of the cultural diplomacy of Canada, New Zealand and India* (Doctoral dissertation, Research Space Auckland).

<sup>110</sup>Brademas, J. (2009). Moving forward: A renewed role for American arts and artists in the global age. *The Journal of Arts Management, Law, and Society*, 39(4), 305-315.

<sup>111</sup>Signitzer, B. (1995). *Public Relations and Public Diplomacy*, [w:] Deutschland in der internationalen Kommunikation, red. W. Mahle, Konstanz.

Berger<sup>112</sup> contends that culture is key in the worldwide relations, he noticed that open diplomacy is one viewpoint, yet more accentuation ought to be put on policy and cultural diplomacy which is a multidimensional approach concentrating on shared comprehension. Szondi<sup>113</sup> opines that cultural relations ventures at guaranteeing comprehension and collaboration among social orders in foreign nations for shared advantage. He focuses that cultural diplomacy stays one of the administration devices in accomplishing its foreign policy goals. Szondi has another point of view of cultural diplomacy from an advertising perspective of open diplomacy as a subset of 'pantheon of notoriety administration' which goes for marking of a place, a nation recognition and open diplomacy.

Public diplomacy in some countries remains as a promotion of policy, values and national image which is more of theoretical than practical work. Public diplomacy is taking a new dimension due to the diverse communication channels brought in by technology and should now be more practical if at all its impact will be felt. States should act beyond promotion of policies, values and national image in order to accommodate dimensions offered by the wider approach to public diplomacy in the 21<sup>st</sup> Century.<sup>114</sup> Emerging issues like international security agenda, organized crime in the cyber space, environmental degradation, epidemic diseases, financial constraints, migration, energy and resource issues all have a symbiotic element since they are all international threats which require strategic public diplomacy. Globalization, networking and modern technology have had

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<sup>112</sup>Berger, M. S., Plas, E., Huygens, C., Akrimi, N., & Schneider, C. (2008). Bridge the Gap, or Mind the Gap? Culture in Western-Arab Relations. *Clingendael*, 54.

<sup>113</sup>Lending, M. (2000). *Change and renewal: Norwegian foreign cultural policy 2001-2005*. Retrieved January, 30, 2004.

<sup>114</sup>Anholt, S. (2008). *Place branding: Is it marketing, or isn't it? Place branding and public diplomacy*, 4(1),

an impact on human behavior and no single state has the capacity/knowledge to tackle these issues single handedly, these challenges can only be mitigated through collaboration with different cultures.

Security threat like terrorism might not be contained through relationship with foreign governments and the political elites only but cultivation in change of attitudes of societies under cultural diplomacy activities. Epidemic diseases require collaboration of a wide range of a wide range of <sup>70</sup> medical professionals who may not be directly working with the government. Again mitigation of environmental degradation requires collaboration from non – state actors, MNCs as well as governments. According to Murrow<sup>115</sup> this can be effective through public diplomacy strategy focusing beyond governments to the wider civil society which should not be optional but a central part of foreign policy formulation and implementation. Murrow notes that public diplomacy should be integral and substantial in presentation aspects of public participation which should be considered in both formulation and implementation, and engagement with the broader foreign publics is vital. To him all policy recommendation must include a part of public diplomacy.<sup>116</sup>

It is time for governments to utilize the tools of public diplomacy by engaging the publics through government sponsored seminars and workshops. It is the opportune time to embrace the new communication channels offered by the modern technology like the internet, chat room, email, blogs and other real time communication platforms which are cheaper and easily accessed for both networking and building relationships with all public diplomacy agents who includes both the government and non – state actors.

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<sup>115</sup>Murrow, T. (2003). *Propaganda isn't the way: Soft power*. The International Herald Tribune, 10.

<sup>116</sup>Mark, S. (2009). *A greater role for cultural diplomacy*. Netherlands Institute of International Relations' Clingendael'.1.

Melissen<sup>117</sup> opines that an effective open diplomacy requires coordinated effort from different governments and common social orders which may not be fully affirmed on values but rather on engagement in a genuine discourse. Messages of open diplomacy should be more modern and conditioned down with a thorough engagement utilizing performers in the foreign common social orders. This at that point requires an open, humble approach putting into comprehension that nobody has a restraining infrastructure of truth or integrity however other individuals' thoughts are similarly legitimate and thus arriving at a more informed decision. Whereas much of the public diplomacy aims at convincing or influencing the foreign publics the effort to convince them should be in the context of listening to their opinions. Government's needs to be more open and practice of good governance is imperative to ensure an effective public diplomacy at local level which is an imperative antecedent to accomplishing effective open diplomacy abroad. An open diplomacy system is basic since it has suggestions on the structure and culture of foreign undertakings services, for instance discourse based open diplomacy won't give moment comes about however will set aside opportunity to deliver any noteworthy outcomes.

Cull<sup>118</sup> has provides a simple taxonomy of public diplomacy by dividing it into five practical elements. The order of the elements is not in any preferred order, listening is termed as a states effort to control the international environment through collection and collation of data about foreign public opinion. Other elements of public diplomacy are advocacy, cultural diplomacy, exchange and broadcasting all of which have their own

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<sup>117</sup>Melissen, J. (2005). *The new public diplomacy: Between theory and practice*. In *The new public diplomacy* (pp. 3-27). Palgrave Macmillan UK.

<sup>118</sup>Cull, N. J. (2008). *Public diplomacy: Taxonomies and histories*. *The annals of the American academy of political and social science*, 616(1), 31-54.



audience with varied opinions. Information gathering and packaging and other intelligence issues on foreign public opinion is one of the diplomatic functions. Cull contends that often public diplomacy responds to the dynamics in the international opinion but listening or organizing formal forums on the same is rare. He however points that structured assessment of foreign publics opinion is rather a modern innovation, which was earlier in the domain of intelligence reports.

Advocacy was indicated as another element of public diplomacy where states try to control and influence the international system through an international common action platform to drum up support of a policy, or idea narrowing down to the targeted audience. This is characterized in embassy activities of press relations and information management.<sup>119</sup> Advocacy is pertinent in all aspects of public diplomacy and due to its easy application there is an inclination towards it and a tendency to put it at the center of any public diplomacy activity. Advocacy is practiced in almost all states but it is important to note it is a key concept in American public diplomacy where in selling America's ideas every element is interrogated during congressional oversight meetings.

Exchange diplomacy is another component of open diplomacy whereby states send their nationals to another country and in correspondence they get foreign nationals on scholarly trade programs all went for acquainting with the assorted culture. The trade program outperforms cultural exercises in a state by incorporating different exercises like building up cultural focuses, libraries, associations for graduate understudies to examine abroad, specialists, interpretation programs, look into awards, educating foreign dialect,

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<sup>119</sup>Del Giudice, M., Carayannis, E. G., & Della Peruta, M. R. (2011). *Cross-cultural knowledge management: Fostering innovation and collaboration inside the multicultural enterprise* (Vol. 11). Springer Science & Business Media



college educators and in addition savvy people and writers. Botes<sup>120</sup> noticed that the time allotment for the trade diplomacy is ordinarily long haul while data stream is both interior and outer.

Global telecom is additionally a component of open diplomacy whereby states being the principle performing artists in the worldwide framework as indicated by authenticity hypothesis utilize radio, TV, web and other current advancements to convey and work with foreign group, governments convey their message on radio and TV utilizing foreign dialect. Cultural diplomacy is the fifth component of open diplomacy where states endeavor endeavors to impact foreign publics by illuminating, understanding and pulling in interest. Salehi and Mohammad<sup>121</sup> defines cultural diplomacy as the “exchange of ideas, instruction, art and other aspects of culture among nations to strengthen mutual understanding.” They take note that cultural diplomacy meets the country interests through utilizing cultural instruments. They opine that in the contemporary worldwide relations the most generally utilized instrument of open diplomacy is cultural diplomacy while access to data is outer through libraries and in addition cultural focuses. Emphasis has been put on the need of cultural policies on domestic cultural issues identifying the country’s image and a foreign policy identifying cultural characteristics of the targeted country.

According to public diplomacy magazine of Southern California University, public and cultural diplomacy has a brilliant future with the privilege arranged and key moves.

Coordinate data from the administration when blended with a long stretch of cultural

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<sup>120</sup>Botes, J. (2001). *Diplomacy in the Media Age: Three Models of Uses and Effect*, „Diplomacy & Statecraft”, No.2.

<sup>121</sup>Salehi and Mohammad. (2009). *The Rise of the Brand State. The Postmodern Politics of Image and Reputation*.“Foreign Affairs”, September-October, Vol. 80, No.5.

relationship vary with three parts of open diplomacy which incorporates day by day correspondence which is extremely fundamental, the second viewpoint is vital correspondence which envelops an arrangement of subjects on open diplomacy and the third angle is making of enduring associations with recognized people through trade programs, trainings, conduction of courses, meetings and additionally access to media channels. The three parts of open diplomacy assume an imperative part in improving the picture of a state to a state of accomplishing the coveted outcomes. Cultural diplomacy is a basic device in the archive of brilliant power while to achieve savvy open diplomacy requests for a comprehension of the pith of believability, self-feedback and the part of non – state on-screen characters in age of delicate power. Open diplomacy loaded with purposeful publicity and code word dissolves delicate power which is pegged on understanding different people groups minds. Along these lines best practice out in the open and cultural diplomacy is a bipartite of tuning in and talking. Open diplomacy is said to be fruitful through skilful refreshing and additionally engaging.

### **3.5. Cultural Diplomacy and Foreign Policy**

Cultural diplomacy has the potential to bring in an immense <sup>4</sup> range of benefits to a government and a state. It's in a position to elevate a state's profile, project a positive image of a country, branding, pursue major interests of a state, network with the elite, other publics and diaspora. It is a platform to provide opportunities for the marginalized in location, religion and also offer scholarship opportunities for students to study abroad. In order for cultural diplomacy to realize its potential there should strategies in policy formulation, implementation and evaluation. Cultural diplomacy should be given impetus it deserves by the governments like funding in order to undertake the varied cultural

activities to allow a full and honest cultural expression of a state. For example UKs British council is an independent entity which has the mandate to deliver UK cultural diplomacy. Their activities have been not only visible but also felt especially in Kenya, where the council has raised its country profile through offering scholarships, information services through the British council library as well as exchange of culture.<sup>122</sup>

There is close link between culture and politics where culture can open the political outfits in several ways though with a lot of caution. Culture can be used as a platform for delivering political networking and it has the audacity to keep doors open, renegotiate relationship even in hard times. Culture and politics are tools which can be used to deliver tangible results, but on the other end getting it wary can lead to a soured relationship which can last up to a generation with serious repercussions, for example India is still bitter with George W. bush when he failed to attend the TajMahal celebrations during his visit in 2006.

Cultural diplomacy is not only a tool of a state's future but also a significant aspect of public diplomacy. <sup>4</sup> For cultural diplomacy to realize its full potential in a foreign policy there needs to be strategies , the activities to be undertaken, provision of funding and a plan on how best to deploy it. Cultural diplomacy potency lies at the center of national culture, values, identity and pride.<sup>123</sup> Culture activities are able to point out a states identity since they depict an honest nature of a state and its citizens creating a mutual relationship which in return is beneficial to the state both at a domestic and foreign level. In the contemporary international system characterized by information overload and

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<sup>122</sup>Gienow-Hecht, J. C., &Donfried, M. C. (Eds.). (2010). *Searching for a cultural diplomacy* (Vol. 6). Berghahn Books.<sup>4</sup>

<sup>123</sup>Signitzer, B. (1995). *Public Relations and Public Diplomacy*, [w:] *Deutschland in der internationalen Kommunikation*, red. W. Mahle, Konstanz.

diverse communication channels, a state's message dispensed through public diplomacy can receive a negative perception and any declared values and ideas of a state at times have minimal resemblance to a state's foreign policy activities and cultural diplomacy can be a good parameter to narrow the gap.

Seib<sup>124</sup> cites the difficult task the US public diplomacy experienced in the early 21<sup>st</sup> century where convincing the world that US is serious in its messages of upholding democracy and freedom to all, many people globally perceive US foreign policy contrary to the states dignified deals. This could be the reality why US state division has offered driving force to its open diplomacy by beginning a computerized effort to their collections by posting their message utilizing different dialects ie, Arabic, Urdu, Persian and furthermore joining other web gatherings, and are presently associating with people who are a piece of their foreign target groups of onlookers which is thought to be the embodiment of open diplomacy. One of the goals among others of having the computerized outreach (DOT) is to illuminate US foreign policy and counter falsehood. Cultural diplomacy is considered as scientific categorization of the advanced diplomacy and furthermore a subset of open diplomacy whose training interests fervor, influence, significance and the delight of culture, improving all gatherings included it.

### **3.6. Cultural Diplomacy and Kenya's Foreign Policy**

Cultural diplomacy play a significant role in networking and relation building among states in the contemporary international relations. Culture has been known to open doors in difficult situations where it comes in handy to provide a safe and constructive forum for economic and other mutual benefits. For example April, 2017 Kenya and Qatar

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<sup>124</sup>Seib, P. (2002). *Communicating with the World. US Public Diplomacy overseas*, New York

signed an agreement to promote education, tourism and culture. The bilateral agreement provides for cooperation in understanding and promotion of each other's culture through exchange activities and also participation in each other's cultural activities.<sup>125</sup>

Unlike most African countries, Kenya does not have a national dress to help in branding and imaging itself abroad, regardless of several attempts to come up with one. Despite this efforts there are a lot of fashionable products made in Kenya which includes Kanga's, Kiondos, the maasai shuka, sisal woven handbags, leather products and carvings for sale as souvenirs among other products are popular both at domestic and international level. These cultural products have projected Kenya's image internationally and impacting on an increased economic diplomatic activities. This can be attested by the growing number of foreign investors adorning the Maasai shuka in tourist vehicles.<sup>126</sup>

Culture is an essential determinant of individuals' view of each other and how to settle their disparities. Nations are grasping open doors offered by worldwide systems and trade more than ever. Impression of different social orders tolerating different societies have turned into a stage of meeting, blending and in addition transforming. Culture has the boldness to reach a significant considerable number of individuals making it a perfect purveyor of open diplomacy. The service of foreign issues has thought of a key arrangement of cultural diplomacy from 2016/0217/2018 - 2019. The strategic plan has three broad strategic issues identified to propel the cultural diplomacy. This includes: the need to ensure cultural diversity and heritage are respected and recognized globally, and

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<sup>125</sup>Leadbeater, C. (2010). *Cloud Culture: the future of global cultural relations*. British Council.

