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Public Diplomacy as a Tool of Foreign Policy: A Critical Analysis of Opportunities and Challenges for Kenya.

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DECLARATION

I, Joyce Chimea Hiribae hereby declare that this research project is my original work and has not been presented for a degree award in any other University.

Signed…………………………………………… Date…………………………………………

This project has been submitted for examination with my approval as University Supervisor;

Signed…………………………………………… Date…………………………………………

Supervisor:

DEDICATION

I dedicate this work to my lovely children, Louisa and Shani. Thank you girls for your support, encouragement and follow up during the time that I worked on this project. Above all I dedicate this project to my Lord God Almighty who gave me the ability and finances to go through my studies.

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ABSTRACT

The aim of the study was to analyze critically public diplomacy as a tool of foreign policy with a specific reference to opportunities and challenges for Kenya. Specifically, the study sought to understand how the applications of public diplomacy by various actors affect foreign policy goals in Kenya. This study relied on library research supplemented by informant interviews. The study adopted a case study descriptive design, based on the quantitative procedure in an attempt to critically analyze the opportunities and challenges of Public diplomacy as a tool of foreign policy for Kenya. Analysis of data was done in form of content analysis. The study established that there are many public diplomacy prospects in Kenya but they remain untapped. It also established that the media is a very important tool of public diplomacy and can either be an asset or a liability depending on how it is applied. The media plays an important role in public diplomacy, shaping public opinion and creating international perceptions of the domestic situation and capabilities of a state. As such, media should not be ignored but should be engaged, trained and informed as well. The study also noted that the multiplicity of interests, actors, opportunities as well as conflicts in the world, makes it imperative to seek more partnerships and cooperation to enhance mutual understanding. The study recommends for openness and transparency for fruitful public diplomacy engagement by the different actors for positive outcomes. The study also recommended that there is need for the Ministry of Foreign Affairs to establish a Public diplomacy directorate and come up with a written public diplomacy policy for proper coordination of public diplomacy activities in the country.

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ABBREVIATIONS AND ACRONYMS

BBC	British Broadcasting Corporation
CNN	Cable News Network
COMESA	Common Market for Eastern and Southern Africa
DAO	Delivering as One
EAC	East Africa Community
EPAs	Economic Partnership Agreements
EU	European Union
FDI	Foreign Direct Investment
IB	International Broadcasting
ICT	Information Communication Technology
KENTRADE	Kenya Trade Network Agency
MFA	Ministry of Foreign Affairs
NGOs	Non- governmental Organisations
NICs	Newly Industrialized Countries
NTP	National Trade Policy
PD	Public Diplomacy
UK	United Kingdom
UN	United Nations
UNCTAD	United Nations Conference on Trade and Development
UNESCO	United Nations Educational, Scientific and Cultural Organization
US	United States
WTO	World Trade Organisation

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1. Background

The end of the cold war herald important changes by international actors that altered the way foreign policy and diplomacy is managed in the world. There was introduction of new influential components in the field of foreign policy and diplomacy. After this, many nations had to conclude on applying of improved tools that were better and better policies for advancement of their national interest. Effective, commanding and dynamic diplomacy is an essential part of remote policy and an important instrument of anchoring national interests and achieving the objectives and goals of outside policy in local and worldwide governmental issues. Public diplomacy can be viewed as an explicit sort of diplomacy, yet is unique in relation to customary diplomacy as it manages the impact of public demeanors on the development and execution of remote policies, and includes the development by administrations of public supposition in different nations.[1]

Truth be told, the upset in interchanges and the spread of broad communications from one perspective, and actuation of non-state performing artists, for example, NGOs, common society associations and organizations prompted development of the public sentiment as one of the main standards of basic leadership in different circles in numerous nations.[2] Now, numerous nations characterized new systems for conciliatory foundation, one of which was called public diplomacy. Thus, these nations never again could just depend on customary diplomacy as they did previously.

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[1] Naderi, Abbas (2010), " public diplomacy is practices well by a particular respectful.
[2] - Roberts, Walter. R. (2007), actuation of non-state performing artists, for example, NGOs, common society associations.

Some of the determining factors of public diplomacy include the management of crisis which is covered in the media and how the respectful authorities or officials of a state associate themselves with the public opinion. Public diplomacy is paramount when it comes to the promotion of the image of a particular State. If public diplomacy is practices well by a particular respectful, it is able to promote interests of a nation thus enabling in the achieving of goals with regard to foreign policy by using soft power approach.

Cull argues that public diplomacy entail to influence of those public attitudes to form and execute foreign policies. It comprises those dimensions from the international relations perspective which are beyond approaches of traditional diplomacy. These include cultivation of public opinion of different governments, private group interests and interactions in one country to another. Moreover, public diplomacy entails reporting of affairs from foreign countries and the influence they have on policies formulated; it can also involve communicating with the responsible authorities or diplomats and correspondents from foreign countries. Further, it can involve processes of inter-cultural communications where transnational of information and ideas flow.[3] Leornard et al describe public diplomacy as very critical in arranging, execution to enlighten, social and give instructions to programme diplomats of the respectful country in the making of the public sentiment to empower the targeted veteran politicians.[4]

He further argues that public diplomacy can achieve four major impacts for a state: It can build individuals' energy about one's nation by making positive observations and motivating others to see issues of worldwide significance from a similar point of view. Public diplomacy can also engage people with one's country in order to strengthen ties, this kind of engagement can range from education reforms to scientific cooperation. Strong ties

[3] Nicholas, C. (2006). *need to grow a diplomacy by the experience showed by the US in long term.* public diplomacy development strategy of phrase
[Accessed 30 Jun. 2015].
[4] Leonard, M. and Stead, C. and Smewing C. (2002) responsible authorities or diplomats and correspondents from foreign. Pg.1

encourage foreign publics to open up opportunities for the tourism industry, to study the distance and the understanding in the subscription of specific values of a specific Country. Finally, PD can influence citizens, it can get organizations to invest in the state, publics to back a country's position or politicians to turn a nation and make it its favoured partner.[5]

There is a need to grow diplomacy by the experience revealed by United States of America in developing strategies with regard to the public diplomacy. Bush organization originated the concept public diplomacy in the instrumentation to administer temporary goals; it seemed hard to control strategy toward a path that separated public diplomacy from the 'war on dread' and the 'conflict of civic establishments'.[6] Public diplomacy in United States exhibit skills, experiences and practices in commercial industry, specifically in influencing and persuading the foreign publics.

In the African region South Africa for example has the most dramatic transformation in regard to international image and the recent history. Before 1964 South Africa was governed by the apartheid rule which was condemned by the international community worldwide. It is not until when it became a democratic state that it started to advance in the field of public diplomacy. South Africa diplomacy has been characterized by progress in leadership especially in the African continent.

The media in South Africa has been in the front line in the promotion of public diplomacy. South Africa has embraced the media and has used it in the propagation of dialogue and promoting the country's national image. South Africa has employed a number of subdivisions in the media which have been serving as public diplomacy units mandated in dealing with media issues and the opportunities available in the country. Further the media is

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[5] Ibid
[6] Mark Leonard, 'diplomacy from the 'war on dread' and the 'conflict of civic establishments', p. 56.

used in the propagation of the economic diplomacy which helps the country in the achievement of development among its citizens.[7]

The transformation of South Africa right from the apartheid has been viewed as one of the most effective public diplomacy which serves as an example to other African countries. It has slowly developed into an African giant in terms of economic growth especially due to its high number of tourists who visit the country regularly thus enhancing the country economy. In addition, the country possesses high technological innovations that have facilitated the various economic processes.[8]

From the Kenyan perspective, public diplomacy is anchored on the detail and fact that the concept is treated as class B country and thus requires economic growth through the development of new technologies. In Kenya the mass media has been playing a critical role in trying to promote close ties with other neighboring countries in the East Africa. The state has also utilized the media in trying to influence the public opinions of its citizens. The government of Kenya has also utilized the media in communicating with the international community on matters regarding development in the country. Kenya has also been embracing technology which has helped in the development of public diplomacy and relationships with other countries.

Public diplomacy in Kenya has been seen as an avenue that serves bilateral diplomacy as well as the multilateral diplomacy which have been significant in the country's international relations as well as economic development. Public diplomacy has promoted the country's interest with a sole focus on the country's investment, trade promotion, and promotion of tourism.[9]. The country's national interests have been contained in the foreign policy which has not been recorded in the country's books of history. In the year 2009 Kenya for the first time documented its foreign policy.

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[7] Melissen, J. *community on matters regarding development in the country*: Palgrave, 2005).
[8] Ibid
[9] Ibid

Kenya foreign policy document was launched on November, 2014 and its objective is specifically to guide foreign relations and diplomacy that engage other States. The arrangement is moored on five interlinked mainstays of strategy which incorporates: monetary, peace, natural, social and Diaspora.[10] 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 the concept is important in enhancing the country's' image, the values and country's culture practiced 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. Thus, it is in line with this that public diplomacy is required as it works best to influence foreign policy because it is heavily characterized by a dialogue rather than monologue, or rather information dumping. It is more rooted in public relations, lobbying and it bears similarities with branding, a practice which seek to narrow the distance between perception and reality.

Despite the role it plays on influencing foreign policy, most research on public diplomacy conducted in the developing nations, more so in the US and UK thus leaving little or minimal research on public diplomacy in the developing countries. This has brought a number of issues one of them being the concept public diplomacy. Some academicians and

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[10] Ministry of Foreign Affairs, Kenya Foreign Policy document (Nairobi, Kenya November, 2014)

scholars view public diplomacy as that bridge which is used to narrow the gaps in the bringing of understanding of various states and governments countries, gatherings or locales globally, others contend that transnational organizations, create country states and different performers with the end goal to keep their hang on the assets and markets, encourage the privatization policies and monetary advancement, a neocolonial plan.[11] Also, how to isolate public diplomacy from purposeful publicity. Numerous researchers have viewed the concept of public diplomacy and publicity to be equivalent compatible in terms that catch the psyches of the general population or to impact the feeling of outside gathering of people. Thirdly, current data transformation has made a domain where public, governments, associations all rely upon the methods for correspondences like, daily papers, radio, TV, and the web.

In the modern age of communication, problems of opinions, information access and how government owned media channels handle and disseminate information confuse people. In most cases, the citizens don't trust the information shared by the government. Moreover, stereotype exists with regard to state owned media, which are viewed to air or print biased information and news analysis. Issues to do with messages that are not understood, perception and audiences that do not listen carefully make the concept of public diplomacy hard to understand. Thus, in such a scenario effectively public diplomacy activities do not effectively pass information to achieve the stipulated objectives. It's against this background that this study sought to investigate public diplomacy as a tool of foreign policy specifically analysing the opportunities and challenges for Kenya. The fundamental questions answered were:

i. How does the application of public diplomacy by various actors affect foreign policy goals in Kenya?

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[11] 32Mohan Jyoti Kenyan government has also utilized the media in communicating with the international: Multi-Paradigmatic Perspectives, p 209.

ii.   What opportunities are available in the application of public diplomacy on foreign policy in Kenya?

iii.   What challenges are available in the application of public diplomacy on foreign policy in Kenya?

1.3. Objectives of the Study

1.3.1. General Objective

The study endeavored to analyze public diplomacy as a tool of foreign policy with a specific reference to opportunities and challenges for Kenya.

1.3.2. Specific Objectives

i.   To understand how the application of public diplomacy by various actors affect foreign policy goals in Kenya.

ii.   To establish the opportunities available in the application of public diplomacy as a tool of foreign policy in Kenya.

iii.   To determine the challenges in the application of public diplomacy as a tool of foreign policy in Kenya

1.4 Literature Review

The literature in this study was divided into four sub-sections. Section one reviewed literature on the concept of public diplomacy. The second one is on public diplomacy in Kenya the third reviewed foreign policy, while the fourth section reviewed the challenges and opportunities of public diplomacy in Kenya.