<sup>126</sup>Chen, G. M., & Starosta, W. J. (1996). *Intercultural communication competence: A synthesis*. *Annals of the International Communication Association*, 19(1), 353-383.



the need to recognize role of Kenyan artists, athletes and sportsmen and women. iii. The need for Kiswahili to be recognized as both a continental and global language.<sup>127</sup>

### 3.7. Public Diplomacy and Foreign Policy

Giudice<sup>128</sup> notes that many individuals compare diplomacy the same as foreign policy and view them as equivalent words, however additionally focuses that foreign policy goes past diplomacy by fusing in its foreign policy goals the administration focuses as to different states. The connection between the two is that foreign policy is the destinations of a nation in connection to different states, while diplomacy is the vehicle or stage to seek after and accomplish the set goals. Open diplomacy assumes the crucial part of supporting the objectives of a foreign policy. Ashna and Jafari<sup>129</sup> opines that open diplomacy is an administrations activity in foreign policy definition and execution which is pegged on a state's spending which decides the foreign policy point of reference, marking and the observation to upgrade and impact the focused on gathering of people or state.

Public diplomacy should not be considered a mere advertisement tool nor a type of public relations or a communication strategy but it's a new tool of diplomatic engagement and technique aimed at supporting the foreign policy of a state. Lord<sup>130</sup> contends that public diplomacy can be used to attain five strategic and fundamental goals. One of them is

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<sup>127</sup>Osipova, Y. (2012). *Selective Processing: A Strategic Challenge for Public Diplomacy*—An Alternative Approach to Russian Public Diplomacy in the United States. *Journal of Communication, Culture & Technology*, 12, 2.

<sup>128</sup>Giudice, R. (2004). *Interests and Discourse in Diplomatic History*, Diplomatic History, no. 2, pp. 135-161.

<sup>129</sup>Ashna and Jafari (2005). "Forskningen om den kaldekrigen -status og fremtid" [Research About the Cold War - Current Status and the Future], forthcoming, *Historisk Tidsskrift*.

<sup>130</sup>Lord, N. (2001). *Managing international reputation and international relations in the global era: Public diplomacy revisited*, "Public Relations Review" nr 32.



through influence, enticing and persuading foreign communities to foster their foreign policy. Another one is developing a clear <sup>65</sup> understanding of the set institutions encompassing their values and people of all diversity and also assist the citizens abroad to impart authentic information on public diplomacy of their country which in return enhances its national appeal to that state. The other objective of public diplomacy is the creation of an environment which understands reciprocal, respect and trust to enhance networking and cooperation, obtain support for virtues that are in tandem with states national interests which are not limited to environment mitigation and good governance. Creating of networks of personal communication with current and foreign states leaders enhancing communication models which can mitigate conflicts and developing opportunities for both collaboration and arriving at common objectives.

### **3.8. Examples of Kenya's Cultural Diplomacy Programs**

Kenya's cultural diplomacy activities are aimed at reaching out to people of all walks of life, which includes the youth, non-elite, foreign audiences despite the language barrier. The cultural diplomacy pillar targets influential members of foreign communities who therein might not be accessed through the traditional diplomacy and embassy functions. The aim is to establish neutral ground for face to face communication also serves as a unifying, flexible, universal channel for engagement with other foreign nations whose diplomatic relations might have been tainted or absent. These provide for a forum of projecting abroad Kenya's rich culture and evoke interest in its activities.

Some of the identified milestones achieved in executing the cultural diplomacy pillar includes the permanent delegation of Republic of Kenya to UNESCO which includes the 1992 convention or the world heritage convention. Through this convention Kenya has

listed 6(six) world heritage sites like the lake Turkana national park, mount Kenya national park/natural forest, old Lamu town, fort Jesus, the scared mijikenda Kaya forests and the lakes in the Great Rift valley. Another milestone is the 2003 convention whose theme was safeguarding of intangible cultural heritage and through it Kit mikayi shrine of Luo community and soapstone carving among the Ambagusii community has received monetary support for both exhibition and nomination.<sup>131</sup> The 2005 convention is another milestone whose theme was promotion and protection of diversity of cultural expression which sought to enhance the creation, production, dispensation, access and enthrallment of cultural expressions conveyed through diversified cultural activities. In January 2015, Nairobi Kenya embassy in Cairo Egypt planned and organized for the 6<sup>th</sup> session of Kenya/Egypt joint commission for cooperation (JCC) and during this session three memoranda of understanding (MOUs) and two agreements were signed for implementation one of them being the executive program on cultural cooperation between the Republic of Kenya and the Republic of Egypt.

In May 2014 during the Africa day celebrations all African embassies organized a successful Africa day in Dublin, Ireland. There were over 300,000 participants and Kenya showcased its products and food and Kenya won “the best dressed woman competition.” Other Kenyan embassies like Kigali, Rwanda, Khartoum, Sudan, Harare, Zimbabwe, Bangkok, Thailand have also organized for cultural activities which includes

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<sup>131</sup>Cull, N. J. (2009). *Public diplomacy: Lessons from the past*. CPD Perspectives on Public diplomacy, 2, 19.

sports, exhibitions, workshops, live performances, fashion shows, photographs among others all aimed at promoting Kenyan culture abroad.<sup>132</sup>

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<sup>132</sup>Melissen, J. (2005). The new public diplomacy: Between theory and practice. In *The new public diplomacy* (pp. 3-27). Palgrave Macmillan UK.

## CHAPTER FOUR

### CHALLENGES OF PUBLIC DIPLOMACY IN THE FORMULATION AND IMPLEMENTATION OF A FOREIGN POLICY

#### 4.1. Introduction

This chapter discusses the challenges of public diplomacy in the formulation and implementation of a foreign policy. The challenges includes the emerging security issues and how they affect the implementation of foreign policy goals, how external and domestic security environments affect foreign policy goals implementation in a state and how the state and non-state actors affect implementing foreign policy goals.

#### 4.2. Emerging Security Issues in Public Diplomacy and their Influence on Foreign Policy Implementation

The rising security dangers perceive no national limits, are associated, and should be tended to at the worldwide and territorial and in addition the national levels. No express, regardless of how capable, can by its own particular endeavors make itself immune to the present security dangers. Annan<sup>133</sup> noticed that the present security dangers on the planet include: global war and strife, common viciousness, composed wrongdoing, psychological oppression, cybercrime and weapons of mass obliteration. They likewise incorporate neediness, fatal irresistible ailment and ecological corruption since these can have similarly cataclysmic outcomes. These dangers can cause demise or reduce life risks on a huge scale. In the current globalized world, the security dangers are interconnected; an atomic psychological oppressor assault on the United States or Europe would effectly affect the entire world. Ecological debasement has likewise improved the dangerous

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<sup>133</sup> Annan, G. T. *Encyclopedia of the Third World, fourth edition*, 7(3) p. 976: New York. (2006).

capability of cataclysmic events and now and again rushed their event.<sup>134</sup> The emotional increment in real debacles saw over the most recent 50 years gives stressing proof of this pattern. More than two billion individuals were influenced by such calamities in the most recent decade, and in a similar period, the monetary toll outperformed that of the past four decades consolidated. On the off chance that environmental change creates all the more flooding, warm waves, dry spells and tempests, this pace may quicken.

#### 4.2.1 Cyber Terrorism

Cyber Terrorism alludes to the planned utilization of problematic exercises against PCs as well as systems, <sup>97</sup> with the aim of causing hurt or further social, ideological, religious, political or comparative destinations. Digital psychological warfare alludes to the utilization of PC organize devices to close down basic national frameworks, (for example, vitality, transportation, government operations) or to constrain or scare a legislature or regular citizen populace. The developing quantities of digital fear monger exercises features the trouble country states are encountering as far as finding and indicting culprits of digital psychological oppression in the advanced age. Digital assaults, organize security and data posture complex issues that venture into new territories for national security and open and outside arrangement. Rollin and Wilson<sup>135</sup> show that fear mongers and fanatics in the Middle East and South Asia might be progressively working together with digital crooks for the global development of cash and for the carrying of arms and illicit medications.

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<sup>134</sup> Beer, Paul de, and Ferry Koster. *Sticking together or falling apart? Solidarity in an era of individualization and globalization*. Amsterdam University Press, (2010).

<sup>135</sup> Wilson, Clay. "Botnets, cybercrime, and cyber terrorism: Vulnerabilities and policy issues for congress." library of congress Washington dc congressional research service, (2008).

The United States has had different digital assaults which include: the primary consistently hacking assault, the WANK (Worms Against Nuclear Killers) hit NASA workplaces in Greenbelt, Maryland. It ran a standard over the framework PCs as a feature of a challenge to <sup>69</sup> stop the dispatch of the plutonium-fuelled, Jupiter-bound Galileo test. Tidying up after the split has been said to cost NASA up to a half of a million dollars in time and assets. Right up 'til the present time, nobody is very certain where the assault started, however many fingers have indicated Melbourne, Australia-based programmers<sup>136</sup>. The US from that point built up a Cyber Crime Coordination Center, where protests identifying with digital violations against people the nation over would be coordinated for specialized examination and recognizable proof, before they are sent to the able law requirement organization for examination.

The US furthermore joined the Immigration and <sup>48</sup> Customs Enforcement (ICE) Homeland Security Investigations (HSI) and Cyber Crimes Center (C3), which pass on PC based specific organizations to help family and overall examinations concerning cross-edge wrongdoing. The concentrations offer cybercrime support and planning to government, state, close-by, and overall law execution workplaces<sup>48</sup>. C3 likewise works a completely prepared PC crime scene investigation research facility, which represents considerable authority in advanced confirmation recuperation, and offers preparing in PC investigative and criminological aptitudes. <sup>16</sup> The Syrian Electronic Army (SEA) is a gathering of PC programmers which initially surfaced online in 2011 to help the administration of Syrian

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<sup>136</sup> Embar-Seddon, Ayn. "Cyberterrorism: Are we under siege?" *American Behavioral Scientist* 45, no. 6 (2002): 1033-1043. <sup>97</sup>

<sup>137</sup> Rollins, John, and Clay Wilson. "Terrorist capabilities for cyber-attack: Overview and Policy issues." (2006).



<sup>16</sup> President Bashar al-Assad. Utilizing spamming, site destruction, malware, phishing, and dissent of administration assaults, the gathering focused on political resistance gatherings, <sup>16</sup> western news associations, human rights gatherings and sites that are apparently unbiased to the Syrian clash. It likewise hacked government sites in the Middle East and Europe, and additionally US guard contractual workers<sup>138</sup>. Starting at 2011 the SEA had been <sup>16</sup> "the primary Arab nation to have an open Internet Army facilitated on its national systems to straightforwardly dispatch digital assaults on its adversaries. The SEA in September 2011 assaulted Harvard University's site in what was known as crafted by a "refined gathering or person". The Harvard landing page was supplanted with a picture of <sup>16</sup> Syrian president Bashar al-Assad with the message "Syrian Electronic Army Were Here".

#### 4.2.2 International Terrorism

Progressively global relations remote arrangement execution have turned out to be more perplexing and include an extensive variety of issues that, in the nineteenth century, were never observed as significant inquiries of outside strategy. These incorporate wrongdoing, psychological warfare, nature and global wellbeing. As demonstrated by the United Nation Security Council, fear mongering insinuates criminal acts arranged or found out to affect a state of fear when all is said in done society, a get-together of individuals <sup>64</sup> or particular individuals for political purposes behind existing are in any circumstance unjustifiable, whatever the considerations of a political, philosophical, ideological, racial, ethnic, religious or whatever other nature that may be invoked to legitimize them . Mental fighting constitutes the misguided use of energy to finish a political target when innocent people are centered around. The FBI portrays mental

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<sup>16</sup>  
<sup>138</sup> Wilhoit, K. &Haq, T. *Syrian Malware Team Uses Black Worm for Attacks*. Fire Eye Inc, cyber security

fighting as the unlawful use of energy or fierceness against individuals or property to alarm or weight an assembly, the non military work force people, or any segment thereof, in help of political or social targets . Overall mental abuse infers practices with the going with three qualities incorporate savage acts or acts unsafe to human life that nonchalance chose or state law; have every one of the reserves of being relied upon to debilitate or oblige a standard subject people; to affect the game plan of an assembly by threatening or impulse and to impact the lead of an organization by mass obliteration, passing, or capturing and occur inside and past the edge of the communicated country while neighborhood fear mongering happen basically inside the provincial domain of the communicated country.