1.4.1. The Concept of Public Diplomacy

The concept was first used in 1965 by Gullion and later built on by Nicholas from the Marrow Centre for Public Diplomacy defines Public Diplomacy as "the public attitude

influencing the forming and executing of the policies of foreign. The international dimension are encompassed in the international laws and relations the cultivation by governments of public opinion in other countries; the collaboration of private gatherings and interests in a single nation with those of another; the revealing of remote issues and its effect on policy; correspondence between those whose activity is correspondence, as among representatives and outside reporters; and the procedure of between social interchanges and the transnational stream of data and thoughts"[12].

Leornard et al describe public diplomacy as necessary in arranging and execution of instructions, social phenomenon and instructive programming by a backer state in the making of public supposition to condition a state to empower its target.[13]" He further argues that public diplomacy can achieve four major impacts for a state: "people are made familiar with their country and hence making them to think about their own nations, it help them turn around the image in their minds and change their opinion on the same too".[14] "a positive perception towards a county is created in the people and they would think positively towards their country and this will help the global issues bee seen with the same intensity and importance".

Public diplomacy can also engage people with one's country in order to strengthen ties, this kind of engagement can range from education reforms to scientific cooperation. Strong ties encourage foreign publics to see a country as an alluring goal for the travel industry, consider, remove picking up; inspiring them to purchase items; getting the opportunity to comprehend and buy in to specific qualities. At long last public diplomacy can

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[12] Gonzales. J. "Diaspora Diplomacy: public diplomacy can achieve four major impacts for a state (2014): 324-326.
[13] Leonard, M. (2002) *Public Diplomacy can be found in the way in which countries conceptualize*
[14] Hocking, Brian. " Public Diplomacy can be found in the way in which countries conceptualize, pp. 28-43. (Palgrave Macmillan UK, 2005).

impact individuals; motivating organizations to put resources into a nation, outside countries to back a state's positions or lawmakers to swing to it as a favored accomplice.[15]

Further, PD refers to passing of information between nations, peoples, and cultures. It is for this reason that Public Diplomacy is commonly referred to as people's diplomacy.[16] Public Diplomacy can be found in the way in which countries conceptualize their external communications and organize to conduct it.[17] Public diplomacy can also be used to describe a number of activities; these activities may differ across countries and across time. These activities may incorporate government supported social, instructive and educational projects, subject trades and communicates used to advance the national enthusiasm of a nation through comprehension, advising, and affecting remote gatherings of people.[18]

1.4.2. Public Diplomacy in Kenya

Kenya's public diplomacy is in its advancing stage. Another imperative point is that circulation of data around the world isn't limited because of new innovation that can transmit messages far and wide in seconds like with battling fear mongering during a time of worldwide ongoing TV and the web.[19] Public diplomacy stems from mainstream diplomacy where we find other types of diplomacy such as cultural diplomacy, environmental diplomacy and peace diplomacy. This calls for this study to understand the history of diplomacy and its definition first. Both diplomacy and civilization can be grouped as together since they are measured as old the first diplomacy had to be happening since the beginning of time in the BC centauries and it began in the Middle East. When diplomacy began at the time, they were many challenges since communication was slow at that time.

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[15] Kishan S. Rana. *21st Century diplomacy: plenipotentiary to chief executive.* (Malta: diplo foundation, 2004).

[16] Ross, C. 75-83 ibid

[17] Robertson and Maurice. *public diplomacy can achieve four major impacts for a state s.* (London: Rutledge, 2005).

[18] Ayuma, Lucia S. "Role of public diplomacy in pursuit of Kenyans national interest." PhD diss., University of Nairobi, (2014).

[19] Melissen, J. *Public Diplomacy*: Universities in Kenya have not embraced public: Palgrave, 2005).

Public diplomacy additionally serves both respective and multilateral diplomacy as in they are proposed for national premium like in the journey of venture, advancement of exchange and worldwide the travel industry which is likewise alluded to as marking and furthermore makes participation and association. National interests for Kenya are envisioned in its foreign policy which for a long time had not been documented. It is only as recent as August 2009 that Kenya put down a written document for its foreign policy. It should be noted though that Kenya often used its foreign policy as the compass for pursuing its national interests in its quest for economic prosperity. In addition, Kenya has used its foreign policy as a guide for its investment agenda as well as it is reference point as far as international relations are concerned. Kenya's foreign policy advances national interests through innovative diplomacy and is anchored on peaceful coexistence with its neighbors.

1.5. Justification of the Study

1.5.1. Academic Justification

Public diplomacy has been studied widely in the Western countries 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 actors such as non-governmental organizations (NGOs), civil society, individuals or institutions. Universities in Kenya have not embraced public diplomacy as program or in research and hence there is a research gap on Kenya public diplomacy activities

The study will definitely contribute to the field of academic study of International Relations especially the sub-field of diplomacy. This study is significant as it intends to fill the knowledge gap in understanding and analyzing the practice of public diplomacy in the region and challenges and opportunities available when it comes to public diplomacy practice

towards achieving national goals. A study on the specific link of public diplomacy and foreign policy in Kenya is not yet fully explored by researchers and therefore the need for this study at this particular time.

1.5.2. Policy Justification

This study highlighted the diverse and real time diplomatic 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 policy objectives. This study will be of great importance to a number of actors, like the civil society and NGOs and other stakeholders. It will be a convenient record to the service of outside undertakings in arrangement and basic leadership; it will act as a benchmark device for assessing the effect of open strategy on the plan and execution of Kenya's foreign approach. Further, the study findings will provide information on the impact of public diplomacy on Kenya's engagement abroad and also open a plethora of further researches in this field.

1.6. Theoretical Framework

The study utilized constructivist theory in attaching this examination. This theory was established by the scholar Alexander Wendt. In this theory he spoke of three main terms: identity that determines the identity of an actor, the shared expectation that are identified as norms that are also like the expectations that are in line with good behavior for the identity of the actor and lastly the desire of the actor being the interest.[20] Constructivism reflects differences about on the degree to the structure or operators which are imperative to outweigh material elements. Besides, it is difficult to tell constructivists from postmodernists.[21]

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[20] Wendt A. 'adequate play, and to have the capacity to get different performing, International Organization, 1992, 46:391-425.
[21] Ibid

For a good construction of social reality, power must be present since it plays a very important role in this process, this means that not only the things required to ensure the things the actor need to archive their goal but also the power band the authority to do the things require is still crucial, the interest that a nations holds and its practices and also the condition that confer the main access to the good and products needed by a country. Since social the truth involves forcing implications and capacities on physical items that don't as of now have those implications and capacities, the capacity to make the basic standards of the amusement, to characterize what comprises adequate play, and to have the capacity to get different performing artists to concede to those guidelines since they are presently part of their self-comprehension is maybe the most unpretentious and best type of intensity. This implies there is an exceptionally solid connection among information and power; learning is once in a while esteem unbiased however habitually goes into the creation and propagation of a specific social request that benefits some to the detriment of others.[22]

Power is essentially institutional power, to incorporate and bar, to legitimize and approve. In this sense, global associations are identified with power, since they can be locales of character and intrigue development and on the grounds that states, now and again people, and other social performers can draw on their material and representative assets.[23] What's more, there is not really any idea that is more delicate and agreeable to constructivist rationale and to the thought of intensity introduced above than 'the national intrigue'. Constructivism grabs the center ground since it incorporates information and power as a feature of a clarification of where intrigues originate from.

National interests are not just the aggregate interests of a gathering of individuals; nor, with uncommon special cases, are they the interests of a solitary prevailing person. Or

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[22] Melissen, J. *construction of social reality, power must be present since it plays a very important role in this process*.

[23] Kritzer Herbert , 'construction of social reality, power must be present since it plays a very important role in this process: 1-32

maybe, national interests are between abstract understandings about what it takes to propel influence, impact and riches that endure the political procedure, given the conveyance of influence and learning in a general public. At the end of the day, national interests are actualities whose 'objectivity' depends on human assertion and the aggregate task of importance and capacity to physical items. The social development of characters is essentially preceding more clear originations of interests: a "we" should be set up before its interests can be verbalized. Constructivism is along these lines helpful for the observational investigation of the conditions that influence one specific to bury emotional origination of premium to defeat others.[24]

The researcher was able to make a number of conclusions through the theoretical framework analysis on the main approach validity on the relation on international on public diplomacy description and foreign policy with special refers to the Kenyan situation in challenges and opportunities. In conclusions, constructivism theory is prepared to demonstrate how national interests are conceived out of public diplomacy, how they gain their status of general political understandings.[25]

1.7. Research hypotheses

The study tested the following hypotheses:

H1: The application of public diplomacy by various actors affects foreign policy goals

H2: There exist diplomatic opportunities in the application of public diplomacy as a tool of foreign policy

H3: There exist diplomatic challenges in the application of public diplomacy as a tool of foreign policy.

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[24] Melissen, J. *main approach validity on the relation on international on public diplomacy description*, 2005).
[25] Carl 2017 main approach validity on the relation on international on public diplomacy description. Pg.1

1.8. Methodology

The study relied on library research supplemented by informant interviews. To have an empirical contribution, the researcher interviewed various media houses, Non-Governmental Organizations Ministry of Foreign Affairs and International trade, and Ministry of ICT. This will enable the researcher to ground her ideas and assumptions on a specific context for empirical data.

The study adopted a case study descriptive design by applying qualitative techniques to critically analyze opportunities and challenges of public diplomacy and foreign policy. The techniques were appropriate as it involved a careful in-depth study of the various factors that influenced Public diplomacy to be a tool in the influencing of foreign policy for Kenya. Multiple sources were used as the evidence to construct validity.

1.8.1. Sampling Design

This study applied purposive sampling and identified relevant ministries and organizations from where senior staff and heads of relevant units and departments were conveniently selected for interviews. This included the Ministries of foreign affairs, ministry of trade, ministry of ICT and communication, and three media houses

1.8.2. Data Collection

The data for this research was derived from both secondary and primary sources. The secondary sources included books, unpublished documents, journals, public records and statistics, historical documents, magazines, Newspapers, letters, speeches, conference proceedings, official reports and Internet sources. The primary sources were collected by the use of interview schedule. The instruments for collecting data involved oral and written evidence through face to face interviews.

1.8.3. Data Analysis

Content analysis was used to analyze the collected data from the interviews. Assessment of the objectives was done categorized in specific themes to capture the specific objectives of the study.

1.9. Chapter Outline

This study was presented in the following five chapters. Chapter one presented the introduction or the background information, statement of the research problem, objectives of the study, literature review, and justification of the study, theoretical framework, research hypotheses as well as methodology that was used to carry out data presentation and limitation of the study. Chapter two was about public diplomacy in general. Here the study looked at the concept of Public diplomacy, its historical perspective, and the dimensions of Public diplomacy, goals, approaches, challenges and its connection to foreign policy. Chapter three focused on Public diplomacy in Kenya. In a nutshell the chapter looked at the practice, approaches, dimensions and the opportunities and challenges of public diplomacy in Kenya. Chapter four was a critical analysis of opportunities and challenges of public diplomacy in Kenya while Chapter five presented the findings from the sample population. Finally, the study provided conclusions and recommendations which were derived from the study.

CHAPTER TWO

PUBLIC DIPLOMACY

2.1. Introduction

This section discusses public diplomacy in general. It will look at its various definitions. The history and development of public diplomacy will also be discussed as well as the dimensions, goals, approaches and the challenges facing public diplomacy. According to Cull public diplomacy is the impact of public states of mind on the development and execution of remote arrangements. It incorporates measurements of worldwide relations past conventional diplomacy; the development by legislatures of public feeling in different nations; the collaboration of private gatherings and interests in a single nation with those of another; the detailing of outside issues and its effect on strategy; correspondence between those whose activity is correspondence, as among ambassadors and remote reporters; and the procedure of between social interchanges and the transnational stream of data and thoughts.[26]

He further argues that public diplomacy can achieve four major impacts for a state: It can expand individuals' recognition with one's nation making them consider it, refreshing their pictures, and pivoting ominous assessments.[27] It can likewise expand individuals' valuation for one's nation by making positive discernments and inspiring others to see issues of worldwide significance from a similar viewpoint. Public diplomacy can likewise draw in individuals with one's nation in order to strengthen ties. This kind of engagement can range from education reforms to scientific cooperation. Strong ties encourage foreign publics to consider us to be an alluring goal for the travel industry an activity that gives them an opportunity to see and know the country and its people.

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[26] Nicholas, C. (2006). *Strong ties encourage foreign publics to consider us to be an alluring goal for the travel industry _the_evolution_of_a_phrase*
[Accessed 30 Jun. 2015].
[27] Ibid

2.2. Concept of Public Diplomacy

Signitzer and Coombs[28], explains that public diplomacy is a style with which the government, private people and gatherings of one state can straightforwardly or in a roundabout way impact those public conclusions and positions, which specifically impact the remote legislative issues choices of another legislature. In their understanding public diplomacy is enlarging its field of customary strategic exercises: from the circle of high legislative issues on the various issues and parts of everyday life and from the shut circle of governments and representatives to the association of new performing artists and target bunches for example unique people, gatherings and establishments, which are joining global and intercultural correspondence exercises and have impact on the political relations between nations.[29]

2.3. Historical Perspectives of Public Diplomacy

Public diplomacy stems from mainstream diplomacy where we find other types of diplomacy such as cultural diplomacy, environmental diplomacy and peace diplomacy. This calls for this study to understand the history of diplomacy and its definition first. Both diplomacy and civilization can be grouped as together since they are measured as old the first diplomacy had to be happening since the beginning of time in the BC centauries and it began in the Middle East. When diplomacy began at the time, there were many challenges since communication was slow at that time.[30] In fact the development of the diplomacy concept is closely associated with three key institutions.

History explains that there were two different types of envoy which were in control at this time. The envoys were the nuncius and the plenipotentiary.[31] The high nobility was being

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[28] ibid

[29] Signitzer, B. H. institutions that came up due to diplomats in the 15nth century in Italy. 138-139

[30] Berridge, G. (2001). When diplomacy began at the time, the ware many challenges: New York.

[31] Ross, C. (2002) calls for this study to understand the history of diplomacy and its definition first., pp. 75-83

hold and directed by the envoy of plenipotentiary. This liege had a lot of power and nobility and the other liege of nuncius was very slow in delivering its massage.[32] It was very expensive to send a convoy each time a nation had matters to talk about and it had a lot of troubles between the negotiators and diplomat's. This partly made the establishment of the embassies in the Italian land in the late 15th century.[33]

There were institutions that came up due to diplomats in the 15nth century in Italy. There were more permanent and representation of diplomats and this spread more entirely in different nations and status increased where initially it started with the practices of diplomacy and institutionalization made it look more professional and collegiality among the diplomats in different nations and from this there was a notion of diplomatic that was started. There was a valuable corps which became a diplomatic source of information for diplomats. There was a later introduction of development by the French of new system diplomacy and its main idea was secrets. It involved the negotiator, the government and the two parties in negotiating but it most protected rule was to keep what they discussed as a secret. This was so that the parties would have a leeway in what they negotiated about and would finally come to an agreement.

Then there was an emergence of the ministry of foreign affairs (MFA) as institution within state governments being represented abroad. The Service of Foreign Affairs is however an ongoing innovation in the realm of strategic practice, despite the fact that the principal service of outside issues was made when services began opening in various country. As the above scenario indicates, the diplomatic practice seemed to have been fixated on authority respective or multilateral channels of correspondence among states and had for the most part been covered in mystery.

While this customary strategy today keeps on being fundamental for countries to lead the outside relations, a few countries have started to understand that it is important not

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[32] Ibid
[33] Ibid. pp. 109

exclusively to target remote governments in their endeavors to achieve outside approach objectives, but target as well other foreign publics which then brings another development aspect of diplomacy. Public diplomacy became one of the products that were noted and its growth which aimed not to the outside governments but to the public. Public diplomacy accordingly is characterized as communication where a nation speaks with publics in different nations and at home to promote the national intrigue and propelling its remote arrangement objectives.[34]

Public diplomacy is different from traditional diplomacy since it deals with governments as well as non-administrative people and associations. Moreover, exercises frequently present many varying perspectives as spoken to by private people of different states and associations notwithstanding different government sees. Customary diplomacy effectively draws in a single government with another legislature while public diplomacy fundamentally connects with numerous differing non-governments on-screen characters. The practice of public diplomacy today by states has various dimensions and goals to be achieved. However, based on the development of the traditional diplomacy that only involved bilateral and multilateral talks specifically between governments as the only actors playing to achieve the public diplomacy goals, today states are compelled to involve and target various actors in the international and domestic political environments to drive the goals achievements of the PD based on the development of the concept. This is because the governments while driving the practice of PD must realize that various actors in the society have various interests and dynamic political positions regarding what is taking place and have serious effects on the lives of the community in the society.

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[34] Crocker, S. (2005). Acting Director Edward R. Murrow Center, May 2005

Building on the term, Cull[35] from the Marrow Center for Public Diplomacy characterizes public diplomacy as the impact of open demeanors on the development and execution of foreign approaches.[36] 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 [37] 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 likewise draw in individuals with one's nation to reinforce ties, this sort of engagement can extend from training changes to logical collaboration.[38] Strong ties urge foreign publics to see a nation as an appealing goal for tourism, think about, separate picking up; interesting them to procure our items; getting the opportunity to understand and subscribe to our beliefs. At long last Public diplomacy can influence individuals and inspire organizations to put resources into our nation, publics to support our positions or public servants to make us their favored accomplices.

In this manner, public diplomacy 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

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[35] Cull, understand the history of diplomacy and its definition first." (2008).
[36] Melissen, J ibid
[37] Ibid
[38] Alexandru Burian. *When diplomacy began at the time, the were many challenges since communication was slow at that time*.

population too. Key to this idea of open discretion is the correspondence between countries, people groups, and societies. It is hence that Public diplomacy is generally alluded to as individuals' discretion.[39] Public Diplomacy can be found in the route in which nations conceptualize their outside correspondences and compose to lead it.[40]. 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.

2.4. Actors in Public Diplomacy

The concept of public diplomacy has customarily been understood in state-centric terms and has been firmly identified with a state's outside strategy. The effect of globalization on governmental issues anyway has incited a development of new players who have continuously expanded their impact, power, authenticity and validity in the worldwide field, heightening the emergency that plagues the state. Gregory 2011 characterizes public diplomacy as a tool utilized by states, relationship of states, and some sub-state and non-state on-screen characters to comprehend societies, dispositions and conduct; to manufacture and oversee connections; and to impact musings and activate activities to propel their interests and qualities.[41]

The rise of non-state actors in recent years is changing international relations including the flow of ideas. The effects of globalization, such as the crisis of the state or the impact of new technologies, or the emergence of a powerful civil society, have increased the number of performers in the international arena. Non-state actors are assuming roles that

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[39] Ibid .
[40] Ibid . Pg.1
[41] Gregory, B. (2011). Ibid .

previously belonged to states and outdoing the state in the process. Non-state on-screen characters get political experts from their organizations to support human rights.[42]

The non-state actors mediate and act in the international sphere, shape the political motivation and recommend strategies for activity. The wellspring of their authenticity originates from their power and capacity to handle issues proficiently. Now and again they seem to go past the range and intensity of the states. The worldwide work of a few NGOs outperforms the biased national enthusiasm of a few governments and the business volume of some multinationals places them in front of numerous nations monetarily, non-state performers have more prominent edge for move, adjust better and quicker to new world substances, improve utilization of new advances. In addition they also have global interests and the determination to make these interests felt globally.[43]

The presence of technology has made it easier for all the communication between people and groups and organization together with companies hence there is a weaver of a non-broad net for sharing of joint organization and actions.[44] Actually, the non-state on-screen characters are spearheading the advancement of new systems for correspondence and impact, commitment strategies and the production of chances for exchange.[45] They have additionally consolidated and capitalized on the new innovations and informal organizations which have turned into their typical methods for correspondence with inner and outside publics. With respect to the customary on-screen characters, and regardless of the way that the services for outer undertakings have expanded their advantage and affectability on issues of public strategy and correspondence, despite everything they think that its hard to discover

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[42] Teresa La Porte (2012). The *additionally consolidated and capitalized on the new innovations*, San Diego. Pg 4.

[43] Leonard, M. liege of nuncius was very slow in delivering its massage. Pg.1

[44] Jora L. New Practices and Trends in Cultural Diplomacy. Pg. 2

[45] Cox, Christopher J., (2006) Digital Repertoires: Non-State Actors and ICTs. All Volumes (2001-2008). Paper 57.
http://digitalcommons.unf.edu/cgi/viewcontent.cgi?article=1056&context=ojii_volumes

the assets and staff required with the end goal to consolidate these exercises as much as they should.[46]

The good specialist of diplomacy are the individuals that do not belong to the state that is seeking diplomacy, although the statement needs clarification, as this is the main kind of diplomacy they can perform. Public diplomacy can hence be viewed as a multi-on-screen character correspondence technique anyway it is imperative to take note of that while the commitment of common society, non-state performing artists, the private division, and a scope of non-administrative associations and approach establishments are critical to the powerful task of public diplomacy, it is, at center, a capacity and obligation of government.[47]

2.5. Goals of public diplomacy

The way the initiative of public diplomacy are conducted, there are many stages where the public diplomacy can affect and this will apply for how long they last and the number of invested resources. The conceivable accomplishments for public diplomacy are recorded beneath in a various leveled arrange: Increasing individuals' nature with ones country making them consider it, and changing their perspective about it; Increasing individuals' valuation of their country, therefore urging them to consider us to be an appealing goal for the travel industry; Influencing individuals motivating publics to back our positions.

2.6. Dimensions of public diplomacy

There are three different dimensions that divide the public diplomacy activities, the division is done in different scenarios. The dimension includes the reactive, the proactive dimension and the relationship building dimension.[48] The responsive variety of public discretion practice focuses on news the executives and is a momentary system to spread the

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[46] Melissen, J There were more permanent and representation of diplomats and this spread more entirely.
[47] SchukerJill A. (2008ibid .
[48]44 Berridge, G.R., ibid .

official sentiment of the legislature about any news influencing it in any capacity. The proactive methodology is a medium-term system to effectively make positive news in regards to any messages governments need to convey – for instance through the association of occasions and exercises. At last the relationship building approach is the long term system to make, keep up and enhance relations between outside individuals and the sending nation. This takes long periods of subsidizing of projects of for instance grant supporting.[49]

2.6.1. News management

This part of the dimension strategy involves a short term and a strategy that has a rapid response. The primary idea behind this method is that when something occurs on the world which may influence individuals' impression of an administration it is important to respond quick and guarantee the administration's legitimate positions are disclosed and elucidated to the public. One main impediment for this style is that it is exceptionally hard to follow a message to a specific group of individuals as a great many people the world over will approach with a much similar data and will likewise hear what government authorities needs to say in regards to an issue. This is shown extremely well with following statement of Colin Powell about his time in the Gulf War where he told his staff: It should be remembered that when you talk through the media you are talking to around five audiences. The first audience is the reporter who is interviewing you, the second is the citizens of the United States, third is the interested parties, forth the enemies and fifth the troops you were talking to

2.6.2. Strategic Communications

This dimension of public diplomacy speaks to the medium-term system which goes on for quite a long time at any given moment. This method stresses on setting the news plan rather than simply reacting to what is going on and should be possible through occasions or sorting out promotion battles – where public discretion starts to cover towards its related idea

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[49] Ibid .

of country marking. The key correspondence style can be gone for enhancing relations in either political, financial and social territories or any blend of these. Occasions could be anything from facilitating the Olympics or a summit on an Earth-wide temperature boost contingent upon what picture a nation might want to advance.[50]

2.6.3. Relationship building

A remarkable component to this approach is that the arranging legislative association plays an optional/encouraging job as the approach is for the most part centered around setting up systems between likeminded individuals crosswise over outskirts – be it legislators, scholastics, specialists or agents. A genuinely effective relationship building public diplomacy exertion will be exorbitant as it should manage, plan and support the trading of a lot of individuals with the end goal for it to have a fair effect.[51]

Despite the benefits accrued from practicing public diplomacy, Kenya has done very little with regard to the concept. If you look at the foreign policy document, only three sentences explain the concept. Therefore, there is a dire need for Kenya to conceptualize public diplomacy well so that it can be integrated into the systems which will be used in return to showcase the cultural riches, heritages, history, customs and traditions. This will enable the country in influencing and winning the hearts of the foreign nations to helping the policies of Kenya and their value and demonstrations in regional, continental and global affairs. Thus, indeed gaps exist to be filled by establishing Kenya's public diplomacy, trends, opportunities and challenges.