In India, the Al Tipura Tiger compel explodes guiltless regular folks about once per year with an end goal to battle the administration's Pakistani outside approach. <sup>38</sup> The Maoist Party of India and Communist Party of the Philippines prepare guerrillas to alarm people with a specific end goal to pick up <sup>38</sup> votes and support. Hamas is another Islamic gathering working in Palestine, and they are in charge of several rocket and mortar assaults on Israel The Pilipino Liberation Tigers of Tamil as of late gunned down a nearby coordinator who scrutinized their merciless strategies and radical convictions and the Boko Haram militia group in Nigeria which carries out attacks on innocent Christian citizens and abducts none Muslim girls and women with the intention of forcing the government to convert Nigeria to be an Islamic state. Despite the superpower status of the US, it has experienced the worst terrorist attacks through home grown terrorists. These include Terry Nichols and Timothy McVeigh, the Oklahoma City bombers, World Trade Centre attack in 1993 which killed six people and injured more than 1000 people

when a car packed with explosives was detonated in the car park and the September 11th attack where Al Qaeda agents of Pakistani and Saudi birth commandeered three US planes and prompted the passing of more than 3000 Americans. After the assault, US featured the worldwide criticalness of non-state performing artists and radical Islam. America's mission for supremacy, open entryway and free markets, status for unilateralism when essential, varied mergers of premiums and values and a feeling of vitality was limited for security reasons. While barrier <sup>74</sup> spending in most different nations is falling, U.S. protection spending is rising quickly. In 2014, the asked for increment in barrier spending was more noteworthy than the whole Chinese safeguard spending plan. In order to reduce the hostility with Islamic countries, the US adopted a foreign policy component that would foster mutual understanding through public affairs projects such as exchange programs and education.

#### <sup>56</sup> 4.2.3 Drug Trafficking

Drug trafficking is a worldwide illegal exchange including the development, fabricate, appropriation and offer of substances that are liable to sedate denial laws. It alludes to the trading of illicit medications for installment. The unlawful medication exchange is a worldwide bootleg market committed to the development, fabricate, dispersion and offer of medications that are liable to tranquilize denial laws. The unlawful medications include: Cocaine, Heroin, Marijuana, Methamphetamine and Lysergic corrosive diethylamide (LSD) among others.<sup>43</sup> <sup>139</sup> Latin America is a pivotal geographic zone for sedate generation and trafficking. The Andean nations of Colombia, Peru and Bolivia are the world's fundamental cocaine makers, while Central America, Mexico and the

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<sup>139</sup> Barry M. Blechman and Edward N. Luttwak, *International Security Yearbook*, Westview Press, p 226. (1985).

<sup>43</sup> Caribbean have turned into the essential passages for transporting drugs into the United States and Europe. Therefore, the nations of the area have endured different outcomes of medication trafficking and US-driven destruction and prohibition endeavors. <sup>25</sup> All through the whole locale, in both medication generation and trafficking territories, there has been an upsurge of viciousness, defilement, exemption, disintegration of manage of law, and human rights infringement caused by the development of capable sorted out wrongdoing gatherings and medication cartels<sup>140</sup>. The area has turned out to be risky for human rights safeguards and columnists who uncover the savagery; for government officials and security authorities who decline to be ruined by tranquilize trafficking gatherings; and for its residents who get discovered in crossfire between equaling packs. <sup>25</sup>

While Latin American policymakers are revolting against sedate trafficking and featuring its staggering consequences for the notoriety of the locale and taking an interest in worldwide hostile to tranquilize trafficking sessions, the US is firmly associated with global medication control rests and arrangement detailing and usage that causes outside governments to battle unlawful medications abroad will checking accessibility and use in the United States<sup>141</sup>. To this end, the present organization keeps up the objective of lessening and dispensing with the global stream of unlawful medications into the United States through worldwide participation to disturb the medication exchange, prohibition endeavors, and support for request diminishment. <sup>42</sup> About a quarter to 66% of the cocaine that is en route from South America to Europe goes through West African nations,

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<sup>140</sup> Zack-Williams, Tunde, Diane Frost, and Alex Thomson. *Africa in crisis: New challenges and possibilities*. Pluto Pr, (2002).

<sup>141</sup> Smith, Peter H. "Semi organized international crime: Drug trafficking in Mexico." *Transnational crime in the Americas* (1999): 193-216.

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particularly Nigeria, Mali, Cape Verde, Benin, Guinea-Bissau, Togo, and Ghana. As announced by the World Drug Report, "The cocaine found in Africa began predominantly in Colombia and Peru and much of the time traveled through Brazil." truth be told, huge numbers of the merchants who control the exchange now dwell in West Africa. Francisco Thoumi, a Colombian business analyst expressed that beneficial illicit financial movement requires gainfulness, as well as powerless social and state controls on singular conduct; social orders where government laws are effectively sidestepped and social standards endure such avoidance.<sup>142</sup>

West Africa's abnormal state of debasement makes powerful law authorization hard to happen, since the landmass experiences yearning and joblessness. It is accounted for that medication traffickers can pay for their wellbeing by enlisting policemen, armed force officers and bureau clergymen to participate in the business. Medication utilize, dependence and trafficking have been said to adversely influence the social texture of groups, frustrate financial advancement, put an extra weight on national general wellbeing foundations and security division and stain the country's picture<sup>143</sup>. It has been an issue of global approach worry for over a century and a subject of long-standing and multilateral strategy duty. The West Africa nations state performers accentuated on the significance of good administration and the need to battle against debasement, illegal tax avoidance and unlawful money related streams which encouraged medication trafficking.

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<sup>142</sup> Shelley, Louise I., and John T. Picarelli. "Methods not motives: Implications of the convergence of international organized crime and terrorism." *Police Practice and Research* 3, no. 4 (2002): 305-318.

<sup>143</sup> Ripsman, Norrin M., and T. V. Paul. "Globalization and the national security state: a framework for analysis." *International Studies Review* 7, no. 2 (2005): 199-227.



The U.S. worldwide opiates control strategies give vital participation among governments to organize their outskirt operations to forbid traffickers. To this end, the U.S. government has given specialized help to hostile to medicate programs in West Africa<sup>144</sup>. The previous decade has seen a sensational change in Turkish-Iranian financial relations, coming full circle in a 2007 update of comprehension on the exchange of Iranian and Turkmen gaseous petrol to Europe through Turkey, and the 2009 bargain for participation in air, land, and ocean transportation. Be that as it may, the developing outskirt porosity and unchecked development of individuals has, ignited feelings of trepidation of genuine security challenges, incorporating an acceleration in fear based oppression and transnational wrongdoing.

Indicating Iran's part as both a noteworthy generation focus of methamphetamine and a travel course for Afghan sedatives, security specialists have contended that monetary joining and free development could goad tranquilize trafficking and increment joint effort between transnational sorted out wrongdoing syndicates<sup>145</sup>. The connection may especially cultivate medicate trafficking syndicates as they may misuse the open doors introduced by facilitated commerce as the expanding quantities of global compartments and voyagers make it amazingly hard to dedicate suitable time to security checks at the outskirts. Solid law authorization endeavors have been the standard way to deal with medicate generation, trafficking and utilization in Turkey. The quantity of counter-

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<sup>144</sup> Marvelli, David A. *Threat of Harm: A US-Based Assessment of Transnational Organized Crime*. Rutgers the State University of New Jersey-Newark, (2013).

<sup>145</sup> Langhome, Richard. "The diplomacy of non-state actors." *Diplomacy and Statecraft* 16, no. 2 (2005): 331-339.



opiates operations by Turkish law requirement offices focusing on Iranian syndicates expanded routinely and Turkey additionally utilized sources to control medicate trafficking keeping in mind the end goal to keep up a steady situation for viable outside approach execution process. Given its geographic area, Mexico has for quite some time been utilized as an organizing and transshipment point for opiates and stash between Latin America and U.S. markets. This was effortlessly refined in light of the fact that Mexico had for quite some time been a noteworthy wellspring of heroin and cannabis, and medication traffickers from Mexico had officially settled a framework that stood prepared to serve the Colombia-based traffickers.

Medication trafficking has brought about other criminal exercises and brutality, this has brought about the US and Canada issued set out exhortation to specific places in Mexico because of dangers to wellbeing and security postured by sorted out criminal gatherings in the nation. U.S. furthermore, Canadian subjects have been the casualties of vicious violations, for example, capturing, carjacking and theft by sorted out criminal gatherings in different Mexican states<sup>146</sup>. The Mexican government has drawn in a broad push to counter sorted out criminal gatherings that take part in opiates trafficking and other unlawful exercises all through Mexico. The medication control arrangements Mexico has received to avoid tranquilize trafficking and to wipe out the energy of the medication cartels have antagonistically influenced the human rights circumstance in the nation. These strategies have given the duties regarding regular citizen sedate control to the military, which has the ability to not just complete hostile to medication and open

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<sup>146</sup> Farnham, B. "participation in Europe: current state and practical." E-government success around the world: Cases, empirical studies, and practical recommendations (2013): 341.

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security operations yet additionally order arrangement. As indicated by the United States Department of State, the police and the military in Mexico were blamed for submitting genuine human rights infringement as they completed government endeavors to battle tranquilize cartels.

### 4.3. External and Domestic Environments and Foreign Policy Implementation

The ability of a country to shape foreign policy events in ways that advance their own interests is greatly dependent on whether the policy makers together with different offices, can react inventively and helpfully to the joint difficulties they look in a changing local and outer security condition.<sup>147</sup> The earth of a nation incorporates all laws, government organizations, and campaigning bunches that impact the foreign policy process. The formulation and implementation of policies depends on the nation's security. A nation's main interest during foreign policy formulation and implementation is to provide security for its citizens involving three main elements: that every country is determined to remain sovereign and independent; nations face threats to their existence from others, thus a nation must be prepared to meet external threats to its independence from across the borders; and a nation has to be ever prepared to meet any threat to its national security in this case, foreign policy becomes national security policy. Interest groups within the state and Non- State Actors may compromise foreign policy implementation process as well.<sup>148</sup> These intrigues bunches incorporate political lobbyists, the military, and the corporate segment. Political lobbyists and the military can be considered piece of the more extensive local security condition of a nation.

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<sup>147</sup> Smith, Steve, Amelia Hadfield, and Tim Dunne, eds. *Foreign policy: theories, actors, cases*. Oxford University Press, (2016).

<sup>148</sup> Etheredge, Lloyd S. "Personality effects on American foreign policy, 1898–1968: A test of interpersonal generalization theory." *American Political Science Review* 72, no. 2 (1978): 434-451.

On the outer condition, non-state performing artists, for example, universal non-administrative association and worldwide open arrangement system can impact the head of government and other strategy creators in their foreign policy decisions. The local and international media and opinion of general public can impact the foreign policy implementation process both positively and negatively.

For example, when a remote arrangement issue emerges, strategy producers will endeavor to discover an answer, notwithstanding, the media can introduce their own system. The <sup>13</sup> issue might be displayed in such a way as to impact the general population and universal feeling and this will influence the usage of the remote arrangement. As per the UN, the <sup>13</sup> reaction depends of the closeness of the arrangement with the current condition of the nation. The US government displayed that 9/11 issue as a fear based oppressor assault on USA where blameless regular citizens were murdered. Along these lines, popular conclusion entirely bolstered any sort of retaliatory outside approach against psychological oppression. Some of the time <sup>13</sup> the system introduced the administration might be challenged by resistance party and turn into an issue of contention in local governmental issues. Interior security involves a crucial position in any nation's national and remote security approach<sup>149</sup>. On account of the household security condition in Pakistan, not exclusively is Pakistan stood up to with numerous interior dangers and difficulties to its physical security, yet in addition to its nationals. Among the household wellsprings of concerns incorporate issues identifying with administration, political flimsiness, languid economy, vitality and water emergencies, ethnicity, fanaticism and psychological oppression. The stagnating development rate and

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<sup>149</sup> Farnham, B. participation in Europe: "current state and practical." E-government success around the world: Cases, empirical studies, and practical recommendations (2013): 341

swelling keep on staying in twofold digits, very little mechanical venture was seen, and joblessness kept on developing.

Gas and power deficiencies additionally confused the circumstance. Regardless of having colossal hydro-control potential and demonstrated coal stores, Pakistan has been confronting and keeps on encountering vitality deficiencies. Pakistan has been confronting outside security dangers to its freedom and regional honesty ideal from its introduction to the world. It is gone up against with a three-danger situation, the enduring risk from India, Afghanistan and the danger radiating from a changing household circumstance. Dangers from India and Afghanistan make an imposing assignment for Pakistani security organizers and strategy creators. Relations amongst India and Pakistan have been stressed by various chronicled and political issues, and are <sup>36</sup> characterized by the vicious parcel of British India in 1947, the Kashmir question and the various military clashes battled between the two countries. Thusly, despite the fact that the two South Asian countries share noteworthy, social, geographic and monetary connections, their relationship has been tormented by threatening vibe and doubt. The 9/11 attacks in the United States brought about nearer worldwide relations amongst <sup>39</sup> Pakistan and the United States on security and soundness in South Asia. Pakistan detailed and swore to actualize counter psychological warfare strategies with the United States. The United States continued a nearby security association with Pakistan, which drove nearer two-sided ties, as it turned into a Major Non-NATO Ally. <sup>89</sup> The United States is likewise one of the best wellsprings of outside direct venture to Pakistan, with \$206.8 million out of 2013.

Pakistan has made strides throughout the years to change its exchange and venture administrations, either singularly or with regards to duties made with the World Trade Organization (WTO), the International Monetary Fund (IMF), and the World Bank. Greece appreciates a conspicuous geopolitical part, because of its political and land vicinity to Europe, Asia, the Middle East and Africa. Greek's approach is enlivened by the will to assemble a domain of peace and thriving for every one of the people groups of the area, with deference for human rights and key opportunities. Change of the way of life, assurance of minorities, and regard for social and religious legacy are high needs.<sup>150</sup> Nonetheless, sorted out wrongdoing, including opiates and weapons carrying and human trafficking, have extended impressively finished the previous decade and have now turned into a focal concentration for the Greek security and insight administrations and approach creators. The opiates stash exchange Greece has additionally been connected to the migration development into the nation, and had brought about savagery in different territories in Greece. Methamphetamines, cocaine and engineered drugs are on the ascent, and also the formation of labs that arrangement with these substances. The police have effectively revealed "smaller than usual production lines" in a few areas, despite the fact that the main part of those are being foreign from the Balkans and through load ships.