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[50] Nye, J.S. (2002) There were more permanent and representation of diplomats and this spread more entirely.
[51] Ibid (2002)

2.7. Approaches of Public Diplomacy

2.7.1. International Broadcasting (IB)

Media as a tool of public diplomacy has undergone a revolutionary journey. Cull Nicholas refers to the use of electronic and print media in public diplomacy as international broadcasting (IB). Throughout the years the impact of the media on the masses, as well as its position has moved from that of being a tool of government's public diplomacy, to it being, by itself, capable of determining foreign policy as it is today with the CNN effect, which has been used as generator of pressure on the policy maker, by the public, to respond to crisis events.[52]

2.7.2. Nation Branding

Incomprehensibly, the picture a country tasks can be both straightforward and complex in the meantime. The picture can be communicated through general observations and lessened to straightforward dispositions that trigger either a general positive or negative response. These make generalizations which give a verbalization of basic judgments and mental affiliations.[53] The hidden structure of a country picture is exceptionally unpredictable since it joins components from various sources: history; sciences and expressions; religions and rationalities; characteristic miracles, human structures and antiquities; biological and human living spaces; social customs, dialects, and esteem frameworks; legitimate, political, ideological, military, and monetary requests; and past and contemporary developments, individuals, and occasions.[54]

A nation's picture results from its geology, history, declarations, craftsmanship and music, renowned natives and different highlights. In this way a nation's picture is a reflection,

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[52] Kent, M. L., & Taylor, M. (1998). psychological portrayal of a nation, the whole of convictions, 24(3), Pg. 324

[53] ibid

[54] ibid

once in a while twisted, of its principal being, a proportion of its wellbeing, and a mirror to its spirit. It addresses the manner in which a nation exists in individuals' psyches and hearts and to the position it involves in relations to different nations.[55] For advertisers and government authorities alike, it is vital to separate brand picture from brand personality. This with the end goal to see how others see you and to set up how you might want to be seen.

For a good construction of social reality, power must be present since it plays a very important role in this process, this means that not only the things required to ensure the things the actor need to archive their goal but also the power band the authority to do the things require is still crucial, the interest that a nations holds and its practices and also the condition that confer the main access to the good and products needed by a country. Since social the truth involves forcing implications and capacities on physical items that don't as of now have those implications and capacities, the capacity to make the basic standards of the amusement, to characterize what comprises adequate play, and to have the capacity to get different performing artists to concede to those guidelines since they are presently part of their self-comprehension is maybe the most unpretentious and best type of intensity. This implies there is an exceptionally solid connection among information and power; learning is once in a while esteem unbiased however habitually goes into the creation and propagation of a specific social request that benefits some to the detriment of others

A country character should pressure a reality that resounds with individuals, both inside and outside the nation.[56] Marking is tied in with setting up associations with "purchasers" based on identity or human-like qualities and enthusiastic qualities. The brand embodiment and its portrayal must convey on this front. Media outlets and the media assume an especially critical job in molding individuals' impression of spots, particularly those saw adversely. Branding should utilize existing media platforms for more effectiveness.

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[55] Ibid
[56] The East African Community Communication Policy and Strategy (2014) East African Community. Pg. 21-22

2.7.3. Cultural Diplomacy

A fundamental practice of Cultural diplomacy is the exchange and sharing of ideas, information, art, lifestyles, value systems, traditions, beliefs, languages and other aspects of cultures among nations and their peoples in order to foster mutual understanding.

Cultural is among the many approaches public diplomacy practice. Others are the use of media diplomacy, diplomacy by aid and by cyber, diplomacy by culture and by sports among many other ways of displaying diplomacy.[57] A crucial routine with regards to Cultural diplomacy is the fact that countries and their peoples share their diverse traditions lifestyles groups with the end goal to encourage common comprehension. Like never before previously, culture is assuming an indispensable position in the universal setting. As social diplomacy applies an extraordinary impact on residential and intraregional trades, it gives a potential discussion to arrangement and is a mechanism of trade of shared arrangements. Social Diplomacy imports techniques and standards from different territories of social talk, yet it is typically acknowledged as sort of Diplomacy to the extent it stays limited by administration and keeps its instrumental nature.[58] Culture has the ability to reach substantial numbers of people, making it an ideal medium for public diplomacy. Culture endeavors communicate values and speak to people in ways that are more subtle and less intrusive than direct propaganda.

Hence, culture in public diplomacy implies that cultural diplomacy can be practiced as a means of public diplomacy, taking different forms depending on the diplomat or actor using it or the particular circumstance.[59] The arts including films, dance, music, painting, sculpture, multicultural occasions, for example, exhibitions which offer the possibility to grandstand various objects of culture and international celebrations; Educational projects, for

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[57] Joran Lucian. New practices and trends in cultural diplomacy.
[58] Cull J. N., (2009) *There were more permanent and representation of diplomats and this spread more entirely* Pg. 19.
[59] Joran Lucian *New Practices and Trends in Cultural Diplomacy.*

example, colleges and dialect programs abroad; Exchange programs; logical, aesthetic, instructive and so forth.; Literature-the foundation of libraries abroad and interpretation of well-known and national works; Broadcasting of news and social projects; Gifts to a country, which shows insightfulness and regard and religious discretion, including between religious discourse and promotion and clarification of thoughts and social arrangements abroad.

2.7.4. Sports as Public Diplomacy

Sports-diplomacy involves delegate and strategic exercises embraced by sports individuals for the benefit of their legislatures. The training is encouraged by conventional diplomacy and utilizations sports individuals and wearing occasions to draw in, illuminate and make a positive picture among remote publics and associations, to shape their observations as they were (more) conducive to the sending government's foreign policy goals.[60]

The global public seems depleted after the remarkable measure of viciousness of the twentieth century. These publics are bound to be locked in by delicate power suggestions from countries, for example, social or wearing trades. In the post-present-day data age, game, culture and diplomacy are never again specialty or backwater foundations yet amazing outside policy instruments. Articulations of hard power through diplomacy are never again that appropriate and all the more so extremely ugly.[61]

Since social the truth involves forcing implications and capacities on physical items that don't as of now have those implications and capacities, the capacity to make the basic standards of the amusement, to characterize what comprises adequate play, and to have the capacity to get different performing artists to concede to those guidelines since they are presently part of their self-comprehension is maybe the most unpretentious and best type of intensity. This implies there is an exceptionally solid connection among information and

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[60] Murray S. (2011) *Sports-Diplomacy: a hybrid of two halves*. Bond Australia. Pg. 8-13
[61] SchukerJill A. (2008) ibid .

power; learning is once in a while esteem unbiased however habitually goes into the creation and propagation of a specific social request that benefits some to the detriment of others while attracting the much-needed attention from foreign audiences. Brazil world cup created or came up with a new bigger image in the world cup that was held in Southern part of America and a powerhouse on the back the Olympic competition and the world cup.[62]

Sports-diplomacy is a 'soft' way of investigating or flagging a remote policy move between alienated states. The best case of this is, obviously, the 1971 instance of Ping-Pong Diplomacy. Sports can be an incredible medium to connect and assemble connections crosswise over social and ethnic partitions, with a positive message of shared qualities: qualities, for example, common regard, resistance empathy, discipline, correspondence of chance and the standard of law. Essentially all societies and all natives have an enthusiasm for and gratefulness for game. While customary diplomacy is the way to a state's remote policy closes, sports-diplomacy is the way to the methods for those finishes.[63]

2.8. Public Diplomacy and Propaganda

It can be tempting to look at the public diplomacy as an effortlessly edible term for what has constantly gone under the name of propaganda. Despite the fact that the ideas are connected in that they both look to influence the assessments of foreign nations and they are different as well. As a rule, promulgation looks to limit the skyline of individuals by endeavoring to form their psyches through any methods essential while public diplomacy endeavors to open the brains of individuals through data and training.

Experts of public diplomacy needs to tune in to what they gather from people considering and needs to say in regards to them and their administrations, this include cultivation of public opinion of different governments, private group interests and interactions in one country to another. Moreover, public diplomacy entails reporting of affairs

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[62] Webb, A. (2009). connected in that they both look to influence the assessments of foreign nations and they are different as well

[63] Murray S. (2011) *Sports-Diplomacy: a hybrid of two halves*. Bond Australia. Pg. 8-13

from foreign countries and the influence they have on policies formulated; it can also involve communicating with the responsible authorities or diplomats and correspondents from foreign countries. Further, it can involve processes of inter-cultural communications where transnational of information and ideas flow.[64]

2.9. Challenges Facing Public diplomacy

This study reveals that there were two different types of envoy which were in control at this time. The envoys were the nuncius and the plenipotentiary.[65] The high nobility was being hold and directed by the envoy of plenipotentiary. This liege had a lot of power and nobility and the other liege of nuncius was very slow in delivering its massage.[66]

People will not wait for the diplomatic machine to keep up. International affairs are more complex than before. Convince the public look more professional and collegiality among the diplomats in different nations and from this there was a notion of diplomatic that was started. There was a valuable corps which became a diplomatic source of information for diplomats. Secondly the tone of public diplomacy is changing and messages are no longer framed the way they used to. Messages have to be framed for politically and culturally diverse audiences. The type communication medium also determines how the message is framed.

Indeed the treaty for the establishment of the East African Community recognizes the existence and the need to form collaboration with the non-state actor. Collaboration is a key dimension of effective public diplomacy.[67] It is hard to envision any cutting-edge public diplomacy exertion which has not been consulted through a progression of associations, both as far as motivation setting and ensuing usage. Joint efforts definitely bring up issues of

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[64] Cull, N. J. (2013). The Long Road to Public Diplomacy 2.0: The Internet in US Public Diplomacy. International Studies Review, 15(1), Pg. 123-139.

[65] Ross, C. (2002) calls for this study to understand the history of diplomacy and its definition first., pp. 75-83

[66] SchukerJill A. (2008) The Challenge of Public Diplomacy and the Role of Government.

[67] Ibid .

correspondence among accomplices and the need to concur regular destinations. The synergistic procedure requires predictable exertion to guarantee that organizations don't fizzle and result in a war zone for oppressed and contending interests.

The digital media has reached a tipping point; digital media has become a political mobilization of virtual communities.[68] Not exclusively is there a need to put resources into another computerized foundation; it is additionally important to change the brain and range of abilities of specialists. Since quite a while ago settled examples of thought will require remolding for a computerized political scene that dislodges customary techniques for commitment.[69] The digital media has reached a tipping point; digital media has become a political mobilization of virtual communities.[70]

Not exclusively is there a need to put resources into another computerized foundation; it is additionally important to change the brain and range of abilities of specialists. Since quite a while ago settled examples of thought will require remolding for a computerized political scene that dislodges customary techniques for commitment. At long last the act of public diplomacy is liable to the budgetary and other asset requirements and at last, this can restrain its viability.

2.10. State Aactors and Public Diplomacy

Foreign relations are still largely in the domain of governments and diplomatic activities are carried out largely by the ministries of foreign affairs. The rising interest in economic diplomacy has also meant that foreign ministries have to actively engage in economic diplomacy. Some have transformed their job from being exclusively in charge of remote monetary policy to turning into the all-encompassing facilitator of between ecclesiastical outside financial policy definition. The diplomatic missions abroad are now

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[68] Entman R. , Theorizing Mediated Public Diplomacy, Pg. 89
[69] Schuker A. J. (2008) The Challenge of Public Diplomacy and the Role of Government, USC center for public diplomacy.
[70] Entman R. , Theorizing Mediated Public Diplomacy, Pg. 89

expected to carry undertake economic diplomacy in their day-to-day activities. [71] It is worth noting here that the foreign ministries are no longer enjoying the monopoly of diplomatic activities. It is also important to note that in economic diplomacy, the foreign ministries can neither control the growing multiple actors nor exercise monopoly of handling foreign economic affairs.

It is now common to find that apart from the ministries of foreign affairs, government agencies and departments are taking the lead role with respect to government representation and participation in international conferences, state-to-state exchanges or policy dialogue with their counterparts. The government departments and agencies that have economic mandates, such as international trade, agriculture, industry and finance, as well as central banks[72] operate internationally and are players in economic diplomacy though they do not describe them such.

For instance, delegations to WTO forums are mostly comprised of representatives from the ministry of trade. By taking up a coordinating role in the face of these realities, the ministries of foreign affairs take on a consultative role which allows the specialized ministries to participate in formulation of negotiation positions while at the same time leaving the foreign ministry diplomats formally in charge of national delegations at international economic meetings. Heads of state and government, ministers and members of the national assembly are also engaged in economic diplomacy. They undertake official bilateral visits accompanied by businessmen and investors from their capitals to interact with counterparts in the receiving country. Their statements are laden with invitations to visit and invest in their countries and promotion of some of the major export products.[73]

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[71] Berridge, G. R. (2005) *Heads of state and government, ministers and members of the national assembly*
[72] Ibid
[73] Ibid

In conclusion to this, there was an emergence of the Ministry of Foreign Affairs (MFA) as institution within state governments being represented abroad. The Service of Foreign Affairs is however an ongoing innovation in the realm of strategic practice, despite the fact that the principal service of outside issues was made when services began opening in various country. As the above scenario indicates, the diplomatic practice seemed to have been fixated on authority respective or multilateral channels of correspondence among states and had for the most part been covered in mystery. In this day and age messages from the state are suspect however if a message is to receive back up from the private sector or from civil society organizations then in would receive positive response.

CHAPTER THREE

THE CONDUCT OF PUBLIC DIPLOMACY IN KENYA

3.1. Introduction

The previous section discussed public diplomacy in general. It looked at the concept of public diplomacy. The history and development of public diplomacy as well as the dimensions, approaches, goals, and the challenges facing public diplomacy practice were also. This chapter will discuss the conduct of public diplomacy in Kenya. How is public diplomacy practiced in Kenya, which are the strategies used and the institutions involved. The core idea of public diplomacy practice in Kenya just like around the world is making communication with the outside world and ensuring they affect the way they think and act differently than their governments.

National interests for Kenya are envisioned in its foreign policy which for a long time had not been documented. It is only as recent as August 2009 that Kenya put down a written document for its foreign policy.[74] This is against the background of the fact that it has used its foreign policy as the compass for pursuing its national interests in its quest for economic prosperity[75]. In addition, Kenya has used its foreign policy as a guide for its investment agenda as well as it is reference point as far as international relations are concerned. Kenya's foreign policy advances national interests through innovative diplomacy and is anchored on peaceful coexistence with its neighbors.

3.2. Public Diplomacy in Kenya

Public diplomacy has been given various definitions by different scholars', researchers and different countries too. One of these definitions is that public diplomacy is how or the way governments communicate to foreign governments or audiences to make them know and

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[74] Ministry of Foreign Affairs, Kenya Foreign Policy document (Nairobi), Kenya November, 2014
[75] McGinn, Robert. 1972. It is only as recent as August 2009 that Kenya put down a written document for its foreign policy 100-15.

understood about them and to promote their image. Kenya has been practising public diplomacy from the time it attained independence in 1963. Public diplomacy practise in Kenya is however not being done in a structure way. In 2004 Kenya FP framework was officially documented under the Ministry of Foreign Affairs and International Trade,[76] however as far as public diplomacy is concerned the policy did not give it the prominence it deserves. Under the Kenya foreign policy and the institutional framework, the space for public diplomacy has been outlined as follows:

", public diplomacy is essential in a competitive and complex world so that the image of Kenya can be actively promoted together with their values and culture abroad. The use of available technologies and platforms that is Kenya foreign policy approach has been adopted mostly the stakeholders communication via networks of media"[77]

Despite this the country continues to struggle in its public diplomacy practice compared to other countries in the region and abroad who have perfected the art. Activities as well as strategies to communicate to foreign publics and promote the country's image abroad are wide-ranging but the country is yet to employ the full potential of public diplomacy to promote its image and be understood by foreign publics. The conduct of public diplomacy in the country is through various actors. These actors fall under the categories of state actors and non-state actors. The state actors were the one entity that practiced public diplomacy.

This was as a result of the practice of traditional diplomacy or what is referred to as old diplomacy which was and is about what is "government-to-government diplomacy" and is mainly focused on efforts by officials of one country to persuade officials of another country

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[76] Ministry of Foreign Affairs, Kenya Foreign Policy document (Nairobi, Kenya November, 2014
[77] ibid

to take particular actions concern issues of mutual interest. The practise of public diplomacy in Kenya is still evolving. It is conducted through activities in the area of economic diplomacy mainly such as trade, tourism, culture, sports, business investment opportunities and conferences.

3.3. Dimensions of Public Diplomacy in Kenya

Kenya public diplomacy can be generally sorted in to three measurements relying upon the explicit needs in various situations. These three measurements are: receptive, proactive and relationship assembling and can be coordinated towards the political/military, financial or societal/social territories or any blend of these. The receptive element of Kenya open tact practice is a momentary procedure that focuses on news the board. The proactive measurement is a medium-term technique to effectively make positive news in regards to any messages performers need to convey at last the relationship building measurement is the long term strategy to create, maintain and improve relations between foreign people and the sending country. Below is depth presentation of the three dimensions.[78]

3.3.1. Public Diplomacy and News Management in Kenya

The first dimension from the Kenyan Perspective, public diplomacy is anchored on the detail and fact that the concept is treated as class B country and thus requires growing economically through development of new technologies. In Kenya the mass media has been playing a critical role in trying to promote close ties with other neighboring countries in the East Africa. In Kenya the state has utilized the media in trying to influence the public opinions of the Kenyan citizens. Kenyan government has also utilized the media in communicating with the international community on matters regarding development in the country. Kenya has also been embracing technology which has helped in the development of public diplomacy and relationships with other countries Public diplomacy in Kenya has been

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[78] Roberts, Walter. R. (2007), In the implementation of these pillars other emerging.

seen as an avenue that serves the bilateral diplomacy as well as the multilateral diplomacy which have been significant in the country's economic development. The diplomacy has promoted the country's interest with a sole focus on the country's investment, trade promotion, and promotion of tourism.[79]. The country's national interests have been contained in the foreign policy which has not been recorded in the country's books of history. In the year 2009 Kenya for the first time documented its foreign policy.

3.3.2. Public Diplomacy and Strategic Communications in Kenya

This middle- term dimension can last for months at a time and is aimed at managing perceptions of foreign nationals. It gives the actor more leeway to plan and control the message as opposed to just reacting and responding to what is happening. It is this ability to manage communications in Kenya that connects this dimension to the concept of branding and which promotes diplomacy. Branding informs people's perceptions of Kenya as a country; which generally shape the diplomatic environment[80]. The strategic communication strategy in Kenya has been aimed at improving relations in either political, economic and cultural areas or any combination of these.

Strategic communication in Kenya involves a set of activities more like a political campaign: setting a number of strategic messages and promoting these messages over a period of time. Strategic communications can be done effectively through events that are likely to promote the image of the country. When it comes to strategic communications, the key is to have a having a clear national narrative which can unite the different stakeholders[81]. In Kenya the media is inexorably solid channel connecting Kenya with the rest of world. Media present opportunity to create sentiments both locally and diaspora among the Kenyan

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[79] Ibid

[80] Naderi, Abbas (2010), "Characteristics of a Successful Public Diplomacy", Hassan Ghashqavi, On Public Diplomacy, Tehran: Ministry of Foreign Affairs

[81] Cull, Nicholas. J. (2008), " The policy has a paragraph on public policy which recognizes that the concept is important in enhancing the country's' image, the values and country's culture practiced abroad.

citizens. Media energy is fundamental driver of purposeful publicity that enabling certain forces achieves and maintains spot in world legislative issues and present Kenya in the best image possible. In this manner, media is a supposition shaper and a plan setter. In this time of globalization, with expanded universal reliance and additionally aggressiveness, media strategy fills in as a huge instrument in winning neighborhood and worldwide masses. One of the impacts of media strategy and open discretion is picture working through branding

3.3.3. Public Diplomacy and Relationship Building in Kenya

The third dimension of public diplomacy is the most long haul and possibly the most critical as it keeps going quite a while. Relationship building includes creating enduring associations with key people through grants, trades, preparing, workshops, gatherings, assembling genuine and virtual systems, and giving individuals access to media channels. Relationship building has customarily been viewed as a procedure that must be directed up close and personal and on an individual dimension. The best instruments for building persevering connections are grants, visits and other trade programs that require complex arranging and organization and accompany a high unit cost.

In order for this dimension to be successful it has to reach out to a large of number of people. Kenya keeps up relations with different nations around the globe. Its nearest ties are with its kindred Swahili-talking neighbors in the African Great Lakes district. Relations with Uganda and Tanzania are commonly solid, as the three countries move in the direction of monetary and social coordination through normal participation in the East African Community.

Kenya's relations with different states shift. The legislature of Ethiopia set up political connections in the pilgrim time frame with Kenya's then British organization, and today it is one of a few national bodies with a conciliatory nearness in Nairobi. Relations with Somalia have verifiably been tense, in spite of the fact that there has been some military co-

appointment against guerillas. Somewhere else, the Kenyan government has political ties with China, India, Russia and Brazil. It additionally keeps up relations with Western nations, especially the United Kingdom, albeit political and monetary dangers are regularly faulted for Western exercises (e.g. expansionism, paternalistic commitment and post-pilgrim asset abuse).

3.4. The Ministry of Foreign Affairs and Conduct of Public Diplomacy

The Ministry of Foreign Affairs (MFA) is Kenya's face to the rest of the world. Through its missions and embassies the ministry of foreign affairs conducts public diplomacy during its national day celebrations where host governments are invited to sample Kenya's culture and they get first-hand information about the country. The ministry of foreign affairs conducts public diplomacy using different strategies and institutions. One of the main strategies is through the cultural pillar which has been given a lot of emphasis in the country's foreign pillar. The country has a very comprehensive cultural diplomacy strategy that contributes to the practice of public diplomacy in the county. [82]

This Strategy defines culture as sports and popular culture, as well as the performing and visual arts and the natural heritage. Kenya has continuously placed emphasis on cultural recognition and understanding as the basis for dialogue. Kenya has effectively used and continues to us language, notably Kiswahili as a mode to strengthen cultural diplomacy, foster relationships and build friendships. The potential of Kenya's cultural heritage is enormous and there is need for Kenya to exploit this potential to promote the country's image. Cultural Diplomacy as a vital diplomatic tool to enhance our international relations to promote a favourable image and prestige for the Country globally remains largely untapped.

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[82] Ministry of Foreign Affairs, Kenya Foreign Policy document (Nairobi, Kenya November, 2014

Indeed it is through cultural activities that a nation's identity is best represented. Cultural Diplomacy is uniquely able to reach out to people of all walks of life, young and old people, the educated and the illiterate. Cultural diplomacy enables the country to reach influential members of foreign societies who cannot be accessed through traditional Embassy functions; provide a positive agenda for cooperation in spite of policy differences; create a neutral platform for face to face interaction; serve as a flexible, universally acceptable vehicle for engagement with countries where diplomatic relations have been strained or are absent; provide awareness of cultural richness of our nation and generate interest in Kenya's cultural heritage[83].