#### **4.4. Leadership Qualities**

Africa has verifiably been constrained, pressured and controlled into receiving a remote political philosophy that has brought about its underdevelopment, and general mix into bring down levels of the worldwide financial and political system, notwithstanding its abundance of potential. However Africa has additionally been amazing post-autonomy

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<sup>150</sup> Arquilla, John, and David Ronfeldt. *Networks and netwars: The future of terror, crime, and militancy*. Rand Corporation, (2001).



development with some dynamic pioneers; yet tragically their companion likewise comprises of a class of cleptocratic and astute pioneers who have been of far more noteworthy advantage to themselves and remote private industry than to the majority of the general population, to whom they owe their official duty<sup>151</sup>. As political researcher, Barber<sup>152</sup> commented, each account of basic leadership is truly two stories: an external one in which an objective man figures and an internal one in which an enthusiastic man feels. The two are always associated. Remote arrangement basic leadership is a result of how people with control see and examinations occasions. Political pioneers are not past the compass of the human attributes of suspicions, subjectivity, partialities and predispositions. Their fundamental convictions and inspirations will have a direction upon the conclusions they reach. Culture, topography, history, belief system, and self-originations shape the point of view of a chief, framing what has been alluded to as the psycho-socio milieu of basic leadership.

The remote approach choices of Harry Truman, Saddam Hussein and Charles de Gaulle can show unmistakably on how identity can influence the definition and execution of outside arrangement. The impacts of identity on basic leadership are hard to evaluate. Relational speculation hypothesis recommends that behavioral contrasts in relational circumstances have some connection to behavioral contrasts in global circumstances, for instance, a connection between self-self-assuredness/strength, and eagerness to depend on

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<sup>151</sup> Gimode, Edwin A. "An anatomy of violent crime and insecurity in Kenya: the case of Nairobi, 1985-1999." *Africa Development/Afrique et Développement* 26, no. 1/2 (2001): 295-335.

<sup>152</sup> Barber, Benjamin. *Strong democracy: Participatory politics for a new age*. Univ of California Press, (2003).



military activity<sup>153</sup>. Notwithstanding, it would be gullible and over-improved to express that specific identity qualities of a chief lead a nation to war; rather they can be viewed as tipping the adjust towards or against a specific strategy, since, put concisely, "a few pioneers will bet the fate of their kin in a war; others are definitely not. It is likewise imperative to mull over the degree to which singular qualities can be isolated from pretending. Chiefs may act how they see a pioneer in their general public is relied upon to act, taking part fitting choices which are not really in accordance with their own temperament. While investigating the impact of identity upon outside approach, accentuate that the varying political conditions encompassing pioneers will normally make exceptionally factor limits inside which they have the flexibility to work<sup>154</sup>.

A despot in a dictator Administration has substantially more noteworthy, genuine, unaccountable energy to make strategies suiting his own advantages, than the pioneer of a vote based system. Inside a majority rule government, the head of government is obliged, to some degree, to contemplate the assessments of different specialists and specialists, and should particularly counsel the Foreign Minister as to remote approach. In any case, at last, a ultimate conclusion lies with the pioneer, and he possesses the ability to abrogate other supposition on the off chance that he wishes. Pioneers of governments can likewise have the benefit of hand-choosing the individuals who they put into places of energy. A pioneer is probably going to pick key counselors who share his center

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<sup>153</sup> Kimball, Anessa L. "Explaining the Relationship between Foreign Policy Substitution & the Distributional Dilemma." In Canadian Political Science Association Annual Meeting, Ottawa, ON. 2009.

<sup>154</sup> Otiso, Kefa. "Kenya in the crosshairs of global terrorism: Fighting terrorism at the Periphery." Kenya Studies Review 1, no. 1 (2009): 107-132.

convictions and he considers being for the most part helpful, making a situation in which mindless obedience can possibly prosper<sup>155</sup>. Political pioneers in majority rule governments should, hypothetically, and here and there practically speaking, mirror the states of mind and center estimations of their nationals. Having experienced a similar socialization process and having a similar center social esteems as his natives, the majority rule pioneer can be viewed as an exemplification of societal character. Basic leadership is a standardized procedure, in which "identity factors converge with social foundation factors and can frequently be clarified in more summed up amass terms.

The state of mind of society defines expansive limits around the hypothetical remote arrangement choices of leaders. Identity can effect to contrasting degrees on the definition and execution of outside approach. While an approach can be planned, inside the <sup>1</sup> relative situational and bureaucratic restrictions, to the specific individual loving of a pioneer and his partners, the execution arrange, making an interpretation of outside strategy destinations into training and wanted results, is more perplexing. Endeavors to actualize an arrangement can collide with the goals of different on-screen characters and nature, as the limit between chiefs and the outside world is crossed<sup>156</sup>. The reality of the matter is that "requests might be effectively issued, however that is just the start of the way toward endeavoring to accomplish one's objectives for a wide range of states since pioneers depend <sup>1</sup> on sub-contracting to bureaucratic operators, some of whom may accept the open door to back off or undermine the strategy, or even to run their own particular

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<sup>155</sup> Jack S. L. March, James G., and Johan P. Olsen. "The institutional dynamics of international political orders." *International organization* 52, no. 4 (1998): 943-969.

<sup>156</sup> Gough, Ian, and Geof Wood. *Insecurity and welfare regimes in Asia, Africa and Latin America: Social policy in development contexts*. Cambridge University Press, (2004).

approaches in rivalry. Outside arrangement isn't <sup>1</sup> self-executing, and requires assets, support or assembly of the general population, and some political accord, especially in a nation's majority rule government. The more charming, influential and motivational the pioneer is, the more noteworthy the odds of defeating such resistance. A pioneer can increase open help for his arrangement through the key utilization of purposeful publicity, advancing the two his 'significance' as a leader, and that of the strategy.

Under fascism, remote approach choices lie exclusively in the hands of the pioneer; his choices can be made without the responsibility, governing rules which exist in a majority rules system. Identity in the plan and usage is variable. The more basic a circumstance is seen to be, the less individuals will be straightforwardly associated with its administration, thus there is a more prominent likeliness that their decisions and activities will mirror their very own convictions, demeanors and interests<sup>157</sup>. Regardless of institutional limitations, the political pioneer has a critical impact over basic leadership, especially when national security apparently is in question, or when approach can be shaped moderately furtively. Indeed, even in non-emergency circumstances, a political pioneer has "the possibility to practice control and in this way force his inclinations on arrangement. The degree to which he does as such rely upon his own particular esteems, convictions, foundation and identity. Each individual in a place of energy brings individual encounters, qualities, assumptions and feelings to their basic leadership, albeit some will permit organization <sup>1</sup> and the power-sharing nature of popular government to counter and adjust these peculiarities. Eventually, the identity of a pioneer has the most

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<sup>157</sup> Etheredge, Lloyd S. "Personality effects on American foreign policy, 1898–1968: A test of interpersonal generalization theory." *American Political Science Review* 72, no. 2 (1978): 434-451.

impact in unaccountable, oppressive Administrations, regularly because of the atmosphere of dread encompassing their boundless forces.<sup>158</sup>

Notwithstanding their individual contrasts, all people like to be predictable in their convictions, and studies indicate we frequently overlook or twist data that negates what we as of now accept. This is particularly likely when we have emphatically held generalizations or images of different nations. Pioneers who see another nation as their adversary, for instance, will frequently specifically go to or see data about that nation in a way that affirms their unique conviction. Consequently, pictures are to a great degree impervious to change, regardless of the possibility that the adversary is making helpful signals. In view of various discoveries in look into, the customary way of thinking is that the general population essentially does not impact outside arrangement. The normal individual tends to know close to nothing and think minimal about his or her nation's outside issues.<sup>159</sup> Regardless of the possibility that the general population were proficient about remote arrangement issues, it isn't certain that pioneers would take after popular assessment. They may rather endeavor to lead people in general to suppositions that are in accordance with their inclinations or disregard their sentiment out and out. Imperialism was the European remote arrangement philosophy for sustaining its own particular financial development and abusing the material reality, as well as the humankind of indigenous populaces under the more edible protection of bringing non-European nations into, advancement, progress and human advance. However the twentieth century introduced the dialect of advancement which influences the negative and imperialistic

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<sup>158</sup> Cerny, Philip G. *The politics of grandeur: ideological aspects of de Gaulle's foreign policy*. Cambridge University Press, (1980).

<sup>159</sup> Bush, George W. *The national security strategy of the United States of America*. Executive Office of The President Washington DC, (2002).

intention connected to the term expansionism. In this manner it is officeholder upon African pioneers not to enable the adjustment in dialect to skew their acumen amongst fitting and improper political relations.<sup>160</sup>

Moreover, Afro centricity incorporates a conceptualization of the African world as Africans on the African mainland and in their various conditions and areas around the globe. Alternately, one of Africa's most noteworthy assets lies in the way that the African world reaches out to the majority of the non-African nations that Africans have been scattered to throughout the hundreds of years. As per Mwangiri<sup>161</sup>, the investigation of administration of the political administration and remote approach does not involve the investigation of alleged functional 'parts of tact. It involves the examination and investigations of discretionary strategies in specific ranges of strategy, for this situation territories like managing remote arrangement, organization of the conciliatory administration, for example, posting approach, preparing strategy, connections among the diverse organs of tact, actualizing vital plans for the Ministry, organizing outside arrangement, execution and so forth. The organization of the remote/political administration is more direct regarding its substance. This isn't the situation for the organization of remote strategy. The organization of remote strategy does not mean

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<sup>160</sup> Brooks, Stephen G., and William C. Wohlforth. *World out of balance: international relations and the challenge of American primacy*. Princeton University Press, 2008.

<sup>161</sup> Mwangiri, M. *The Missing Link in the Study of Diplomacy: The Management of the Diplomatic Service and Foreign Policy*. (2009).



making outside approach for the nation; on the off chance that it did as such it would make more hindrances to this range.<sup>162</sup>

Since the lion's share of those associated with the execution of outside approach are in the conciliatory administration, dealing with that administration runs as an inseparable unit with overseeing remote strategy. Generally, the dissemination of work in the initiative of the remote service contended that dealing with the political administration was the sole errand of the lasting secretary, while the creation and administration of outside approach was the sole assignment of the pastor. This structure is untenable. It depended on decent refinements, which by and by are not effectively recognizable. It was additionally established on errors in comprehension. The administration of remote arrangement is distinctive frame the production of outside approach. The qualification is that the administration of remote approach concerns forming the players, the organs and the earth, in order to best serve the performing artist. Dealing with the strategic administration and where every one of the players are sensitive to pondering the most ideal ways they can execute outside strategy. As per Oyugi<sup>163</sup>, Kenya's remote approach amid 1963-78 period was unambiguous. Remote arrangement focused on advancing and increasing relations in Eastern Africa and Western Europe.

These were the areas in which Kenya's real interests lay. Socialist bloc countries and to some extent the rest of Africa were peripheral. During this period a majority of Kenyan

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<sup>162</sup> Handford, Julie S., and Leon D. Coetsee. "Essential transformational leadership skills to mobilize people: Combating Africa pessimism, the South African leadership challenge." *Organization Development Journal* 21, no. 1 (2003): 20

<sup>163</sup> Oyugi T. "Determinants of Foreign Direct Investment in Kenya" *Institute African de Development Economique et de planification*. Dakar. (2014).



Ambassadors were in the non-communist world mostly Western Europe and North America. Throughout this period no western ambassador was expelled from Kenya and no western aid economic or military was rejected.<sup>164</sup> On the other hand, Kenya broke diplomatic relations with the People's Republic of China in 1966 and Czechoslovakia in 1968 having accused the two countries of interfering in the domestic affairs of Kenya. And it rejected Soviet military and economic assistance in 1966 on the ground that the equipment was obsolete. However the main reason for the rejection appeared to be the controversy over the role of and closure of the Lumumba Institute which the Soviets had helped build in Nairobi. At the same time, Kenya refused to accept sterling pounds 16 million economic aid from the Soviet Union without explanation.<sup>165</sup> The only explanation that can be advanced in respect of these actions is that there was a strong anti-communist sentiment within the Kenyatta Administration at the time. Again it appears that the anti-communist attitude of the government was influenced by what was considered to be in the best interest of the Administration.

The official position as explained to the author by a desk officer in the Ministry of foreign affairs in 1983 was that Kenya's economic, cultural, political and military objectives, it thought, would better be served in a closer co-operation with western European countries and North America. It was held that Soviet economic system, the inconvertibility of the ruble and inappropriate technology was inconsistent with Kenya's development goals and strategy. It is difficult to point out one single event that has transformed the characteristics of African foreign policies during the 1990s, and it is not

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<sup>164</sup> Light, M & Groom, A. J. R. *International Relations*, 1st Edition SRP Ltd, Exeter, p. 56. (1985).