3.5. Brand Kenya

The Ministry of Foreign Affairs has associations with various institutions that are relevant in the promotion of the country's image locally and abroad. Brand Kenya is one such institution. Through it Kenya has also adopted the nation branding concept to promote the county's image abroad and establish a brand for Kenya in it conduct of public diplomacy. Kenya is known for many things globally and the region. The journey to build a brand for Kenya began in 2008 when the government established the brand Kenya board. The board since inception has undertaken a national branding program which zeroed in on four pillars Tourism, FDI, Exports and Citizens.

The Kenya brand vision is about positioning the country so that globally it is viewed in a positive light. Kenyans are known for being hospitable, and welcoming The brands National tagline, "Make it here!" ,"Make it Kenya!" is basically a simple invitation to both the citizens and foreigners to choose Kenya as their preferred destination for residence,

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[83] Wendt A. 'Anarchy is What States Make of It: The Social Construction of Power Politics', International Organization, 1992, 46:391-425

corporate headquarters, holiday trade, investment and leisure.[84] Kenya continues to make improve as a country. A lot of reforms have taken place politically and socially in the country. The country is operating under is a new constitution, infrastructure development, new leadership all these and more developments have made the country have a better image which is attracting a lot of interests the success exhibited by Kenyan sportsmen and ladies, execution of the capital market, execution of the private area and people in the worldwide field, our atmosphere, area, top quality fares, Safari, our social decent variety and walks in the ICT segment remain the spring leading group of our worldwide promoting.

Finally, Country branding needs coordination and cooperation across all levels and sectors: trade, tourism, public diplomacy culture, investment, FDI and citizens. As a country we have the benefit of a compelling vision and a forward thinking leadership. There is no excuse why Kenya with all this opportunities cannot position itself impact fully in the global arena.[85]

3.6. Public Diplomacy and Social Media in Kenya

As online networking stages have developed in notoriety around the globe, requires the Kenyan State to use them have additionally expanded. The observation that these new innovations "reclassify how remote services impart and work together with publics by empowering association has turned out to be broadly acknowledged, despite the fact that far less see how stages like Facebook and Twitter really make open doors for commitment. Public diplomacy incorporates endeavors to draw in, advice and impact outside gatherings of people with the end goal to advance intercultural understanding and empower bolster for Kenyan strategies[86]. Web based life stages like Facebook, Twitter, and YouTube have not on

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[84] Ibid
[85] Kurgat, M. Introduction to International Relations: Theories and Approaches. (New York: oxford university press, 2010
[86] ibid

a very basic level changed the targets of public diplomacy, but rather are simply new apparatuses for encouraging commitment and exchange with groups of onlookers in an advancing data condition. Regardless of whether the utilization of these devices is considered "successful" ought to be founded on whether they add to the goals of public diplomacy, exhibit proof of commitment, and fortify potential for future communication.

The Ministry of Foreign Affairs' effective integration of facebook into its public diplomacy efforts has generated visible engagement with its audience and developed a community that will endure to the country's commitment to e-diplomacy. Key exercises from MFA's experience are: Social media best adds to public diplomacy endeavors by extending the range of existing exercises through direct casual correspondence and making potential for further discourse; Identifying the correct apparatuses to achieve target gatherings of people is basic for web-based social networking effort, as is perceiving its online nature grows its compass past target groups; Strategic ways to deal with internet based life effort ought to be molded by neighborhood setting, including creating substance to empower communication from the network and gaining by patterns in the objective media condition; The dangers of producing destructive commitment from web based life effort ought to be recognized, yet taking into consideration more cooperation enhances crowd speculation and can make favorable position over contenders among target groups of onlookers; Effectiveness of web based life endeavors ought to be founded on proof of commitment with target gatherings of people and the improvement of an establishment for long haul commitment.[87]

Social media's greatest most prominent commitment to public diplomacy happens when it makes potential for preceded with commitment and exchange. Through cautious administration and responsiveness to clients' interests, a system that grew essentially as a result of a solitary occasion can possibly turn into a maintainable network holding an

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[87] Ibid

advancing discussion. Techniques for utilizing web based life as a component of public diplomacy endeavors should concentrate on making commitment that will energize collaboration and encourage enthusiasm for long haul exchange.[88]

Thus, Social media apparatuses will probably remain some portion of Kenya's public diplomacy endeavors for years to come, however their viable utilize requires comprehension of their job in the data condition and their capacity to encourage exchange. Utilizing feasible commitment as a proportion of viability for web based life effort is one approach to enhance specialists and policymakers' understanding about its commitments to public diplomacy. More prominent energy about internet based life's capacity to make commitment and fortify potential for future comprehension is basic to rousing government legislators to give web-based social networking and public diplomacy endeavors more monetary help.

In sum, Kenya's public diplomacy and its national interests for Kenya are envisioned in its foreign policy which for a long time had not been documented. It is only as recent as August 2009 that Kenya put down a written document for its foreign policy. It should be noted though that Kenya often used its foreign policy as the compass for pursuing its national interests in its quest for economic prosperity.

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[88] Jennifer Golbeck, The Service of Foreign Affairs is however an ongoing innovation in the realm, no. 8 :1614.

CHAPTER FOUR

A CRITICAL ANALYSIS OF OPPORTUNITIES AND CHALLENGES OF PUBLIC DIPLOMACY AS A TOOL FOREIGN POLICY IN KENYA

4.1. Introduction

This chapter presents the critical analysis of public diplomacy stems from mainstream diplomacy where we find other types of diplomacy such as cultural diplomacy, environmental diplomacy and peace diplomacy. This calls for this study to understand the history of diplomacy and its definition first. Both diplomacy and civilization can be grouped as together since they are measured as old the first diplomacy had to be happening since the beginning of time in the BC centauries and it began in the Middle East. When diplomacy began at the time, they were many challenges since communication was slow at that time.[89] In fact the development of the diplomacy concept is closely associated with three key institutions namely the resident embassy; the French system; and the Ministry of Foreign Affairs

Public diplomacy institutions that came up due to diplomats in the 15th century in Italy had many challenges. There were more permanent and representation of diplomats and this spread more entirely in different nations and status increased where initially it started with the practices of diplomacy and institutionalization made it look more professional and collegiality among the diplomats in different nations and from this there was a notion of diplomatic that was started. There was a valuable corps which became a diplomatic source of information for diplomats. There was a later introduction of development by the French of new system diplomacy and its main idea was secrets. It involved the negotiator, the government and the two parties in negotiating but it most protected rule was to keep what

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[89] Ibid .

they discussed as a secret. This was so that the parties would have a leeway in what they negotiated about and would finally come to an agreement.

4.2. Opportunities available for Kenya

4.2.1. Collaboration

International relations involve both cooperation and conflicts, dealing with more international cooperation and international conflicts consistent with the liberal and realist assumptions respectively. The multiplicity of interests, actors, opportunities as well as conflicts, makes it imperative to seek more partnerships and cooperation as isolation in this field would only be self-damaging. These partnerships are important for cooperation, as outlined by liberalists, because limited human and institutional resources remain is a challenge to effective participation in global trade and investment.[90]

In the Ministry of Foreign affairs, it was recorded that state agencies need to take initiatives to create viable, innovative public-private partnerships. Some countries have proactively reached out to these non-state actors and have co-opted them for the advancement of economic interests abroad, through formal and informal mechanisms. Examples are: the health sector that provides exchange programs, Kenyans vision 2030 involves good and affordable health for all in, in exchange health programs promote tourism which forms part of the bigger picture of diplomacy, advisory groups composed of businessmen to guide external outreach and mobilization of foreign direct investment; think tanks and scholars working with business leaders to advise on free trade negotiations. That's why the president travels with business men and women on foreign trips to promote bilateral links. These aspects constitute some of the key ingredients for synergies and effective economic diplomacy.

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[90] Mwagiru, M., (2004), Diplomacy: Documents, Methods and Practice, Institute of Diplomacy and International Studies, Nairobi.

Ministry of Foreign Affairs indicated that without the appropriate policies in place, non-state actors are limited in how far they can carry out economic diplomacy and contribute towards the attainment of the national interest, which is the general well-being of the populace. For example, the Kenya's energy policy on feed-in tariffs and liberalization of the power supply in the country provides a conducive environment for domestic and foreign direct investment. This is one opportunity for enhancing public-private partnerships Economic diplomacy in this case features attracting investors to the sector for the benefit of increased affordable and reliable energy access for all; ensuring information campaigns on the opportunities available for investment in the energy sector; promoting the policy to be adopted by more players and mediating in conflict. However without approval from different government organs such partnerships cannot get approval to operate.

In the Ministry of ICT it was indicated that the media can either be an asset or a liability to a state in regard to economic diplomacy. The media plays an important role in public diplomacy, shaping public opinion and creating international perceptions of the domestic situation and capabilities of a state. As such, media should not be ignored but should be engaged, trained and informed as well on government policies and expectations. Responsible reporting is necessary and should be encouraged right through the training in journalism and communication. The impact of news or features carried in print and audiovisual media can either make or break a seemingly lucrative deal for the state.

Cases have been reported of states issuing travel advisories to their nationals against Kenya after sections of media reports reportedly carried news of 'volatile' domestic situations in the country, thus adversely affecting tourism which is an important sector of the economy. Knowledge of the country's national interest should also be imparted to and through the media.[91] Social media is also taking the world by storm as can be seen by recent revolutions

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[91] Gonzales. J. '' institutions that came up due to diplomats in the 15nth century in Italy): 324-326.

in the Arab world. Kenya has not been let behind and in this regard, social media can be embraced for e-diplomacy, especially to reach out to the Diaspora for investment opportunities and positive engagements involving promotion activities. The Ministry of Foreign Affairs has embraced social media where we see them sharing news from different embassies through their websites facebook and twitter handles thereby telling the world about the country and activities in our embassies abroad.

The multilateral system is an interesting area to study as it combines bilateral, regional and multilateral aspects therein. One aspect that can be considered is the proliferation of multilateral settings that provide an increasingly relevant opportunity to pursue economic interests around the globe. Beyond the WTO and UNCTAD, more international organizations have direct or indirect mandates that offer opportunities to benefit from economic development. The multilateral system also presents an immense opportunity to pursue economic interests in partnership with a wide spectrum of players and potential partners. It is it will be in order to say that in the world today and current situations at hand and in the current global environment, success in any given field of development cooperation is as a result of pooled resources[92].

Also it was recorded by the MFA that regional alliances are common and useful when negotiating are done as a bloc. Example is the ongoing EAC-EU negotiation on the economic partnership agreements (EPAs). Strategically ensuring representation in some of these forums and actively participating to influence decisions and policies within international organizations should be prioritized. The biggest constraint could be limited manpower and resources[93]. In such an instance, public-private partnerships can be explored with the aim to attain this goal. For instance, the ministry of trade and its subsidiary agencies can be encouraged to nominate and/or sponsor delegations to conferences and workshops; provide

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[92] Ibid
[93] Ayuma, Lucia S. ibid.

guidance on positions to take during negotiations as well as implement projects touching on their respective domain of competence.

In multilateral settings, most delegations spend a large amount of their time in informal consultations, and the reason that many governments send sizeable delegations is to increase the delegation's ability to participate in informal consultations. Informal processes are more time-consuming and often more important[94]. The biggest limitation on the ability of small delegations to influence the outcome of conferences is their shortage of people to participate in informal consultations. To increase their effectiveness, they should focus on ways to compensate for that limitation by focusing narrowly on a limited number of objectives and working cooperatively with other delegations, both to be informed and to advance their objectives.

International relations involve both cooperation and conflicts, evincing more international cooperation and international conflicts consistent with the liberal and realist assumptions respectively. The multiplicity of interests, actors, opportunities as well as conflicts, makes it imperative to seek more partnerships and cooperation as isolation in this field would only be self-damaging.[95] These partnerships are important for cooperation, as outlined by liberalists, because limited human and institutional resources remain is a challenge to effective participation in global trade and investment. A coordinating point is however necessary so that all actor operate from the same page and have a similar understanding of the national interest and domestic policies operating within the country. Whereas the foreign ministries ought to remain the focal point on matters of foreign policy, diplomacy and international relations, strategic partnerships with both state and non-state actors are necessary in economic diplomacy.