<sup>165</sup> Mwangi, Makumi. "The Missing Link in the Study of Diplomacy: The Management of the Diplomatic Service and Foreign Policy." *Journal of Language, Technology & Entrepreneurship in Africa* 2, no. 1 (2010): 231-246.

easy to provide with absolute precision and confidence a year that is a watershed in changing policy procedures. According to Stephen Wright<sup>166</sup>, decision making mechanisms in African states need to be reconsidered. The simplification of the head of state as decision maker approach, though it has residual validity needs to be broadened to take account of these other groups. Increasing factionalism an early product of partial democratization often leads to competing foreign policy agendas within states as well as between states. Religious influences as seen in Senegal can become significant in influencing policy. And public opinion is becoming something to note in policy formulation in various states, though it is often difficult to pinpoint because it involves many diverse groups.<sup>167</sup>

Numerous domestic actors look to impact general feeling the scope of perspectives on remote strategy issues held by the natives of a state. Popular supposition has more prominent impact on outside arrangement in majority rule governments than in dictator governments. Be that as it may, even tyrants must focus on what nationals think. No legislature can lead by constrain alone. It needs authenticity to survive. It must induce individuals to acknowledge (if not to like) its strategies, in light of the fact that at last arrangements are completed by conventional individuals, officers, laborers and civil servants<sup>168</sup>. On account of the requirement for open help, even tyrant governments spend awesome exertion on purposeful publicity the general population advancement of their

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<sup>166</sup> Stephen Wright. "Globalization and the national security state: a framework for analysis." *International Studies Review* 7, no. 2 (2005): 199-227.

<sup>167</sup> Ripsman, Norrin M., and T. V. Paul. "Globalization and the national security state: a framework for analysis." *International Studies Review* 7, no. 2 (2005): 199-227.

<sup>168</sup> Sadoff, David. "Bringing fugitives to justice under international law: extradition and its alternatives." PhD diss., University of Geneva, 2014.

official line-to win bolster for remote arrangements. States utilize TV, daily papers, and other data media in this exertion. In numerous nations, the state possesses or controls significant broad communications, for example, TV and daily papers interceding the stream of data to its subjects, be that as it may, new data innovations with various channels, (for example, the web) make this harder to do. Each universal occasion is the outcome, expected or unintended, of choice made by people. Global relations don't simply happen.

President Harry Truman, who chose to drop U.S atomic bombs on two Japanese urban areas in 1945, had a sign around his work area: it's time to take care of business. As pioneer of the world's most prominent power, he had no one to pass the buck to. On the off chance that he utilized the bomb (as he did), more than 100,000 regular people would pass on. On the off chance that he picked not to, the war may delay for a considerable length of time with countless U.S casualties. Truman needed to pick. A few people extol his choice; others censure it. Be that as it may, for better or for more regrettable, Truman as an individual needed to choose, and assume the liability for the results.<sup>169</sup> The investigation of individual basic leadership rotates around the subject of objectivity. Whatever degree are national pioneers (or natives) ready to settle on balanced choices in the national intrigue if in fact such an intrigue can be characterized? Singular levelheadedness isn't proportionate to state discernment: states may channel person's nonsensical choices to touch base at sound decisions, or states may misshape singular reasonable choice and wind up with silly state decisions. Be that as it may, pragmatists

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<sup>169</sup> Schaffer, F. C. "Democracy in Translation: Understanding Politics in an Unfamiliar Culture. Ithaca, NY: Cornell University Press." (1998).

have a tendency to expect that the two states and people are judicious and that the objectives or interests of states connect with those of pioneers. Singular chiefs have contrasting esteems and convictions, as well as have remarkable identities their own encounters, scholarly capacities, and individual styles of deciding<sup>170</sup>.

Past individual peculiarities in objectives or basic leadership forms, singular basic leadership veers from the sane model in no less than three deliberate ways. Initially, leaders experience the ill effects of misperceptions and specific recognitions (taking in just a few sorts of data) when they assemble data on the feasible results of their decisions. Basic leadership forms must lessen and channel the approaching data on which a choice is based; the issue is that such filtration regularly is one-sided.<sup>171</sup> Data screens are subliminal channels through which individuals put the data coming in about their general surroundings. Regularly they basically overlook any data that does not fit their desires. Data is likewise screened out as it goes starting with one individual then onto the next in the basic leadership process. Second, the discernment of individual money saving advantage computations is undermined by feelings that leaders feel while pondering the outcomes of their activities an impact alluded to as compelling predisposition (positive and negative influence allude to sentiments of loving or despising somebody). As hard as a leader tries to be balanced in settling on a choice, the basic leadership process will undoubtedly be affected by solid emotions held about the individual or state toward which a choice is coordinated.

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<sup>170</sup> Risse, Thomas. "Transnational actors and world politics." In *Corporate ethics and corporate governance*, pp. 251-286. Springer Berlin Heidelberg, 2007.

<sup>171</sup> Mwangi, Makumi. "The Missing Link in the Study of Diplomacy: The Management of the Diplomatic Service and Foreign Policy." *Journal of Language, Technology & Entrepreneurship in Africa* 2, no. 1 (2010): 231-246..

#### 4.5. State Actors and Non-state Actors and Foreign Policy Implementation

Foreign policy implementation and decision making is partially a result of how individuals with power perceive and analyze events (state actors and non-state actors). Western leaders have always viewed the African continent as being dominated by defilement, fascism, military upsets, insubordinate pioneers, insatiability, abuse of energy, inept initiative, politically and additionally monetarily insufficient and suspicious pioneers who undermine their own particular majority rule governments with Zimbabwe being utilized as a great instance of this by the Western world. As far as regular assets, Africa is the wealthiest mainland on the planet with half of the world's gold, a large portion of the world's precious stones and chromium, 90% of the cobalt, 40% of the world's potential hydroelectric influence, 65% of the manganese, a huge number of sections of land of untilled farmland and additionally other characteristic assets. In spite of being home to a large number of gifted and skilled trend-setters, African initiative battles to energize and hold its kin who live in superfluous dissatisfaction, dread and destitution, pass on of preventable malady, starvation, psychological warfare assaults or hurried toward the West to pick up appreciation. The best emergency in Africa is fixing to administration to some degree, also; Africa's inability to develop is basically due to the faustian, nearsighted, narrow minded, in reverse kind of non-dynamic pioneers who are planted as competitors in post-provincial domains. Top qualities are either innocent, vision-less, intermediary inserts, entrepreneurial/parasitic and completely traded off.<sup>172</sup>

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<sup>172</sup> Macharia M, Nyunya, J. D & Korwa A. The United States and Africa, E.A. Educational Publishers Ltd. P 90. (1995)



A predominant identity can shape the detailing and usage of outside approach as obviously showed in the instances of Harry Truman, Saddam Hussein and Charles de Gaulle. The relational speculation hypothesis recommends that behavioral contrasts in relational circumstances have some relationship to behavioral contrasts in universal circumstances, for instance, a connection between self-self-assuredness/predominance, and ability to depend on military activity. When analyzing the influence of personality of state actors/leaders on foreign policy implementation, one should consider that the differing political environments would naturally create highly variable boundaries within which they have the freedom to operate. In the case of a state with authoritarian leadership style, the state actors have absolute power to formulate and implement policies suiting their personal interests, while a democratic state; the head of government among other state actors take into consideration the opinions of other authorities and experts with regard to foreign policy.<sup>173</sup> While a foreign policy can be formulated within the relative situational and bureaucratic restraints, to the leaders and other state actors' liking, the implementation process is more complex. Attempts to implement a policy can result in a conflict with the objectives of other actors, countries and the environment, when policymakers and the outside world do not agree.

Since foreign policy requires assets, support or preparation of people in general, and some political accord, particularly in a popularity based express, the more appealing, powerful and motivational the pioneer is, the more noteworthy the odds of beating such restriction. On account of tyranny, remote approach choices lie exclusively in the hands of the pioneer; choices can be made without the responsibility, balanced governance

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<sup>173</sup> Brown, Stephen. "Theorizing Kenya's protracted transition to democracy." *Journal of Contemporary African Studies* 22, no. 3 (2004): 325-342.



which exist in a majority rules system. Personality in foreign policy implementation is a variable. The number of people directly involved in the implementation process depends on the situation surrounding the implementation of the policy. The more critical the situation, the fewer the people directly involved in its management, and so there is a greater likeliness that their conclusions and actions will reflect their own personal beliefs, attitudes and interests.<sup>174</sup> Despite a state's rules and regulations, the political leader and state actors have a significant influence over foreign policy implementation, particularly when national security apparently is in question, or when arrangement can be framed moderately covertly. Indeed, even in non-emergency circumstances, a political pioneer can possibly practice control and along these lines force his inclinations on arrangement. The degree to which a pioneer practices control relies upon values, convictions, foundation and identity.

Glasius and Kaldor<sup>175</sup> carried out a study to investigate the impact non-state actors on foreign policy formulation, the study established that non-state actors were seen to increasingly attempt to influence policy at international and regional levels, with advancements in communication technology greatly enhancing the capacity for transnational networks to coordinate and exert influence across borders and political opportunity structures continuing to open up at the international level through international and regional organizations. Local non-state actors like human rights groups with the help of international community have been able to pressure the government to change foreign policies that would otherwise harm the local people One of the main

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<sup>174</sup> Murunga, Godwin R., and Shadrack W. Nasong'o. "Bent on self-destruction: The Kibaki regime in Kenya." *Journal of Contemporary African Studies* 24, no. 1 (2006): 1-28.

<sup>175</sup> Glasius and Kaldor. *Rethinking the 'New' Public Diplomacy, the New Public Diplomacy – Soft Power in International Relations*, Jan Melissen (ed.) pp. 28-46, Palgrave Macmillan: London (2007).

reasons non-State actors are significant in policy formulation and implementation is because they often represent interests of different people and primarily accountable to different people too. The representation of different interests can be an important factor in reducing the perceived democratic deficit operating in the formulation and implementation of foreign policies; however, it is not the only factor.

Similar to state actors who are responsible for representing the national interests, non-state actors also represent. In some cases, their role is legislative or quasi-legislative; they actually make the rules. Deepta Chopra<sup>176</sup> considered the Indian government's part and connections with the general public in the domain of policy-making by leading an experimental contextual investigation on the National Rural Employment Guarantee Act (NREGA) process in India, which had shown the Government's discussion with the CSOs (Civil Society Organizations) amid arrangement – making process. The contribution of NSAs was viewed as a system for the administration to represent its populace; and thusly the state itself was reconstituted in the approach making and usage process. In different cases, non-state on-screen characters set the universal agreement for what must be done at the largest amounts. As far as global security, the UN Security Council assumes an essential part in planning and actualizing security approaches. In the previous years, provincial and universal associations have taken an interest in the improvement of arrangements to help characterize and control exercises all inclusive. In this way, for better global relations, it is the duty of state on-screen characters and non-state performers to ensure that they take after remote approach targets of a nation and keep on being successful in seeking after the national intrigue.

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<sup>176</sup> Deepta Chopra. "Public Diplomacy and Nation Branding: Conceptual Similarities and Differences." Discussion Papers in Diplomacy (2008): 1-42.

#### 4.6. Conclusion

This chapter discussed the challenges of the public diplomacy in the implementation of foreign policy. The challenges includes emerging security issues, the external and domestic security environment, leadership qualities and the impact of state and non-state actors in shaping the implementation of foreign policy goals. The fifth chapter will be on data analysis and presentation of findings, conclusions and recommendations.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

#### 5.1. Introduction

This chapter presents analysis of the data on the impact of public diplomacy in the formulation and implementation of Kenya's foreign policy (2012-2016). The chapter discusses the findings of the study based on the three objectives which were examining the role played by public diplomacy in the formulation of Kenya's foreign policy, establishing the impact of public diplomacy in the implementation of Kenya's foreign policy, and analyzing the challenges faced in the implementation of Kenya's foreign policy. The chapter is divided into various subheadings defined by the findings relevant to each research objective.

#### 5.2. Summary

##### 5.2.1. Relationship between Public Diplomacy and the Foreign Policy in Kenya

According to foreign affairs officials<sup>177</sup>, it is basic to grow the discretionary domain to consolidate a more energetic and direct contact with the publics in the nation, and in this way moving open diplomacy into a more critical part in the plan and execution of a state's foreign policy. As per the authorities much accentuation ought to be put on government to individuals instead of government to government engagement. This will turn the representatives mission to a more straightforward part with the host nation by turning into an expeditionary ambassador who is specifically engaged with the creation and supervision of activities and along these lines having an immediate contact with

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<sup>177</sup> Interviews with Amb. Josephine Awuor on 10<sup>th</sup> August 2017

people in general as opposed to the immediate contact with the administration of the host country.

However the study noted that while this would only prove to be easier in principle than in practice, since some host countries would negate such efforts since they might be considered as meddling with their domestic affairs which is not allowed. By and large as domestic politics in the world have taken an about turn due to the proliferation of ICTs likewise in engagements between countries. Thus traditional diplomatic concepts can be upgraded or else they will be obsolete, a careful contemplation by policy makers should be made. The increase of social media platforms accessed through an array of tools is a pivot the public expect not only involvement but finding policy related material on board through their engagement.

According to the officer<sup>178</sup> public diplomacy assumes a part in a foreign policy, ambassadors give that basic connection, regardless of whether in overseeing associations with foreign pioneers, guaranteeing the security and prosperity of their condition of intrigue abroad, or advancing business, cultural, and instructive trades. The investigation additionally takes note of that diplomacy is contemplated as far as the unpredictable and colossal means for official correspondence and with regards to the many sorts of intergovernmental associations and their connections with a developing transnational condition of worldwide non-administrative associations. In addition the official<sup>179</sup> indicated that diplomacy is the administration of relations between sovereign states and other worldwide on-screen characters. Diplomacy at the end of the day is the methods by which states through their formal and different delegates and in addition different

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<sup>178</sup> Interviews with Amb. Josephine Awuor on 10<sup>th</sup> August 2017

<sup>179</sup> Interviews with John Kyovi on 10<sup>th</sup> August 2017

performers lucid, facilitate and secure specific or more extensive interests utilizing influence, campaigning and now and again utilizing dangers or real power. Some of the time an administration may need to deal with its global relations by applying diverse types of weight.

The foreign affairs officials<sup>180</sup> further demonstrated that how effective this weight demonstrates relies upon the national, monetary and military power the country normally has. The dominant part was however acquainted with the idea of insight and diplomacy. One respondent characterized diplomacy as - crafted by keeping up great relations between the legislatures of various nations or aptitude in managing different countries without causing terrible sentiments. The lion's share additionally unequivocally concurred that diplomacy had an extremely dynamic part to play in the usage of foreign policy in Kenya. One respondent indicated that, diplomacy is critical in guiding diplomatic affairs, especially when it comes to articulating issues; to sustain one's position as a country, so as to builds ones status. Relationship between states is built on reciprocity or mutual exchange and to do that a state will require understanding ones partners (other states), so that they both mutually negotiate, for example in order for Kenya to succeed in East Africa, it must need to have a clear understanding of its partners (surrounding states), the Somali war is another good example on the importance of intelligence in diplomatic engagements.

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<sup>180</sup> Interviews with Hellen Gichuhi on 12<sup>th</sup> August 2017



### 5.2.2. Contributions of Cultural Diplomacy in the Implementation and Formulation of Kenya's Foreign Policy

According to an interview with Director<sup>181</sup> of cultural diplomacy in the ministry of foreign affairs, cultural relations provide for a platform where genuine exchange is illuminated with an intention of collapsing both cultural and political barriers. This with time builds trust which generates to interaction and long lasting relationship. The officer noted that cultural exchange programmes are essential especially in countries which have difficulty intergovernmental relationship. Cultural exchange relations enhances engagement and also trust between people of varied cultures through programs of exchanging knowledge and ideas. With time cultural relations have realized a cluster of ingenuity comprised of public diplomacy, through creation and developing networks where solutions of similar difficulties and challenges can be addressed.

Cultural relations is imperative since it brings in the idea of mutual benefit whose value cuts across to all. According to Jan Melissen<sup>182</sup> public diplomacy requires not only listening to other people but also acknowledging the value of other peoples culture and showing an interest to learn from others through exchange of programs in which she referred to as a “two way street”. The officer noted that cultural diplomacy is an important diplomacy is an important tool which can be used to enhance Kenya's international relations and at the same time projecting its favourable image which is part of a nation branding. The cultural diplomatic activities strategy also aims at promoting the socio –economic development positioning Kenya as a cultural capital hence attracting

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<sup>181</sup> Interviews with Hellen Gichuhi on 12<sup>th</sup> August 2017

<sup>182</sup> Jan Mellissen. “The new Public diplomacy: between theory and practice. (New York: Palgrave Macmillan 2005). P.18

foreign direct investment (FDI). The officer emphasized that cultural diplomacy pillar in the Kenya's foreign policy is anchored in Kenya's blue print development plan Vision 2030 which acknowledges that through a vibrant promotion of Kenya's cultural diversity, promotion and preservation of our national heritage which includes but not limited to sports and arts which are key towards our socio, economics, cultural as well as political development.

According to the officer<sup>183</sup> Kenya has cultural icons which includes athlete's whose performance is well known all over the world as well as other cultural icons like artefacts, Maasai Shuka, Kionde among others whose value and adoration internationally can generate to economic gain. The officer noted that cultural diplomacy pillar in the period (2012 – 2016) has achieved a number of milestones some through Kenya missions. The officer pointed out that through the 1972 world heritage convention Kenya listed six (6) sites on the world heritage list which includes, Lake Turkana National park, Lamu old Town, Fort Jesus, Sacred Mijikenda Kaya forest, the Kenya lake system, the Gret Rift valley and Mount Kenya national park and natural forest.

In 2012 Kenya not only hosted but chaired the 5<sup>th</sup> session intergovernmental committee, the committee registered three (3) coveted lists which were cultural practices namely the Representative list, Urgent safeguarding list and the Representation list of best practices. Kenya has also hosted the Africa Regional meetings which were held in Malindi in March 2015. January 2015, Kenya embassy in Cairo, Egypt organized the 6<sup>th</sup> session of the Kenya/Egypt commission during which three memoranda of understanding (MOUs) were signed for implementation one of them was the executive program project on

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<sup>183</sup> Interviews with Washington Oloo on 10<sup>th</sup> August 2017

cultural cooperation between Kenya and Egypt. In May 2014 during the Africa day celebrations in Dublin, Ireland all African embassies in collaboration with Kenya ministry of foreign affairs planned and organized a successful Africa Day and in attendance was over 300,000 participants. In September 2013 the Kenya Diaspora in Galway together with ministry of foreign affairs organized the Galway – Kenya Run. The event was not only successful but Kenya’s 800m world Olympic champion David Rudisha graced the occasion. In September 2015, Kenya mission in Bangkok together with Thailand hosted a joint event named the cradle of Mankind exhibition which displayed photographs showing the lives of people around Lake Turkana and the archaeological site of Kooobi Fora. The officer<sup>184</sup> emphasized that the purpose of cultural diplomacy department and the diplomacy pillar focuses on influencing members of foreign community whose access is not possible through the traditional diplomatic mission functions and hence provide a collaboration platform which gives a blind eye to policy differences and form a neutral ground for face to face engagement with countries where diplomatic relations have been severed, absent and provide an insight to Kenya’s rich culture with an intention of promoting Kenya’s image internationally.

### 5.2.3. Role of Public and Diaspora Diplomacy in the implementation of Kenya’s foreign policy

According to an interview with ministry of foreign affairs officials<sup>185</sup> indicated there is now a diaspora diplomacy policy which was launched in November 2014, and diaspora are one of the actors in public diplomacy hence their presence or influence in the implementation of a foreign policy cannot be ignored. One of the objectives of the policy

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<sup>184</sup> Interviews with Washington Oloo on 12<sup>th</sup> August 2017

<sup>185</sup> Interviews with Washington Oloo on August 2017

was to integrate the diaspora into the national planning and development. Another objective was to mobilize Kenya diaspora into specific groups or umbrella as associations to fast track service delivery in terms of consular services. The other objective was to ensure their safety and upholding their basic human right and standards of living. Finally to acknowledge the importance of diaspora through harnessing their diversity skills and expertise under one platform integrating them into the national development planning and implementation.

The officer<sup>186</sup> stressed the rationale of developing the diaspora diplomacy policy has ground as stipulated in the constitution of Kenya 2010 and the Kenya vision 2030. The two documents recognize the value, skills and capabilities, revenue remittance and other potential of Kenya's diaspora should be tapped and integrated to the national development. The huge potential of the diaspora is considered as part of the public diplomacy where by the diaspora will appreciate their country through the recognition they get as part of the country's development and such the will be good 'ambassadors' to their country and their influence in their host countries will be an added advantage to the implementation of Kenya's foreign policy. it's essential to leverage on the diaspora resources but strategies should be in place to make them feel they are still part and parcel of their country and its viable for them to invest. Kenya's diaspora remittances is quite high as compared to other global investors since their impact is felt through the direct investment.

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<sup>186</sup> Interviews with Washington Oloo on 12<sup>th</sup> August 2017

According to the officer<sup>187</sup> in March 2015 the ministry of foreign affairs organized a Kenya diaspora investment conference held at Windsor Golf Hotel. It was the first of its kind which brought together government, Kenya's envoys, Kenya diaspora, private sector as well as stakeholders to deliberate on issues pertinent to the country and the diaspora at large. This conference was an implementation of Kenya foreign policy by strengthening the relations between Kenya and its diaspora through building networks and relationships and to a great extent share information with the diaspora community which is very vital in public diplomacy where the right information should be shared. The officers contended that public diplomacy used in a procedural manner will assist a Country on understanding the current situations in sensitive areas of the world, as well as managing both the success and risks of espionage, becomes increasingly important everyday as efforts to protect the national security of the country and to ensure friendly ties with its country counterparts continue.

The officer<sup>188</sup> went further to indicate that a solution can push foreign policy with regards to espionage activities abroad through public diplomacy as much as it could turn inward to espionage activities at home riding on a platform of diaspora diplomacy. It may focus extensively on providing resources to specific regions or to national security efforts more generally. What any solution should accomplish, however, is to recognize the amount of resources, including human capital, that is being used in place of other means, and determine how much would be appropriate for any given region of interest and from there how those resources would be allocated. Strong solutions should improve the intelligence gathered toward furthering Kenya's goals and use that intelligence in order to justify

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<sup>187</sup> Interviews with Washington Oloo on 12<sup>th</sup> August 2017

<sup>188</sup> Interviews with Washington Oloo on 11<sup>th</sup> August 2017

foreign policy. Perhaps most importantly of all, solutions should help improve national security and foster improved foreign relations, not hinder them. Any proposed solution must grapple with the resource question, the role of clandestine diplomacy versus other foreign policy interventions, what intelligence already tells us, and the potential consequences it has on national security and foreign relations.

#### **5.2.4. Key Actors in Public Diplomacy and their Role in the Formulation of Kenya Foreign Policy**

According to ministry of foreign affairs<sup>189</sup> three standard administrative foundations that influence foreign policy to can be recognized as the administration, parliament and the foreign undertakings service. As indicated by the examination, a few official offices and offices prompt the president and parliament on foreign policy and assume their own parts in executing these approaches. The examination focuses that, if these discoveries are anything to pass by, one might say that to be in accordance with the requirement for consistency and coherence of a foreign policy, it needs to pick up authenticity with local gathering of people, for example, residents of a nation. This is accomplished by tenacious quest for saw national enthusiasm through a nation's foreign policy. These national interests are needs, points or wants passed on to policymakers by the residents of a nation. Such points, needs and wants shift hugely from State to State and time to time.

The officer<sup>190</sup> additionally showed that state directs its worldwide relations for accomplishment of national interests, which are general and proceeding with closes. State looks to accomplish or ensure national enthusiasm for relations with different states.

National Interests are separated into two classes; indispensable or center interests and not

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<sup>189</sup> Interviews with Amb. Tom Omollo on 12<sup>th</sup> August 2017

<sup>190</sup> Interviews with Amb. Tom Omollo on 11<sup>th</sup> August 2017



as much as imperative or optional interests. Key interests are most essential from the perspective of region's foreign policy. The state is most unwilling to make any trade off with imperative interests and is certain to take up arms with all due respect. There are basic determinants that can be connected to any state to survey its foreign policy. These determinants are of two sorts: inner and outer. In this specific circumstance, Kenya's foreign policy must extend and ensure its national advantages in an antagonistic worldwide condition and have the capacity to know the purposes of merging and disparity with the interests of some other nation. Foreign policy is detailed through a chain of variables that contribute and shape its motivation. A steady collaboration among numerous establishments brings about organizing issues in the foreign policy, despite the fact that in a nation like Kenya, an effective authority dependably assumes enter part in basic leadership as to outer issues.

The decision world class likewise assume an imperative part in definition of foreign policy objectives and needs. Their view of local and foreign milieu and difficulties persevering in that have essential place in deciding the course of nation's outside relations. Unmistakable stances from the respondents contend that with regards to Kenya, there is normally presidential predominance in foreign policy basic leadership. In making a political framework where power would be partitioned between a council, an official and a legal, the composers of the Kenyan Constitution, 2010 not just guaranteed that there would be an arrangement of balanced governance, yet additionally made a challenge to battle over the making of Kenya's foreign policy. The respondents contend that for useful reason and need, in Kenya today, foreign policy basic leadership is better situated in the workplace of the president. Diplomacy is the connection amongst states

and the impact that one state will have over another will rely upon the individual or the individual properties of the head of state. The head of state or the President's initiative style will decide the kind of diplomacy a state honours. The diplomacy will impact the sort of foreign policy in a nation like Kenya. Representatives give a significant part of the data that goes into making foreign arrangements, and these ambassadors are normally coordinated by the head of state, as the key driver in foreign policy development, however the negotiator's principle part is to complete instead of make approaches.

In any case, foreign service administrators regularly influence foreign relations so standard that to top pioneers and political representatives can travel every which way without incredibly modifying the nation's relations. The national intrigue is served, the civil servants accept, by the steadiness of general national objectives and positions in universal undertakings. <sup>56</sup> Keeping in mind the end goal to now have the capacity to evaluate these contentions and make an educated judgment concerning the topic of the president's part in foreign policy basic leadership, it is imperative to characterize what is implied here when the term foreign policy is utilized. Its use here means an arrangement of objectives sketching out how the nation will connect with different nations monetarily, <sup>10</sup> politically, socially and militarily, and to a lesser degree, how the nation will interface with non-state performing artists. The officials<sup>191</sup> observes that while there is a wealth of organizations and offices inside the Kenya government that (can possibly) impact Kenya's outside arrangement, when concentrating on the genuine remote strategy basic leadership, the president is, generally, the overwhelming performer. Clearly, he doesn't act in a vacuum and is liable to specific requirements. Be that as it may, because of a few

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<sup>191</sup>Interviews with John Kyovi on 11<sup>th</sup> August 2017

factors, for example, point of reference, cunning translation and summon of the president's part as set out in the Constitution, and infrequently an absence of enactment will to viably oblige the president in his activities, the president successfully turns into the predominant expert in Kenya's outside arrangement basic leadership as he assumes a dynamic part, trailed by different players in chain of command as the agent president, Foreign Affairs bureau secretary, the bureau secretary accountable for East African Cooperation, the lawmaking body, the legal and others.