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[94] Herman T. Donsbach 2008).
[95] Levin B. *Public diplomacy, The International Encyclopedia of Communication* vol. IX, (Blackwell Publishing: Donsbach 2008).

4.2.2 Cultural Diplomacy

From the Ministry of Foreign Affairs, it was understood that cultural diplomacy is the linchpin of public diplomacy. It is through cultural activities conducted in the nation for the best presentation. Cultural diplomacy is uniquely able to reach out to people of all walks of life; young people, to non-elites, to broad audiences with a much reduced language barrier. Cultural diplomacy enable us to: Reach influential members of foreign societies who cannot be accessed through traditional embassy functions; Provide a positive agenda for cooperation in spite of policy differences; Create a neutral platform for people-to-people contact; Serve as a flexible, universally acceptable vehicle for engagement with countries where diplomatic relations have been strained or are absent; Provide awareness of cultural richness of our nation and generate interest in Kenya's cultural heritage. This practice of cultural diplomacy enable the respectful people to exchange and share ideas, information, art, lifestyles, value systems, traditions, beliefs, languages and other aspects of cultures.

It provides a forum for unofficial political relationship building: it keeps open negotiating channels with countries where political connections are in jeopardy, and helps readjust relationships with emerging powers. It was also recorded that cultural diplomacy has been used to display the impact of Kenyan Athletes at the global sporting arena since Independence. No other activity has contributed more to projecting Kenya's image positively like the performance of Kenyan athletes. Further, the influence of Kenyan music with genres of Benga on East and Central African Radio Stations is very noticeable. Furthermore, the counterpart traditional flavours and dance cannot leave any music lover indifferent. All these help in marketing Kenya abroad and thereby attract investors in our country.

4.2.3 'Diaspora' Diplomacy

The concept of 'Diaspora' in Kenya's diplomatic thinking demands innovative interrogation to bring out its diverse aspects, dynamics and potential. In its narrow sense, this

concept has been used to refer to Kenyans living and working abroad. In the broader sense, the concept is derived from the Constitutive Act of the African Union which defines the Diaspora as peoples of African descent particularly in Europe and the Americas. The Statutes of the Economic, Social and Cultural Council of the African Union (ECOSOC, 2004), provides for the participation of the Diaspora in all its activities (article 2 (2). Africa is also beginning to draw huge investments, technology transfer, cultural linkages and even diplomatic engagements from this Diaspora. Indeed, the African Union recognises the African Diaspora as the sixth region of its components.

'As a starting point, Kenya's foreign policy will focus on Kenyans in the Diaspora, tapping into its potential to facilitate the country's political, economic and cultural regeneration and development. Kenya is a signatory to the AU's Constitutive Act (2001), which promotes the participation of African professionals within the continent and in the Diaspora. Kenya's Diaspora diplomacy will seek to advance this agenda. Kenya also recognizes ECOSOC as a useful channel for advancing the cultural, economic and social role of the wider African Diaspora.

It was recorded from the Ministry of Foreign Affairs in that public diplomacy must incorporate 'diaspora' diplomacy so as to realise its potential to facilitate the country's political, economic and cultural regeneration and development. The Ministry of Foreign Affairs, recognizing that Diaspora has emerged as a potentially important resource for the realization of the country's national development goals, Kenya will creatively explore the various ways and frameworks of effectively promoting, utilizing and enhancing the contribution of this important resource. These will include.

Promoting the access by Kenyans to the international labour market: This policy promotes access of Kenyan professionals to the expanding international labour market. In pursuit of this goal, the Ministry of Foreign Affairs has established a dedicated office which

will develop and manage a databank of Kenyan professionals, business people and other experts in various fields for the purpose of disseminating the relevant information on new international job opportunities. It will also enhance the capacity of its diplomatic missions to give requisite diplomatic backing to Kenyans pursuing such openings;

Utilizing outstanding Kenyans: Kenya's missions abroad will enhance their capacity to provide support and consular services to Kenya's world class athletes and its significant repertoire of eminent nationals who have earned international repute in different fields. As a matter of policy, Kenya's strategy is to invite distinguished nationals to serve as goodwill ambassadors to pursue its foreign policy objectives.

Tapping into the skills and resources of the Diaspora: The Ministry of Foreign Affairs work with other ministries to invite nationals in the Diaspora to invest their skills and resources in the various sectors of national development. Kenya will create incentives and policies to encourage them to invest in the country.

4.2.4. Economic Integration

With the promulgation of the new constitution in 2010 came improvement the rule of law and increased investment in all sectors of the economy including infrastructure development and government private sector partnership which are set to improve domestic business environment. On the other hand, economic integration through the East African Common Market has brought together single trading and investment environment in which Kenyan firms have access to a large integrated market.[96]

Trade policy has been identified as the main instrument of economic diplomacy because regional integration and bilateral trade agreements have increased opportunities for Kenyan businesses. The country now focuses much on tapping the potential in agriculture,

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[96] Emmanuel and Micheal Barnett, (1996); Governing Anarchy – A research agenda for the study of security communities Ethics and international affairs. 10:63-98

manufacturing and the service industry and free travel integration between nations in order to become more competitive in the region and the world. It seeks to address factors that hamper its progress, such as poor policy co-ordination and implementation, in essence laying out strategies that will contribute to the pursuit of Vision 2030. This confirms trade is a major driver of growth and development since it creates markets for goods and services

The new changes brought by the new regional integration have done away with the obstacles that where being witnessed in import and export management; taxation; trade facilitation and promotion; licensing and registration; production and productivity; skills development and labor laws affecting trade, investment and privatization incentives, government procurement, intellectual property rights, competition and consumer protection, financial services, ICT, trade in services, and governance that included areas such as arbitration and bankruptcy which now has made doing business in the region easy .

Kenya's trade structure remains concentrated in primary products and traditional markets, through open trade policies due to limited capacity for adding value in manufacturing what's more, generally immature middle and capital merchandise enterprises. Cultivation, tea, espresso, and attire adornments are Kenya's driving fares, together representing 49.7% of residential income. In any case, the nation's exchange non-conventional and made products are developing because of expanded intra-EAC exchanges. Africa is the biggest goal for Kenyan fares, to some extent because of EAC and COMESA, ECOWAS.[97] Though the most created and open by provincial measures, Kenya's assembling yield is all things considered internal orientated, despite the fact that those parts of it focusing on territorial markets demonstrate the most stamped increment in fares . In the course of recent years the volume of fares to African nations has expanded by $640 million from 2006

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[97] Emmanuel and Micheal Bamett, (1996); Governing Anarchy – A research agenda for the study of security communities Ethics and international affairs. 10:63-98

to 2011. The whole of fares to EAC nations was more noteworthy than all fares to Egypt, South Africa and whatever is left of the mainland joined.

4.2.5. Competency Development

It is important to develop an efficient diplomatic activity with the results translating to improved welfare, economic development and prosperity. Navigating the commercial, policy, economic, institutional, legal issues as well as public opinion in the conduct of economic diplomacy calls for skills and knowledge that is acquired over time, either through training or practical experience gained in the field. Public diplomacy requires not only resilience and alertness but also dynamism and flexibility in order to reap the maximum benefits for one's country for the national interest. This is in addition to the complex and demanding role of practicing diplomats who face the daunting task to think like an economist but act like a diplomat in their day-to-day activities.[98]

Knowledge is power and access to information has been known to be an invaluable empowering tool. The increase in technological advancement and internet access means e-learning is now a reality and diplomats should be encouraged to take up e-learning, not only to train on aspects of economic diplomacy but also to keep abreast with the rapid changes consistent in the dynamic international environment through e-diplomacy. The advantage of such modes of e-learning is that they are not cost-intensive and diplomats do not have to leave work to study. They study while they work, thus saving on man-hours at their places of work while building on skills and knowledge at the same time, for enhanced performance. The Diplo Foundation offers many such opportunities of study through e-learning.

Studies for diplomatic and international relations as well as other related international studies could focus more on the opportunities for economic diplomacy, perhaps even have a course specifically designed for economic diplomacy. Public diplomacy should not just focus

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[98] Magalhaes N. from this there was a notion of diplomatic that was started n. (2006)

on accessing economic expertise in isolation, but to integrate it with other facets of diplomacy, producing interconnections, trade-offs, and leverage. Personal initiatives on competency development can take the form of learning how to use economic data to identify national economic interests, analyzing the challenges and opportunities in order to get to the core of all the elements of an issue.

This can also be used in influencing policy outcomes through written documents and oral presentations. On average, the practicing diplomats should aim to be able to communicate the message, analyze the issues, submit proposal for developing policy, negotiate agreements, resolve disputes and negotiate the agenda of economic diplomacy. In doing these and more, the practicing diplomats will be strategically placing themselves in a position to become authorities in economic diplomacy. The bottom line of economic interest is wealth and welfare for the citizens. In carrying out economic diplomacy, the actors require the ability to identify and prioritize the economic needs and interest.[99]

Protecting domestic economic activities from international competition calls for actors the ability to look and point out on the interpretations of applicable laws and regulations to the extent which it can be used in reduction or elimination of economic problems. They also require the ability to influence decision-making, whether as policy makers or as other stakeholders within the economic environment. Capacity to analyze domestic policy issues as well as analyze the political challenge in building political consensus on policy issues affecting the economy is a plus for the actor in economic diplomacy, whether public or private, state or non-state.

In general, the understanding of public diplomacy ideally should take into consideration the scope, players (state, non-state, business, media, diaspora, international, domestic), opportunities, role of the diplomat, diplomatic and e-diplomacy tools, stakeholder

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[99] Rana K.S (2004) economic diplomacy in india ; a practitioners perspective in international studies; perspectives vol 5

interests and domestic policies (factors influencing, variables and non-variables), public opinion, media, legal issues, national economic interest. Knowledge of these aspects is not automatic nor is it acquired all at once. This spells the need for continuous training and learning throughout the service, not just for new entrants but also for those already in the service.[100]

4.2.6 Kenya's invasion to Somali territory

When Kenya invaded Somali territory in the hot pursuit of the Al-shabab terrorist group which was interfering with the Kenyan security with an aim to help the Somali regain its government rule and stability, the other countries were in attention to observe the outcomes since Somalia had been a failed state for decades without a stable government. International community including the most powerful states like USA had tried sometimes back and had failed to restore the Somali peace and government because of the complications of the conflicts and the Somali ethnic divisions which had been the order of the disorganized political system there.

Years have gone by and Kenya has been successful in defeating *Al-shabab* which was actually controlling the major territories in Somali resulting to the restoration of the government and legitimate rule. Despite the presence of the African Union Mission in Somalia (AMISON) troops which has also been present in Somalia to restore peace, the success has majorly been accorded to the Kenya military. This is actually considered within the international politics as a success of Kenya where the superpowers like the USA overbeat had failed before. This has actually lifted the profile of the Kenya military within Africa as a very powerful force. However, political and foreign policy analysis and several debates do make it that Kenya as a country has never fully utilized this opportunity of win in Somali war to profile its power within the African regional and international political system due to weak

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[100] Reynolds M. " While this customary strategy today keeps on being fundamental for countries to lead the outside relations 50, no. 1 (2012): 75-95

foreign policy and poor application of the public diplomacy internationally coupled with poor strategic bargains. This for sure is a ground for applying public diplomacy to advance foreign policy.

4.2.7 Geographical position of Kenya

The geographical position of Kenya is another opportunity to advance public diplomacy. Kenya's critical strategic position in East Africa is rating high as compared to its neighbor countries even in the Africa region as a whole. Kenya strategic opportunities related to its geographical position gives it a higher diplomatic bargain in both trade and security issues in the region. With regard to trade, Kenya has a wide opening to the Indian Ocean which can promote its trade through the establishment of the larger port which can serve in a wider scale most of its immediate neighbor countries which are land lock.

Countries like Ethiopia, Southern. Sudan and North Sudan, Rwanda, Burundi and Uganda and even the Democratic Republic of Congo depend so much on Kenya in trade because these countries do not have international ocean ports like Kenya. Despite this opportunity, Kenya has never been seen to be very strategic with its public diplomacy to advance these strategic opportunities to profile itself higher against other states in Africa like Nigeria, South Africa, Egypt, and Ethiopia which still ranks higher than Kenya in Africa's power grid.

4.3. Challenges of Public Diplomacy in Kenya

The emerging security threats necessitated have rendered Kenyan boundaries nonexistence due to the rapid attacks and for this reason it requires to be addressed at the global, regional as well as the national levels. No state, no matter how powerful, can by its own efforts make itself invulnerable to today's security threats. Annan noted that the present security threats in the world include: international war and conflict related border wars, civil

violence, organized crime, terrorism, cybercrime and weapons of mass destruction not forgetting intra and ultra-conflicts.

Globally security threats are commonly coined together nuclear terrorist attack on the United States or Europe would have devastating effects on the whole world. Environmental degradation has also enhanced the destructive potential of natural disasters and in some cases hastened their occurrence.[101] The dramatic increase in major disasters witnessed in the last 50 years provides worrying evidence of this trend. More than two billion people have so far been affected by natural disasters such hurricanes and earthquakes which affects people from all over the word.

The Service of Foreign Affairs is however an ongoing innovation in the realm of strategic practice, despite the fact that the principal service of outside issues was made by Cardinal Richelieu in France and it didn't spread that much before the finish of the eighteenth century, when services began opening in various country. As the above scenario indicates, the diplomatic practice seemed to have been fixated on authority respective or multilateral channels of correspondence among states and had for the most part been covered in mystery.

While this customary strategy today keeps on being fundamental for countries to lead the outside relations, a few countries have started to understand that it is important not exclusively to target remote governments in their endeavors to achieve outside approach objectives, but target as well other foreign publics which then brings another development aspect of diplomacy. Public diplomacy became one of the products that were noted and its growth which aimed not to the outside governments but to the public.

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[101] Beer, Public diplomacy accordingly is characterized as communication where a nation speaks with publics in different nations, (2010).

4.3.1. Poor Leadership Qualities

Historically we have been constrained, pressured and controlled into receiving an outside political approach that has brought about underdevelopment, and general combination into lower dimensions of worldwide financial and political system, regardless of its abundance of potential. However, Africa has additionally been amazing post-autonomy development with some dynamic pioneers; yet tragically their companion likewise comprises of a class of astute pioneers who have been of far more prominent advantage to themselves and outside private industry than the individuals who place them in office and the ones they owe their official duty.[102] Putting into thought that larger part of those associated with the usage of outside approach are in the discretionary administration, dealing with that benefit interlaces with overseeing remote arrangement.

Appropriation of work in the administration of the outside service contended that dealing with the conciliatory administration was the sole errand of the perpetual secretary, while creation and the executives of remote strategy was the sole undertaking of the priest. This system is illogical in African and developing countries. African leaders have created a tendency of undermining the electorates by assumption that they will not need them in the next electioneering period yet not involving the public making and foreign trade decisions.

African leaders once in office try to practice prebendalisim and feel they have the right to create wealth with their fellow government workers enriching themselves and their ethinic regions and trying to hide the accumulated wealth in countries that they have entered in to bilateral trade's agreements with.

According to Oyugi, Kenya's foreign policy during 1963-78 period was unambiguous. Foreign policy concentrated on promoting and intensifying relations in Eastern Africa and Western Europe. These were the areas in which Kenya's real interests lay.

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

Socialist bloc countries and to some extent the rest of Africa were peripheral. During this period a majority of Kenyan 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.[103] On the other hand, Kenya broke diplomatic relations with 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.[104] 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 easy to provide with absolute precision and confidence a year that is a watershed in changing policy procedures.

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[103] Light, M & Groom, Therefore, from stated revelations it was enough evidence that this study endeavored. (1985).
[104] Mwagiru, Makumi. "Kenya specifically looking into the opportunities (2010): 231-246.

4.3.2. External and Domestic Environments

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 them.[105] The diplomacy of a country which influence the foreign policy process. 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.[106]

Interest groups within the state and non- state actors may compromise foreign policy implementation process. Looking at the external environment, non-state actors like political lobbyist's, non-governmental organization and global public policy network can influence other policy makers in their foreign policy decisions. The media in general, local and international also impacts foreign policy implementation process both positively and negatively.

4.3.3 Domestic Politics

On the other hand, Kenya faces a number of obstacles as challenges towards achieving its public diplomacy goals within the foreign policy. Some of these obstacles are state conflict with local Media, NGOs, and CSOs; domestic politics and strong ethnic divisions among the various local political actors. The other aspect of limitation is poor public governance, and the limited expertise of the PD knowledge around the negotiated issues. At the same time, Kenya foreign policy goals face a number of challenges like lack of

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[105] Smith, Steve, Amelia Hadfield, and Tim Dunne, eds. Foreign policy: theories, actors, cases. Oxford University Press, (2016).
[106] Ibid

clear prioritization of the national interests due other complex political issues and individual political interests.

Recently, Kenya public diplomacy goals within the foreign policy has been diluted by strong political, ideological and ethnic divisions among the major political and policy actors of PD and this has always made the Kenya government of the day face challenges when dealing with public and foreign diplomatic matters like fighting terrorism, international appointments of government officials proposed by the Kenya government, local development issues, international and domestic justice processes and other related serious matters affecting the general public populace.

Political division among various state and non-state actors is a serious obstacle to achieving the state diplomacy goals. In a situation where there is political divisions based on leadership wrangling and disputation, if the leader of a state who is the diplomat number one, and is supposed to be leading the team of diplomats to articulate the national interest of the state both locally and internationally is always struggling to remain relevant and survive the political term limit, then it is likely that the leader will automatically opt for political survival and not actually focus on how to develop and profile a nation further.

Kenya on the other hand has never had a clear institution foreign policy guiding its diplomatic activities both locally and abroad until recently in the year 2014 when the Ministry of Foreign Affairs and International Trade decided to make one to give a direction on how Kenya conducts its diplomatic activities. The other problem Kenya has been facing right from the independence are political outstanding matters in areas of corruption, tribalism, and dictatorship always putting them in a position of crafting political survival within their term limits.

All these challenges, in some way, impact how countries interact with one another and how they pursue their national interests worldwide. Because of this, Kenya has been

facing obstacles to succeed in the uplifting of its power and political reputation within the African Region because of disconnect between the three key elements: foreign policy; the PD application; and the national interest of Kenya.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1. Summary of Findings

The study established that public diplomacy helps foreign policy to achieve their objectives. For any state to achieve its objectives be they economic, territorial legitimacy or political the two must support one another. The study has found out that both public diplomacy and foreign policy are important for any state to relate with each other.

The media is a key player in public diplomacy practice, shaping public opinion and creating international perceptions of the domestic situation and capabilities of a state. The media can either be an asset or a liability to a state in regard to public diplomacy and its role in promoting the interests of a country. As such, media should not be ignored but should be engaged, trained and informed as well on issues of public diplomacy. Responsible reporting is necessary and should be encouraged right through the training in journalism and communication. The impact of news or features carried in print, social media and audiovisual media can either make or break a seemingly lucrative deal for the state.

The study further found that International relations involve both cooperation and conflicts, evincing more international cooperation and international conflicts consistent with the liberal and realist assumptions respectively. The multiplicity of interests, actors, opportunities as well as conflicts, makes it imperative to seek more partnerships and cooperation as isolation in this field would only be self-damaging.

These partnerships are important for cooperation, as outlined by liberalists, because limited human and institutional resources remain is a challenge to effective participation in global trade and investment. A coordinating point is however necessary so that all actor operate from the same page and have a similar understanding of the national interest and domestic policies operating within the country. Whereas the foreign ministries ought to

remain the focal point on matters of foreign policy, diplomacy and international relations, strategic partnerships with both state and non-state actors are necessary in public diplomacy.

The study found that in order to ensure effective human resources in public diplomacy, it is also important to ensure that Foreign Service staffs are well equipped with the requisite knowledge and skills. It is important to develop an efficient diplomatic activity with the results translating to improved welfare, economic development and prosperity. Navigating the commercial, policy, economic, institutional, legal issues as well as public opinion in the conduct of economic diplomacy calls for skills and knowledge that is acquired over time, either through training or practical experience gained in the field. Public diplomacy requires not only resilience and alertness but also dynamism and flexibility in order to reap the maximum benefits for one's country/ for the national interest. This is in addition to the complex and demanding role of practicing diplomats who face the daunting task to think like an economist but act like a diplomat in their day-to-day activities.

5.2. Conclusions

The diplomatic practice seemed to have been fixated on authority respective or multilateral channels of correspondence among states and had for the most part been covered in mystery. While this customary strategy today keeps on being fundamental for countries to lead the outside relations, a few countries have started to understand that it is important not exclusively to target remote governments in their endeavors to achieve outside approach objectives, but target as well other foreign publics which then brings another development aspect of diplomacy. Public diplomacy became one of the products that were noted and its growth which aimed not to the outside governments but to the public. The study concluded that Public diplomacy can change, it depend with the time taken to run them and the resources invested on them. It further concluded that information sharing is no

longer restricted with the coming of new media technologies as massages can be transmitted around the globe is in seconds thanks to global real-time television and the internet.

The study also concluded that Embassies are vital for advancing a country's national interest and gathering information and implementing the government's foreign policy decisions in the receiving state. Although nations cannot do away with traditional diplomatic practice of maintaining physical diplomatic missions in key states, Virtual diplomacy will bridge the gap in the effective use of diplomacy in interstate relations, notwithstanding the emerging challenges of cyber security.

5.3. Recommendations

The study recommends that the Ministry of Foreign Affairs should 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 term policy arranging in the field of foreign affairs issues by creating practical policy choices for the thought of policy producers including the NIS and the elements of its operators.

There is need for the Ministry of Foreign Affairs to establish and create a public diplomacy directorate and come up with a written public diplomacy policy that will direct the public diplomacy practice in the country as well as coordinate all public diplomacy activities for the common good of the country.

The study prescribes that Parliament assumes a dynamic part in foreign issues 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 significant and autonomous information speaking to the voice of the general population

The study recommends that the government takes advantage of all available information on foreign events and investment opportunities so that it can benefit through increased investments, and expansion of its markets for increased trade, tourism promotion and enhancing cooperation and interaction. This will enable Kenya improve its image abroad and also influence and shape perceptions through use of soft power as opposed to hard power. There is need for the strengthening and establishment of learning institutes that teach Kiswahili language the country's national language to its foreign publics. This way the foreign publics will easily understand and appreciate the culture of Kenyans thereby embrace our different cultural diversities.

Consequently the study also recommends that the ministry of foreign affairs its embassies and Missions should adopt social media strategies that encourage vibrant online conversations and not just event reporting, perhaps even hire a social media specialist who can engage energetically with the public. Other development fields have endeavored to utilize social media for development initiatives. Diplomacy should take the same direction; diplomats should go through social media course specifically tailored to them. All partner states should make it their priority to have good public images strengthened by participatory communications strategies which would create the much needed awareness and understanding of partner states foreign policies.

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APPENDIX I: INTERVIEW GUIDE

1. Discuss the relationship between public diplomacy and the foreign policy in Kenya?

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2. What role does public diplomacy play in the promotion of a country's image.

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3. Who are the key actors in public diplomacy?

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4. What role does the media play in promoting public diplomacy?

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5. Describe the opportunities available for public diplomacy in Kenya?

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6. How does the lack of sufficient institutional capacity in Kenya Foreign Service influence public diplomacy.

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7. What recommendation can be made on public diplomacy to improve the process of foreign policy in Kenya?

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Thank You for your Participation