Foreign affairs officer<sup>192</sup> stated that as identifies with outside arrangement, the central driver thereof is the official. The official is esteemed to be the dependable arm of government that behaviors outside relations with different states. However its energy is checked by alternate branches of government and along these lines to accomplish the destinations it articulates in its outside strategy, there must be some kind of inward discretion. This brings into sharp concentration the part of the legal, assuming any, in remote approach execution. Respondents expressed that right now, the choices of courts do affect the execution of Kenya's remote strategy. It was additionally settled that the Kenyan Parliament plays a restricted part in outside arrangement plan and execution. However, with the new protected agreement hypothesis is overflowing that parliament will have a more upgraded part to play in outside approach plan and execution. To upgrade parliament's part the council on resistance and outside relations should think about vital remote approach issues with the assistance of contributions from specialists and authorities, and present their decisions and suggestions to the House for its thought. Additionally imperative is that all Members of Parliament ought to experience preparing

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<sup>192</sup> Interviews with John Kyovi on 12<sup>th</sup> August 2017

on Kenya's outside arrangement to be knowledgeable on Kenya's national advantages, decorum and discretion. In the definition and usage of Kenya's outside strategy, one needs to contemplate the part of every establishment opposite the nation's remote approach. For example the National Security Council (NSC) as set up in the Kenyan Constitution is accused of the obligation of incorporating the household, outside and military strategies identifying with national security.

The foreign affairs officials<sup>193</sup> stated that so as to empower the Council play out this honorable assignment, the bureau secretary for Foreign Affairs is an individual from the Council. Hence to completely comprehend Kenya's usage procedure, it is reasonable to look at establishments, for example, these to get a more full picture. Ross expressed that the objectives of a nation's remote approach are progressively affected by residential and outer discretionary powers, in this way, the targets of a nation's outside strategy experience visit changes. With the changing worldwide political and monetary scene, the multiplication of media and correspondence innovations, the rise of new performing artists in worldwide issues, and the vast majority of all, the perplexing conjunction of these features, the believability and adequacy of standard correspondence hones in tact is under test. Outside strategy isn't the selective safeguard of the official branch, however its vast majority begins there. Parliament is a critical member. The Senate has its exceptional protected duties concerning bargains and assignments. Most remote arrangement requires cash for its usage, and a decent arrangement of it requires authoritative expert. Both of these necessities include the National Assembly and also the Senate. At long last,

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<sup>193</sup> Interviews with Amb. Nelson Ndirangu on 11<sup>th</sup> August 2017

parliament is a scaffold between the official branch and the general population. It is a sounding board for general sentiment and a gathering for face off.

#### **5.2.5. Main Political Obstacles in Kenya that Prevent the Formulation of Foreign Policy**

Ministry of foreign affairs <sup>194</sup> stated that the ultimate goal of foreign policy is to manage the relationship between Kenya and the external world. It basically spells out how the country is to relate with other countries and their citizens, businesses and imports. It lays the foundation of transacting with other nations for a harmonious existence. However, due to dynamic operating environment following increased globalization and developments in information technology, implementation of foreign policies is greatly affected. The implementation of foreign policy in Kenya has been greatly affected by the instability of countries neighboring Kenya. For instance, Somalia has been unstable since 1992 while South Sudan has been unstable since December 2013. The situation has also been worsened by the high level of unemployment among Kenyan youth, which has made them easy target for radicalization and other vices exposing the Country to terrorism and other vices. In order to manage her relationship with the foreign countries, Kenya has to implement her foreign policy cautiously. Other emerging issues affecting the implementation of foreign policies include: Inadequacy of resources to fight terrorism, Poverty among the population, the country's political dynamics, cultural diversity and radicalization.

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<sup>194</sup> Interviews with Amb. Nelson Ndirangu on 13<sup>th</sup> August 2017

### 5.2.6. Lack of Sufficient Institutional Capacity in Kenya Foreign Agencies

Ministry of foreign affairs<sup>195</sup> stated that since independence, the nature of Kenya's foreign policy has been the subject of conflicting interpretations, John Howell, perhaps the first scholar to undertake a serious look at Kenya's foreign policy in 1968, rotated between the theory of realism, which he called conservative, and the theory of idealism, which he called radical. Therefore he saw two distinct foreign policies in Kenya's international relations. The policy of realism operated with respect to Kenya's objectives in Eastern Africa while continentally and perhaps internationally, Kenya was guided by idealism. In this approach, national variables were seen to affect Kenya's foreign policy in East Africa only, while systemic variables affected the country's posture on continental African and other international issues. The officials<sup>196</sup> further established that, there is no adequate enabling institutional environment for policy formulation. The composition of the relevant ministries/stakeholders tasked with the work of implementation of foreign policy remains to be addressed. There is culture of governance based on centralized and bureaucratic decision-making which complicates the harmonization of policies.

The officer<sup>197</sup> contended that in most countries, there is no clear cut line on who is to formulate and implement foreign policy and Kenya is not an exception in this case. For example, there is the use of career diplomats and non-career diplomats, commonly referred to as political appointees. The ratio of career diplomats to non-career diplomats is almost equal, which is not supposed to be the case. Best practices go for 70% to 30%

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<sup>195</sup> Interviews with Joshua Mugodo on 12<sup>th</sup> August 2017

<sup>196</sup> Interviews with Amb. Ben Ogutu on 11<sup>th</sup> August 2017

<sup>197</sup> Interviews with Amb. Ben Ogutu on 12<sup>th</sup> August 2017



respectively. Kenya is yet to attain this percentage. This in turn affects the collection and analysis of information gathered from external environment resulting in unsound foreign policy. Implementation of Foreign policy is an aspect that needs to be done by experts, people with relevant skills in their work. This calls for immigration work to be done by immigration officials, trade to be done by trade officials, education by education officials and so on. It was also found that, personal interests by parties involved, for example the legislature, the politicians, among others usually affect the implementation stage, more so when it comes to postings. Most African countries formulate their foreign policy basing their policies on the level of interaction with the other countries. This therefore means the more developed a country is, the more it shapes the foreign policies of the less developed countries. This does not take into consideration the principle of reciprocity.

#### **5.2.7. Public Diplomacy Challenges Affecting Realization of Kenya Foreign Policy**

According to an interview with ministry of foreign affairs department of multilateral <sup>198</sup> some of the diplomacy challenges affecting realization of Kenya foreign policy include instability of countries neighboring Kenya, and external and internal security environments to Kenya. The ultimate goal of foreign policy is to manage the relationship between Kenya and the external world. It basically spells out how the country is to relate with other countries and their citizens, businesses and imports. It lays the foundation of transacting with other nations for a harmonious existence. However, due to dynamic operating environment following increased globalization and developments in information technology, implementation of foreign policies is greatly affected. The implementation of foreign policy in Kenya has been greatly affected by the instability of

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<sup>198</sup> Interviews with John Kyovi on 11<sup>th</sup> August 2017

countries neighboring Kenya. For instance, Somalia has been unstable since 1992 while South Sudan has been unstable since December 2013. The situation has also been worsened by the high level of unemployment among Kenyan youth, which has made them easy target for radicalization and other vices exposing the Country to terrorism and other vices. In order to manage her relationship with the foreign countries, Kenya has to implement her foreign policy cautiously. Other emerging issues affecting the implementation of foreign policies include: Inadequacy of resources to fight terrorism, Poverty among the population, the country's political dynamics, cultural diversity and radicalization.

The officer<sup>199</sup> contended that several external and internal security environments to Kenya influenced the implementation of its foreign policy. Some of these included insecurity in neighboring countries, globalization, religious radicalization, political dynamics and the relationship between Kenya and other nations. The policies developed by other nations towards relationship with Kenya influenced how Kenya implemented her foreign policy towards them. Special considerations have been offered for some countries while some countries have had strict rules against them. It was further established that <sup>44</sup> both state and non-state actors greatly influenced the implementation of foreign policy in Kenya. Their influence was in terms of expertise and resources required to implement Kenya's foreign policy. Some stakeholders offered monetary or other assistance towards the implementation of foreign policy while others offered expertise. All these support influenced the implementation of foreign policy.

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<sup>199</sup> Interviews with John Kyovi Officials on 10<sup>th</sup> August 2017

### **5.2.8. Role of other Kenyan Government Agencies in Diplomatic Process**

According to the Ministry foreign affairs <sup>200</sup>, foreign policy is figured through a chain of components that contribute and shape its motivation. A consistent cooperation among numerous establishments brings about organizing issues in the foreign policy, despite the fact that in a nation like Kenya, an intense authority dependably assumes enter part in basic leadership concerning outer undertakings. The decision world class assume essential part in plan of foreign policy objectives and needs. Their view of household and foreign milieu and difficulties enduring in that have imperative place in deciding the course of nation's outside relations. Unmistakable points of view from the respondents contend that with regards to Kenya, there is generally presidential predominance in foreign policy basic leadership. In making a political framework where power would be separated between a governing body, an official and a legal, the composers of the Kenyan Constitution, 2010 not just guaranteed that there would be an arrangement of balanced governance, yet in addition made an encouragement to battle over the making of Kenya's foreign policy.

The officials<sup>201</sup> further argued that for viable reason and need, in Kenya today, foreign policy basic leadership is better situated in the workplace of the president. Diplomacy is the connection amongst states and the impact that one state will have over another will rely upon the individual or the individual characteristics of the head of state. The head of state or the President's initiative style will decide the sort of diplomacy a state hones. The diplomacy will impact the sort of foreign policy in a nation like Kenya. Ambassadors give a great part of the data that goes into making foreign approaches, and these

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<sup>200</sup> Interviews with John Kyovi on 11<sup>th</sup> August 2017

<sup>201</sup> Interviews with Hellen Gichuhi on 12<sup>th</sup> August 2017

negotiators are typically coordinated by the head of state, as the key driver in foreign policy development, however the representative's principle part is to complete as opposed to make strategies. In any case, foreign service administrators regularly influence foreign relations so normal that to top pioneers and political nominees can go back and forth without enormously modifying the nation's relations. The national intrigue is served, the civil servants accept, by the steadiness of general national objectives and positions in universal undertakings.

The officials<sup>202</sup> further expressed that so as to now have the capacity to survey these contentions and make an educated judgment with respect to the subject of the president's part in foreign policy basic leadership, it is vital to characterize what is implied here when the term foreign policy is utilized. Its utilization here means an arrangement of objectives plotting how the nation will interface with different nations financially, politically, socially and militarily, and to a lesser degree, how the nation will collaborate with non-state on-screen characters. The examination watches that while there is a wealth of organizations and offices inside the Kenya government that (can possibly) impact Kenya's foreign policy, when concentrating on the real foreign policy basic leadership, the president is, generally, the overwhelming performer. Clearly, he doesn't act in a vacuum and is liable to specific limitations. In any case, because of a few factors, for example, point of reference, astute translation and summon of the president's part as set out in the Constitution, and now and again an absence of enactment will to successfully compel the president in his activities, the president viably turns into the predominant expert in Kenya's foreign policy basic leadership as he assumes a dynamic part, trailed by

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<sup>202</sup> Interviews with Hellen Gichuhi on 12<sup>th</sup> August 2017

different players in chain of importance as the appointee president, Foreign Affairs bureau secretary, the bureau secretary responsible for East African Cooperation, the council, the legal and others.

According to the officer<sup>203</sup> as relates to foreign policy, the main driver thereof is the official. The official is esteemed to be the dependable arm of government that behaviors foreign relations with different states. However its energy is checked by alternate branches of government and in this manner to accomplish the destinations it articulates in its foreign policy, there must be some kind of interior diplomacy. This brings into sharp concentration the part of the legal, assuming any, in foreign policy execution. Respondents expressed that as of now, the choices of courts do affect the execution of Kenya's foreign policy. The examination additionally found that the Kenyan Parliament plays a restricted part in foreign policy plan and execution. In any case, with the new protected administration hypothesis is overflowing that parliament will have a more upgraded part to play in foreign policy detailing and execution. To upgrade parliament's part the board of trustees on guard and foreign relations should contemplate imperative foreign policy issues with the assistance of contributions from specialists and authorities, and present their decisions and suggestions to the House for its thought. Additionally critical is that all Members of Parliament ought to experience preparing on Kenya's foreign policy in order to be knowledgeable on Kenya's national advantages, behavior and diplomacy.

In the detailing and usage of Kenya's foreign policy, one needs to contemplate the part of every organization opposite the nation's foreign policy. For example the National

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<sup>203</sup> Interviews with Hellen Gichuhi on 11<sup>th</sup> August 2017

Security Council (NSC) as built up in the Kenyan Constitution is accused of the obligation of coordinating the residential, foreign and military approaches identifying with national security. With a specific end goal to empower the Council play out this honorable assignment, the bureau secretary for Foreign Affairs is an individual from the Council. Thusly to completely comprehend Kenya's usage procedure, it is judicious to analyze foundations, for example, these to get a more full picture. Ross expressed that the objectives of a nation's foreign policy are progressively affected by household and outer political powers, subsequently, the destinations of a nation's foreign policy experience visit changes. With the changing worldwide political and monetary scene, the expansion of media and correspondence advances, the rise of new on-screen characters in worldwide issues, and the majority of all, the perplexing conjunction of these aspects, the validity and adequacy of standard correspondence hones in diplomacy is under test. Foreign policy isn't the restrictive save of the official branch, however a large portion of it starts there. Parliament is an imperative member. The Senate has its exceptional protected obligations regarding bargains and assignments. Most foreign policy requires cash for its execution, and a decent arrangement of it requires administrative expert. Both of these prerequisites include the National Assembly and additionally the Senate. At last, parliament is an extension between the official branch and the general population. It is a sounding board for public supposition and a gathering for wrangle about.

The proper role of parliament in making foreign policy has been controversial from the beginning. Parliamentary involvement has varied over time depending on several factors, among others, the relative importance of foreign policy in Kenya, whether a policy was contentious or had general public support, and the strength and skills of the president as a



political leader. Informal ties are forged between elements of the executive bureaucracy and parliamentary staff or committees in order to further or impede a particular proposal. Regardless of such ties, the executive branch has often resisted what it regards as parliament's interference with its foreign policy prerogatives. But it is a misguided president who ignores parliament's political clout. Besides parliament, the public is an important participant in making foreign policy. There are, in fact, several publics, some more important in this respect than others. There is, first, the media, both print and electronic, such as, newspapers, magazines, radio, and television. The media is important because it is one of the principal means by which the government and the public communicate with each other.

Second, there is the foreign policy community, such as, academia, think tanks, and organizations of various kinds with international interests. Third and finally, there is the public at large. The public may get involved in issues touching on a country's foreign policy often without their knowledge. This is best demonstrated by the 2014 ban on the sale and export of miraa (khat) to the United Kingdom. Kenyan traders reacted negatively to the ban and instructed their lawyers to petition the UK government to make arrangements for consignees to pay them for products supplied. <sup>86</sup> Three MPs from Meru County petitioned the National Assembly <sup>86</sup> to discuss a motion that would compel the government to acquire British-owned land in the country. The hullabaloo caused by the ban demonstrates that it is the duty of the government to articulate interests of its nationals abroad through economic diplomacy. The public participates in making policy indirectly but no less powerfully. Out of this vast and usually disorganized array of interests, presidential, bureaucratic, congressional, academic, economic, and ethnic, a

policy eventually emerges. Secret intelligence is usually a crucial input into this policy, but only the president, the senate, and selected members of parliament (and parliamentary staff) know what the intelligence is. Others may know parts of it, based on leaks of selected material to selected recipients.

But most people have to take on faith that an important underpinning of the policy is what the president and a few other policy makers say it is. Although a great many people are involved, directly or indirectly, in making policy, its implementation is the exclusive prerogative of the executive branch. This means that the president is at the center of both making and implementing policy. This dual role tends to blur the distinction between the two functions, especially in the mind of the president, with particular consequences in the use of covert action. In order to implement policy the president has many tools: traditional diplomacy, bilateral diplomacy with respect to a specific country, and multilateral diplomacy carried out through the United Nations or one of the regional organizations of which Kenya is a member. There are the various informational, educational, and cultural programs of the Kenya today. There is economic and trade policy. As for some nations, there is financial help or the multilateral projects of the universal money related foundations, <sup>76</sup> for example, the World Bank, the International Monetary Fund, and territorial advancement banks. There is an extensive variety of military apparatuses, extending from inviting (military help and preparing) to unfriendly (bars, fighting).

There is likewise the clandestine activity and of the considerable number of elements of insight, undercover activity is the just a single with the select motivation behind

executing foreign policy and of doing it covertly without the learning both of the Kenyan individuals or the general population of the foreign nation concerned. This raises two issues important to the popularity based control of mystery exercises. One concern closes (the reason for the incognito activity); the other concern implies (the type of the secretive move makes). Taking everything into account, it is imperative to remember that every national pioneer, their foreign policy groups, and different policymakers underscore the relative significance of a few pieces over others and their interrelationships relying upon their interpretive lattice and their ideological devotions.

### **5.3. Conclusion**

The investigation presumed that Public diplomacy can have effects on a few levels relying upon how fruitful the public diplomacy activities are directed, for to what extent they run and what number of assets are put resources into them. The <sup>3</sup>significance of foreign public diplomacy is that it is affected by delicate power instead of utilization of power or hard power and has expedited reliance of residents their administrations and the nearby press for data on foreign occasions and expanded potential focuses for coordinate correspondence of discretionary messages. Dispersion of data around the world isn't confined because of new innovation that can transmit messages far and wide in seconds like with battling psychological oppression during a time of worldwide continuous TV and the web. Public diplomacy serves both reciprocal and multilateral diplomacy as in they are proposed for national premium like in the journey of venture, advancement of exchange, and worldwide tourism which is likewise alluded to as marking and furthermore makes participation and communication.

The investigation closed additionally that <sup>3</sup> Public diplomacy can be viewed as a major aspect of country marking, in which case ideas of marking and showcasing are be connected to public policy. Starting here of view, a country mark utilizes the political part of public diplomacy as just a single piece of the whole marking effort. Useful <sup>3</sup>utilizations of this approach can be seen through national governments' procuring of marking advisors, who have some expertise in nation advancement, so as <sup>3</sup>to acquaint a solid methodology with a worldwide relations motivation and to give a more extensive group of onlookers to enter and also input on a country's public diplomacy programs, which can be investigated through statistical surveying.

The examination reasoned that Public diplomacy has bigger parts, including as an important counterterrorism device. <sup>66</sup>One of the basic undertakings of public diplomacy is to give counterprogramming to counterbalance the messages of defenders of contempt and brutality. <sup>224</sup>Establishing exchange that includes peers, regarded pioneers, direct pastors, and others is a piece of this. In any case, a contention is persuading just on the off chance that it is went down by policy that can guarantee that the guarantees made in such discourse progress toward becoming reality. This underscores the significance of bringing public diplomacy into the core of foreign policy, not abandoning it as a satellite in far off circle, witnessed just once in a while. On the off chance that fear based oppressor associations draw their help from an extensive public, they ought not be permitted to get to that public without rivalry from the individuals who need to convey psychological warfare to an end. Ordinary diplomacy works on excessively limit a wavelength, making it impossible to contend thusly, yet all around planned public

diplomacy can achieve expansive quantities of the political public and can challenge psychological warfare at its base.

#### **5.4. Recommendations**

The study makes the following recommendations to the government in enhancing foreign policy formulation using diplomacy.

A compelling procedure of policy definition needs to incorporate the limit not exclusively to produce and examine new policy choices yet additionally to screen, assess and audit progressing arrangements as a reason for their change or intermittence. This is in accordance with the service of foreign issues undertaking to always educate the public on Kenya's engagement with whatever remains of the world, which again is in accordance with the service's public diplomacy objective, of keeping the public all around educated of its part, capacities and accomplishments thus the requirement for deliberate exertion between the service and numerous different partners. Given the relative shortage of policy detailing limit, it is imperative to stay away from any covering of capacities prompting waste or underutilization of existing assets. To guarantee the fundamental discussion, institutional components should be set up and in working request. Implementers should assess the unmistakably political nature of policy plan. The vital significance of time ought to be all the more completely investigated so that those associated with the procedure can take comprehension of any probable unfriendly responses on the political front and feature how these may be enhanced or expelled.

Outside performing artists, similar to benefactors who are likewise on-screen characters and partners in the improvement procedure, can impact the policy detailing process both specifically and in a roundabout way. Measures to improve institutional limit, as

recognized in the discoveries, ought to essentially decrease such outside impact. More particular consideration is required in the accompanying regions: Kenya requires a composed foreign policy, which is key in nature, for this won't just guarantee custom however will empower the service to stick to what has been laid out and will thusly prompt better accomplishment of the national interests. Best practices have approaches that have been outlined deliberately in order to abstain from going for adhoc arrangements which are here and now in nature. Further, it is imperative to include every one of the partners at each phase of detailing and execution of foreign policy, for this won't just make the policy a sound one however will serve the enthusiasm of the country better, thus enhanced improvement by and large.

The legislature ought to put more in preparing vocation negotiators/experts in discretionary issues in order to serve the interests of the country better. The foundation of Foreign Service Institute is now a move towards accomplishing the coveted objectives as visualized in the Vision 2030 and the Constitution. This is in accordance with the Current Service Charter (MFA), which expresses that, the Ministry is focused on furnishing incredible linkage with its clients by supporting Foreign Service officers into very skillful, responsive staff who can foresee clients 'needs and wants. Since the capacity to work with a multi-cultural customers is basic in Foreign Service, the Foreign Service Institute is as of now retraining its staff to upgrade benefit conveyance through multi-skilling and multi-entrusting. The officers ought to be very prepared so as to tap financial and political knowledge of nations going into relations with.

Delinking foreign policy execution from government officials and engaging the significant service to complete its order is essential. Previous Administrations in Kenya



have seen the cooperation of legislators during the time spent definition and execution of foreign policy, bringing about risk of the work. This is normally obvious with regards to postings where the quantity of non-profession negotiators regularly known as political representatives is practically proportionate to that of vocation ambassadors. Stick to the yearnings of territorial monetary groups (RECs), that is advancing as a piece in order to accomplish better outcomes. This is in accordance with the administration contract which expresses that the quest for Kenya's national intrigue has requested the foundation of helpful worldwide system as a basic segment of its foreign policy.

Kenya has been in the bleeding edge in helping warring neighboring states and ought to be believed to keep doing as such. For instance, in the 1990's, Moi, at that point leader of Kenya<sup>177</sup>, dealt with challenges postured by Uganda by endeavoring to keep up great relations, remembering that Uganda is Kenya's driving exchanging accomplice. Amid the rule of President Kibaki, he excessively took care of security and regional issues strategically, for example, the instance of Migingo Island, the introduction of South Sudan as an autonomous nation and acquiring peace Somalia by connecting with Kenya Defense Forces and Africa union Mission in Somalia (AMISOM) in the battle against fear mongering drove by Al shabaab. All issues of weakness ought to be managed solidly in light of the fact that they influence foreign speculation and different interests of inviting states. This is the motivation behind why the previous leaders of Kenya put a considerable measure of vitality and assets to guarantee peace won in the area and Africa by and large. Kenya is put deliberately in the area; in this manner it has near favorable position over alternate nations. This is the reason even the present President, Uhuru Kenyatta under Jubilee government is enthusiastic about taking a gander at the East

especially China. Concerning the above proposal, Kenya should benchmark in its foreign policy with the prescribed procedures, however the individuals who contrast positively and Kenya. Standard audit of the policy to keep pace with the evolving condition, that is political, financial and social.

The Ministry of Foreign Affairs must fortify its Policy Planning Division both by assigning more labor and monetary assets and by guaranteeing that the Division concentrates on medium and long haul policy arranging in the field of foreign issues by creating practical policy choices for the thought of policy producers including the NIS and the elements of its operators. In this manner, the Policy Planning Division must look for the contributions of the different research organizations in an orderly, consistent and managed way. Obviously, it is similarly essential that the conclusions and proposals of the Policy Planning Division must get the watchful thought of policy producers. The investigation prescribes that Parliament assumes a dynamic part in foreign issues in a precise way by guaranteeing the Standing Committees on Foreign Affairs of the two Houses are master dynamic. These Committees should think about essential foreign policy issues with the assistance of contributions from specialists and authorities, and present their decisions and proposals to the full House for its thought. The perspectives of these Committees and the civil arguments on foreign policy issues in Parliament would give the policy producers a significant and autonomous information speaking to the voice of the general population.

It is fundamental that critical issues and ventures identifying with the foreign monetary relations are dealt with by particular offices as with each key national concern, for example, security, work and foreign speculations. This ought to be connected up with

Ministries in their legitimate political and key point of view. This goal can be accomplished by building up a senior level planning body <sup>61</sup> in the Ministry of Foreign Affairs, including the agents of every Ministry. This body should meet and consider intermittently critical foreign policy issues and ventures so the working of the nation identifying with foreign relations stays inside the structure of the political and vital impulses. Setting aside the opportunity to thoroughly consider the logical inquiry they need addressed will profit policymakers. Solicitations that don't expect the type of systematic inquiries time and again neglect to inspire knowledge group examiners to thoroughly consider the ramifications of their information, banter about the relative noteworthy of various factors, and make unequivocal their levels of trust in their reactions. This requires policy creators to produce particular undertakings and inquiries requiring briefs from the insight group.

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## **APPENDIX I: INTERVIEW GUIDE**

1. Discuss the relationship between public diplomacy and the foreign policy in Kenya?
2. Describe Contributions of Cultural Diplomacy in the Implementation and Formulation of Kenya Foreign Policy?
3. Describe the Role of Public and Diaspora Diplomacy in the implementation of Kenya's foreign policy
4. Explain the key actors in public diplomacy and their role in the formulation of Kenya foreign policy?
5. In your own opinion, describe the main political obstacles in Kenya that prevent the formulation of foreign policy?
6. Describe how lack of sufficient institutional capacity in Kenya foreign agencies influences the formulation of foreign policy?
7. What are the key public diplomacy challenges affecting realization of Kenya foreign policy?
8. In your view, Basing on public diplomacy, what is the role of other Kenyan Government Agencies in diplomatic process influence the formulation of foreign policy?
9. What recommendation can be make on public diplomacy to improve the process of foreign policy in Kenya?

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**Instructor**

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16

PAGE 17

PAGE 18



PAGE 19

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PAGE 20

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PAGE 21

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PAGE 22

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PAGE 23

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PAGE 24

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PAGE 25

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PAGE 26

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PAGE 27

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PAGE 28

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PAGE 30

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PAGE 31

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PAGE 32

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PAGE 33

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PAGE 36

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PAGE 38

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PAGE 41

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PAGE 43

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PAGE 44

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PAGE 97

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PAGE 98

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PAGE 99

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PAGE 100

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PAGE 101

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PAGE 102

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PAGE 103

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PAGE 104

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PAGE 105

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PAGE 106

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PAGE 107

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PAGE 108

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PAGE 109

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PAGE 110

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PAGE 111

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PAGE 112

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PAGE 113

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PAGE 114

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PAGE 115

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PAGE 116

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PAGE 117

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PAGE 118

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PAGE 119

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PAGE 120

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PAGE 121

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PAGE 122

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PAGE 123

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PAGE 124

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PAGE 125

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PAGE 126

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PAGE 127

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PAGE 128

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PAGE 129

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PAGE 130

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PAGE 131

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PAGE 132

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PAGE 133

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PAGE 134

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PAGE 135

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PAGE 136

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PAGE 137

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PAGE 138

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PAGE 139

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PAGE 140

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PAGE 141

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PAGE 142

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PAGE 143

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PAGE 144

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PAGE 145

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PAGE 146

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PAGE 147

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PAGE 148

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PAGE 149

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PAGE 150

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PAGE 151

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PAGE 152

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PAGE 153

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PAGE 154

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